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Strategy for enhancing the role of the community in the ecotourism development efforts in the Tambela Subdistrict of Aranio Village, Banjar District

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Abstract

South Kalimantan, which has a very large forest area, certainly offers a variety of natural beauty that can be a main attraction for tourists, one of which is the Kembang River natural attraction located in Tambela Village, Aranio District, Banjar Regency. The purpose of this study was to formulate a development strategy for Tourism Attraction Objects (ODTW) in Tambela Village, Aranio District, Banjar Regency. The study was conducted at the Tourism Attraction Object (ODTW) in Tambela Village, Banjar Regency. The time of the study was carried out in January 2018 until March 2018. Tourism development strategies were obtained based on data in the field for the development of the Tourism Attraction Objects of Tambela Village, which was immediately coordinated with the Provincial Forestry Service, Banjar District, Aranio Sub district, Head of Village Aranio, Resort Police and Military Headquarters at the ward District Aranio regarding the ODTW management system in Aranio/Tambela Village. So that it can create a beneficial synergy between the two parties, empower the community in management through socialization, and counseling on tourism development, in order to increase productive human resources.

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Introduction

The country of Indonesia, as we know it, is one of the developing countries which has various tourism potentials, both natural and cultural tourism because Indonesia has a variety of tribes, customs, and cultures and because of the geographical location of Indonesia as a tropical country that produces natural beauty and animals.

Indonesia has the potential of natural resources and historical heritage, art and culture that are very large as a tourist attraction of the world. Indonesia has 10% of flowering plants in the world, 12% of mammals, 16% of reptilian and amphibian, 17%, birds, 25% of fish, and 15% of insects, although Indonesia's land area is only 1.32% of the total land area in the world (Bappenas, 1993).

The state of tourism potential that is quite competitive, the government is trying to improve in working and developing the tourism sector as one of the foreign exchange income. One of the Government's attention to the tourism sector was shown by the issuance of law number 9 of 1990, which explained that capital in the form of artificial resources owned by the Indonesian nation needed to be optimally utilized through tourism implementation which was shown to increase national income in order to improve people's welfare and prosperity, expanding and leveling business opportunities and employment, encouraging regional development, introducing and utilizing Indonesian tourist objects and attractions.

Regional development is one part of national development that cannot be separated from the principle of regional autonomy. To support the implementation of regional autonomy, extensive, real and responsible authority is needed in each of these regions. Strong and sustainable regional economic development is an effective collaboration between the use of existing resources, the community and the government. In this context, the government as a regulator plays a strategic role in seeking broad opportunities for local communities to participate

fully in every economic activity. One of the efforts to utilize optimal local resources is to develop tourism with the concept of ecotourism. In this context the tourism undertaken has an inseparable part of conservation efforts, empowering the local economy and encouraging higher respect.

Ecotourism is tourism activities that pay attention to the environment, where tourism trips or regional visits are still natural without causing interference; with the aim of enjoying, seeking experience and studying the beauty of nature, the culture of the local area by paying attention to aspects of conservation, playing a role and providing benefits to local communities (Hector Ceballos-Lascurain, 1998)

Quoted from the Indonesian Ministry of Culture and Tourism, (2003) ecotourism is a concept of sustainable tourism development that aims to support environmental conservation (natural and cultural) efforts and increase community participation in management, thus providing economic benefits to the community and local government. In terms of its management, ecotourism is defined as the implementation of responsible tourism activities in natural places and/or areas that are made based on natural rules, which are economically sustainable and support environmental conservation efforts (natural and cultural) and improve the welfare of local communities.

South Kalimantan, which has a very large forest area, certainly offers a variety of natural beauty that can be a main attraction for tourists, one of which is the Kembang River natural attraction located in Tambela Village, Aranio District, Banjar Regency.

In an effort to realize ecotourism development in South Kalimantan alone, especially in Sungai Kembang ecotourism objects, it is expected that the participation of the community in preserving nature and culture and supporting and creating a conducive atmosphere for tourists. With the realization of good ecotourism, it is expected that the community can benefit economically so that it can grow motivation to carry out tourism activities independently.

Based on this, clear information is needed on how the participation of the community in Tambela Sub-District of Alranio, Banjar Regency in increasing tourism potential in an effort to realize ecotourism.

