

Identifying and Developing Tourism Program in Lok Baintan Floating Market in South Kalimantan, Indonesia

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Abstract: The purposes of this research are to identify the tourism potential and discuss the development concept of floating market tourism in Lok Baintan, South Kalimantan. Field survey was conducted at Lok Baintan floating market and its surrounding area through direct observation, documentation and mapping sites location. The acquisition of coordinates position of potential tourism attraction spots was done by direct measurement on the field using GPS/Global Positioning System. Secondary data was obtained from relevant resources and agencies. This research found some potential tourism object on Lok Baintan floating market, ranging from natural to cultural objects. Rivers is an important ecosystem to facilitate the sustainability of floating market and the futures sustainable tourism development in Lok Baintan floating market. The conservation of natural resources in Lok Baintan and its surrounding area become the crucial programs to implement, with the objectives are ensuring sustainability and existence of indigenous system, biodiversity and mitigating conflict between local people and tourism industry in Lok Baintan floating market.

Keywords: tourism, floating market tourism, rivers conservation, economic development

I. Introduction

Tourism widely recognized as an agent of local economic development. Tourism widely promoted in developing countries as an alternative economic activity which is able to provides local people jobs and income. In many developing countries, tourism is important sector for foreign earnings. Scholar point out that tourism is the key for natural resources conservations. It is especially important in country with rich natural resources, but the rate of environmental degradation was high. Tourism can be promoted as one of the options for sustainable development. Tourism, through the optimizing of environmental services was believed able to countermeasure the economic pressure to biodiversity of protected area which are related to the absence of jobs and low income of local people surrounding protected area. It is because tourism able to provides job and stimulates economic activity among local community [1] [2].

Planning and development of tourism in sustainable manner is important. The development of tourism destination has been reported following crucial steps. In the initial development of competitive and sustainable tourism destinations, the identifying resources which are link to the plan of developed area target was important. Resources identification will allow proper management aspect in numerous tourism industries. Fail to identify the resources often lead to the degradation, conflict and decrease in destination competitiveness [3] [4]. Tourism object and attraction often used by community, and therefore becomes public asset. It encompasses river, water spring, open space and park, roads and other rural capitals. The development of tourism potentially reduces public access to the common public resources. The intensive uses of resources by tourist led to the scarcity of natural resources, such as land and water. The limitation and disturbance of local community access to resources is one of the important points for conflict. Conflict often occurs and disturbs the tourism systems and therefore decreases the attractiveness and safety of tourism destinations [5].

The proper planning and development of tourism destination require basic data on the attraction potential of the destinations. Potential resources can be includes natural and cultural aspect of the destinations [3] [4]. In the developing countries with rich natural resources, the diversity of flora, fauna, and landscapes is the ultimate natural resources for tourism development. In some part, cultural resources have been promoted as a tourism object. Since every part has its own culture background, the cultural aspect of community often diverse in developing countries. This is become the advantages among developing countries with its huge cultural resources to be cultural tourism destination [6].

Among the landscape components, rivers is an important resources among local people in Kalimantan. The role of rivers has been reported numerous, ranging from ecosystem functions to provides natural resources to the role of rives as a transportation corridors. Ecologically, rives in Kalimantan island is habitat for numerous

biodiversity. Rivers ecosystem is one of the important hotspot for biodiversity. Rivers provides significant facility to move from one villages to other villages. The settlement of local people in Kalimantan mostly located at the perifer of rivers. As community based rivers, there are numerous social activities which are depent on rivers [7]. Floating market is one of the repreentatif of socio-economic relationship among local people in South Kalimantan. Principalyy, floating market as part of the cultural life of Banjerease has its special value as tourism attractions. Floating market has potential value to develop as tourism object. There are, however, needs the comperehensive asesment of the value of floating market. The purpose of this research is to identify the tourism potential and discuss the development concept of floating market tourism in Lok Baintan, South Kalimantan.

II. Methodology

Study site

Field study was conducted at Lok Baintan floating market, South Kalimantan. Lok Baintan floating market is located in Lok Baintan Village, Sungai Tabuk sub district in Banjar regency. Geographically, Banjar Regency is located on latitude 02° 49' 55" to 03° 43' 38" and longitude 114° 30' 20" to 115° 35' 37". Banjar Regency located at the lowland tropical forest of Kalimantan. The topography of Banjar Regency was flat. Banjar Regency has numerous rivers from the central Kalimantan Island flows to Java Sea in the south part of the island. Sungai Tabuk sub district is located between latitude 03° 14' 06" LS to 03° 22' 35" and longitude 114° 37' 09" to 114° 46' 01". This villages dominated by Banjarese. Lok Baintan village in Sungai Tabuk sub district is located on latitude 03° 17' 31" and longitude 114° 39' 52". The floating market in Lok Baintan is one of the floating market in South Kalimantan where seller and buyer interaction occur in traditional boat called *jukung* in the rivers. All of the seller and *buyer* are local people, especially women. The commodity which is sold in floating market was dominated by fruit, vegetables, and food.

