

The attraction of Bung Hatta Grand Forest Park Tourism potential as a green tourism-based ecotourism

Era Triana^{1*}, Nengah Tela¹, Wenny Widya Wahyudi¹

¹ Faculty of Civil and Planning Engineering, Universitas Bung Hatta
Jl. Sumatera, Kampus 1, Universitas Bung Hatta, Ulak Karang, Padang, Indonesia-25133

*Corresponding author: eratriana@bunghatta.ac.id

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Abstract

In line with the dynamics of its development, tourism has penetrated various terminology such as ecotourism. Ecotourism is an approach to tourism development that seeks to ensure environmental preservation and keep the natural conditions around tourist destinations. *Taman Hutan Raya Bung Hatta* (The Bung Hatta Grand Forest Park) is a potential area to be developed into more valuable with more quality in ecotourism. However, the problem is that this site lacks attractiveness and regulations regarding environmental conservation and natural resources of flora and fauna as a valuable attraction in Bung Hatta Grand Forest Park. This study aims to assess the potential development of *Taman Hutan Raya Bung Hatta* in developing its attractiveness as ecotourism based on green tourism. The analysis in this study uses an observational approach and a deductive-descriptive method. The analyzes done in this research are an analysis of the physical condition of the Bung Hatta Grand Forest Park, an analysis of the attractiveness of the Bung Hatta Grand Forest Park, an analysis of the facilities and infrastructure of the Bung Hatta Grand Forest Park, an analysis of the Potential and Problems of the Bung Hatta Grand Forest Park. Those analyses are carried out with the concept of green-based ecotourism. The assessment of Bung Hatta Grand Forest Park attractiveness potential is from the potential for developing a natural museum, developing a natural laboratory as a means of education, providing a trekking area as an effort to integrate with nature and camping in the natural area of the Bung Hatta Grand Forest without destroying nature. All of this is done while maintaining the sustainability and uniqueness of the vegetation in Bung Hatta Grand Forest Park.

Keywords: Ecotourism, Green tourism, Attraction potential

1. Introduction

West Sumatra Province, known as one of the National Tourist Destinations (DTW), is actively developing the tourism sector. West Sumatra Province has some types of natural attractions such as sea, beaches, lakes, mountains, culture, and artificial tourism that are unique and attract visitors' attention. Each of these attractions certainly has its uniqueness and different tourist attractions. Padang, one of the cities in West Sumatra, has developed the Bung Hatta Grand Forest Park Tourism Object (TAHURA) into a nature-based family vacation destination. In addition to the beautiful and green forest, this area is also a rice field. It is located in Lubuk Kilangan District. The location is at a high altitude point, so the air is breezy and cold. The view from this location presents the beauty of Padang along with the expanse of the sea. Located on the edge of the highway that connects Solok and Padang, it makes this tourist location strategic to visit. Added with the breezy natural atmosphere and shade trees, we feel at home sitting here for a while to relax. However, the condition and existence of natural tourism in Taman Hutan Raya have not been fully explored. It happened due to the lack of natural tourism potential management. Characteristics of tourist objects and potential attractions have not been directed and developed by the capacity and performance of Grand Forest Park Tourism. Unfortunately, no exciting and unique attraction can be offered in Bung Hatta Grand Forest Park. Taman Hutan Raya Bung Hatta to be unpopular in the community. Therefore, a study is needed that lifts and explores all the potential and character possessed by the Grand Forest Park to be an attractive, unique, enjoyable, and educational tourism object.

1.1 Background

The long-term focus of Bung Hatta Grand Forest Park is building a nature-based destination (ecotourism). This place will provide outbound games, national geographic studios introducing natural plants, botanical science and technology laboratories, animal captivity, and plant development. This tourist object is a rain forest that has various types of plants and animals. Besides, Bung Hatta Grand Forest Park has *Rafflesia Arnoldi*, the largest flower in the world, and many kinds of fruit trees such as durian and sugar apple. This place also keeps wild animals, including tapirs, forest goats, various birds, and many other protected animals. There is still a lack of attractiveness both from nature and attractions in the form of natural activities, so that this tourist attraction is not widely known. Not maximizing the existing potential and not taking advantage of natural conditions to become a high-value attraction. Based on this condition, the goal to be achieved is to develop the tourism potential of the grand forest park in terms of tourist attractions and utilizing maximum natural potential as an ecotourism attraction based on green tourism. Green Tourism makes a more meaningful difference to the lives around them. In addition, it has a sustainable impact on local communities that are directly involved in it. This place can also minimize damage to nature, support the protection of an area, prioritize the empowerment of local communities, appreciate more local culture and values, and function to increase public awareness of nature conservation and the surrounding environment (Special Report, The US Ecotourism Market, WTO, 2002).

