

THE TOURISM ECONOMIC IMPACT FROM APPLIED OF COMMUNITY BASED TOURISM CONCEPT (STUDY IN KUIN TOURISM VILLAGE BANJARMASIN, SOUTH KALIMANTAN)

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Abstract

The objectives of the research are (1) To identify and map the application of Community Based Tourism (CBT) concept in Kuin Tourism Village and (2) to analyze the economic benefits created from the application of Community Based Tourism concept in Kuin Tourism Village. Types of research are descriptive quantitative and qualitative case studies. Methods of data collection is done by documentation and interviews. The results showed that the economic impacts derived from the application of Community Based Tourism in Kuin Tourism Village are direct impacts, indirect impacts, and follow-up impacts. The direct impacts are development of restaurant or shop business around the location of tourist attractions, employment, the development of vessel rental services and parking services. The indirect impacts are of the development of SMEs making river fish crackers, culinary business *soto banjar*, and handicrafts *tanggung*. The follow-up impacts are the better access road and the availability of a representative dock.

Keywords: tourism economi impact, Community Based Tourism (CBT), Kampung Wisata Kuin

INTRODUCTION

The tourism industry is one of the appropriate means in promoting the economy of both local and global society. At the microeconomic level the tourism sector can reduce poverty with a sustainable livelihood approach (Carney in [1]. In line with Carney, [2] also proves the existence of tourism is very instrumental in living the community around the object of tourism through direct impact, indirect and follow-up that is felt by the community with the good tourism in the form of business opportunities, job opportunities, improving the physical environment of society and improvement of social development communities and the rising prices of land. On the basis of this, tourism is an industry developed by many developing countries.

In an effort to minimize the negative impacts and optimize the positive impact of tourism hence the thought was born to develop a more pro-tourism in the community around the tourist attraction, which became known as Community Based Tourism (CBT) or community-based tourism. In Indonesia, the implementation of CBT is contained in Law Number 10 Year 2009 on Tourism, in Chapter III Chapter 5, The Principle of Tourism Implementation is to empower the local community. Thus, the Act has mandated that the development of Indonesian tourism should take into account the interests of the local (local) community. The issuance of Law Number 10 Year 2009 provides an important change in the approach of tourism development to be community-based.

Community-based tourism (CBT) is closely linked to sustainable tourism development. Some tourism experts such as [3] assert that the community-based development approach (CBT) is a requirement for tourism sustainability. [4] argues that sustainable tourism development emphasizes the community aspect (community-based tourism). [5] underlines that CBT is a form of sustainable tourism implementation. Community-based tourism (CBT) has many advantages, both from the aspect of community development and tourism industry. However, the implementation of the CBT model is highly dependent on the characteristics and conditions of the community / community in the tourist destinations so that CBT implementation model in the region with each other can be different. Therefore, studies relating to the application of CBT are needed as part of a strategy to realize a CBT model based on academic and more applicable frameworks of thought.

Given the importance of the tourism industry in applying the CBT model, it is not surprising that the application of community-based tourism has been widely applied in other areas such as Bali, Batu (Malang) and several other areas and the implementation of CBT has brought progress to the world of tourism, local and local communities [6].

South Kalimantan as an area of many islands surrounded by mountains and sea cause this region is rich in tourism potential. Tourism potential that has been developed in the form of natural tourism such as mountain tourism, sea, river and now has penetrated into cultural tourism. Each district and city has its own tourist attraction and historical heritage that becomes the attraction of every region. On the basis of its potential, the current Department of Tourism, youth and sports of South Kalimantan and Banjarmasin City are keen-giatnya

develop tourism potential. This is evident from the increasing number of foreign and domestic tourist arrivals coming to several tourist attractions in South Kalimantan, which is 64.6% in the period 2009 to 2014. More details can be seen in table 1.1 below:

