



Strategies to Improve Religious Tourism: A Case of Banjar Regency, South Kalimantan, Indonesia

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Abstract: Banjar Regency is rich in tourism and has excellent potential in the agricultural, fisheries, and forestry sectors. One of the highlights of Banjar district is religious tourism and pilgrimage. The purpose of this study is to explain strategies that must be carried out by the Banjar Regency Government of South Kalimantan to capture potential opportunities for religious tourism. Five aspects seen in tourism objects as carrying capacity include attractions, amenities, accessibility, ancillary services, and institutions. This study is a descriptive analysis research; it is illustrative and intended for careful measurement of specific social phenomena. The research data were obtained by distributing questionnaires, interviews, and direct observations at Sekumpul and Kelampayan religious tourism, which became the leading religious tourism in Banjar Regency, South Kalimantan. Data analysis using SWOT. The results show that the strategy for developing religious tourism in Banjar Regency is the S-O strategy, which is to use strength to take advantage of opportunities. The resulting system is in the form of increasing attractions or uniqueness in famous tourist objects in South Kalimantan and increasing promotional activities along the road to tourism objects by the government using existing social media.

Keywords: Strategy, Tourism, Regional Economy, Banjar Regency, SWOT Analysis.

1. Introduction

Development is a process towards change that is continuously pursued to improve people's welfare. One indicator of the successful implementation of development that can be used as a macro benchmark is economic growth as reflected in changes in the Gross Regional Domestic Product (GRDP) in a region. The higher the economic growth of a region indicates, the better the economic activity obtained from the growth rate of GRDP at constant prices (Todaro, 2008).

Indonesia's current economic growth is supported by sectors that continue to grow and show a level of improvement in increasing income or foreign exchange for Indonesia. These sectors, such as the tourism sector, have now developed into one of the largest industries for economic growth in Indonesia. However, the contribution of the tourism sector to the economy is still single digit. In 2019, it was 4.8% but showed an increasing trend in the 2017-2019 range. The COVID-19 pandemic has made tourism's contribution to GDP fall, but now conditions are improving (CNN Indonesia, 2020). The government's attention to the tourism sector cannot be separated from the large role of tourism, not only for the regions but also the multiplier effect for the community. The tourism industry is the world's largest non-oil and gas foreign exchange earner. In addition, tourism contributes to poverty alleviation (Cecchi & Molinas, 2006).

The tourism sector is a sector that is considered capable of increasing the welfare of the people around tourist destinations. Several regions in Indonesia depend on this sector for their economy (Damanik & Weber, 2006). Banjar Regency is also rich in tourism potential in addition to great potential in the agricultural, fishery, and forestry sectors. One of the advantages of Banjar Regency is religious and pilgrimage tourism because the existence of these tourist objects is very much compared to other tourist objects. A total of 26 tourist objects fall into this category. More details can be seen in Table 1.

Table 1. Tourism objects in Banjar Regency, South Kalimantan.

Attraction Type	Amount
Religious and Pilgrimage	26
History and Culture	9
Craft and Education	2
Culinary and Agrotourism	3
Nature and Recreation	8

Source: Biro Pusat Statistik Kabupaten Banjar (2022).

The religious community is a supporting factor for the development of this religious and pilgrimage tourism.

Therefore it is important to explore what strategies the Banjar Regency Government should implement in the tourism sector in order to improve the regional economy.



Fig 1. Kelampayan and sekumpul religious tourism.
Source: Researcher's (2022).

This is reinforced by the highest number of tourist visits compared to other tourist objects, as shown in table 2 as follows:

Table 2. Recapitulation of Tourism Visits in the Last 6 Years by Type of Tourism Until 2023.

