

## TOURISM DEVELOPMENT ANALYSIS TAMIANG BAY MARINE KOTABARU REGENCY SOUTH KALIMANTAN

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### ABSTRACT

This study aims to analyze the potential and constraints of developing marine ecotourism in Tamiang, Kotabaru Regency, South Kalimantan. The research was conducted using an interpretive qualitative approach. The data analysis was carried out simultaneously with the data collection process. The research focuses on the potential and constraints of the marine ecotourism. The results found the potential for the marine ecotourism that is beautiful natural conditions, clean, shallow beaches with clear water and not big waves. Other potentials are found in local cultural attractions, opportunities for local economic growth along with the development of ecotourism, friendly people and open to the presence of tourists. In addition, there are also many coral reefs and a land in the middle of the bay that has not been managed. The obstacle to the marine ecotourism are; the damaged road, no accommodation facilities like restaurants and hotel, minimal transportation facilities like boats to surround the bay, no intensive promotional activities, limited facilities for snorkeling and boarding, and also not yet developed institutions. The formulation of the Tamiang Bay marine ecotourism strategy is based on the vision, mission, goals, objectives of Kotabaru Regency in the tourism sector and is determined through internal and external environmental analysis, identification of potentials and constraints.

**Keywords:** Environmental Analysis; Marine Ecotourism; Potential; Constraints

### INTRODUCTION

#### Background

The development of an area requires a strategy, as stated Thompson & Strickland, 2001; Hill & Jones, 2008; Wheelen & Hunger, 2006 that strategy is dynamic and continuous process based on the belief that organizations must control events and trends, both external and internal continuously, so that changes as planned can do right. The strategic process is aimed at being able to adapt effectively to changes in the long term. Medium from David, 2004, Sstrategy isison the formulation, implementation and evaluation of cross-functional decisions that enable realize destination, so that at each stage of the strategy process presents three stages namely formulation, implementation and evaluation. The development strategy will always look for opportunities that allow it to be realized. Therefore, in the development of an area will be carried out strategic process that is objective, logical and systematic approach to making effective decisions in uncertain conditions. Griffin, 2012 related to strategy identify a comprehensive plan to achieve organizational goals that is good to maintain continuity or for development.

Kotabaru one of the districts in the region South Kalimantan province, has an area of 9,422.73 Km<sup>2</sup> and is the largest district from all over districts in South Kalimantan Province. Soverall, districts in the province of South Kalimantan were presentation at Table 1.

Congested Table 1 data show that Kotabaru Regency is the largest area in Province South Kalimantan. Kotabaru District in the east it is bordered by the Makassar Strait and to the south by the Java Sea so that Katabaru district has many coastal areas in the form of bays or steamy peninsulas. Resource nature that has uniqueness like this makes Kotabaru District potential to develop marine tourism or water. This matter also supported amount River flow which owned by Kotabaru district, amount most many in South Kalimantan Province, as presented at Table 2. Congested table 2, showed that the amount of water in Kotabaru Regency is described by the number of rivers which is owned, then Kotabaru Regency is a district that has most waters compared with other regencies/cities in South Kalimantan Province.

The development of marine tourism in Kotabaru Regency, both river and coastal waters has the potential and strategic. This study will analyze the development of marine tourism

potential with a focus on location in the bay Tamiang. One of the unique features of this area is that this area has coral reefs that are still in good condition existence Turmeric Island side by side with tamiang. bay is a marine conservation area on the West Sea Island.

Development strategy tournautical Tamiang Bay could in do with marine ecotourism concept. For the purposes of implementing the concept, it is necessary strategic formulation of management based on environmental sustainability. With the concept of a development strategy based on environmental sustainability can provide long-term benefits. Good benefits, in terms of economy like increase the income of the local community location touras well as benefits in terms of the sustainability of the existing natural environment. Another advantagen is that it will have a chain effect on other economic activities, such as the transportation sector and actors will also grow and develop.