Table 1. Number of Visitors to the Province of South Kalimantan, 2009 - 2014

Year	Foreign	Domestic	Foreign + Domestic
2009	22,815	380,406	403,221
2010	23,418	418,446	441,858
2011	24,869	502,046	526,915
2012	25,862	522,060	547,922
2013	25,435	540,906	566,431
2014	26,395	597,324	623,719

Source: Dinas Seni, Budaya dan Pariwisata Provinsi Kalsel, 2015

The city of Banjarmasin as the capital of the province has an opportunity with the existence of tourism. One of the excellent flagship tourism of Banjarmasin is Muara Kuin Floating Market which is the main destination for tourists outside Kalimantan and abroad who come to Banjarmasin. Muara Kuin Floating Market is located in the north of Banjarmasin City and adjacent to other tourist objects such as Tomb of Sultan Suriansyah and Tourism Object "Pulang Kembang". The existence of this tourist attraction is in the area of "Kampung Wisata Kuin".

The results of the researcher's initial observation obtained info that some residents rely their lives from the existence of this tourist attraction, so strong allegations of local government has begun to empower people who are around the object of tourism to participate in the development of tourism around them.

Based on the above description the authors want to know more whether Kampong Wisata Kuin already apply the concept of CBT and how this concept provides economic impact for the development of tourism and people who live in Kampung Wisata Kuin.

METHODS

This research uses quantitative descriptive research method. The location of the research was determined purposively in Kampung Wisata Kuin Kota Banjarmasin, South Kalimantan. There are several reasons for choosing the location of research that is (1) Muara Kuin Floating Market located in the Barito River in the area of Kampung Wisata Kuin; (2) In Kampong Wisata Kuin there is a variety of tourism development ranging from historical tourism, culture to religion, and (3) Banjarmasin City Government policy develops itself as a tourist destination in South Kalimantan.

The analytical unit of this study includes two spectrums: (1) individuals consisting of community members in tourist villages such as craftsmen and owners of home industry businesses, local residents; (2) Traders in Muara Kuin Floating Market and (3) Tourists visiting the tourist attraction around Kampung Wisata Kuin; and (4) related institutions (institutions) such as Dinas Seni, Pariwisata dan Kebudayaan.

In this study the data used are primary data and secondary data both for qualitative data and quantitative data. Primary data obtained from in-depth interviews are secondary data obtained from relevant agencies and the results of previous research. This is done by tracing information from various data sources consisting of informants, places and events and documentation or archives that exist. The object of this research is the people in Kampung Wisata Kuin, Tourism Office of Banjarmasin City and Art, Culture and Tourism Service of South Kalimantan Province and local government apparatus as well as people who are in Kampung Wisata Kuin as the main object of CBT.

Primary data collection was conducted by interview / structured interview using questionnaire, in-depth interview with guidance interview (guide interview), and observation. Secondary data collection is done through related SKPD, Kecamatan and Village Profile Data, and secondary data from various tourism businesses. Technical analysis of data with descriptive.

FINDINGS AND ARGUMENT

Community Supporting Power

In terms of creating a conducive tourism atmosphere and good service, the joint management with the whole community of Kuin tourism village is committed together to create the Sapta Pesona items which are the basis of the understanding of tourism education by local people, namely: (1) Security, (2) Order, (3) Hygiene, (4) Coolness, (5) Beauty, (6) Friendly, and (7) Welfare. In addition to the application of Sapta Pesona to create a conducive environment, citizens are also always trying to improve their skills (soft skills) and can support tourism activities in Kampung Wisata Kuin. The efforts undertaken to improve the ability of the residents include participating in tourism training such as training how attitudes and how to welcome tourists who come, training

and management of village tourism, training to make handicrafts, training to create attractive packaging in handicraft business. This activity is sponsored by the Department of Tourism in collaboration with the Department of Industry and Trade of Banjarmasin City. Through these trainings are expected to develop the competence of citizens to always be ready to follow the competition, especially in the tourism sector.