Tourist Destination Name	Amount Per Type	2018	2019	2020	2021	2022	2023
Cultural Heritage	2	12,574	8,796	5,291	5,685	8,344	2,662
Souvenirs and Favors	1	148,162	765,612	228,883	27,457	83,834	52,207
Lodging (Aranaway)	1	-	-	-	-	9,422	1,714
Natural Tourism	9	264,918	289,913	161,417	171,360	330,339	90,667
Artificial Tourism	4	43,222	56,591	32,140	30,250	78,718	14,774
Cultural and Educational Tourism	2	84,652	66,608	27,407	47,582	117,433	14,252
Culinary Tourism	1	146,589	144,682	109,385	103,319	113,885	30,270
Religious Tourism	3	6,362,447	7,702,267	3,138,171	881,987	1,410,408	310,071
Amount	23	7,062,564	9,034,469	3,702,694	1,267,640	2,152,383	516,617

Source : Dinas Kebudayaan dan Pariwisata Kabupaten Banjar (2022).

Sylvia's (2016) mentions a strategy to increase tourism by increasing the image of tourism object products so they can compete with other tourist objects, improving the cleanliness and maintenance of existing facilities, adding tourism support facilities or facilities that are still lacking, realizing tourism development objects by the government, improve environmental quality in tourist areas, and carry out effective promotional activities. Meanwhile, according to Wahyuningsih (2018), three main strategies are produced, namely conducting socialization of *Sapta Pesona* or awareness of the benefits of tourism for all levels of society sustainably and systematically. Community-based tourism development and tourism HR services must have tourism certification. This research focuses on religious tourism, which is a different thing to study, and it is important to explore the right strategy for managing religious tourism in Banjar Regency.

According to Prof. Simon Kuznets, economic growth is the long-term capacity building of the country concerned to provide various economic goods to its population. This capacity building is made possible by technological, institutional, and ideological advances or adjustments to various existing conditions (Todaro, 2000). Economic growth is an indicator of the success of the government's performance in increasing economic development in each country. Each country will try to achieve the most optimal economic growth. This is because quality economic growth will benefit the wider community (Adisasmito, 2013).

Suwantoro (2004) defines tourism as a change in a person's temporary residence outside their place of residence for a reason and not to carry out activities that generate wages. Thus, it can be said that a trip is carried out by a person or more with the aim of, among other things, getting enjoyment and fulfilling the desire to know something. In tourism, it is necessary to have facilities and infrastructure to support the comfort of tourists. Tourism facilities complement tourist destinations that are needed to serve the needs of tourists in enjoying their tourism trips. Development of tourist facilities in tourist destinations and certain tourist objects must be adapted to the needs of tourists both quantitatively and qualitatively. More than that, market tastes can also determine the demands of the intended facility.

The tourism component is everything that encourages tourism activities. In carrying out a tour, a tourist requires various services and tourism products that he needs. These various types and services of tourism products are called tourism components (Yoeti, 2008). Tourism components In an effort to develop tourism, especially tourist attractions, several components must be developed and owned by all tourist attractions.

In law. No. 10 of 2009 states, "A tourist attraction is something that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made assets that are the target or destination of tourist visits," so it can be concluded that tourist attraction is something that can generate an attraction for tourists and is the main reason for visiting tourist attractions. Attractions and tourist objects that will be sold, do they meet three requirements such as: (1) What can be seen (something to see); (2) What can be done (something to do); (3) What can be purchased (something to buy).

Accessibility is the right to access which is a basic travel necessity service (Susantono, 2013). Accessibility is one of the factors that helps and facilitates tourist trips for tourists who will visit tourist attractions. Accessibility is a measure of the potential or convenience of people to reach a destination on a trip. Amenities are Infrastructures that are not directly related to tourism. But along with the needs of tourists, such as banks, money changers, lodging, telecommunications, etc. The more complete and integrated these three elements are in a tourism product, the stronger the offer position will be in the tourism system (Yoeti, 2008).

It is a supporting facility that is needed by tourists while in the area of tourism objects such as sick, tour guides who tend to help the development of supporting industries. Arih et al. (2021) is the support provided by organizations, local governments, groups, or managers of tourist destinations to organize tourism activities (Spillane, 1994). The same thing was conveyed by Wargenau and Deborlah in Sugiama (2011) ancillary is an organization that manages tourist destinations. In connection with the existence and role of the government, academics, entrepreneurs, media, and society (also known as Pentahelix) in supporting the implementation of tourism activities such as regulations, strategic plans, and customary institutions. There are regulations related to tourism in the form of regional regulations: (1) There is a Strategic Plan from the related Office; (2) Support from educational institutions and related institutions; (3) The participation of business actors in the tourism industry (hotel owners, restaurants/cafes, gift shops, souvenir outlets); (4) There is support for traditional institutions in tourist destination areas; (5) Support from the community and business actors around the tourist attraction.