The purpose of this research is for Analyze potential and constraint tour Tamiang Bay County Kotabaru Province South Kalimantan. Formulating the Formulation Strategy tour Tamiang Bay, Kotabaru Regency Province South Kalimantan. The benefits of this research are to provide one of the considerations or foot holds for authorized officials and adding to the treasures of knowledge, especially in the field of tourism economics.

**Table 1. Area of South Kalimantan by Regency/City Year 2014**

No	County/City	Large Area (Km <sup>2</sup> )	%
1.	Tanah Laut	3,729.30	9.94
2.	Kota Baru	9,422.73	25.10
3.	Banjar	4,710.97	12.55
4.	Barito Kuala	2,376.22	6.33
5.	Tapin	2,174.95	5.79
6.	Hulu Sungai Selatan	1,804.94	4.82
7.	Hulu Sungai Tengah	1,472.00	3.92
8.	Hulu Sungai Utara	951.25	2.53
9.	Tabalong	3,599.95	9.59
10.	Tanah Bumbu	5,066.96	13.50
11.	Balangan	1,819.75	4.85
12.	Banjarmasin	72.67	0.19
13.	Banjarbaru	328.83	0.88
	South Kalimantan	37530.52	100.00

**Source: National Land Agency of South Kalimantan Province (2014)**

**Table 2. Amount of Water in South Kalimantan Province by Regency/City Year 2016**

No.	County/City	Number of Rivers
1.	Tanah Laut	8
2.	Kota Baru	12
3.	Banjar	7
4.	Barito Kuala	9
5.	Tapin	8
6.	Hulu Sungai Selatan	4
7.	Hulu Sungai Tengah	3
8.	Hulu Sungai Utara	3
9.	Tabalong	4
10.	Tanah Bumbu	5
11.	Balangan	2
12.	Banjarmasin	2
13.	Banjarbaru	-

**Source: BPS South Kalimantan Province (2016)**

## LITERATURE REVIEW

### Marine Ecotourisms

According to Fennel 1999 ecotourism concept is draft sustainable nature-based tourism with a focus service deliver experience and education about nature, managed with a certain management system and have the lowest negative impact on the environment, not consumptive and oriented wisdom local. Some of the key terms that Fennel put forward are experience, education, sustainability and locality. Tourism management that can provide security and education to tourists but still maintain sustainability based on local wisdom.

Experts always provide sustainability or sustainability keywords such as, Tuwo 2011, Zambrano et al. 2010, Wood 2002 and Gunn 1994. In addition to the keyword sustainability, there is also a local aspect, meaning that ecotourism will provide direct benefits to local residents. Thus, marine ecotourism is an activity that utilizes natural resources in the form of tourism aimed at education, research and environmental conservation and aims to improve the community's economy local and country.

### Development Strategy

Strategic development is about managing the future, and formulate effective strategy and important. The strategy is a collection and action that results in the formulation and implementation of plans designed to achieve organizational goals. Whereas (David, 2008) Management related strategies is the science of formulating, implementing, and evaluating cross-functional decisions that enable the achievement of goals. The components in the strategy for achieving goals in this concept are formulation, implementation and evaluation, the three components are concluded to be able to realize the decisions that have been made by authorized officials. Strategy and operational plan as effective tool to achieve organizational goals.

### Formulation Strategy

Strategy is a tool as treatment to achieve the goal. Etymologically, strategy refers to specific issues in under the authority of authority leader, so that Strategy be the responsibility of the leader. So that the leadership of nature of strategy concept is the central person in charge. The concept of strategy is constantly evolving, this can be shown by the differences in the concept of strategy over the last 30 years. Strategy definition that, Strategy is the long-term goals of a company, as well as the utilization and allocation of all the resources that are important to achieve the goals. That strategy said as something plan which comprehensive way to achieve organizational goals. And strategy as the art or skill of planning for profit or destination and as a series of actions adopted to achieve the goal.

Strategy formulation (Alkhafaji, 2003) consists of determining vision, mission, goals, and objectives, and choose or develop an appropriate strategy. Declare that, Basically strategy can be thought of as a continuous effort to develop a set of directions, draw up a blueprint or draw a roadmap. There are several factors that can influence Strategy formulation among others; 1. Evaluate especially the projected future environment internal and external; 2. Establish the mission and goals of the organization that have been set; 3. Establish the organization's strategic policies or guidelines; and 4. Assess your needs, values, and skills in develop strategy.

