

POSTER PRESENTATION

TITLE	PRESENTER
Combines batik to improve the economic and marketing in Indonesia	izzur rozabi (leader), Lowita Fi Sakina, Ratna Harumi Tri Sandy, Siti Eka Aprilia, Dilla Melani
Socio Economic Background and Political Participation	Mirza Ayunda Pratiwi, Mohamad Fahmi
Featured attractions mapping in South Kalimantan and Its Impact on the Poor	Noor Rahmini, Abdurrahman Sadikin, and Lina Suherty. Economics Faculty of Lambung Mangkurat University

Featured attractions mapping in South Kalimantan and Its Impact on the Poor

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The purpose of this study was to: (1) Create a mapping of the attractions featured in each district in South Kalimantan based on the criteria of competitiveness, attractiveness and carrying capacity to be a mainstay of South Kalimantan (2) Knowing the impact of the existence of attraction towards the poor in the surrounding attractions. This research is a qualitative research. The research site is set in South Kalimantan which includes all tourist attractions in South Kalimantan in 13 regencies/cities. The focus of research is conducted at leading tourist attraction in South Kalimantan. The sampling techniques use purposive sampling and snowball sampling. This is done because of the number of data sources did not give a satisfactory data, so the researchers found the others that can be used as the source of data (Sugiyono, 2007). The data that has been obtained is analyzed by using *interactive model of analysis* which was developed by Miles and Huberman (1992).

The researchers found out that the leading tourist attractions in South Kalimantan are: 1) Floating Market, tourist attraction that is located at the mouth of Barito River, 2) Pulau Kembang, tourist attraction which is managed by provincial government of South Kalimantan, 3) The Grave of Syekh Arsyad Al-banjary, religious tourist attraction that is located on Banjar Regency, 4) Loksado and Tanuhi, tourist attraction that are located on Hulu Sungai Selatan Regency and managed by regional government of HSS, 5) Gedambaan Beach, tourist attraction. From the result of some interviews with all tourism departments of Regency/City in South Kalimantan, they hope that tourism can be a product that can give contribution to the economy of society and can eliminate the poor through the development of local economic sectors. Tourist attractions in South Kalimantan are still unable to support local economy, because some of the tourist attractions are only visited by tourists on school vacation, holiday, and some particular events. So that, the development of tourism still can not give much benefits to the poor, so far.

The tourist attractions in those areas do not only bring benefits for the poor, the other classes of society also get the benefits from the existence of those tourist attractions. The direct effect of the existence of tourist attractions is the emergence of jobs such as parking man, cleaning service, food vendor, and others job opportunities. The tourist attractions enable the society to get additional income aside their main jobs as farmer, fisherman, labor, even civil servant. Society around the tourist attractions also feel indirect effects of the existence of tourist attractions such as the open road access, the availability of telecommunication networks, the open of trade routes, and the raise of land prices. These effects can not be valued by money, but the existence of these tourist attractions will bring the society to have a better life.

Keyword : mapping, tourism, tourist attraction, multiplier effect, poverty

INTRODUCTION

In regional autonomy, national poverty reduction policies must be described and solved in each region. Area should be able to explore its potential and its natural wealth for the welfare of his people.

South Kalimantan is rich in natural potential. During the local government focuses more on exploiting the natural wealth of minerals such as coal and iron ore. And as known to the two types of commodities including natural resources can not be renewed and will someday run out so of course limited multiplier effect.

Based on the above it was time to change the exploitation of natural resources through other means such as the tourism sector because of several studies of tourism to reduce poverty through the availability of jobs that come with the development of the tourism sector. South Kalimantan is supposed to be able to capture this opportunity because this region besides having abundant wealth both on land and at sea is also the province is endowed with natural beauty and culture that are difficult to find in other areas.

Infrastructure improvements in South Kalimantan make tourist arrivals continue to increase and maximize the tourism industry has the opportunity to attract tourists to come to South Kalimantan Abroad. Here's the data traffic growth of tourists visiting the South Kalimantan from year 2004-2010

Table 1
Tourist Arrivals to the development of the archipelago of South Kalimantan,
Length of Stay, Average Expenditure and Total Expenditure Year 2004 to 2010.