1.2 Overview of the Area

Bung Hatta Grand Forest Park (TAHURA) is a primary forest nature reserve area of West Sumatra. It functions to preserve nature and wildlife, protect natural resources, develop education and research, foster a love for nature, and at the same time serve as a place of recreation. The area of this location is 8.78 ha. Bung Hatta National Park is part of the Kerinci Seblat National Park. The topography in the Bung Hatta Grand Park area includes 500-1000 m above sea level, located in a hilly area, and on the edge of the main road between Padang to Solok. The slope in Bung Hatta Park is 15 to 40 % is classified as hills. For tourists interested in nature and adventures, the Grand Forest Park area is an encouraging tropical area. This place has an undulating and steep landscape, overgrown by various types of tropical plants that are still pristine and inhabited by hundreds of species of animals typical of the island of Sumatra. It makes this tourism area a perfect field for exploring and observing wildlife. From the previous research, there are at least 325 species of flora and 170 species of protected fauna. Tourists who like the usual type of vacation and recreation, in an intensive zone separated from the residential area, can enjoy clean and fresh mountain air, beautiful green, lush and beautiful natural scenery, and far from the noise and busyness of the city. It is easy for all tourists visiting the Forest Park Tourism Area to get to the location, which takes ± 25 minutes from the center of Padang City.



Figure 1. Bung Hatta Grand Forest Park
Source: Survey result 2020

2. Method

This study uses a qualitative descriptive approach in conducting the analysis. The analyses in this study are an analysis of physical conditions, analysis of attractiveness, and analysis of amenities as part of tourism theory. In addition, an analysis of potential and problems is also carried out to find aspects that can be developed based on ecotourism. Based on the main focus above, to identify problems and see the development potential, Bung Hatta Grand Forest Park needs to examine the factors that cause problems and use them as the development potential in the Bung Hatta Grand Forest Park area. One of the main aspects of green tourism planning is the integration of tourism for regional development. National, regional, and local coordination and integration of nature tourism and conservation planning are necessary due to the geographical distribution and intensity of the developed and developing tourism. Environmental compatibility of natural tourism in the region, best carried out at the regional level, can provide the best opportunity to achieve environmental conservation. Besides, it helps land use planning for tourism activities [10].

The research on this Grand Forest Park is located in Lubuk Kilangan District, Padang. The purpose of this study is to assess tourism objects for ecotourism based on the green tourism concept. In conducting this research, the method used for data collection is through observation and study of ecotourism theory based on green tourism. From the obtained data, the analysis uses a deductive descriptive method approach to describe the analytical study of ecotourism attractiveness in the Bung Hatta Grand Forest Park tourist attraction. Based on observations made at the study site, the analytical methods to be carried out include :

1. Analysis of the Physical Condition of Bung Hatta Grand Forest Park.
2. Analysis of the Attractiveness of Bung Hatta Grand Forest Park.
3. Analysis of the Bung Hatta Grand Forest Park Facilities and Infrastructure.
4. Analysis of the Potential and Problems of Bung Hatta Grand Forest Park.

3. Results and Discussion

This research aims to assess the Bung Hatta Grand Forest Park tourism site as ecotourism based on green tourism. The benefit of this research is to find out the attractions that can be developed in the tourism planning process. However, in the assessment process, the attraction and development of tourist objects should still maintain the preservation of the local environment.

3.1. Physical Analysis

A Physical analysis was carried out with two variables, the slope aspect and the geological aspect in the Grand Forest Park. More details on the analysis can be seen in table 1 Physical Analysis.

Table 1. Physical Analysis

Variables	Analysis
Slope	Bung Hatta Grand Forest Park is located on a slope varying between 0-45%, with the largest classification being on a slope of 0-8 with an area of 71,01 Ha.
Geology	The type of soil in the Bung Hatta Grand Forest Park area is volcanic rock soil type

Source: Analysis Results 2020

In the table above, it can be seen that the physical condition of Bung Hatta Grand Forest Park is on a slope of 0-45% with the largest group being on a slope of 0-8% covering an area of 71.01 Ha and the geology is volcanic rocks. The distribution of area according to slope classification can be seen in table 2 and the percentage of land area according to slope is shown in Figure 2.