## METHODS

### Research Design

Study conducted with using an interpretive qualitative approach with a case study design, to be able to provide in-depth and comprehensive results because it is based on a phenomenological approach. The basic considerations of the qualitative approach are used because this research is natural and reasonable natural setting. So that researchers can find out in depth and describe clearly and in detail about the strategy development potential and constraints of marine ecotourism as a basis making Formulation Strategy.

### Research Sites

The research was conducted at the marine ecotourism location of Tamiang Bay, Kotabaru Regency, Province South Kalimantan. Tamiang Bay is an area that has the potential as a marine ecotourism, so that for its development in need right formulation of a good formulation strategy. The focus of this research is marine ecotourism formulation strategy. Considerations for selecting research sites are: 1. The uniqueness of Tamiang Bay marine ecotourism is coral reef natural tourism, not artificial ecotourism; 2. Watch out Teluk Tamiang is a pioneering marine ecotourism, Master Plan for Regional Tourism Development Kotabaru Regency, 2012).

### Research Focus

The research focus for this study is follows. First, Potential and constraints marine ecotourism resources in Tamiang Bay, Kotabaru Regency, South Kalimantan. Second, Formulating Strategy in management marine ecotourism Tamiang Bay, Kotabaru Regency, South Kalimantan.

### Definition Operational Terms

To facilitate understanding and avoid misunderstandings in the interpretation of this study, several things are explained as follows: 1) Potential is the advantage or strength possessed as a driving factor; 2) Constraints are inhibiting factors that become challenges and risk; 3) Environmental analysis is an evaluation of current conditions regarding the potential and constraints on marine ecotourism (coral reefs, coastal conditions, water conditions, etc.); 4) Formulation strategy is an arrangement of patterns or designs used as an effort to build competitive advantage.