By knowing how much the community participates in an effort to realize ecotourism, it can later be used as a basis for implementing the development of ecotourism in the Kembang River River tourist attraction that can be used by the Government of South Kalimantan either through the Tourism office or the Forestry Service of South Kalimantan Province and Technical *implementation Unit (UPT) Tahura*.

Sultan Adam

According to Suardana (2013), places with certain boundaries that are always visited in a significant time when someone travels compared to other places is the destination of the wista. Daryanto (1997), defines tourist destinations as tourist destinations. Whereas according to Hardinoto (1996), tourist destinations are certain areas visited by someone to live in a certain period.

According to Inskip (1991) as quoted by Nusastawan (2012) an understanding of tourist villages is a place that has a special attraction for visitors with certain characteristics and values in rural life. Daily tourist villages become unique can not be found in urban areas. When a person, group or government proposes a series of activities or actions to achieve the desired goal, then that is policy. Carl F (1969) as quoted by Suardana (2013). While when determining options to do or not, it was also Dye's policy (1978, as quoted by Abidin, 2004).

The flow of benefits expected by the community requires monitoring or monitoring, according to Aesong (2013). The basis of coordination is contained in Presidential Instruction No. 16 of 2005 concerning Culture and Tourism Development Policy. Instruct ministers and relevant government agencies, governors, regents /mayors to support and coordinate closely to accelerate tourism development.

Materials and methods

Materials

The materials used during the study included questionnaires, cameras for documentation, stationery, and computers.

Methods

The study was conducted at the Tourism Attraction Object in Tambela Village, Banjar Regency. The time of the study was conducted in January 2018 until March 2018. The research agenda included activities in collecting field data, processing data until the preparation of thesis reports.

The method used in this research is SWOT Analysis is an analysis tool consisting of the strength of observations, weaknesses, opportunities and threats which include internal and external factors. Based on this data, the priority development strategy for developing tourist destinations in the Object of Tourist Attraction in Tambela Village, Aranio District, Banjar Regency was developed. In order to produce a strategic plan for the development of tourist destinations, the Object of Tourist Attraction in Tambela Village, Aranio District, Banjar Regency was carried out several stages. The first stage is data collection, then the data is analyzed and the final step is decision making.

The data collected consists of external and internal data. External data obtained from observations outside the object of research that gives an influence which is then put in (External Strategic Factor Analysis Summary/EFAS). Internal data related to aspects that affect the object of research. Then included in the internal strategy factor matrix (IFAS).

Table 1. Matrix Analysis of Summary of Strategic Factor Analysis External Factors / EFAS.

| External Factors | Integrity Rating | Integrity Information x Rating |
|---------------------------------|------------------|--------------------------------|
| <i>Opportunity (O)</i> | | |
| Total of <i>Opportunity (O)</i> | | |
| <i>Threat (T)</i> | | |
| Total of <i>Threat (T)</i> | | |
| Total O + T | | |

Table 2. Summary/IFAS Matrix Internal Strategic Factor Analysis Matrix.

| Internal Factors | Integrity Rating | Integrity x Information Rating |
|------------------------------|------------------|--------------------------------|
| <i>Strengths(S)</i> | | |
| <i>Total Strengths (S)</i> | | |
| <i>weaknesses (W)</i> | | |
| <i>Total /weaknesses (W)</i> | | |
| <i>Total S +T</i> | | |

Result and Discussion

To find out the linkages between internal and external factors and formulate a strategic plan, a SWOT matrix was prepared. The matrix will help researchers adjust each aspect of both external opportunities and threats that can be adjusted to match their strengths and weaknesses (Rangkuti, 2005).

Table 3. Matrix of SWOT.

| | (Strengths) | (Weakness) |
|---|--|---|
| Internal | Determine 5-10 internal strength factors | Determine 5-10 internal weakness factors |
| External | | |
| <i>(Opportunity)</i> | STRATEGI (S – O) | STRATEGII(W – O) |
| Determine 5-10 external opportunity factors | Create strategies that use strength to take advantage of opportunities | Create strategies that minimize weaknesses to take advantage of opportunities |
| <i>(Threats)</i> | STRATEGY (S – T) | STRATEGY (W – T) |
| Determine 5-10 external Threats factors | Create strategies that use strength to overcome threats | Create strategies that minimize weaknesses and avoid threats |

Based on the SWOT matrix in Table 3, four alternative strategic plans can be developed. The SO strategy is a strategy that uses all the strengths to develop and exploit the greatest opportunities. The ST strategy is to use force so that threats can be

overcome. The WO strategy is a strategy for exploiting opportunities by minimizing weaknesses.

