



The Understanding of Tourist Preferences toward Selection of Wet-based Tourism Destination



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Abstract

The objectives of this study are (1) to determine the dominant factors that determine the purpose of tourist visits to the Siring Tendeau Floating Market and the Muara Kuin Floating Market in Banjarmasin City; and (2) knowing the preferences of tourists on the choice of visiting the Floating Market in South Kalimantan. To obtain the required data, the sample of this study as many as 30 people who meet the criteria who have visited three floating markets in South Kalimantan have been sampled. Then the data collected is processed using Analytical Hierarchy Process. The results show that service, infrastructure, Tourism attraction, and distance are factors or criteria that can affect the interest of tourists who are the people of South Kalimantan to visit Siring Tendeau Floating Market, Lok Baintan Floating Market and Muara Kuin Floating Market, with a reference order of 44% for mileage, 29% for ODTW, 18% for infrastructure and 9% for services. From these factors, the preference of tourists to visit the Siring Tendeau Floating Market is 59%, Lok Baintan Floating Market 26% and Muara Kuin Floating Market 11%.

Keywords

floating markets;
tourism factors;
tourism preferences;
understanding tourism;
wet-based tourism;

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1 Introduction

Until now, the people of South Kalimantan cannot be separated from the distinctive features of river culture, because the geographical condition itself is a land surrounded by river basins so that some have dubbed the area of South Kalimantan as a city of a thousand rivers. So that the use of the river by the majority of the population for various purposes of supporting facilities for transportation, trade, fishing, other living necessities including tourist destinations for local and international communities (Prideaux *et al.*, 2009; Timothy & Boyd, 2015; Noorhosseini *et al.*, 2017). According to their study, the river has been introduced as a tourist destination, sports, ecological study activities, and a source of life for the surrounding community.

Since ancient times, the river has been used as a destination for various community activities. Due to this interaction, interactions among people are built which ultimately results in a river culture or community culture that is influenced by the river environment, including various business activities and necessities of life. According to Hartatik (2004), the definition of river culture includes ways of life, behavior, and adaptation of humans who live on the banks of rivers. It has become a tradition that has been carried out from generation to generation to these days.

One form of river culture that can be seen immediately in South Kalimantan is the floating market. The Floating Market which still exists today is in Muara Kuin Floating Market, Banjarmasin, and especially in Lok Baintan, Banjar Regency. Muara Kuin Floating Market has experienced a decline in recent years so that the Banjarmasin city government took the initiative to revive the Floating Market by creating an Artificial Floating Market located on Jalan Siring Tendean (Sugianti, 2016; Aslan, 2019; Budiman *et al.*, 2019; Budiman, 2018). This development initiative is a strategy of the local government to retract river tourism based on the floating market with the spirit of cooperation with the local Banjarmasin community itself.

The attention of the South Kalimantan government in the tourism sector is motivated by how to increase the attractiveness of all tourist objects, including the Floating Market (Tran & Ralston, 2006; Hearne & Salinas, 2002; Bujosa *et al.*, 2018). This is because the tourism sector is currently one of the largest foreign exchange contributors to Indonesia after oil, natural gas, and crude palm oil. For example, how the tourism promotion efforts carried out make tourist objects in South Kalimantan exposed to both domestic and foreign tourists. In the end, the Floating Market was able to become an icon of South Kalimantan in terms of tourism. Not a few local and foreign tourists who come to this tourist attraction. The arrival of tourists from outside directly and indirectly can provide added value for the surrounding community. For regions, this provides additional regional income through original regional income. In line with that, Hjerpe & Kim (2007), Wearing & Neil (2009), Mayer *et al.* (2010), noted that to increase the national and regional business and economic impact, there are many grand canyons in the river basin as a source of income input. This is a way of getting profit through managing the environment and the creative economy (Chaminuka *et al.*, 2012; Oh *et al.*, 2010; Albaladejo-Pina & Díaz-Delfa, 2009).

The interesting thing about this floating market is that apart from being a tourist attraction, the floating market also acts as a traditional market so that the existence of a floating market tourism object cannot be separated from the many buyers and visitors who come to the area. The following is the visitor data along the river from the Tendean Siring Floating Market, Muara Kuin Floating Market and Lok Baintan Floating Market, as follows.