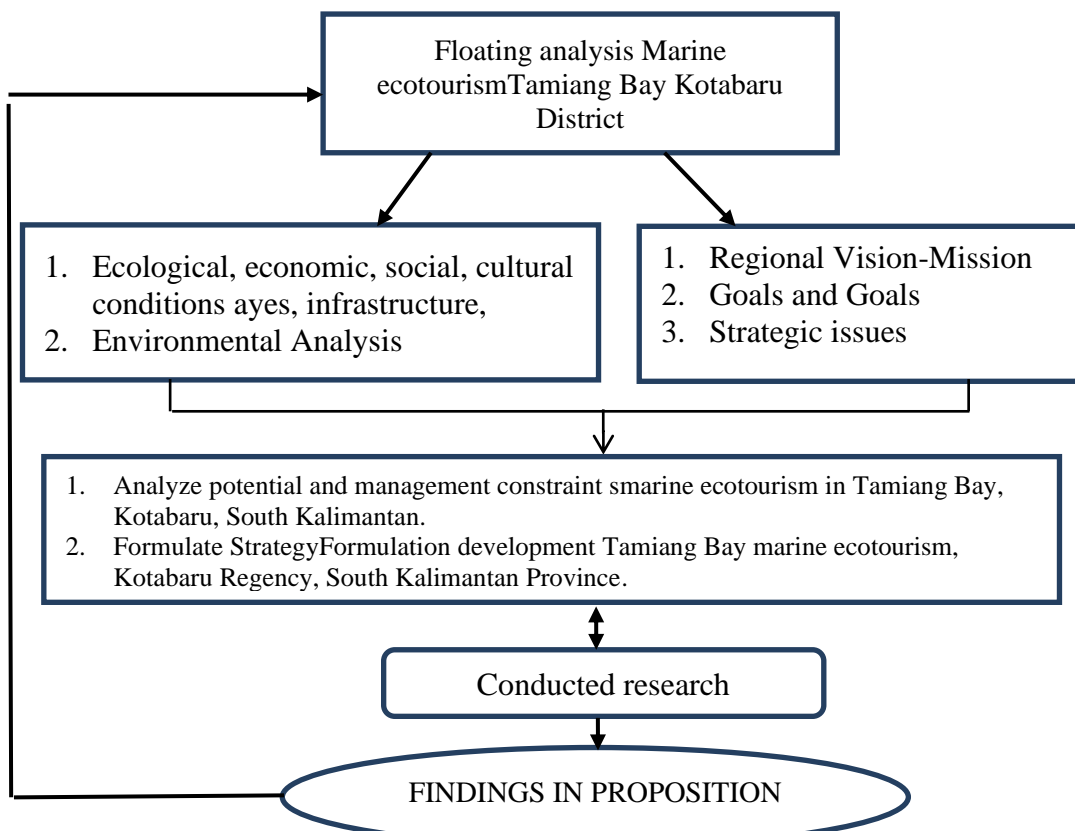


Figure 1. Line of Thought study Tamiang Bay Marine Ecotourism

### Procedure Data

The unit of analysis in this study is a social situation consisting of interacting elements, namely place, actor and activity. Informants in the study consisted of main informants and complementary informants. Source informants office policy maker. Information about pevents and things that happen in observation done by observation. Documents relevant to the research focus include a regional tourism master plan. Furthermore, complementary informants are traditional leaders as leaders as well as members of community groups and entrepreneurs as actors in the tourism sector, especially marine ecotourism in Tamiang bay.

According to Faisal (2003), the concept of sampling in qualitative research is related to how to choose certain informants or situations that can provide solid and reliable information about the elements included in the research focus/topic. Therefore, if the variation of information does not appear to be found again (saturated), then the researcher no longer needs to continue to look for new information (end the research), meaning that the number of informants can be very few people.

To get a naturalistic conclusion there are 4 kinds of data validity criteria (Lincoln and Guma, 1985) are: 1. Credibility, which includes allocating sufficient time in the field, conducting triangulation, strengthening references, and checking research findings. Credibility standards are a requirement of internal validity; 2. Transferability, which includes using an adequate sample, comparing power constantly, looking for empirical occurrences of similarity in context; 3. Dependability, which is carried out through inspection of field data; 4. Confirmability, carried out through data collection, ethical-emic confirmation, discussion with research subjects, paying attention to research ethics and re-checking research results. The confirmability condition is a condition for the fulfillment of objectivity.

### The scope of Research

This research focuses on strategy formulation of Tamiang Bay marine ecotourism based on environmental analysis to reveal potentials and constraints. This is a local feature that other places don't have. In this study, the researcher is the main instrument researcher as instrument. This research will be carried out by going directly to the field to observe and collect various necessary information. The data collection process includes the following stages. First, the stage of entering the research location (getting in). At this stage the researcher brings formal permission as evidence that the researcher is legally conducting the research. To get valid ones will becarry out adaptations and learning processes with informants based on ethical and sympathetic relationships,so as to reduce social and psychological distance between researchers and informants.

Next, the stage is at the research location (getting along). At this stage the researcher establishes a good interaction with the research subjects, looking for the required informants completely and grasp the meaning of information and observations. Then, The stage of collecting data (data logging). At this stage several procedures are carried out to observe phenomena and collect information.

### Documentation

Documentation in qualitative research is classified as a non-interactive data collection technique. Documentation is complementary data that adds to the data obtained through interviews and or observations. The reasons for using documentation techniques are with the following considerations: 1) These sources are available and not difficult, inexpensive and do not require a long time, 2) As a source of information that is stable, accurate, can be analyzed repeatedly, contextual, relevant and basic.

### Data analysis and Presentation

Data analysis in this reseach took place simultaneously which was carried out simultaneously with the data collection process. For data analysis conducted with method Data reduction, Data reduction is an inseparable part of the overall data analysis, carried out continuously from beginning to end. At this stage the researcher performs: 1) Focus on the data that has been collected and selected, continued with make simplification; 2) Data classification that is in line with the focus of research This is done by combining various scattered data, tracing

and recommending additional data, then making an abstract of the data that has been classified and simplified into a brief description or summary; 3) Analysis of events, activities, cases relevant to the research focus as reaffirmation, sharpening and directing and removing unnecessary things.