The WT strategy is a survival strategy while trying to minimize weaknesses to avoid threats and threats.

Tabel 4. Penentuan Faktor Kunci Sukses.

| No | Strategic Action | RELATIONSHIP WITH | | | | Total score |
|-------------|------------------|-------------------|----------------|-------------|------------------|-------------|
| | | Rationality | Optimalisation | Persfektive | Success oriented | |
| STRATEGY SO | | | | | | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| STRATEGY ST | | | | | | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| STRATEGY WO | | | | | | |
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| STRATEGY WT | | | | | | |
| 1 | | | | | | |
| 2 | | | | | | |

Linkages:

Most related= 4; Less Related = 2; Related = 3; Not related= 1

Every potential object can be developed and assessed by assessing related factors and grouped into Strengths or strengths, Weaknesses or weaknesses, Opportunities or opportunities and Threats to challenges /threats. By carefully examining these four issues, a strategy for developing tourism destinations in Banjar District. The position of the development strategy is explained in the SWOT analysis diagram as shown below. The diagram shows the chosen strategy. Results and Discussion of tourism development strategies in SDF Region Formulation of SDFAs management strategies through a SWOT analysis

approach by selecting perceptions and assessments of internal and external factors that can affect SDFAS management. So that strength factors, weakness factors, opportunity factors and threat factors are obtained.

Formulation of Internal Factors

Based on the results of the study of documents, literature, questionnaires, FGD results and socio-cultural conditions, economic community in the study area, internal factors such as those presented in Table 5 are obtained.

Table 5. Formulation of internal factors and the results of respondents' assessment of internal factors.

| No | Internal Factor | Value | Criteria |
|----|---|-------|----------|
| 1 | Village Regulation No. 01 of 2009 | 9,0 | S |
| 2 | Availability of sufficiently large land | 8,5 | S |
| 3 | Having beauty in terms of potential flora and fauna as well as natural and artificial attractions | 8,5 | S |
| 4 | Entrance fees to enjoy Tambela/Aranio Village Travel Attractions for free if it is working day and if you want to secure a motorcycle / car just pay parking amounting to IDR. 2. 000 for 1 motorbike and IDR. 5,000 for 1 car | 8,0 | S |
| 5 | The distinctive features of natural scenery and river flow tourism and fishing and plantation agro tourism are the main attractions of domestic and outside tourists wanting to visit the Tambela / Aranio Village Tourism Attractions. | 8,0 | S |
| 6 | Community support for managing tourist objects and preserving nature | 8,5 | S |
| 7 | Existing public facilities | 7,5 | S |
| 8 | Land fire/Forest fire | 5,5 | W |
| 9 | Unclear funding | 5,5 | W |
| 10 | Background of community education that is still low | 6,0 | W |
| 11 | Management in terms of maintenance is still low | 5,0 | W |
| 12 | The small number of workers, especially security, has resulted in an accident that killed visitors and ultimately reduced the number of tourists today. | 4,5 | W |
| 13 | Lack of collaboration between managers and communities (low community access) | 5,0 | W |
| 14 | Not yet a target for the development of Banjar Musrenbang District in developing tourist destinations | 4,5 | W |
| | Average | 6,7 | |

Remarks:> 6.7 means good, value <6.7 means less.

Based on Table 5 shows the average of all internal factors which is equal to 6.7. Then the internal factors are divided into two parts. Factors that have a value above the average value, grouped as strength or strength (S). Values below the average are grouped as weaknesses or weakness (W).

Formulation of External Factors

Based on the results of studies of documents, literature, questionnaires, FGD results and socio-cultural, and community economics, external factors such as can be seen in Table 16 are obtained. Based

on the results of the FGD and questionnaire on the respondents, the values obtained for each external factor were obtained. This value is obtained by the average of all external factors which is equal to 7.0. Then the internal factors are divided into two parts. Factors that have a value above the average value, grouped as opportunity or opportunity (O). Values below the average are classified as threats or threat (T).

