

Tourism Communication and Human Resources Management in Gunung Palung National Park, West Borneo

Didik Haryadi Santoso¹, Kristina Andryani², Nur Siva³

{didikhs@mercubuana-yogya.ac.id¹, kandryani@mercubuana-yogya.ac.id²,
sivapattiasina@gmail.com³}

Mercubuana Yogyakarta University^{1,2,3}

Abstract. National parks are synonymous with animal and plant conservation. It is rare for national parks to be integrated with tourism concepts in a professional manner. Park Gunung Palung National Park is a national park that seeks to integrate with the concept of tourism. This service was carried out by the Gunung Palung National Park West Kalimantan, Indonesia. The service partner in this service is the park manager. Gunung Palung National. This service focuses on tourism communication and governance manage human resources. There are at least two main programs, namely development tourism communication and human resource management. These two things happen basic problems in the Gunung Palung National Park tourist destination. Solutions in solving partner problems in the field of tourism communication in the form of training on tourism communication and human resource management training tourism sector. The targets of this service are (1) improving management more standardized tourism communication, (2) Increased skills and knowledge partners regarding tourism, (3) Increasing human resource capacity, (4) Increasing tourism services. The target output of this service is national journals and output additional EUDL indexed international proceedings.

Keywords: Communication Tourism, Human Resources, Management.

1 Introduction

Indonesia has many national parks that actively maintain land, animal and forest conservation. In its development, national parks have begun to be developed into one of the interesting tourist destinations to visit. Several national parks have become prime destinations for domestic and foreign tourists, for example Komodo Island National Park. However, there are also many national parks that have not developed rapidly due to various obstacles and problems faced. In the last decade, national parks have begun to be noticed and sought after by domestic and foreign tourists, not only because of their conservation but also because destinations in the national park area offer attractive natural beauty for taking pictures together and enjoying the beauty of nature with friends or family [1], [2].

The development of the tourism sector, especially in the national park area, has experienced its own obstacles and problems. This is because not all areas can be visited by tourists [3]. This is because the initial presence of national parks was not intended for tourist destinations but focused on land, forest, animal and plant conservation. Along the way, national parks began to grow and develop that integrated with the concept of tourism. Although in the execution of the first year of this service there was an obstacle, namely the clash of two concepts, between the concept of conservation and the concept of tourism. The concept of conservation requires as few people or tourists as possible to visit, while the concept of tourism requires as many people or tourists as possible to visit. This is not to mention being faced with human resource management and bureaucratic issues. Changing the bureaucratic approach to a business approach is a challenge in itself in developing tourist destinations, especially in national park areas.

The tourism sector related to national parks has basically grown and developed although not all national park areas can integrate with tourism and business approaches that collaborate with the surrounding community or society [4]. National parks in Indonesia have a preserving feature because they are not only about land or forest conservation but also related to animal and plant conservation [5]. In several national parks in Indonesia, the tourism dimension included in the national park is one of the significant sources of income for the people's economy [6]. In other words, that with the increase in human resource capacity and tourism promotion, it also helps to improve the economy of the surrounding community, in other words, helps to reduce the poverty rate in Indonesia.

The high interest of domestic and foreign tourists is a potential opportunity for the development of tourism in Indonesia, especially special interest tourism. Because not all ages and segments will choose this destination. However, in today's era, tourism with natural destinations is still popular with the current generation because of the charm of its natural beauty. Gunung Palung National Park is one of the national parks that has a special interest tourism concept. Special interest tourism in Gunung Palung National Park offers monitoring tours of orangutans and other animals such as hornbills [7], [8]. This special interest tourism has been running, but still needs upgrading and optimization in terms of tourism communication to human resource management.