Methods

Filed survey was done through potential objects exploration following rivers corridors in Lok Baintan Village. Prior to the field survey, researcher makes communication and gets permission officially from local government. The desk observation about land uses and rivers corridors was done by examining Sungai Tabuk Sub district and its surrounding area. In order to make geographic orientation clear, the targeted area was observed using Google map and visual observation was done to generate data and information regarding situation of area target.

Survey and exploration along rivers was conducted using *jukung*. It is especially valuable for sites exploration along rivers sides in Lok Baintan and Sungai Tabuk area. The potential sites for tourism object were mapped and description about place was made descriptively. The potential sites for tourism were assessed following tourism resources guidelines assessment. In order to generate more information about places, an interview with local people was done to complete data and information regarding sites. Geographic position of sites was mapped using GPS. The data were analyzed descriptively by describing the condition of the mapped sites, kinds of potential attraction, and cultural aspect which area related to the sites. Some observational visits were implemented to local settlements to generate and improve the understanding of the Banjarese settlement area along rivers sites. During the visits, the daily live of local people and facility was recorded.

III. Result and Discussion

Potential sites for attractions

Area surrounding Lok Baintan floating market in Sungai Tabuk sub district basically rich in term of natural and cultural tourism attractions. As far, such attractions are not well developed and viewed as tourism attractions. Based on the field exploration, the distribution of potential tourism attraction in Lok Baintan and its surrounding area in Sungai Tabuk Villages was given in Table 1 and Fig.1.

Table 1 Description about tourism potency in Lok Baintan Floating Market and the potential tourism programs and tourism activity

No.	Geographic positions	Tourism objects	The potential tourism programs and tourist activity
1	03°17'24.66" 114°39'41.72"	Floating Market on Martapura river	-Enjoying the scenery -Enjoying the trading activity of the local people along the river -Swimming, fishing and enjoying the traditional food
2	03°17'24.46" 114°40'11.37" To 03°18'2.85" 114°39'34.22"	Local people's settlement (the village)	-Seeing and enjoying the local settlement (house on stilts) alongside the river -Enjoying the traditional life of the local people -Eating and enjoying the local (traditional) food
3	03°16'57,3"	Lenge river	-Enjoying the natural scenery of the river

	114°39'03,8"		-Enjoying to row down the river by using traditional boat (<i>jukung</i>) -Enjoying the local people activity alongside the river, especially local farmer activity, social life of rural society along rivers
4	03°18'05,1" 114°39'34,1"	Bakung river	
5	03°17'52,9" 114°39'58,9"	Paku Alam river	
6	03°18'57,3" 114°37'54,7"	Saka Bunut river	
7	03°17'37,4" 114°29'31,8"	Tanifah river	
8	03° 17' 31" 114° 39' 52"	Lok Baintan river	
9	03°17'23,6" 114°39'35,6"	Suspension Bridge point	-Enjoying the natural scenery of the river and the local settlement (village) from the bridge
11	03°17'24,4" 114°40'11,1"	Orchards area 1	- Enjoying the scenery and the crop from the local plantation by picking the crop from the trees -Learning how to plan, maintain and manage the vegetables and fruit and interact with the local people
12	03°17'39,1" 114°39'23,8"	Orchards area 2	
13	03°17'22,6" 114°40'07,1"	Orchards area 3	
14	03°17'28,4" 114°39'31,2"	Orchards area 4	

According to scholar, rural area is often endowed by spectacular resources for tourism attraction and development, but it was few developed. As many area in the world, natural resources in rural area for tourism development can be classified into natural and cultural resources [8] [9]. Sungai Tabuk sub-district has very complex attraction which are absent in other area in the world. The local culture and tradition of Banjarese along river are unique and can be only found in Sungai Tabuk Sub-district. The locality of culture has been considered important for destination competitiveness.

A. Lok Baintan Floating Market

The activity on Lok Baintan floating market starts around 5a.m in the morning until 12 p.m in the afternoon. The statistic data related to the number of person in the market was absence. However, the number of traders in the floating market is observed uncertain. It depends on the available commodities that they want to be sold. Mostly the commodities are sold come from their own garden.

Traditional trading activity between the traders and the customers using *jukung* in the river becomes one of the prime tourism attractions in Lok Baintan floating market. Besides sightseeing, tourists can also enjoy the sensation of eating on the traditional boats called *jukung* or *kelotok*. Tourists can enjoy the scenery of natural river, the settlements alongside the river and local people which are related to the live systems in river side's environment.