The presentation of data in this study is intended to find meaningful patterns and provide the possibility of drawing conclusions and taking action and finding a meaning from the data that has been obtained to be systematically arranged from complex forms of information to simple and selective. Thus, at this stage the data can be presented in the form of narrative text, matrices, graphs, networks and charts.

#### **Drawing conclusions or verification**

At this stage of analysis, the researcher tested the truth of each meaning that emerged from what was extracted by the data. The analysis is carried out not only relying on data clarification but also on data abstraction that supports chart configuration and is clarified again with informants in the field. Drawing conclusions or further verification is carried out to find meaning as a proposition that is found based on focus study.

### **RESULTS**

In formulating the formulation strategy after being identified that in the vision and mission Kotabaru Regency is an area who set tourism excellence. Kotabaru Regency's mission: to develop and improve the production sector to support ecotourism as an effort to accelerate potential-based community economic growth local resources. The goals and objectives of Kotabaru Regency are to formulate a strategy based on the following issues strategic. Based on the identification results from in-depth Interview with informants such as entrepreneurs, local communities, public figure community, visitors, and local government, as well as observations that have been made, and with the support of data documentation, the potential and constraints in the management of marine ecotourism in Tamiang Bay can be drawn up.

This study produced the following findings: from the potential side, the following points were found; 1. Beautiful and clean physical condition; 2. Tamiang Bay beach is shallow with not big waves and clear water; 3. Stage local cultural attraction Malasoung manuk; 4. Community participation in protecting the regional environment; 5. Regional regulations regarding area zoning. The weak points found include the following points: 1. Infrastructure Street to and at the tourist attraction in damaged condition; 2. Not equipped with beach supervisors; 3. Limited transportation around area Bay; 4. Undeveloped community economic empowerment; 5. Limited promotions.

### **DISCUSSION**

#### **The Potential and Constraints of Tamiang Bay Marine Ecotourism Resources**

In the context of marine ecotourism research in Tamiang Bay to formulate a formulation or strategy for the formulation of Tamiang Bay marine ecotourism, it is arranged through several stages of activities, namely the statement of vision, mission, setting goals, objectives or policy directions, environmental analysis by taking advantage of opportunities and minimizing obstacles and measuring weaknesses and strengths.

Based on the results of the analysis conducted, find several factors of strength related to marine ecotourism Tamiang Bay is as follows: 1. Beautiful and clean physical condition; 2. Tamiang Bay beach is shallow with not big waves; 3. Stage local cultural attraction Malasoung manuk; 4. Community participation in protecting the regional environment; 5. Regional zoning regulations. meanwhile, the weak points are: 1. Not equipped with beach supervisors; 2. Infrastructure to and at tourism objects is damaged; 3. Limited transportation around waters Bay area; 4. Undeveloped community economic empowerment; 5. Limited promotions. The findings of this study are in line with the studies that have been carried out by Postika and Cardoso (2014), Javier (2009), Dehoorne and Tătar (2013), and Shou-Tsung Wu (2013).

### **Marine Ecotourism Formulation Strategy Bay Tamiang**

The formulation strategy will direct the development of marine ecotourism, the final goals to be achieved and the efforts to achieve these goals. The formulation strategy is prepared with reference to the direction and goals of tourism in Kotabaru district to achieve the goals of Tamiang Bay ecotourism by referring to the ideals contained in the vision and mission of the Kotabaru district. Thus, the formulation strategy includes determining the vision and mission, goals to be achieved, setting strategies, and establishing policy guidelines, as conceptualized by Hunger and Wheelen (2003).

Strategy formulation combines a future-oriented perspective by considering the internal and external environment, searching for alternative strategies, and selecting strategies to achieve goals, because there are no unlimited resources, so that the most effective and most profitable alternative strategy decisions are needed.

Internal environmental analysis consists of strengths and weaknesses of Kotabaru district, especially marine ecotourism in Tamiang Bay, while external analysis consists of opportunities and constraints (threats). The purpose of external environmental analysis is to develop profitable opportunities and constraints or threats that must be avoided, while internal analysis is to take advantage of strengths and overcome internal weaknesses. This is in line with the conception of David (2008).