YEAR	WISNUS	LENGTH OF STAY	THE AVERAGE EXPENDITURE	TOTAL EXPENDITURE (Rp)
2004	274,080	1,9	Rp. 400.000	Rp. 208.300.800.000
2005	287,921	1,9	Rp. 400.000	Rp. 218.819.960.000
2006	293,679	1,9	Rp. 400.000	Rp. 223.196.040.000
2007	306,741	1,9	Rp. 400.000	Rp. 233.123.160.000
2008	318,098	1,9	Rp. 400.000	Rp. 241.754.480.000
2009	380,406	1,9	Rp. 400.000	Rp. 289.108.560.000
2010	418,446	1,9	Rp. 400.000	Rp. 318.018.960.000

Data Disbudpar South Kalimantan in 2011

The data shows that tourists visiting the archipelago in the South Kalimantan in 2004-2010 has increased from an average of 3% each year. Increasing number of tourists visit can not be separated from local government programs that intensively conducted through the "Visit South Kalimantan".

Under the terms described above, the writer interested in doing research on mapping Featured attractions in South Kalimantan and Their Impact on the poor. With problem formulated as follows (1) what are the attractions featured in each district in South Kalimantan based on the criteria of competitiveness, attractiveness and carrying capacity to be a mainstay of South Kalimantan? (2) How society involvement in the tourism sector and the impact of the existence of attraction for the poor around the attraction?

The purpose of this study was to: (1) Create a mapping of the attractions featured in each district in South Kalimantan based on the criteria of competitiveness, attractiveness and carrying capacity to be a mainstay of South Kalimantan? (2) Knowing involvement in the tourism sector and the impact of the existence of attraction towards the poor in the surrounding attractions

Framework

Based on the description of the background of the issue, the title, the formulation of the problem, objectives, and study the theory, then made a frame of mind as in Figure 1 below:

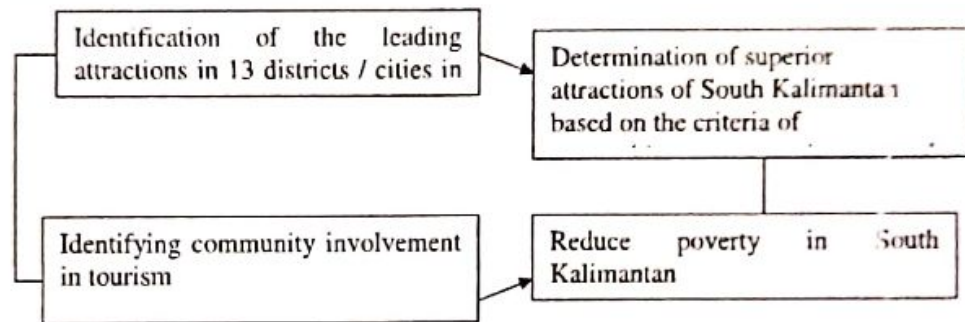


Figure 2.1 Framework

METHODS

This study used a qualitative descriptive approach for the study of natural objects (Sugiyono, 2005). Research conducted in South Kalimantan covers all the attractions in South Kalimantan in 13 districts / cities (ie Region Banjarmasin, Banjarbaru, Tanah Laut, Tanah Bumbu, Kotabaru, Banjar, Barito Kuala, Tapin, Hulu Sungai Selatan, Hulu Sungai Tengah, Hulu Sungai Tengah, Tabalong, Balangan).

Sources of data obtained from (1) The informant who selected particular control problems, were selected through purposive sampling technique based on consideration of their mastery of the issues under study. (2) The place and the event as an additional source of data is done through direct observation of places and events related to research. Observation target is to see the state of attraction, tour players and their existing facilities leading tourist attractions in each of the 13 District. / Cities in South Kalimantan. (3) Data on the monographic rural / urban village and the number of poor households who are in the area of attractions in each

district. / Cities in South Kalimantan obtained at the Office of the Chief of the village / district where leading tourist attractions are located.