Traditionally, the transaction between seller and buyer in Lok Baintan floating market using traditional agreement statement which is called *juallah-tukarlah*. The *juallah* is said by the sellers when the payment is given while *tukarlah* is said by the buyers after finishing the payment. Transaction following local culture can be the significant attraction among tourist. The tourists can also feel the sensation to be one of the traders in floating market by joining and sitting into one of the trader's *jukung*, feeling the sensation of eating on a *jukung* with the river smooth wave under shaking the *jukung* and enjoying the local settlement alongside the river.

Based on the research survey, the amount of money to spend in Loka Baintan ranging from < 500.000 to 2.000.000 rupiah (Table 2). Spending money by tourist in Lok Baintan floating market indicates potential transition between tourist and local trader. This survey shows that tourist potentially contributes to the economic activity and benefits to local sellers, and therefore provides opportunities for tourism activity. This is relevant with the other previous study that economic activity which is involving tourist in the local market activity is one of the important aspects of tourism economy development [10] [11].

Table 2 Respondents budget and amount of money to spend in Lok Baintan floating market.

No	Budget for consumption (in Rp)	Frequency (f)	Percentage (%)
1	< 500.000	10	6.67
2	500.000-1.000.000	97	64.67
3	1.000.000 – 2.000.000	43	28.67
4	>2.000.000	-	0
Number		150	100

B. Villages and Local Settlement

Villages along river side's provide potential attraction for tourism destination development. Among the interested aspect of potential attraction, the adaptation of the local community with the environment is a wonderful thing to see on the village of Lok Baintan. In such a case, tourist can enjoy the local settlement which follows the stream of the river with the uniqueness of *rumah panggung* (houses on stilts). Moreover tourists can also interact directly with the people, listening to their language which using local accent, looking at the tradition of Banjar people's life and enjoying the local culinary. The villagers' houses have potential value to develop as a home stay for the tourists who want to stay and feel and interact directly with the local people. Cultural activity of the local people as part of their daily lives is gathered at the riverside settlement. Cultural aspect which are able to integrated into tourism cultural attraction development program are numerous, encompasses visiting the neighbors by rowing through the river from one house to another house, cooking together, participating and enjoying traditional music practicing activity, participating to make Banjarese traditional cakes at one of the villagers' house, participating in preparing commodities for trading, learning to interact with the villagers by using *Bahasa Banjar* (Banjar language) and enjoying the uniqueness of *rumah panggung* (house on stilts). Natural attractions that can be enjoyed around the village are encompasses the view of the village along the river, the view of the village along the village road and small rivers that divided the village. Throughout the world, the indigenous system of live and cultural activity is the crucial resources for tourism [6] [11].

C. Rivers Ecosystem

There are 7 major rivers where mostly traders comes, encompasses Lenge river, Bunut River, Paku Alam River, Saka Bunu River, Tanifah River, Madang River and Lok Baintan river. Rivers is an integral part of Banjarese live in South Kalimantan, especially people who live along rivers. Rivers principally has its unique characteristics and features that are important in tourism development[3] [4].

In South Kalimantan, especially in Banjar Regency, potency of the river as a river tourism can be enjoyed by seeing the scenery along the river and enjoying the view of the village by *jukung* or *kelotok*. Tourists are also allowed to stop at the villagers' plantation on the right and the left side of the river where there are potentiality to enjoy some local fruits from indigenous orchards. The development of tourism attraction based-on rivers resources is needed to develop following sustainable tourism destination principles. It is especially important to protect rivers from numerous potential agent of disturbance [12].

Cultural attraction that can be enjoyed are encompasses rowing over the river, learning how to row, learning to swim on the river, catching fish on the river by using net, fishing hook or *belukah*. Natural attraction that can be enjoyed on the river are encompasses sightseeing natural scenery of the river, the view of the flora and fauna found along the river, the unique view of the villagers' houses alongside the river and the view of the local plantation alongside the river.

The conservation of rivers is important, especially to ensure the availability corridors movement of sellers [12]. In tourism destination development, natural resources conservation is important. The conservation will allow biodiversity of the destination was exist and able to survive in harmony with physical tourism development. Involving conservation will allow resources allocation and uses able to design following environmental carrying capacity, and therefore protecting resources from human impact, especially tourism destination management [13] [14].

D. Orchards Area

Orchards was abundance along rivers flows. In South Kalimantan, mostly orchards were managed following traditional techniques. Numerous fruits and vegetables were cultivated in local orchards. The local orchards characterized by traditional practices in term of land management and often implementing zero pesticides and herbicide. In other words, traditional practices often claimed as organic farming practices which are able to produce healthy vegetables and fruits. It is become the opportunities for involving orchards as tourism destination.