2. Methodology

Two locations were selected as the research sites of this study, namely Sekumpul and Kelampayan with the consideration that the number of tourist visits each year is dominated by these 2 tourist objects. to get secondary data. This research is descriptive analysis in nature, namely research that describes and reports a state of the object of habitual symptoms and then analyzes it critically. Data were obtained through a Focus Group Discussion (FGD) which involved stakeholders within the local government apparatus, informants consisting of officials from the Banjar Regency Tourism Youth Culture and Sports Office, Banjar Regency Community and Village Empowerment Office, Banjar Regency Pokdarwis, cultural observers and tourism observers.

Data collection techniques used questionnaires, interviews, observation and FGD (focus group discussion). Questionnaires were given to tourist tourists. direct observation of tourist objects. Focus Group Discussion (FGD) through interactive discussions involving stakeholders. Data analysis was carried out using SWOT analysis. SWOT analysis is the systematic identification of various factors to formulate a strategy. This analysis is able to provide analytical results that are sharp enough to maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. (Fajar, 2016). The SWOT matrix is used to facilitate application in analyzing tourism potential in Banjar Regency, South Kalimantan (Rangkuti, 2015; Fajar, 2016). While the opportunities and threats are the external environment.

3. Results and Discussion

Banjar Regency is located in the southern part of South Kalimantan Province. Located at 114°30'20" and 115°35'37" East Longitude and 2°49'55" and 3°43'38" South Latitude. Its area is 4,668.50 km² or about 12.20% of the area of South Kalimantan Province. Administratively, Banjar Regency is bordered by: (1) Tapin district in the north; (2) Kotabaru District in the East; (3) Tanah Laut Regency and Banjarbaru City in the south; (4) Barito Kuala Regency and Banjarmasin City in the west.

The data above provide information that religious tourism is the destination most visited by tourists. Even so, other destinations also need serious attention to support destinations that are most in demand by tourists coming to Banjar Regency. The SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) for Tourism development in Banjar Regency focuses on the priority of developing religious tourism in Banjar

Regency, South Kalimantan. The results from IFAS and EFAS defined the required strategy by linking the two related SWOT elements to create a strategy. Use strengths to take advantage of opportunities: (1) S-T Strategy: Using strength to overcome threats; (2) W-O strategy: Minimizing weaknesses to take advantage of opportunities; (3) W-T Strategy: Minimizing weaknesses to avoid threats.

Table 3. SWOT Analysis

SWOT	Strength	Weaknesses
	<ol style="list-style-type: none"> There are attractions/ uniqueness Signposts that lead to tourist attractions 	<ol style="list-style-type: none"> There are only a few special providers available on the internet network Lack of electricity supply at tourist sites to support visitor needs
Opportunity	Strategi S-O	W-O Strategy
	<ol style="list-style-type: none"> Increasing the attractions/ uniqueness of famous tourist objects in South Kalimantan Increasing promotional activities along the road to tourist attractions by the government using existing social media. 	<ol style="list-style-type: none"> Increasing internet network access at famous tourist objects in South Kalimantan so that all providers can use them Increasing the supply of electricity to tourist objects and promoting it so that visitors are aware of it.
Threats	S-T Strategy	W-T Strategy
	<ol style="list-style-type: none"> Increased Promotion by the government through social media Increased attraction/uniqueness of tourist attractions 	<ol style="list-style-type: none"> Improved internet network to facilitate tourism promotion Improvement of electric troops to attractions

Source: Researcher’s (2022).