Population in the study include the entire Department of Tourism in South Kalimantan in 13 districts / cities (ie Region Banjarmasin, Banjarbaru, Laut, Tanah Bumbu, Kotabaru, Banjar, Barito Kuala, Tapin, Hulu Sungai Selatan, Hulu Sungai Tengah, Hulu Sungai Tengah, Tabalong, Balangan) and community leaders who are in the attractions area.

Large sample of respondents numbered 50 people consisting of respondents from the Department of Tourism numbered 14 people, community leaders and managers totaled 14 people 22 people total attraction to the sampling technique used was purposive sampling and snowball sampling was then analyzed using qualitative descriptive analysis of the interactive model of of analysis developed by Miles and Huberman (1992).

RESULTS AND DISCUSSION

RESEARCH

Research

Overview of Research Sites

South Kalimantan province, situated on the southern island of Borneo. West borders of Central Kalimantan, on the east by the selat Makassar, the south by the laut jawa and the province of East Kalimantan. Geographically, South Kalimantan Province is located between $114^{\circ}-19' 13''$ BT – $116^{\circ}m 33' 28''$ BT dan $1^{\circ}, 21 49''$ LS – LS – $4^{\circ}, 10' 14''$ LS.

This province is divided administratively into 13 second-level region consisting of: Region Banjarmasin, Banjarbaru, Laut, Tanah Bumbu, Kotabaru, Banjar, Barito Kuala, Tapin, Hulu Sungai Selatan, Hulu Sungai Tengah, Hulu Sungai Tengah, Tabalong, Balangan

Objects and Travel Attractions in the 13 District / Town Study Sites

Floating market



Figure 2 Location Floating Market

The uniqueness of Floating Market in Banjarmasin is trading activity on the river, sellers and buyers together on a boat. The market is starting to take place at 05.00 pm. Based on the data Disbudpar Banjarmasin City (2008) the number of visitors per month on average amounted to 2,000 people, come from overseas, the archipelago, local. Traders in this market of interest rate Banjar 155 people and newcomers to 5 people. Traded in the form of vegetables, fruits, staple food (rice etc), fish, typical cuisine banjar like soto, rawon, nasi kuning, traditional cakes Banjar.

4.1.4.2 Pulau Kembang



Figure 3 Location Pulau Kembang

Pulau Kembang park area of ± 60 ha visited by local tourists, especially tourists from Banjarmasin. This object is located at the mouth of the River Pulau Kembang Barito district Barito Kuala. The island is inhabited by long-tailed macaques (monkeys) and several species of birds. Distance from Banjarmasin approximately 1.5 km and can be reached by boat, motor / klotok with 10 minutes of the Floating Market. This area is in forest area in Kuala Kab.Barito. Its appeal as a nature reserve / wildlife, playground, there are lots of wild monkeys and a place of prayer ethnic Chinese. For management under the provincial government South Kalimantan.

Panning Intan Cempaka Traditional

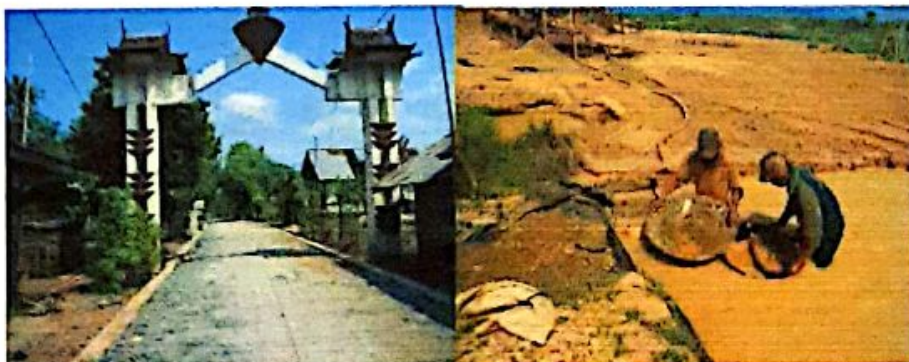
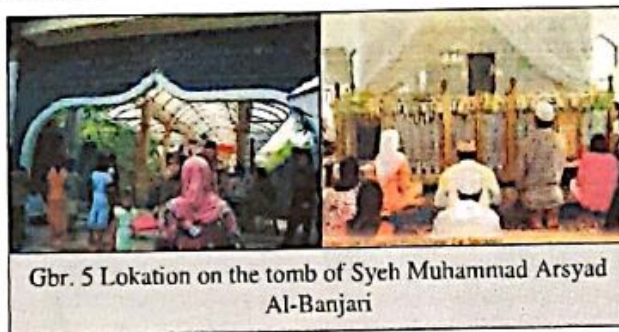