Perumusan Strategi

Analysis of internal factors for developing ODTW in Tambela/Aranio Village, Banjar Regency is the first

step in formulating a management strategy, this analysis is carried out to identify the factors that are the strengths or weaknesses of a business. The results of identification of the strengths and weaknesses of a business can be used as a basis for establishing management strategies and business development so

that market opportunities can be utilized properly (Rangkuti, 1997). The results of the analysis of internal factors (Internal Strategic Factors Analysis Summary / IFAS) ODTW Tambela / Aranio Village Banjarter Regency can each of the 4 strength factors and 4 selected weakness factors can be seen in table 7.

Table 6. Formulation of external factors and the results of respondents' assessment of external factors.

| No | External Factor | Value | Criteria |
|----|---|-------|----------|
| 1 | Banjar District Regulation concerning tourism that supports regional tourism development activities | 9,5 | O |
| 2 | Community needs for recreational areas | 9,5 | O |
| 3 | Partner with 3 rd party | 9,5 | O |
| 4 | Growing the enthusiasm of the people who want to participate in managing the DTW of the Tambela / Aranio Village which will later be able to profitably provide income to Tambela / Aranio Village and local communities. | 8,5 | O |
| 5 | The opening of jobs for the surrounding community | 8,0 | O |
| 6 | There is no business certainty for the community in processing land | 6,0 | T |
| 7 | Making tourist attractions in Aranio / Tambela Village less manageable which will affect local income. | 5,0 | T |
| 8 | Conflict between community and manager, community-with community | 6,0 | T |
| 9 | Tourism development usually has a negative impact on the socio-cultural community such as immoral acts that conflict with religion, how to dress and behavior carried by tourists | 6,0 | T |
| 10 | Environmental impacts due to visits such as noise and dust | 6,0 | T |
| | Avarage | 7,0 | |

Remarks: value > 7.0 means good, value < 7, 0 means not good.

Based on table 7, the calculation results from the score scores of internal factors in the development strategy of ODTW in Tambela / Aranio Village, Banjar Regency, namely the strength factor is reduced by weaknesses and X values are obtained as horizontal axis = $1.51 - 0.93 = 0,58$ so that the value of the X axis in the SWOT diagram is 0.58. Analysis of external factors for the development of ODTW in Tambela / Aranio

Village, Banjar Regency, aimed at identifying the factors that become opportunities and threats faced by the company. Opportunity is a business that is built / operates profitably while the threat is a challenge that arises because of environmental changes that can reduce the profits of a business (Philip Kotler, 2002). Based on the results of the survey to the location and the opinions of several.

Table 7. Internal Strategy Factors (Internal Strategic Factors Analysis Summary / IFAS).

| No | (Strength) | Integrity | Rating | Score |
|----|---|-----------|--------|-------|
| 1 | Village Regulation No. 01 of 2009 concerning village original income. | 0,08 | 4 | 0,32 |
| 2 | Availability of sufficiently large land | 0,07 | 3 | 0,21 |
| 3 | Having beauty in terms of potential flora and fauna as well as natural and artificial attractions. | 0,07 | 3 | 0,21 |
| 4 | Entrance fees to enjoy Tambela / Aranio Village Travel Attractions for free if it is working day and if you want to secure a motorcycle / car just pay parking amounting to IDR. 2.000 for 1 motorbike and IDR. 5,000 for 1 car | 0,07 | 3 | 0,12 |
| 5 | The distinctive features of natural scenery and river flow tourism and fishing and plantation agro tourism are the main attractions of domestic and outside tourists wanting to visit the Tambela / Aranio Village Tourism Attractions. | 0,08 | 4 | 0,32 |
| 6 | Community support for managing tourist objects and preserving nature | 0,06 | 2 | 0,12 |
| 7 | Existing public facilities | 0,07 | 3 | 0,21 |