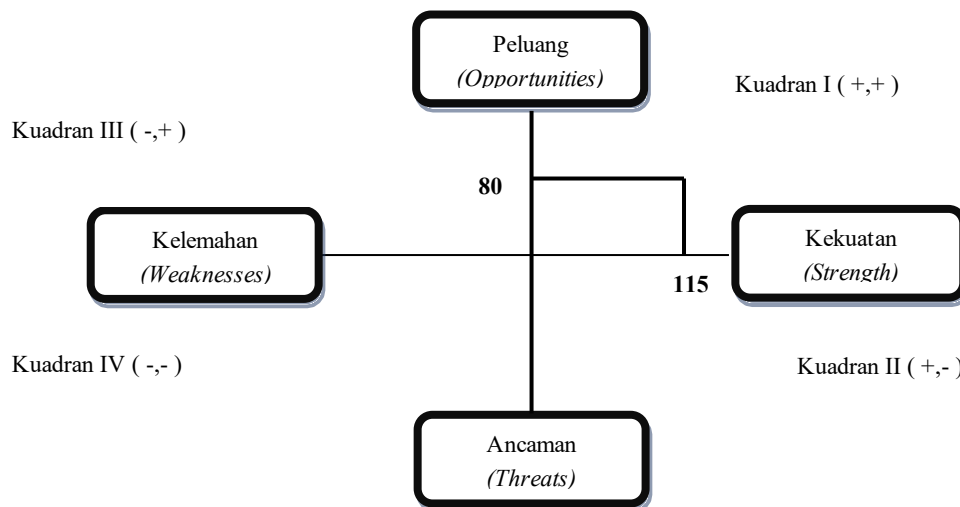


Fig 1. SWOT matrix
Source: Researcher’s (2022).

Information:

$$X \text{ axis} = \text{Total Strengths} - \text{Total Weaknesses} = 400 - 285 = 115$$

$$Y \text{ axis} = \text{Total Opportunities} - \text{Total Threats} = 371 - 291 = 80$$

Through IFAS and EFAS calculations, the results of the SPACE (Strategic Position and Action Evaluation – SPACE Matrix) matrix analysis show that the quadrants contain strategies that are appropriate to the current conditions or circumstances. From the calculations it can be seen that the development strategy for Tourism Objects in Banjar Regency is included in Quadrant I, namely aggressive/expansive/growth whose strategy aims to continue to grow with the right strategy is the S-O strategy, namely using strength to take advantage of opportunities. The SO strategy is to increase the attractions/uniqueness of famous tourist objects in South

Kalimantan and increase promotional activities along the road to tourist attractions by the government using existing social media.

Based on the SO strategy, programs have been created that can be of concern to tourism managers and the Banjar Regency Tourism Office in capturing the opportunities that exist so that the income of tourism managers increases which has implications for improving the welfare of the community around the tourist attraction and leveraging regional economic growth in Banjar Regency through events that appear. The program carried out targets the resulting swot matrix.

Table 4. Increase in attraction and promotion

Strategy	Programs		Target Component 4A+1
	Sekumpul	Kalampayan	
Increase in attractions	1. Guru Sekumpul tomb development program	1. Datukalampayan tomb development program	Attraction
	2. Religious tourism market	2. Religious tourism market	
Promotion	1. Development of internet service infrastructure at tourist attraction locations	3. Development of internet service infrastructure in tourist attraction locations	Accessibility
	2. Social media-based tourism promotion (managing human resources)	4. Promotion of social media-based tourism	

Source: Researcher (2022).

4. Conclusion

Based on research on Tourism Development Strategies and Priorities in Banjar Regency as a Leverage for Regional Economic Growth, the following conclusions are drawn. The 4A +I carrying capacity component is the main concern of tourists or pilgrims when visiting Banjar Regency. Religious tourism has a carrying capacity component that is quite complete for this destination category, namely attractions, access, facilities and infrastructure, additional services and institutions. The priority strategy obtained is the SO strategy, namely using strength to take advantage of opportunities, namely by increasing the attractions/uniqueness of famous tourist objects in South Kalimantan and increasing promotional activities along the road to tourist attractions by the government using social media. It is suggested that related events or activities in the form of attractions presented at each destination be added. In addition, optimizing various information platforms to market tourism potential, and maintain the condition of tourist objects and continue to improve the quality of each component of tourism carrying capacity, and synergizing each tourism category in Banjar district so as to provide a wider multiplier effect in leveraging economic growth in Banjar district are also strongly recommended.

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