Figure 4 Location Panning Intan

Traditional diamond panning area cultivated by the people for a living panning for diamonds is always hereditary. Contained in the Village District Pumpung Cempaka, with the distance from the city of Banjarmasin \pm 40 km. Miners and the diamonds are usually grouped them dig a hole approximately ten to twelve feet, using traditional equipment and are always working hard to seek their fortune / fate.

The appeal of this attraction is a place of mechanical panning diamonds, how diamonds are still modest gain is what makes the diamond panning in Cempaka be interesting to the viewer.

Tomb Kelampayan



Tomb Sheikh Muhammad Arsyad Al Banjari or better known as Datu Kelampayan located in the village kelampayan tengah, Banjar Regency is a religious tourist destination visited by many tourists both wisnus and foreign tourists. To achieve this attraction of the city of Banjarmasin required + 2 hours drive. This attraction can be achieved with 4-wheel vehicle although the road width of 1.5. M with the condition of the asphalt road.

Multiplier effect caused by attraction to the surrounding community is the emergence of service forecaster, transfort services, day care sandals and parking services to its direct impact, indirect impact are two effects that lead to positive and negative.

Caves Batu Hapu

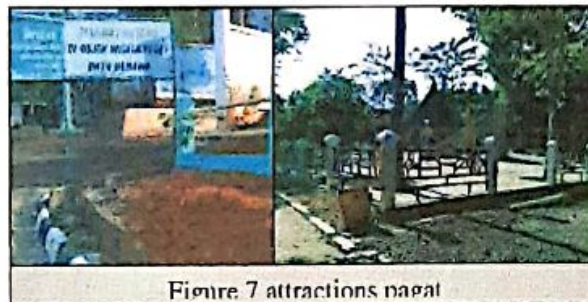


Batu Hapu at Binuang in a distance of \pm 36 km from the Rantau city , or along the 98 km from Banjarmasin and can be reached by all types of passenger cars. The road paved and is within approximately 2.5 hours from the city of Banjarmasin.

Attractions Goa Batu Hapu with 6 ha area attraction is a kind of natural attractions that are located in the village of Batu Hapu Sub District Hatungun kepengelolaannya Tapin that the District Government under Tapin.

The appeal of this attraction is the cave tours and camping ground where visitors were treated to the beauty of the cave with a splash of water and water flow on the sidelines of the rocks.

Pagat Batu Benawa

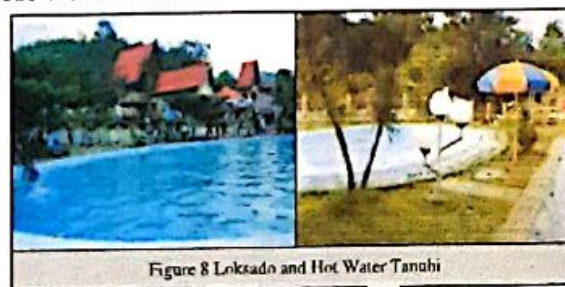


Pagat attractions located in the village of Pagat District Batu Benawa Hulu Sungai Tengah. To reach the attraction location reached by a distance of 7 km from Barabai or 4 hours drive from the city of Banjarmasin that can be achieved with 2 wheelers and 4-wheel with a paved road conditions.

Tourists who visit an average of 2918 people per month. (data Disbudpar HST). Area of attraction is 43.371 m² For management under the district government Hulu Sungai Tengah.

Existing facilities at this attraction is a terminal, WC, a place to change clothes, tennis courts, cafe, stage entertainment, mushalla and playground.

Loksado and Hot Water Tanuhi



Loksado located in the foothills Meratus, cool tube, and the river Amandit flowed around Loksado and Haratai waterfalls and the natural environment original very interesting.