Based on observations and experiences of community service in the first year (2023), it was found that there were at least 2 (two) further problems that needed to be analyzed in the second year of community service, namely (1) tourism communication has not been optimized and (2) human resource management in tourism development governance has not been optimized. The problem of tourism communication includes management issues, communication processes and marketing communications. In the study of marketing communications, important things that need to be considered include identifying market potential, target markets, product targets, prices and promotions [9]. The lack of information that can be published externally is another problem that needs to be analyzed. In fact, information is an important thing to consider so that various tourism and conservation programs can run smoothly. This information is related to the communication process and its production process. In other words, Manuel Castells stated that production sources are no longer focused on energy but on technology, communication and information processes [10]. The process of disseminating information will certainly be closely related to marketing and marketing is related to target markets, positioning, and segmentation [11].

Another partner problem is the problem of well-organized human resource management. In the first year of service (2023), the number of human resources involved in conservation and tourism is very limited. Even some HR must do job combine in a multitasking manner. Not to mention the job combine that occurs is not close to other jobs. For example, fire spot search officers in the field are also involved in producing information on websites and other media owned by the national park. In the second year of service, job combine can be implemented with the consideration (1) Between jobs 1 and 2, ideally, they are not much different from the competencies possessed by the team. (2) overlapping jobs are determined so that there is no overlap in mandate and work. The culmination is in optimizing human resources and increasing work efficiency.

The objectives of this service are (1) Carrying out transfer of knowledge and transfer of skills about tourism communication in Gunung Palung National Park, Ketapang, West Kalimantan. (2) Conducting human resource management training at Gunung Palung National Park, Ketapang, West Kalimantan. The benefits of this community service are: (1) Providing transfer of knowledge and transfer of skills about tourism communication at Gunung Palung National Park, Ketapang, West Kalimantan. (2) Increasing knowledge and understanding of tourism governance and human resource management in the tourism sector. Increasing enthusiasm and/or number of visitors to Gunung Palung National Park, Ketapang, West Kalimantan.

2 Research Method

The stages for implementing the solutions proposed by the team, begin with a discussion activity with partners to formulate solutions that are considered appropriate to be implemented within the service program period. The results of the discussion are then poured into the method for implementing the program as follows:

1. The implementation method for problems in the field of tourism governance and communication is by transferring knowledge of tourism governance and tourism communication (5 Dimensions of the Tourism Communication Concept) to the management team or partners. Transfer knowledge and skills with creative content production training to support online media promotion.
2. Furthermore, the implementation method for problems in the field of human resource management is by transferring knowledge and skills through training in human resource management with a conservation tourism perspective.

3 Result And Discussion

3.1 Optimization of Tourism Communication Through Creative Content Production

Tourism communication is the process of distributing information about tourism elements and components consisting of tourist destinations, public services at tourist locations, tourism products offered and various information on tourist experiences in enjoying tourist destinations [12]. Tourism communication has aspects of collaboration between the government, tourism providers or managers, media and the community or community. Tourism communication opens up opportunities to increase interest and community participation in order to provide an effect on increasing the tourism economy and developing the tourism sector. The elements of tourism communication are messages, communication media, audiences, marketing strategies, cross-sector communication, and so on [12]. The first and most crucial element is the message. The message dimension in the context of tourism communication in the digital era lies in the power of creative and interesting content.

The tourism communication training in Gunung Palung National Park began with creative content production training by Wahyu Mulyadi, a content creator who is productive in projects in Indonesia. Creative content production training begins with basic knowledge of content production tools, lighting and content distribution tips based on media and upload time in the content distribution process. In the context of content production in Gunung Palung National Park, it begins with short video production training using smartphones. One of the short videos in the short video production training is the video “do and don’t” in the Gunung Palung National Park area, West Kalimantan. Smartphones are one of the production tools that are easy to use and have high flexibility in production, especially when in the field or in the national park. After the introduction of tools, lighting and practice of using tools, the next session is sharing information about the best time to distribute content. In other terms, it is known as “prime time”. During the “do and don’t” video production training in the national park area, it was attended by 24 national park staff. All staff were actively involved and participated as actors in the creative content production process.