Table 2. Slope area of Bung Hatta Grand Park

No	Slope	Area (Ha)
1	0-8	71,01
2	8-15	55,95
3	15-25	45,01
4	25-45	3,60
Total		175,57

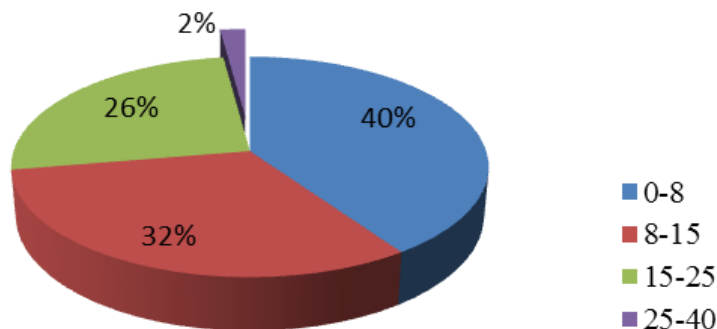


Figure 2. Percentage of land area by slope area classification

As much as 40% of the existing area can be developed to increase the need for supporting facilities for the Bung Hatta Park Hutan Raya tourism object. While the area of 32%, apart from being able to be developed as an increase in supporting facilities, it can also be used as a development attraction in the area of the Grand Forest Park Tourism Object without destroying or while maintaining the preservation of the existing environment. The following can be seen the slope map based on the classification and land area in Figure 3.

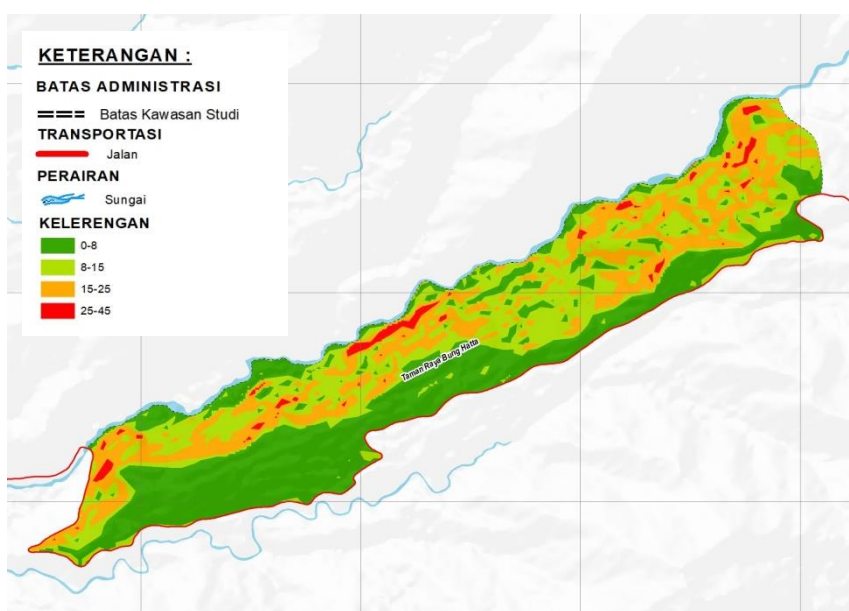


Figure 3. Slope Map of Bung Hatta Grand Forest Park

From the analysis of the slope map above, it can be determined the location that will be developed for supporting facilities and the improvement or development of the attraction that will be provided to attract visitors to come to the tourist attraction.

3.2. Attractiveness Analysis

Attractiveness analysis is an analysis to find out the things for Bung Hatta Grand Forest Park development by setting criteria for each variable based on the theory used. Attractiveness Analysis is shown in table 3.