The Loksado is located on the east side Banjarmasin city, Loksado District is within 4 hours by four wheel drive \pm 171 km from the city of Banjarmasin, a region home to the indigenous Dayak Bukit Meratus Mountains, which still adhered to animism (Kaharingan). They live in groups in a traditional longhouse is a house inhabited by many families.

One area with Loksado there hot springs Tanuhi. Attraction of natural attractions that are located in the Village Tanuhi District Loksado which in its management, are also managed directly by the Government of Hulu Sungai Selatan District through its tourism department.

The attraction is the attraction of visitors who come to enjoy a soak in the hot tub that supposedly said to cure various skin diseases.

Existing facilities in the form of attraction is the hot tubs, tennis court, souvenir sales and resort cottages. From the observation of the researchers, this attraction is cukup managed quite well by the tourism department and the community.

Agung Temple



Figure 9 Agung Temole

Attractions Agung Temple is located in the village of the River Sungai Malang District of Malang Hulu sungai Utara. To reach the attraction location reached by a distance of 7 km from the Amuntai or 5 hours drive from the city of Banjarmasin that can be achieved with 2 wheelers and 4 wheel paved road conditions.

County-owned attraction is actually quite a lot, but the famous and much visited by tourists because of its history the site is attractions Agung Temple. Attraction visited by many tourists from Banjarmasin and surrounding the holiday season and day of the week because it was close to the city of Banjarmasin.

Baruh Bahinu Dalam

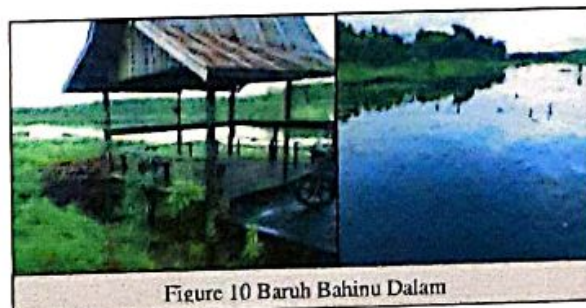
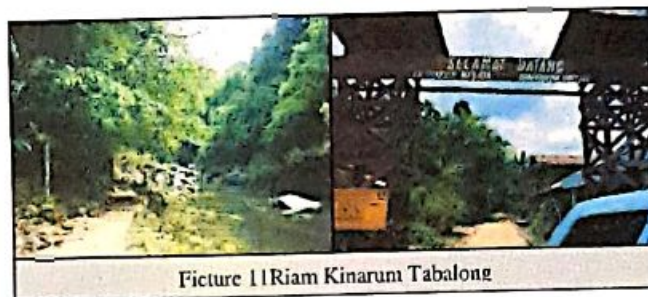


Figure 10 Baruh Bahinu Dalam

Attraction is a natural tourist attraction located in the Paringin District Balangan the object area 12 Ha. To reach the attraction location reached by a distance of 11 km from Balangan that can be achieved with 2 wheelers and 4-wheel with a paved road conditions. Along the lake to yourself to go through the ulin catwalk with a width of 2 m.

The appeal of this attraction of the lake with a natural beauty that surrounds the status kepengelolaan attraction in County Government Balangan the status of local government-owned land.

Riam Kinarum

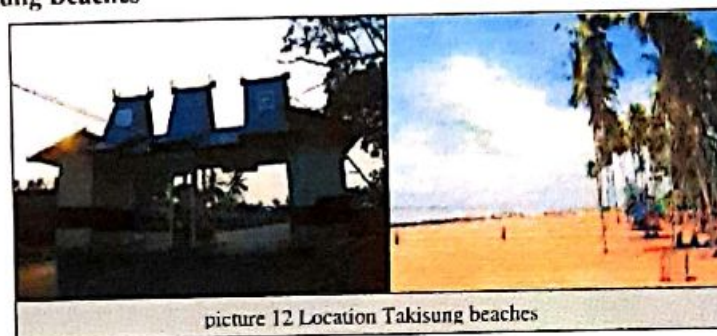


Picture 11 Riam Kinarum Tabalong

Attraction is a natural tourist attraction located in the Kinarum Village District Upau Tabalong with an area of 2.5 Ha objects. To reach the attraction location reached by a distance of 30 km from Tabalong of the Cape that can be achieved with 2 wheelers and 4-wheel with a paved road conditions. The appeal of this attraction in the form of a waterfall with a natural beauty that surrounds it.