The strategic location of orchards along rivers provides significant opportunities for orchards tour. There are some kinds of tourism development in orchards, area, namely natural and cultural attractions. Indigenous orchards forming unique agricultural systems among agricultural systems, and therefore have special values as natural object attractions. The tour on the villagers' plantation area can be enjoyed by picking up and eating the fruits directly from the trees, helping teh villagers to do the crop and learning how to plan together with them. The tourist will get the information that there are distinctive local crops/fruits that grow only in the area.

Cultural attraction that can be found and enjoyed on the villagers' plantation area are encompasses learning how to cultivates vegetables on indigenous Banjarese orchards, picking the fruits from the trees and having a good crop such as harvesting fresh fruits such as rambutan, coconut, oranges, bananas and another

crops. It is also possible to learn and study about various local plants diversity which are associated to the local culture and traditions.

Agro-tourism recently grows significantly in the worlds [15] [16]. It is become potential aspect for South Kalimantan, especially in the Banjar Regency, to develop agro-tourism. The fundamentals resources for agro-tourism are available and abundance in Sungai Tabuk area. The practices of agriculture were still in traditional manner and number of fruit and vegetables was numerous. It is become the crucial resources for agro-tourism development.

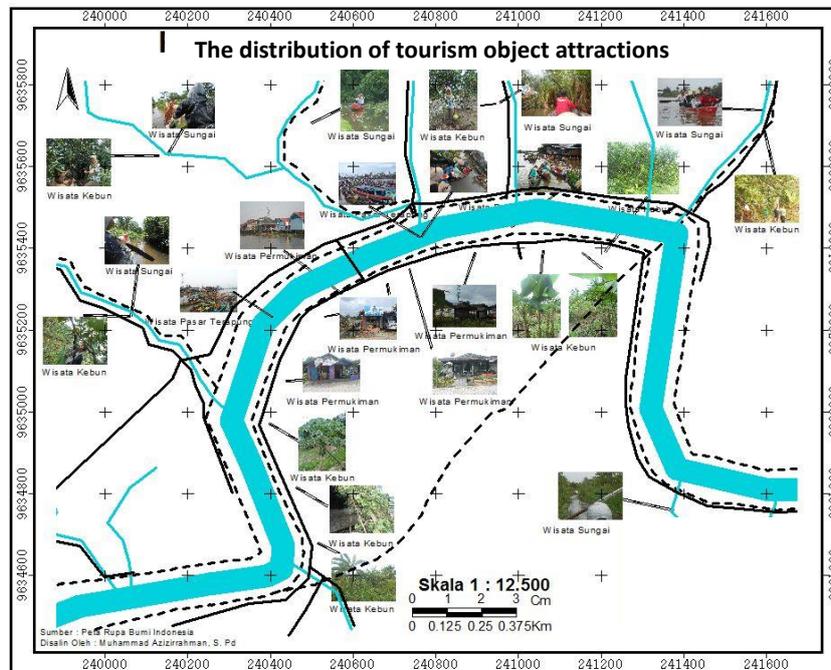


Fig. 1. The distribution of natural and cultural resources attraction in Lok Baintan and its surrounding area

Development Strategy

The potential natural and cultural resources of Lok Baintan can be developed following destination principal guide [17] [18]. Several aspects have been identified important for sustainable community based tourism development, namely strong commitment and cooperation among related stakeholders. Due to floating market is public facility and becomes one of the important economy key among local live along rivers, the access and right to floating market should be open and accommodated. Tourism should be has mutuality relationship and able to support sustainable regional growth.

In South Kalimantan Province, the limitation of sustainable tourism development has been identified numerous, ranging from poor of local people skill, lack of local government vision on sustainable tourism development, poor of local people involvement in tourism development. Basically, tourism is not well recognized potential business. Among Banjarese, becoming miner, farmer, trader and civil servant is common. Tourism has been viewed as complicated business, and need the comprehensive skill to involve in tourism. Scholars point out that it is common in developing countries [19] [20] [21] [22]. It is especially important in developing countries such as Indonesia, where tourism development and biodiversity conservation should be in harmonious relationship [23].

IV. Conclusion

Banjarese community along rives sides in South Kalimantan rich in term of cultural and natural attractions which are able to developed as tourism attractions. The floating market in Lok Baintan contain both natural and cultural aspect which are potential to develop as tourism object following sustainable tourism implementation principles. The sustainable tourism development in Lok Baintan floating market should be implemented to protect and enhance rivers quality as well as community development.

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