Aspects to be discussed in making or designing a tourism destination strategy Tamiang Bay are the components of tourism, among which are First, objects and attractions, which include: natural, cultural, artificial, activities or events and so on. Second, accessibility, which includes transportation system support, includes transportation routes or routes, terminal facilities, airports, ports and modes of transportation. Third, amenities, which include tourism supporting facilities which include: hotel-lodging, restaurants, retail, souvenir shops, money exchange facilities, travel agencies, tourist information centers and so on. Fourth, in the form of supporting facilities, namely the availability of supporting facilities used by tourists, such as banks, post offices, telecommunications and internet centers, hospitals.

### **Marine Ecotourism Development Strategy Tamiang Bay**

Based on the potential and constraints that there are 4 alternative strategies that can be done, it can be formulated a formulation strategy of marine ecotourism in Tamiang Bay is a development and growth strategy, by doing: 1. Promotion strategy; 2. Product strategy; 3. Infrastructure development. 4. Establishment of the Tamiang Bay marine ecotourism institution

### **Tamiang Bay Marine Ecotourism Development Program and Targets**

Tamiang Bay Marine Ecotourism Promotion Building partnerships with travel agents, especially airports that have routes directly to Banjarmasin. Disseminate information on the marine tourism object of Tamiang Bay through advertisements on government websites and the Tourism Office, billboards, and brochures. Cooperation with travel agents.

Advertising on various media, both electronic and print media. Installation of directions map to get to the location Tamiang Bay marine ecotourism. From the existence of Tamiang Bay marine ecotourism, it will increase the amount of Kotabaru Regency's Original Regional Revenue. Strive for the development of adequate facilities, so that tourists are satisfied with the available facilities.

### **Proposition**

First, Identification of potential and resource constraints is a guide to determining the formulation strategy. This proposition is in line with the views of Hunger & Wheelen (2003) and David (2009) that in formulating a strategy it is necessary to analyze the internal and external environment to determine the potential strengths and opportunities and constraints which is weakness. Second, Stages strategy formulation is the determination of vision and mission, goals, objectives, environmental analysis, determining alternative strategies, developing programs and targets. This proposition is in line with findings David (2008); Simerson (2011) which states that the preparation of the strategy formulation with the process of vision-mission goals and objectives, environmental audits and strategy determination.

Development the formulation strategy of Tamiang Bay marine ecotourism is a strategy on promotion, products, infrastructure, and tourism institutions. This proposition is in line with

findings Tuwo (2011) that in developing marine ecotourism it is necessary to manage cultural products local which is directed at the sustainability and welfare of the tourism area community. Plog (2001), states that the success of marine ecotourism is determined by the infrastructure and cooperation of the local government with the community and entrepreneurs. Botler (1980), that the stage of development of marine ecotourism in Tamiang Bay can be classified on stage development.

## CONCLUSION

Based on the focus of research on development marine ecotourism in Tamiang Bay, Kotabaru Regency, South Kalimantan, it was found there are potentials and obstacles. The potential it has is view nature very beautiful, environment clean, shallow beach with not big waves, many reefs coral, there are cultural attraction Malasoung manuk, business unit community economy. Constraint faced is the road to the damaged object, the absence of accommodation facilities (restaurants, inns), the lack of transportation facilities (boats) to surround the bay. Limited promotion of Tamiang Bay marine ecotourism, limited tourist rides (snorkeling and boarding). Marine ecotourism formulation strategies focus on promotion, tourism product development, infrastructure and setting institutional.

Based on the findings of the research, the following suggestions are submitted. Repair infrastructure the road to the location of the Tamiang Bay marine ecotourism, making facilities for tourism like: security posts, cottages, souvenir shops, management offices. Immediately fix the lack of infrastructure, location, promotion, product development of tourism vehicles, improvement and completeness of infrastructure and preparing institutions. The local government prepares a planning stage for the development of the Tamiang Bay ecotourism area and offers it to the private sector. Suggestions for other researchers to be studied related to the characteristics of the natural resources.

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