Attraction management Tabalong under local governments with community land status. For visitors can go to this place do not charge fees, so the frame does not get anything out of the attraction.

Takisung Beaches



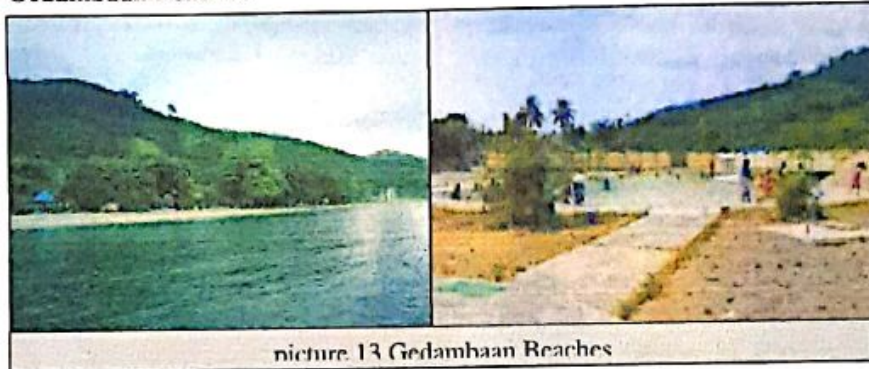
picture 12 Location Takisung beaches

Attraction of the beach attractions are located in the Village Takisung District Takisung District Tanah Laut with an area of 4.7 Ha objects. To reach the attraction

location reached by a distance of 22 km from the Pleihari that can be achieved with 2 wheelers and 4-wheel with the condition of paved roads with a road width of 4 m.

This attraction is a leading tourism District Tanah laut because it is not far from the center of the District Pelaihari. The appeal of this attraction a beach with crashing waves. Besides the attraction there is a small island not far from the coast, known by the name of Datu Island.

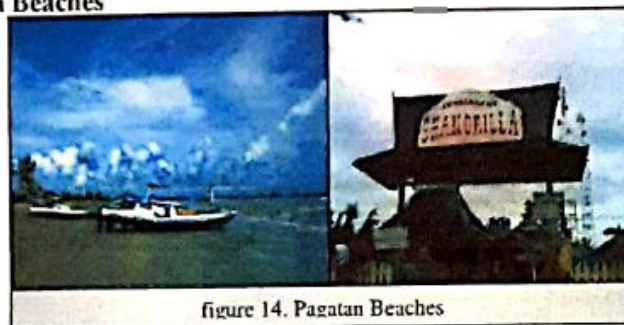
Gedambaan Beaches



Attraction is a natural tourist attraction located in the Gedambaan village District of Pulau laut Utara Kotabaru. To reach the attraction location reached by a distance of 14 km from Kotabaru that can be achieved with 2 wheelers and 4-wheel with the condition of paved roads with a road width of 4 m. The management this attraction on the local government district Kotabaru.

Attraction visited by many tourists and Banjarmasin surrounding the holiday season and day of week with the average number of visits per month 5000 people. (Data Disbudpar Kotabaru District, 2008)

Pagatan Beaches



Attraction is a natural tourist attraction located in the Pagatan Village District Kusan Hilir District Tanah Bumbu. To reach the attraction location reached by a distance of 0.5 km from the capital Pagatan that can be achieved with 2 wheelers and 4-wheel with the condition of paved roads with a road width of 4 m.

The beach is visited by many tourists for its beautiful beaches with warm water and natural scenery can be enjoyed by visitors only takes half an hour from the city pagatan.