Table 3. Attractiveness Analysis

Variable	Criteria	Analysis	Evaluation
<i>Something To See</i>	<ul style="list-style-type: none"> - Can be enjoyed by the eye - Good view - Can be an object for taking a picture 	Bung Hatta Grand Forest Park is a tourist attraction with the theme of nature tourism or ecotourism, in which many wild plants and animals attract the attention of visitors, especially nature lovers. Various birds flying, monkeys roaming around are unique to behold. Besides, flowers and several types of trees are rarely found elsewhere. Grand Forest Park is located in a hilly area which makes the surrounding air fresh.	Bung Hatta Grand Forest Park, based on the conditions of the area, is good because it has fulfilled the criteria from something to see variables.
<i>Something To Do</i>	<ul style="list-style-type: none"> - Doing some researches in the area - Doing nature conservation - Doing a performance or have an attraction 	At the Bung Hatta Grand Forest Park tourist attraction, visitors can only see and take photos of the attractions offered by Bung Hatta Grand Forest Park. There are other activities for visitors, such as rope climbing. In addition, visitors can study matters relating to animals and plants in the Bung Hatta Grand Forest Park area. It provides visitors' attraction with the flora and fauna while maintaining the authenticity of the environment and the preservation of the existing nature.	Bung Hatta Grand Forest Park, judging from the criteria for conditions in the area, is quite good because there have been several activities carried out by visitors in the Grand Forest Park area.
<i>Something To Buy</i>	<ul style="list-style-type: none"> - Offer something to buy either souvenirs or food - Offer lodging services - Offer space rental services for doing activities 	Near Bung Hatta Grand Forest Park, there is an inn located at the initial entrance to the park provided for visitors who want to stay in the Bung Hatta Grand Forest Park area. Around this place, there is also a field that can be used by visitors to camp in the Bung Hatta Grand Forest Park area. In addition, there are several types of outdoor space to carry out scientific activities or formal activities. However, no souvenirs or food stores for visitors to buy.	Bung Hatta Grand Forest Park, seen from the criteria, is quite good because there are lodging services and meeting room rentals.

Source: Analysis Results 2020

Based on the attractiveness analysis above, it can be concluded that the Something To See and Something To Buy variables for the Grand Forest Park is rated as good. Something To Buy variable results is fairly good because there are only meeting room rental lodging services in the Bung Hatta Forest Park area.

3.3. Analysis of Facilities and Infrastructure

The analysis of facilities and infrastructure is an analysis of the completeness of facilities and infrastructure to support the Bung Hatta Grand Forest Park development. More details of the analysis can be seen in Table 4.

Table 4. Analysis of Facilities and Infrastructure

Variable	Existing Analysis	Evaluation
<i>Facilities</i>		
Building	<ul style="list-style-type: none"> Bung Hatta Grand Forest Park has a building as a lodging unit with 20 rooms to stay for tourists. There is also a building that can be used as a meeting/deliberation place. There is also a place to rest in the form of 10 small cottages. There is 1 unit of security post in Bung Hatta Grand Forest Park located in front of the entrance of the tourism site. There is a toilet unit at the Bung Hatta Grand Forest Park tourism site. In Bung Hatta Grand Forest Park, there is also a prayer room for Muslims. 	<ul style="list-style-type: none"> The lodging condition at the Bung Hatta Grand Forest Park is good, and the building for having a meeting/deliberation is quite good. The small inns' condition is good. The security post is operating well. The condition of the toilets is quite good. The prayer room in Bung Hatta Grand Forest Park is usable and good.
<i>Infrastructure</i>		
Road	<ul style="list-style-type: none"> The main road of Bung Hatta Forest Park can be accessed by 2 and 4 wheeled vehicles. It is a 4m width road. There is a path in the forest area at Bung Hatta Grand Forest Park as a trekking area. 	<ul style="list-style-type: none"> The access road in this grand park is in good condition. The paths for trekking are generally in good condition.
Drainage	<ul style="list-style-type: none"> Bung Hatta Grand Forest Park has good drainage to drain water. 	<ul style="list-style-type: none"> Drainage in Bung Hatta Grand Forest Park is in good condition.
Clean Water	<ul style="list-style-type: none"> Clean Water in Bung Hatta Grand Forest Park has good water conditions obtained directly from mountain water. 	<ul style="list-style-type: none"> Water conditions in Bung Hatta Grand Forest Park are in good condition.
Electricity	<ul style="list-style-type: none"> The Infrastructure in Bung Hatta Forest Park is generally electrified, and there is a substation. 	<ul style="list-style-type: none"> Electricity in Bung Hatta Grand Forest Park is generally in good condition.
Waste	<ul style="list-style-type: none"> Bung Hatta Grand Forest Park already has 10 units of trash cans in every relaxing cottage area. 	<ul style="list-style-type: none"> The waste in Bung Hatta Grand Forest Park is managed well.