Component Quotes Kampung Wisata Kuin

1. Attractions

The attractions offered by Kampung Wisata are: 1) Natural attractions, 2) Educational attractions, 3) Art and Culture Attractions, and 4) Historical attractions.

a. Nature Attractions

Tourists who come presented with an interesting view of the natural scenery is still beautiful with the endemic flora and fauna typical of Borneo. This natural attraction can be enjoyed by doing a trip down the river. Visitors and tourists while in Kampung Kuin can go to the desired destination using kelotok (motorized boat) while enjoying the scenery along the way. Attractions that visitors can see is to see directly the activities of traders in Muara Kuin Floating Market and travel to Pulau kembang.

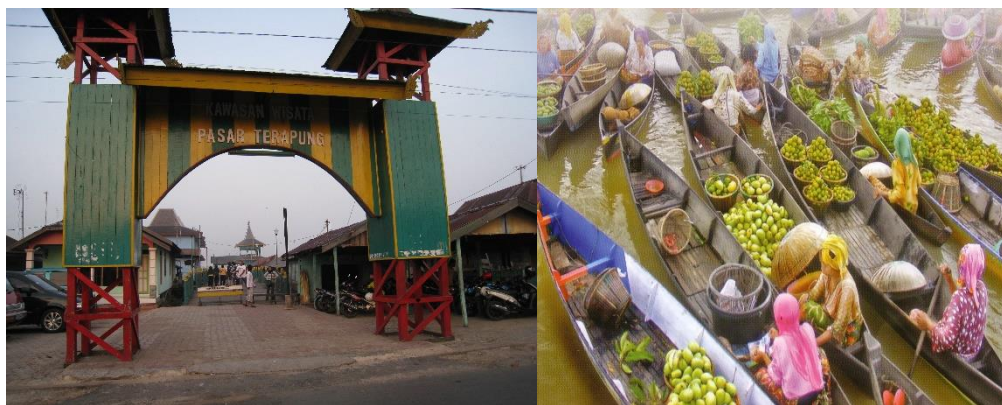


Figure 1. Muara Kuin Floating Market

b. Educational attractions

Visitors and tourists are welcome to see how to make fish cork crackers, make tanggui and make tajau (jars). In addition to see-see visitors and tourists are invited to try it directly make it. This is an experience for the newly created.

1) Art and Culture Attractions

Kampung wisata kuin offers culture "baayun maulud". This activity can be seen by visitors fitting to welcome the celebration of the Prophet Muhammad SAW. This event became the annual agenda of South Kalimantan Tourism Office in cooperation with the Department of Tourism Arts and Culture of Banjarmasin City.

2) Historical Attractions

The number of historical sites in Kampung Wisata Kuin, making this tourist village as the only historical tourist attraction in the city of Banjarmasin. Visitors who come usually do not miss to come to visit this historic site. This historic site of the mosque and the tomb of Sultan Suriansyah located on the banks of the river Kuin. This mosque is a relic of the glory of the kingdom of Banjar in his time and is the oldest mosque in Banjarmasin. Banjar Kingdom itself has been destroyed by the Dutch colonialism. Tourists can only see the rest of the glory of the Kingdom of Banjar in the form of Sultan Suriansyah Mosque. This mosque is located in the Kampung Wisata Kuin area. Its location is in line with the Floating market then allows tourists to come and stop by to this place. Usually the owner of the kelotok is already packing the event stop by to this mosque on the way to Floating Market.

2. Potential of Handicraft

Most of the residents of Kampung Wisata Kuin develop household handicraft industries such as making tofu, tajau, cracker-based crackers, catfish, and shrimp.

3. Potential Culture and Tradition Art

As explained above, Kampung Wisata Kuin village community has many and preserves various traditional and cultural arts such as "Baayun Maulud" Traditional Art and Tradition Art "Hadrah"

4. Accessibility

The road conditions were pretty good, with the whole already paved. The access road to each kelurahan is open, so it has enough alternative road / track that can be used. Kampung Wisata Kuin can be reached from the direction of the city of Banjarmasin either by river or land route. There are several public transportation options that can be used to reach the village of kuin tour. From market using angkot majors kuin, then visitors can stop in front of the village tour of kuin.