Discussion of Research Findings

The Featured Attractions in South Kalimantan

The results above can be seen that there is a tourist attraction that has not been optimally utilized. The results above show of 13 attractions were seeded in each district views of the appeal, the carrying capacity and competitiveness as a whole still does not include the category of tourism that is well managed by each local authority, it is seen from:

a. Appeal

Attraction that is still relying on natural attractions without being followed by maintenance, so the impression is captured walking potluck attraction.

b. Carrying Capacity

A tourist attraction will not develop properly if it is not supported by good infrastructure and facilities as well. Necessary means of attraction of the availability of sanitary facilities like garbage, clean water facilities, entertainment facilities including children playground, telecommunications, facilities transportasi, travel agents, airlines and resort facilities. Being infrastructure includes roads, easy access to the attractions, ease investors to businesses in the tourism sector.

c. Competitiveness

From the survey results revealed that there are attractions in South Kalimantan is still low due to competitive nature served only without being followed by a continuous maintenance so that when the purity of the natural beauty that is offered to visitors who come gradually decreases coupled with hygiene factors that are not maintained to natural beauty of attractions such reduced value.

Based on the criteria of attractiveness, capacity and competitiveness of the attractions in South Kalimantan is almost the entire gain or minus the value of tourism is not well developed, as disclosed Fandeli (2002) measure of the success of tourism include the parameter number of visitors, length of visit, tourist expenditure, revenue stakeholders, including employment creation and income of local communities and national and local governments.

Nevertheless there are some attractions that were developed leading to management as they are developed on the attractions that have been developed such as in Java and Bali and there are some attractions that are extremely good and is a hallmark of South Kalimantan.

Sights that consist of:

1. Attractions that are floating market at the mouth of the river Barito

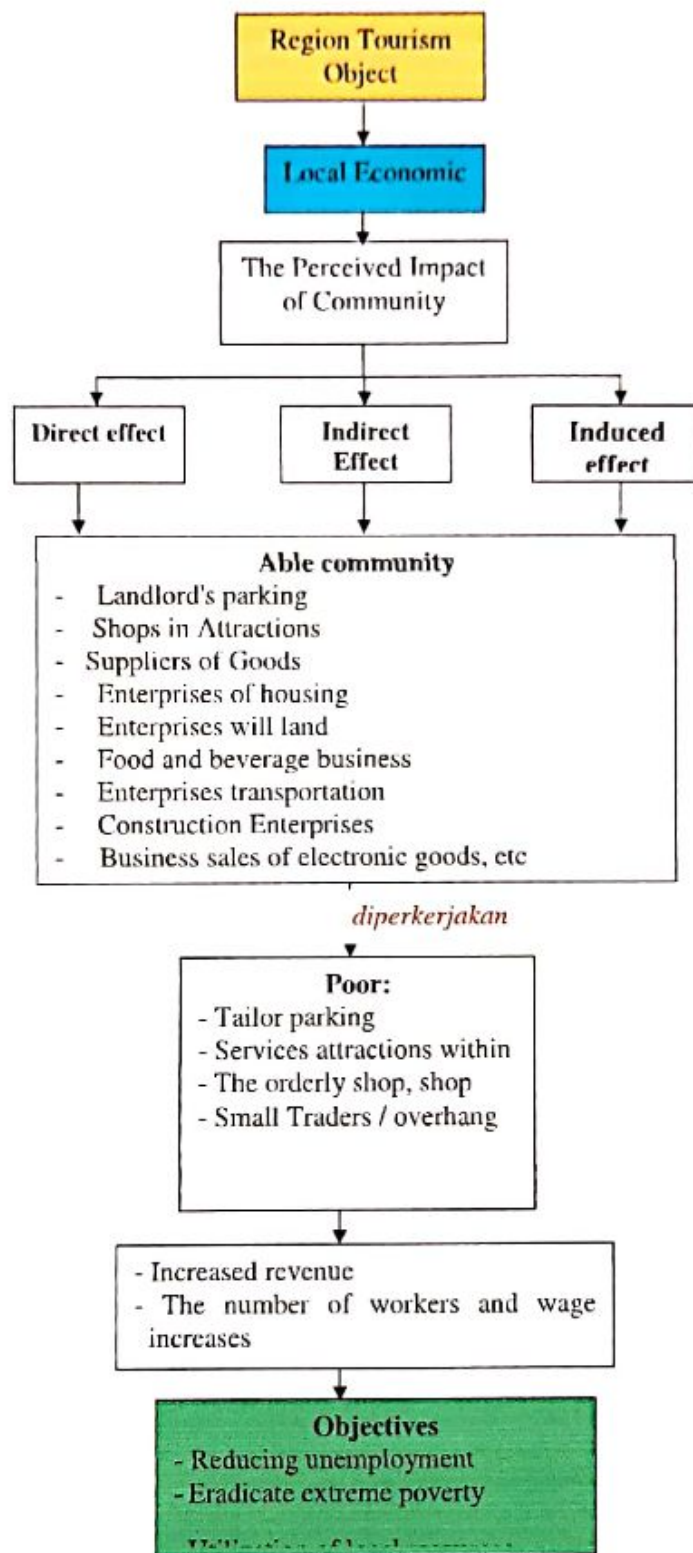
2. Pulau Kembang attractions which will be managed under the South Kalimantan provincial government.
3. Religious attraction is the Tomb of Sheikh Ahmad Albanjary in Banjar regency
4. Attractions Loksado and Tanuhi are located in the district Hulu Sungai selatan that its management is under the local government HSS.
5. Gedambaan beaches attractions