| No | (Strength) | Integrity | Rating | Score |
|-----------|---|-----------|--------|-------|
| Sub Total | | 0,50 | | 1,51 |
| No | (weaknesses) | Integrity | Rating | Score |
| 1 | Land fire/Forest fire | 0,06 | 2 | 0,12 |
| 2 | Unclear funding | 0,06 | 2 | 0,12 |
| 3 | Background of community education that is still low | 0,07 | 3 | 0,21 |
| 4 | Management in terms of maintenance is still low | 0,06 | 2 | 0,12 |
| 5 | The small number of workers, especially security, has resulted in an accident that killed visitors and ultimately reduced the number of tourists today. | 0,06 | 2 | 0,12 |
| 6 | Lack of collaboration between managers and communities (low community access) | 0,06 | 2 | 0,12 |
| 7 | Not yet a target for the development of Banjar Musrenbang District in developing tourist destinations | 0,06 | 2 | 0,12 |
| Sub Total | | 0,43 | | 0,93 |
| Total | | 0,93 | | 2,44 |

Table 8. External Strategy Factors (External Strategic Factors Analysis Summary / EFAS).

| No | (opportunities) | Integrity | Rating | Score |
|-----------|---|-----------|--------|-------|
| 1 | Banjar District Regulation concerning tourism that supports regional tourism development activities | 0,09 | 4 | 0,36 |
| 2 | Community needs for recreational areas | 0,06 | 2 | 0,12 |
| 3 | Partner with 3 rd party | 0,06 | 2 | 0,12 |
| 4 | Growing the spirit of the people who want to participate in managing ODTW Tambela / Aranioyang Village can later be profitable to provide income to Tambela / Aranio Village. | 0,09 | 4 | 0,36 |
| 5 | Opening of employment opportunities for local residents in Tambela / Aranio Village. | 0,09 | 4 | 0,36 |
| Sub Total | | 0,39 | | 1,32 |
| No | (threats) | Integrity | Rating | Score |
| 1 | There is no business certainty for the community in processing land | 0,09 | 4 | 0,36 |
| 2 | Making tourist attractions in Aranio / Tambela Village less manageable which will affect local income. | 0,06 | 2 | 0,12 |
| 3 | The decreasing number of visitors who come to enjoy nature tourism in the Attractions of Tambela / Aranio Village | 0,08 | 3 | 0,24 |
| 4 | Tourism development usually has a negative impact on the socio-cultural community such as immoral acts that conflict with religion, how to dress and behavior carried by tourists | 0,08 | 3 | 0,24 |
| 5 | Environmental impacts due to visits such as noise and dust | 0,06 | 2 | 0,12 |
| Sub Total | | 0,37 | | 1,08 |
| Total | | 0,76 | | 2,40 |

Table 9. Assessment of Selected Tourism Development Strategies in the Tourism Attractions (ODTW) of Tambela Village, Banjar District.

| No | Strategy Planning | Value |
|----|---|-------|
| SO | | |
| 1 | Village Regulation No. 01 of 2009 concerning village original income. | 9,5 |
| 2 | Availability of sufficiently large land | 8,5 |
| 3 | Having beauty in terms of potential flora and fauna as well as natural and artificial attractions. | 8,5 |
| 4 | Entrance fees to enjoy Tambela / Aranio Village Travel Attractions for free if it is working day and if you want to secure a motorcycle / car just pay parking amounting to IDR. 2. 000 for 1 motorbike and IDR. 5,000 for 1 car | 8,0 |
| 5 | The distinctive features of natural scenery and river flow tourism and fishing and plantation agro tourism are the main attractions of domestic and outside tourists wanting to visit the Tambela / Aranio Village Tourism Attractions. | 9,0 |
| 6 | Community support for managing tourist objects and preserving nature | 8,3 |
| 7 | Existing public facilities | 8,4 |
| ST | | |
| 1 | Involving third parties in management such as the community, such as state-owned company PLTA Riam Kanan as a company operating near Aranio Village. | 8,1 |

| No | Strategy Planning | Value |
|----|--|-------|
| SO | | |
| 2 | Increased income distribution of the population through economic activities. | 8,0 |
| 3 | Make rules (rules for tourists) so as to minimize the negative impact of tourist activities. | 8,5 |
| WO | | |
| 1 | Community empowerment in supervision and security to prevent fires by beating kentongan when fires appear around the area. Local wisdom that must be maintained and maintained for the preservation of nature. | 8,0 |
| 2 | Maximize management by increasing the number of officers and community empowerment, such as agroforestry, guides. | 8,3 |
| 3 | Make rules that place the community in management (energy, promotion, distribution) so that conflict can be avoided. | 8,0 |
| 4 | Providing employment for the community so that it can improve the economy of the surrounding community. | 8,0 |
| WT | | |
| 1 | Increasing managerial collaboration with the community and related parties. | 8,0 |
| 2 | Providing counseling and socialization to the public regarding the negative impacts of tourism development so that it can be prevented | 7,9 |
| 3 | Making towers monitor fires and alert officers, so that the impact of fires can be minimized. | 7,8 |
| 4 | Embrace the community with programs that can be utilized and improve welfare, so as to foster trust in the manager and establish good cooperation. | 8,0 |