Economic Benefits of Tourism in Kampung Wisata Kuin

The explanation of the benefits of CBT concept application in this research will be focused on the economic benefits created from the application of CBT concept based on the study developed by [7].

1. Direct Impact

The existence of a tourist attraction in an area, not only gives a positive effect for the region but also the existence of a tourist attraction to give a positive effect for the surrounding community. This can happen if people get positive benefits from the existence of a tourist attraction. The direct impact is the impact that appears and felt directly with the existence of a tourist attraction in an area. As described above, Kampung Wisata Kuin has various attractions ranging from historical tours, culture and art, religion. All these attractions are synergized. The existence of this tourist attraction provides additional revenue for tourism actors. Additional income for tourism actors is a direct impact of the existence of a tourist attraction.

Kampung Wisata Kuin offers a variety of attractions. Ranging from natural attractions to cultural tourism. Some of these attractions provide a positive impact for businesses that cultivated citizens, both craft business, home industry and services. The following are presented efforts developed by residents in the Kampung Wisata Kuin area:

- a The development of restaurant or shop business around the location of the tourist attraction. The increasing number of tourists who come to the attractions around the tourist attraction, the greater the income of restaurant business actors. The surrounding community is able to participate in developing tourism object. This community involvement as a form of tourism development that empowers the community. Involving the community in every tourism business in Kampung Wisata Kuin make people feel to have an active role to participate in maintaining and developing the existing tourist attraction.
- b Absorb the educated and uneducated workforce. Tourism business in its development requires cooperation from people who have the same goal in managing the object of tourism. These people usually come from around the location of a tourist attraction. Like the Kembang Island tourist attraction in its management employs the surrounding community, as stated by Mr. Rizali that the management of the island of Flower empower the local people, so that they feel to have and participate in guarding the tourist attraction.
- c Services pilot kelotok Kuin Tourist Village is located on the Kuin River so visitors can use the river as a means of transportation. Some attractions require visitors to use kelotok (motorized boat). Some travel packages even offer in one trip. Here are the travel fares to attractions around Kampung Wisata Kuin. Source: Data Processed, 2017
- d Parking Service. The more familiar attractions that exist around the Kampung Wisata Kuin, the more tourists who come. Tourists who come to use various means of transportation ranging from wheel 2 to wheel 4. Because the number of two wheels and four wheels in the area of tourist attraction, it is necessary parking service to tidy up and maintain its security. The role of parking attendant services is important to provide comfort to tourists on the means of transportation used.

2. Indirect Impacts

Indirect impacts are those impacts that are indirectly perceived to be beneficial to the individual or group of the existence of a tourist attraction. The indirect effects of tourism development in Kampung Wisata Kuin are:

- a. Culinary Business: Soto Banjar
Banjar typical food or commonly called people banua is Soto Banjar. This food becomes a mandatory food that must be enjoyed by tourists both in and outside the country during a visit to the city of Banjarmasin. Soto Banjar is different from soto-soto coming from other area. Spices of various kinds make a distinctive aroma from Soto Banjar already known for connoisseurs of this banua typical food.
- b. SMEs making river fish crackers
As already explained above, that in the village there are various kuin tourist attraction. The existence of this tourist attraction gives a positive impact for the business that is run by residents in the area of Kuin tourist village. Community effort either in the form of handicraft or home industry which is directly related to tourism object or not directly related, or service business get positive influence from existence of this tourist object.