Community Involvement in Tourism Sector

Forms of community to the attractions are classified into two, namely: (1) The direct involvement of the direct involvement of the attractions, such as into a parking, sanitation workers, merchants who sell well around the attraction of food and souvenir vendors and souvenirs, the guard WC / bathroom, vendor services and other work. (2) indirect involvement of the community involvement of attraction does not directly support the development of attractions such as maintaining security around the attraction, keep clean, friendly attitude towards tourists coming.

The implications of the existence of these attractions include: (1) Direct Impact. The direct impact is felt from the presence of attractions, divided into negative and positive impacts. The negative impacts that come into direct contact with the tourism sector will easily infected cultures of visitors. Was the positive impact of the emergence of more jobs in attractions such as being a parking, janitorial services, food vendors, craft vendors and other employment opportunities. The existence of communities surrounding attractions make the attraction of additional income received in addition to basic jobs such as farming, fishing, working even though civil servants. (2) indirect impacts. Surrounding communities also felt the attraction of indirect effects of the presence of attractions such as access roads are open, the availability of telecommunication networks, the opening of trade routes, the rising price of land. This impact can not be valued in money but it will bring people's lives for the better in the presence of these attractions.

Based on the above in mind with the attractions in the area not only benefits the poor, people who are not classified as poor are to benefit from the tourist attraction.



Conclusion

Based on what is described in the research and discussion can be summarized as follows:

1. The results above show of 13 attractions were seeded in each district views of the appeal, the carrying capacity and competitiveness as a whole still does not include the category of tourism that is well managed by each local authority
2. Nevertheless there are some attractions that can be relied upon to develop South Kalimantan with more focused because of its potential is great and it is typical of South Kalimantan, in addition to this attraction also has a fairly complete support facilities and well maintained so that the attraction could be a mainstay of South Kalimantan the future if managed properly will bring income to local communities as well as for attraction. Attraction is the floating market, Pulau Kembang, Tomb of Sheikh Arsyad Al Banjary, Loksado and tanuhi and Gedambaan beach.
3. Forms of community involvement that is two players directly to attractions such as food and craft vendors, parking guards, janitors, service providers and others are indirect involvement such as maintaining security in the surrounding area attractions, and hygiene.

Suggestion

Based on the above conclusion, the authors give suggestions:

1. Attraction is the flagship of South Kalimantan to be really well run, so bring the impact of rising revenues and incomes. Budget constraints, the number of personnel and limited human resources of local government, as we said above can be solved by government into the private sector opened up opportunities for tourism actors. Local governments as policy makers.
2. Stimulate the private sector to want to go into business, tourism by providing the private sector in terms of ease of opening a business license, the fee is given to the area do not need to be great for early stage even if the local government should not have to get a fee for a certain period but the private sector in running tourism businesses should involve local human resources.
3. Attractions in South Kalimantan have to come along in the implementation. Banjarmasin city served as capital of South Kalimantan province, river tourism, Hulu Sungai selatan Regency with cultural tourism and water sports, while Kotabaru regency the tourist beaches. Everything is packaged in a travel package offered to prospective tourists

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CERTIFICATE OF APPRECIATION

Awarded to

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Presenter

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