Respondents involved and those who were not in the effort to develop ODTW in Tambela / Aranio Village, Banjar Regency, there were some external variables which had different importance.

The results of weight assessment and rating of external factors by selected respondents have 4 opportunity factors and 4 selected threat factors as presented in the external strategy factor matrix which can be seen in Table 8.

Based on Table 8, the calculation results from the score scores of external factors in the development strategy of ODTW in Tambela / Aranio Village, Banjar Regency, namely the opportunity factor reduced by threats is obtained by the value Y as the vertical axis = $1.32 - 1.08 = 0,24$ so that the value of the Y axis in the SWOT diagram is 0.24.

The SWOT matrix is based on the analysis of external and internal strategic factors arranged into four main strategies, namely: SO, WO, ST and WT as in Appendix 10. Based on the results of the score

calculation in the matrix based on Appendices 9 and 10, ODTW Village development strategy Tambela / Aranio Banjar Regency is in quadrant I position (0.58; 0.24). Quadrant I (Aggressive Strategy) that is with the strength of the company must be able to take advantage of existing opportunities while overcoming all the weaknesses that arise and is a favorable situation, the company has the opportunity and strength so that it can take advantage of the opportunities that exist. Position of development of ODTW in Tambela / Aranio Village, Banjar Regency in the form of a SWOT analysis diagram as shown in Fig. 1. below.

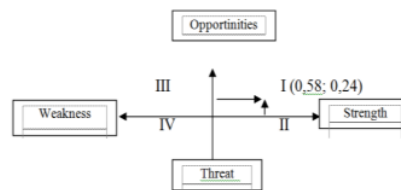


Figure 1. SWOT analysis diagram (quadrant position)

Based on Table 7, It can be explained that the strategy for developing the ODTW strategy in Banjar District is determined in 4 (four) categories while still making

Aggressive Strategy a reference. The translation of the strategy is as follows:

- 1) SO Strategy (maximizing the power to take advantage of opportunities):
 - a. Immediately coordinate with the Provincial Forestry Service, District Tourism Office. Banjar, Aranio District, Kades Aranio, Kapolsek and Koramil District Aranio regarding the ODTW management system in Aranio/Tambela Village, so that it can create beneficial synergies between the two parties.
 - b. Utilization of land/area by empowering the community as a business land for the community to improve welfare while still taking into account environmental aspects.
 - c. Empowering communities in management through socialization, counseling, in order to increase productive human resources.
 - d. Coordination of relevant agencies (Culture and Tourism Agency) Kab. Banjar in connection with the Tourism Perda, thus becoming a priority scale of tourism development programs.
 - e. The manager's transition period provides a synergy for both parties to be able to work together with the revenue sharing system
 - f. Maximizing the development of natural and artificial tourism objects, especially historical sites.
 - g. Repair of tourist sites and repair of other supporting facilities such as cleaning facilities, toilets, malls.
 - h. Collaboration with the Office of Culture and Tourism in terms of providing transportation to menu.ju tourist locations with a specified schedule to facilitate access of visiting tourists.
 - i. Cooperate with the Environmental Agency in handling waste.
- 2) ST Strategy (maximizing power to reduce threats):
 - a. Involving third parties in management such as the community, such as state-owned company Hydro Power Company (PLTA) Riam Kanan as a company operating near Aranio Village.
 - b. Increased income distribution of the population through economic activities.
 - c. Make rules (rules for tourists) so as to minimize the negative impact of tourist activities.
 - d. Installation of portals on the front gate location to limit the hours of visitor visits and prevent noise from the exhaust of tourists visiting at night.
- 3) WO Strategy (maximizing opportunities to reduce weakness):
 - a. Community empowerment in supervision and security to prevent fires by beating kentongan when fires appear around the area. Local wisdom that must be maintained and maintained for the preservation of nature.
 - b. Maximize management by increasing the number of officers and community empowerment, such as agroforestry, guides.
 - c. Make rules that place the community in management (energy, promotion, distribution) so that conflict can be avoided.
 - d. Providing employment for the community so that it can improve the economy of the surrounding community.
 - e. Doing watershed rehab activities planting trees on lands that are deforestation, with plants that are suitable for soil conditions.
- 4) WT Strategy (minimizing weaknesses to avoid threats):
 - a. Increasing managerial collaboration with the community and related parties.
 - b. Providing counseling and socialization to the public regarding the negative impacts of tourism development so that it can be prevented.
 - c. Making towers monitor fires and alert officers, so that the impact of fires can be minimized.
 - d. Embrace the community with programs that can be utilized and improve welfare, so as to foster trust in managers and establish good cooperation.