Table 1
Visitor data along the river at Siring Tendean floating, market, Muara Kuin floating market and Lok Baintan floating market 2016-2017

Month	2016	2017
January	28.837	61.379
February	33664	29.219
March	35362	26.923
April	22.043	41.745
May	36.777	42.357
June	71.840	99.430

July	38.320	87.708
August	33.121	50.509
September	30.772	48.171
October	29.839	51.290
November	35.840	52.119
December	34.319	50.877

Source: South Kalimantan Tourism Office, 2018

The table above shows a fluctuation in the number of visitors who come to the 3 floating market attractions. This indicates that the 3 tourist attractions need to increase their tourist attraction. Increasing the attractiveness of a tourist attraction cannot be separated from the management aspect. Management of natural tourism objects is an integral part of tourism development in South Kalimantan Province so that it can provide a significant contribution to local revenue and affect the level of welfare of the surrounding community.

According to Yoeti (2008), the most popular tourist destinations and economic prospects are those that attract tourists, have adequate facilities, offer events/attractions, provide: (a) something that can be seen; (b) something that can be done; (c) something that can be bought. With the development of a broader spectrum of tourism, these requirements still need to be added, namely: (d) something that can be enjoyed, namely things that meet the tastes and tastes of tourists in a broad sense, and (e) something easy to remember, so that they can withstand longer tourists or stimulate repeat visits and even inviting other visitors.

Furthermore, according to Suwanto (1997), the main elements that must receive attention to support the development of tourism in tourist destination areas include tourist objects and attractions, tourism infrastructure, tourism facilities, service management, security, and comfort. Likewise, the explanation by Chakraborty (2000), which states that it is important to realize the relative value of mountain biking in making decisions on allocating development funds and other requirements so that it will increase the number of continuous visits.

The following are the objectives of this study and the objectives that will be achieved through this travel agreement: 1) Understanding the most dominant factors influencing tourists in choosing the destination for Lok Baintan Floating Market, Muara Kuin and Siring Tendean. 2) Understanding the preferences of tourists on the selection of the Lok Baintan Floating Market, Muara Kuin Floating Market, and Siring Tendean Floating Market.

2 Materials and Methods

As a matter of consideration for the South Kalimantan Provincial Government in making policies to increase the number of tourist visits to South Kalimantan.

The novelty of this study compared to previous research is that no previous research has examined the preferences of tourists to 3 floating market tourism objects in South Kalimantan. This is very important for new policymakers to know the preferences of tourists towards the floating market in South Kalimantan. Therefore, this study will be the basis for the regional government's strategy in advancing its tourism and revenue from local revenue.

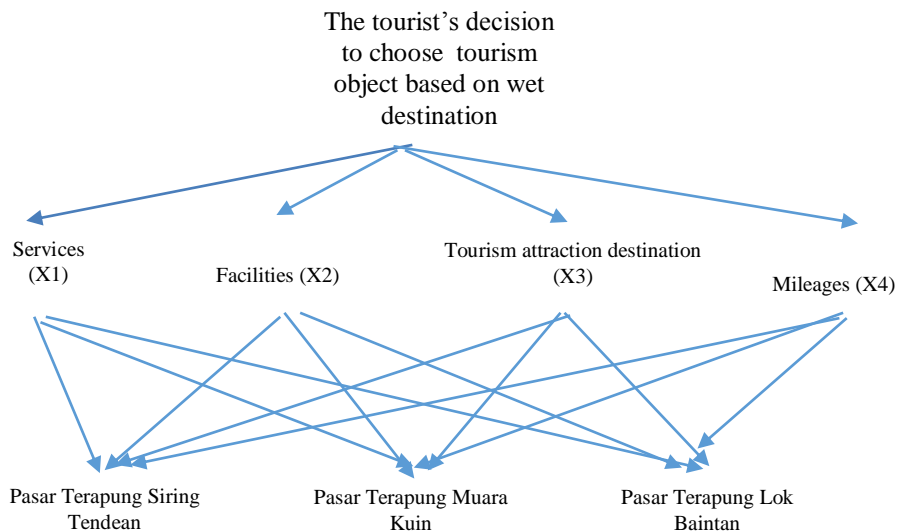


Figure 1. The tourist's decision to choose tourism object based on wet destination

Data collection for this study was carried out in July-October 2019 in three Floating Market areas, namely Lok Baintan Floating Market, Muara Kuin Floating Market, and Siring Tendea Floating Market in Banjarmasin and Banjar Kalimantan Selatan Regency. Data analysis was carried out through a quantitative research approach with ordinal data types.