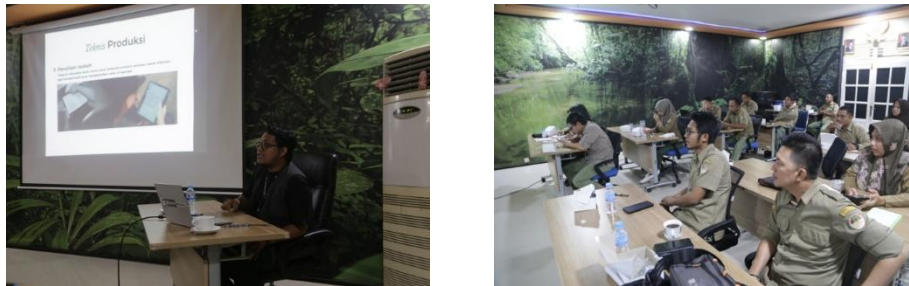


Figure 1. Creative content training

In creative content production, there are variations of content that can be produced. The variation of the content is highly dependent on the intent and purpose of the content to be produced and distributed. 1 (one) video content can also be distributed to various media platforms. For example, short video content “do and don’t” in the Gunung Palung National Park area that can be distributed to the TikTok, Instagram and YouTube platforms. Creative content that can be developed by the Gunung Palung National Park manager includes challenge videos, unique tutorials, behind the scenes video production. In addition to this creative content, there is also creative content that can be produced in the form of infographics about the National Park Area, tips and tricks for special interest travel, travel videos into the National Park Area, short articles, parody content as a protected forest ranger or National Park Area ranger, humorous videos of daily activities of the forest police, podcasts about National Park Management or casual podcasts about the experience of entering the National Park Area, social campaign videos about animals and plants protected by the state, and so on.

3.2 Human Resource Management at Gunung Palung National Park

In tourism communication, there are important components in developing tourist destinations. These components are accommodation, tourist attractions, transportation, public services or tourism services, tourism promotion, community or local society, customs, environment and human resources [11]. Human resources are the most

important or main component in developing tourist destinations, especially nature tourism. In fact, human resources are the key to moving the other components mentioned above. Human resources in the context of tourism consist of managers and staff of tourist destinations, tour guides, transportation and accommodation officers and other staff who support the development of tourist destinations. In the context of this dedication, human resources at the Gunung Palung National Park can be included in the category that is developing and has good competitiveness. Although, in terms of human resources as a whole, there are several things that need to be improved, namely: limited human resources (HR) who master their fields of work, a combination of cross-sector work, and the unavailability of training that is in accordance with the needs of human resources and institutional development.



Figure 2. Human Resource Management Training

In the human resource management material session, the objectives, functions and strategic roles of human resources in the development of the tourism sector were presented. After the material on human resource management, it was continued with root cause analysis. Root Cause Analysis is an analysis that is carried out in stages and focuses on finding the root cause of a problem, and not just looking at the symptoms of the problem. The purpose of RCA is to identify and find: What actually happened? Why did the problem occur? What can be done so that the problem does not occur in the future. Then it ended with RCA Exercise by all staff of Gunung Palung National Park. Next is the Exercise on needs analysis. The 6 stages in needs analysis are explained in detail, namely determining needs analysis, determining assessment criteria, collecting data, determining the next steps and improvement steps, determining and implementing strategies and priority scales and finally analyzing and presenting data. After the presentation of the material on needs analysis, it was continued with needs analysis Exercise by all staff who attended this training.

4 Conclusion

Tourism communication is the main key in developing tourism destinations. One of the main elements of tourism communication is the message. The message is king. Creative messages through audio visuals become more interesting to audiences or potential tourists. Creative video content can stimulate tourists to visit and ultimately increase the creative economy in the tourism area. The success of developing a tourism destination is very dependent on the harmony and cooperation between all these components including human resources. Human resources are the main element and key in driving other tourism elements and components. Each component is

required to be able to work together well in order to create sustainable tourism, and provide positive impacts for tourists, local communities, and the economy in the region.

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