Furthermore, the final stage of the SWOT analysis is to determine the key success factors by looking at the relevance of the strategy with the strategic actions or

strategic actions of the development of ODTW in Tambela/Aranio Village, Banjar Regency. The intended strategic action is an action carried out based on active behavior, specific actions designed to achieve goals clearly and measurably so that they are related to rationality, maximization, success oriented.

To determine the key factors for the success of a strategy, the highest value from the sum of the strategy linkages with the three factors above will be selected, then 4 key success strategies will be set, the ranking of which is the highest ranking in each category, namely SO, ST, WO and WT as can be seen in Table 10.

Table 10. Determination of Key Factors for Successful Management Strategies.

| No | Strategy | Connection with | | | Total Score |
|--------------------|---|-----------------|-----------------|------------------|-------------|
| | | Rasionality | Maksimalisation | Success oriented | |
| Strategy SO | | | | | |
| 1 | Immediately coordinate with the Provincial Forestry Service, District Tourism Office. Banjar, Aranio District, Kades Aranio, Kapolsek and Koramil District Aranio regarding the ODTW management system in Aranio / Tambela Village, so that it can create beneficial synergies between the two parties. | 4 | 4 | 4 | 12 |
| 2 | Utilization of land / area by empowering the community as a business land for the community to improve welfare while still taking into account environmental aspects. | 4 | 3 | 4 | 11 |
| 3 | Coordination of relevant agencies (Culture and Tourism Agency) Kab. Banjar in connection with the Tourism Perda, thus becoming a priority scale of tourism development programs. | 3 | 3 | 3 | 9 |
| 4 | Repair of tourist sites and repair of other supporting facilities such as cleaning facilities, toilets, malls. | 4 | 3 | 3 | 10 |
| Strategy ST | | | | | |
| 1 | Involving third parties in management such as the community, such as state-owned company PLTA Riam Kanan as a company operating near Aranio Village. | 3 | 3 | 4 | 10 |
| 2 | Increased income distribution of the population through economic activities. | 4 | 3 | 2 | 9 |
| 3 | Make rules (rules for tourists) so as to minimize the negative impact of tourist activities. | 3 | 2 | 2 | 7 |
| Strategy WO | | | | | |
| 1 | Community empowerment in supervision and security to prevent fires by beating kentongan when fires appear around the area. Local wisdom that must be maintained and maintained for the preservation of nature. | 3 | 2 | 3 | 8 |
| 2 | Maximize management by increasing the number of officers and community empowerment, such as agroforestry, guides. | 2 | 3 | 3 | 8 |
| 3 | Make rules that place the community in management (energy, promotion, distribution) so that conflict can be avoided. | 3 | 2 | 2 | 7 |
| 4 | Providing employment for the community so that it can improve the economy of the surrounding community. | 3 | 3 | 3 | 9 |
| Strategy WT | | | | | |
| 1 | Increasing managerial collaboration with the community and related parties. | 3 | 3 | 4 | 10 |
| 2 | Providing counseling and socialization to the public regarding the negative impacts of tourism development so that it can be prevented. | 3 | 3 | 3 | 9 |
| 3 | Making towers monitor fires and alert officers, so that the impact of fires can be minimized. | 2 | 2 | 3 | 7 |
| 4 | Embrace the community with programs that can be utilized and improve welfare, so as to foster trust in managers and establish good cooperation. | 2 | 2 | 2 | 6 |