Meanwhile, the population of this research is tourists who have visited the three tourist objects, namely Lok Baintan Floating Market, Muara Kuin Floating Market, and Siring Tendea Floating Market. Roscoe (Sugiyono, 2007) states that the appropriate sample size in the study is between 30 and 500. So the number of samples used by this study was 30 people and the sample was drawn using a combination of purposive sampling and accidental sampling, which is a sampling technique based on coincidentally, where the selected sample is tourists who have visited the three tourist objects, namely the Lok Baintan floating market, the Muara Kuin floating market and the Tendea floating market. Thus, the sample is believed to be able to provide an assessment of the three types of floating markets that have been visited. Likewise, the data analysis of this research uses the Analytical Hierarchy Process method.

3 Results and Discussions

3.1 General description of South Kalimantan Province

South Kalimantan, with its capital city Banjarmasin, administratively the province consists of 11 regencies and 2 cities. The total number of sub-districts in 2018 was 153 sub-districts, an increase of 1 sub-district compared to 2014. In 2018 the number of urban villages was 144, an increase of 2 villages compared to 2014.

Geographically, the province of South Kalimantan is located in the south of the island of Kalimantan with the following boundaries: west side with the province of Central Kalimantan, east by the Makassar Strait, south by the Java Sea, north with the province of East Kalimantan. The South Kalimantan Province is geographically located between 114 19 "33" East Longitude - 116 33 '28 East Longitude and 1 21' 49 "South Latitude 1 10" 14 "South Latitude, with an area of 37,530.52 km² or only 6.98 percent of the total area of the island of Borneo.

3.2 Floating market tourism

Floating Market is a term for a means of buying and selling that is located on the waters, for example, a river or lake. Sellers and buyers make buying and selling transactions on their respective boats. The Floating Market in South Kalimantan is divided into 3 floating markets. 2 natural floating markets namely Muara Kuin Floating Market and Lok Baintan Floating Market. As well as 1 artificial Floating market, namely Siring Tendean Floating Market which is located in the middle of Banjarmasin City. Muara Kuin Floating Market is located on the Barito River, South Kalimantan. Activities in this market start at dawn until 7 in the morning. The traders who are active in the Floating Market come from Tamban, Anjir, Alalak, Berangas, and some of the Kuin people themselves. For those who want to see the activities at Muara Kuin Floating Market, they have to come early in the morning. After 7 in the morning, most of the traders began to trade in the land Traditional Market which is located not far from the location of the floating market.

Lok Baintan Floating Market is located above the Martapura river, precisely on the Lok Baintan tributary. This river is in the Lok Baintan area and its surroundings, so that the traders also come from villages not far from around Lok Baintan and its surroundings. The traders came from the tributaries around the location where the traders were gathered using boats that use pedals since dawn. The trading activity lasts until 8 am.

3.3 Data analysis

The data collected includes primary data obtained directly from the source in the form of interviews, questionnaire submissions, and polls from the individual concerned following the problems and model formulation that has been proposed, so the technique used in this research is to use the Analytical method. Hierarchy Process is a method used to solve a situation into several components in a hierarchical arrangement, by giving an objective value of the relative importance of each variable, and determining which variable has the highest priority to influence the outcome of the situation.

In this case, the researcher used the Analytical Hierarchy Process method to obtain the most influential information in the selection of tourism visit preferences for the Siring Tendean Floating Market, Lok Baintan Floating Market and Muara Kuin Floating Market. The variables or criteria used by the author in this study are the 3 criteria listed in the questionnaire distributed to 30 respondents. The steps carried out in the Analytical Hierarchy Process method consist of 4 (four) stages, namely:

- 1) Hierarchy arrangement
- 2) Pairwise comparison
- 3) Prioritization and
- 4) Logical consistency

3.4 Development of hierarchies

In preparing this hierarchy, the authors used a standard hierarchy arrangement, namely a 3-level hierarchy. The first or top-level as an object, namely Choosing a Tourism Visit Location. The second level is a criterion where in this hierarchy there are three criteria, namely: Service, facilities, ODTW and Mileage, and Characteristics. The third or final level is an alternative where in this hierarchy there are two alternatives, namely the Siring Tendean Floating Market, Muara Kuin Floating Market, or Lok Baintan Floating Market.