River fish crackers is a home industry business run by most housewives in this area. Almost every house in this village relies on this craft to sustain the family economy. Efforts to make fish crackers have long cultivated cultivation community in the District of North Kuin obtained from the legacy of their parents first. Therefore this handicraft business is growing and widely known by making this area into a tourist village. This effort became a form of local community involvement with the tourism in the area.

c. **Tanggung Handicraft**

Tanggung is a wide hat made of woven rattan. The skill of making Tanggui has long been owned and dilakoni craftsmen since long. Skill inherited from generation to generation. Tanggui was initially only used for outdoor activities such as farmers who farm in rice fields to avoid direct sunlight. However, after this area becomes a tourist area that comes to Banjarmasin, not a few tourists make Tanggui as a souvenir to take home.

3. Induced Impact

Follow-up impacts are the economic benefits that communities receive around attractions even though they are not involved with tourism activities. The impact of the development of Kampung Wisata Kuin in the implementation of CBT in the form:

a. **Access to better transportation**

The more Kampong Wisata Kuin visited from the outside community for various purposes, including for travel, making this area get the attention of local government. Various efforts made by the local government related to the facilities and infrastructure that exist around the location of the better attractions as well as the better means of transportation. Improved access road, not only the actors who enjoy tourism but also people who are not involved with tourism activities.

b. **Availability of a representative dock**

Wharf in Kampung Wisata Kuin before becoming a tourist village, the condition is not as good as now. Currently the dock is more harvester and bigger so visitors feel safe while on the dock. The docks located in Kampung Wisata are in several locations such as in front of Suriansyah Sultan's Tomb, Suriansyah Sultan Mosque, and the pier with the location not far from the Muara Kuin Floating Market location. This wharf was not as good at the beginning as it is now, but since Kampung Kuin has become a tourist destination in Banjarmasin, the local government through related agencies is working to improve and make this dock more comfortable to use.

c. **An increasingly open telecommunication network**

Telecommunication network is needed in supporting the development of tourism. Travelers need a telecommunication network in contact with the outside world. In addition, the communication network into a promotional media tourism object of an area.

CONCLUSION

The conclusion of the study of Kampung Wisata Kuin Banjarmasin District North Banjarmasin City is as follows:

1. Kampung Kuin has the potential of tourism that is indeed should be made Kampung Wisata. The potential of natural tourist attractions in the form of river rafting tour where tourists are invited to see a collection of monkeys and bekantan along with flora and fauna endemic typical of South Borneo in the tourist attraction of Kembang Island, watched the activity in Muara Kuin Floating Market, see the historic mosque Sultan Suriansyah and his grave in the region Kampung Wisata Kuin. But the readiness of people's human resources still need to be improved and the need to set up institutions or organizations supporting the tourism community such as tourism conscious groups
2. He made Kampung Kuin as Kampung Wisata not only for the sake of preserving the cultural values of tradition that prevailed in the community downhill but also ecosystem sustainability. Through CBT, Community involvement as a manager is not only aimed at empowering the community but in order to maintain the economic sustainability of the community.
3. In Kampung Wisata Kuin has implemented CBT in its activities by involving the community in tourism activities either as a tourist object manager. However, the involvement of the community in tourism activities is still not optimal in the sense that its involvement is still limited to be a manager, not a policy maker. This is related to the human resources and skills that are still low.

From the results of research and discussion then the recommendations that can be submitted by the author are as follows:

1. High commitment from the local government of South Kalimantan is required in order to increase the role of the community in Kampung Wisata program which has been developed through coordination and

preparation of the right plan so that the existence of Kampung Wisata Kuin has high competitiveness to attract more tourists.

2. Relevant institutions are expected to conduct intensive training and human resource development to the community, especially in the field of tourism and its supporters.
3. The need to establish POKDARWIS as a tourist management agency so that it will run well as expected. The local government of South Kalimantan in cooperation with tourism and university managers in order to provide input and opportunities for activities in Kampung Wisata Kuin. should include (1) the principles and generalizations inferred from results, (2) any limitation or exceptions to these principles and generalizations, (3) theoretical and/or practical implication of the research, and (5) recommendations.

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