Source: Results of primary data analysis in 2018

Information :

Linkages are measured based on scores:

Most related (4), Related (3), Less Related (2), and Not Related (1)

Based on Table 8, it shows that based on the order of the number of scores from the highest to lowest scores found 10 management strategies with the highest score which is the key to success for the basis of formulating the ODTW development strategy for Tambela/Aranio Village. The ten strategies are as follows:

1. Immediately coordinate with the Provincial Forestry Service, District Tourism Office. Banjar, Aranio District, Head of Village Aranio, Resort Police and Military Headquarters at the ward District Aranio regarding the ODTW management system in Aranio / Tambela Village, so that it can create beneficial synergies between the two parties.
2. Empowering communities in management through socialization, and counseling on tourism development, in order to increase productive human resources.
3. Utilization of land / area by empowering the community as a business land for the community to improve welfare while still taking into account environmental aspects.
4. Increasing supporting facilities such as toilets, mosques, food stalls, resting places, parking lots and greater accessibility in order to comfort and attract tourists.
5. Collaboration with the Office of Culture and Tourism in terms of providing transportation to menu.ju tourist locations with a specified schedule to facilitate access of visiting tourists.
6. Cooperate with the Environmental Agency in handling waste
7. Installation of portals on the front gate location to limit the hours of visitor visits and prevent noise from the exhaust of tourists visiting at night.
8. Community empowerment in supervision and safeguards to prevent fires by beating gangs if hot spots appear around the area. Local wisdom that must be maintained and maintained for the preservation of nature.
9. Carry out tree planting activities on arid land, with plants suitable for soil conditions

10. Embrace the community with a program that can be used and improve the welfare of the community around the area, thereby fostering trust in the manager and establishing good cooperation.

The village government should form a Youth Awareness Group (POKDARWIS) so that it can strengthen youth organizations in helping to manage tourism objects with the community in the hope that they can improve security so that visitors can feel comfortable in traveling in Tambela/Aranio Village Attractions.

The potential of nature such as water flow, flora and fauna and the activities of the community of Tambela village, which are generally farmers and fishermen who are directly related to nature, make the tourist location of Tambela / Aranio Village an educational and conservation area which visitors not only enjoy but also learn about how to maintain nature and forest to stay sustainable.

Conclusion

The tourism development strategy was obtained based on data in the field for the development of the Tourism Attraction Objects of Tambela Village, namely immediately coordinating with the Provincial Forestry Service, the District Tourism Office. Banjar, Aranio District, Head of Village Aranio, Resort Police and Military Headquarters at the ward District regarding the ODTW management system in Aranio / Tambela Village, so as to create beneficial synergies between the two parties, empower communities in management through socialization, and counseling on tourism development, to increase resources productive human power, use land / area by empowering the community as a business land for the community to improve welfare by paying attention to environmental aspects, improving supporting facilities such as toilets, malls, food stalls, parking lots and more optimal accessibility for the community. comfort and interest of tourists, in collaboration with the Office of Culture and Tourism in terms of providing transportation to go to tourist locations

with a predetermined schedule to facilitate access of visiting tourists, in collaboration with the Environmental Agency in handling waste, installing portals at the front location the gate to limit the hours of visit r visits and prevent noise from the exhaust of tourists visiting at night, empowering the community in monitoring and maintaining to prevent fires by beating when there are hot spots around the area. Local wisdom that must be maintained and maintained for nature conservation, tree planting activities on dry land, with plants suitable for soil conditions, embracing the community with programs that can be utilized and improving the welfare of communities around the area, thereby fostering trust in managers and building cooperation the good one.

Recommendations

1. The village government should form a Youth Awareness Group (POKDARWIS) so that it can strengthen youth organizations in helping to manage tourism objects with the community in the hope that they can improve security so that visitors can feel comfortable in traveling in Tambela/Aranio Village Attractions
2. The potential of nature such as water flow, flora and fauna and the activities of the community of Tambela Village, which are generally farmers and fishermen who deal directly with nature, make the tourist location of Tambela/Aranio Village be proposed as an education and conservation area which visitors not only enjoy but also learn about how to preserve nature and forests to remain sustainable.

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