Source: Analysis Results 2020

Based on the table above, it can be seen that the facilities and infrastructure in Bung Hatta Grand Forest Park are generally in good condition. There are only a few in fairly good condition, namely toilets, lodging, and meeting buildings.

3.5. Analysis of the Potential and Problem

The potential and problems analysis are necessary to identify every aspect needed to establish an ecotourism attractions site and identify problems faced in developing tourism objects. Grand Forest Park is an ecotourism site that maintains natural tourism value. At the same time, it preserves nature and the environment. Besides, it can provide solutions for development by the characteristics of ecotourism based on green tourism. More details are in the following table 5.

Table 5. Analysis of the Potential and Problems

Aspect	Potency	Problem
Physical Conditions	Bung Hatta Grand Forest Park is on slopes classified as hills, and the geology is in the form of volcanic rock. This reason allows the park to become a place for growing plants and can also be a dispensary.	The problem with this park is that the manager did not give special attention to utilize natural conditions and did not do a maximum development for flora and fauna in Bung Hatta Grand Forest Park.
Attractiveness	The attractions in Bung Hatta Grand Forest Park have the potential to develop natural preservation, the diversity of existing flora and fauna species, and several natural attractions such as trekking and climbing trees with ropes.	Lack of food vendors and gift shops to buy food and souvenirs for taken home.
Facilities	Bung Hatta Grand Forest Park has a cottage for tourists' accommodation. There is also a building for a meeting place. In addition, Bung Hatta Forest Park also provides a place for camping and small cottages to relax.	The problem in the Bung Hatta Grand Forest Park tourist spot is the lack of attention by the tour management to facilities such as incomplete meeting building facilities.
Infrastructure	Bung Hatta Grand Forest Park have roads that can be accessed by visitors. There are also trash cans distributed around the cottage for visitors.	The condition of the toilets in Bung Hatta Forest Park is poorly maintained.
Vegetation	Bung Hatta Grand Forest Park has many plants and trees in the area. The living plants that exist in Bung Hatta Forest Park are rafflesia flowers, pine trees, <i>kweni</i> , soursop, sugar apple, durian, candlenut, cinnamon trees, and various kinds of flowers.	Lack of utilization and development of plants that live in Bung Hatta Grand Forest Park. These plants are not utilized optimally by making the forest conservation area a unique attraction site.

Source: Analysis Results 2020

From the analysis, the Grand Forest Park development by following the ecotourism concept based on green tourism is possible. According to Achmad (2017), ecotourism is a tourism activity based on nature and nature conservation, namely an activity or eco-based tourism trip both in a natural and unnatural environment and the existing informative and participatory culture that aims to ensure the environment, social, and culture sustainability. The implementation is carried out by interacting directly with nature. The purposes are to know the habitats and ecosystems that exist in an environment, providing employment and economic benefits to local communities to improve their living standard. Besides, it is acceptable psychologically in society. Ecotourism can also be a place for education and improve the awareness for tourists, local communities, and other stakeholders involved about the importance of the environment, appreciation of the concepts of environment preservation and conservation, and local culture (Achmad, 2017).

The Bung Hatta Grand Forest Park tourism development plan is based on the eco-tourism concept. It focuses on the environmental aspects that contribute to long-term nature preservation, such as building additional facilities that pay more attention to several environmental issues. Bung Hatta Grand Forest Park can develop tourist attractions by developing a natural museum, cultivating and maintaining the uniqueness of vegetation/plants in the Bung Hatta Grand Forest area, and developing a natural laboratory with various types of plants. This laboratory serves as an educational resource for students, researchers, and nature lovers to find out more about the diversity of wild plants and animals in the Bung Hatta Grand Forest area. This place also provides opportunities for nature lovers to blend in with nature by trekking to explore the forest and provides a site for those who want to relax by setting up camp. A camping area is provided for those who want to enjoy nature longer.

4. Conclusion

Based on the assessment of the potential attraction of Bung Hatta Forest Park Tourism as an Ecotourism based on Green Tourism in Padang, this place can be developed based on the concept of ecotourism. Some of the ecotourism potentials include developing a natural museum, developing a natural laboratory as a means of education, providing trekking areas to integrate with nature, and camping in the natural environmental site of the Bung Hatta Grand Forest without destroying nature. All these facilities and infrastructures are offered while maintaining the sustainability and uniqueness of the vegetation owned by Bung Hatta Grand Forest Park.

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