3.5 Pairwise comparison

The rating scale for pairwise comparisons has been established by Saaty (2008). This principle is carried out by making pairwise comparative assessments of the relative importance of two elements at a certain hierarchical level concerning the level above and giving numerical weights based on the scale designed by Saaty. The results are presented in a matrix called a pairwise comparison.

3.6 Random index value

Table 2
Random Index Value

Orde Matriks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
RI	0,0	0,0	0,58	0,9	1,12	1,24	1,32	1,41	1,45	1,49	1,51	1,48	1,56	1,57	1,59

If C.I is zero, it means that the matrix is consistent. Saaty implements that a comparison matrix is consistent if the CR value is not more than 0.1 (10%) the inconsistency limit set by Saaty, measured using the Consistency Ratio (CR), which is the comparison of the consistency index with the random index value (RI) in the table above. This value depends on the order of the matrix n. Thus, the consistency ratio can be formulated: $CR = CI/RI$.

Looking for the Consistency Index (CI) value

$$CI = \frac{\lambda_{max} - n}{n - 1} = \frac{4 - 4}{3} = 0$$

Calculation of the Consistency Ratio (CR) Value Based on the RI Random Index Value)

$$CR = \frac{CI}{RI} = \frac{0}{0,9} = 0$$

This calculation shows the consistency ratio (Consistency Ratio) is 0.0 or 0%, meaning that the answers given by respondents to this questionnaire are very consistent because it is less than 10%. After all, the value of the consistency ratio set by Saaty is the same, or less than 10% (= 0.1).

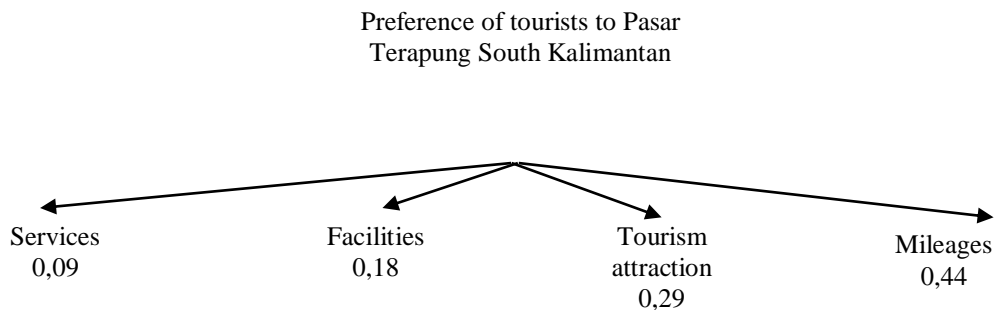


Figure 2. Chart of Tourist Preferences on Tourism Objects of the South Kalimantan Floating Market Alternative Ranking (the sum of the multiplication of each alternative weight with the corresponding criterion weight)

Decision Priority:

Siring Tendean Floating Market (0.59 or 59% Preference), followed by Lok Baintan Floating Market (0.26 or 26%) and Muara Kuin Floating Market 0.11 or 11%. Thus the preferences of tourists to visit the Floating Market are the Siring Tendean Floating Market at 59%, the Lok Baintan Floating Market 26% and the Muara Kuin Floating Market at 11%.

3.7 Implications of research results

Based on the theoretical study and research results, the theoretical and practical implications. It is known that the factors that most influence tourist visits to floating market objects in South Kalimantan are dominated by distance traveled, tourist attractions, infrastructure and finally services. Based on this criterion, the

preference of tourists to choose the floating market visited is the Siring Tendean floating market. Even though this siring tourist attraction is artificial, it is not natural in the process of its appearance. However, because the location of the floating market is in the middle of the city, close to other public accesses, this market is always busy every day, especially on weekends.

4 Conclusion

This study indicates that there are four criteria for the AHP calculation. It is known that the most dominant criteria affect the distance traveled, ODTW, sarpras, and services. Based on these three factors, the preferences of tourists to visit the Terapung Market Tourism are aimed at Siring Tendean Floating Market, Lok Baintan Floating Market and Muara Kuin Floating Market



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