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## Research Article

### THE IMPACT OF TOURISM DEVELOPMENT ON THE RIVER MARTAPURA PIERRE TENDEAN REVENUES LOCAL COMMUNITIES AND TRADITIONAL TRADERS IN SURROUNDING

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#### ABSTRACT

The study was motivated by the efforts of local authorities to promote the progress of Banjarmasin local tourism sector. The tourism sector is one program that was built by the local government to promote the area shown on one of the outskirts of the tourist development which is the development of siring Martapura Piere Tendea, viewing tower construction, procurement floating market, procurement and construction of river transport proboscis monkey as a mascot statue of South Kalimantan. The purpose of this development is the increase in low-income economies both local communities and traditional merchants around the tourist development, so the aim of this study wanted to know the impact before and after the construction of the tourist revenues of local communities and traditional merchants. This research is a quantitative and descriptive analysis. The data used is primary data drawn from observation, documentation, methods Questionnaire (questionnaire). The sampling technique used purposive sampling. Data analysis using Paired sample t test (Paired sample t test). The results showed differences in local people's income and traditional merchants before and after the construction of Piere Tendea travel. From these results show an increase in the income of local communities and traditional traders after tourism development Piere Tendea edge Martapura River.

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## INTRODUCTION

### Prolegomenon

National development through increased tourism sector without destroying the nature and role of the community maintain the beauty needs to be done on an ongoing basis between central and local governments as well as the need to work together for the improvement in the sector. Tourism development of each region is a promotional measures for each region to promote the natural beauty or resources into the development potential of tourism and increase tourist arrivals in the area, so the need for the creation of travel of the continuous and synergy without damaging nature and the need for public participation to maintain the beauty of the area it is the responsibility together, for example, the city of Banjarmasin leave his city slogan is "*Baiman, Barasih Wan Nyaman* (Godly, Clean, and Comfortable)". The tourism sector can drive the regional economy and the people who enjoy the advancement of the sector in the region. One example that can encourage local tourism without damaging nature is the city of Banjarmasin, dubbed the city of "Thousand Rivers". Evidence of Banjarmasin be one area can develop environment-based tourism is the receipt of Adipura Kirana year 2016 which is

based on the assessment that the city will facilitate economic growth through trade, tourism and investment. One of Banjarmasin government program that makes progress in the tourism sector is the construction of a border on the edge of Martapura River Piere Tendea Banjarmasin city, where construction started from 2008 and finished at the end of 2011. After the construction of border Piere Tendea has implemented government policy is not just there alone, local government policy continued until the turn of the regional leaders, namely the construction of View Tower height reached 21 meters and started construction since 2013 also become iconic tourist attractions Banjarmasin both locals and outside the region who visit to enjoy around the city of Banjarmasin, conductivity Martapura River, as well as enjoy The grandeur of the Dome Mosque in South Kalimantan, namely the Grand Mosque Sabilah Muhtadin.

Bekantan statues development which spouting water from his mouth is the mascot of South Kalimantan Banjarmasin city added to the beauty that lies in the Suburb of Martapura River Piere Tendea Banjarmasin. The local government policy hold the Floating Market to draw attention of visitors as they sell by boat, this is usually done on Saturdays and Sundays. Local communities and outside the region who want to down

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the river of Martapura only have to pay Rp 5,000.00 and Rp 35.000,00 for Kembang Island to a tourism sector that is environmentally friendly and does not harm the environment plus the friendly people of Banjarmasin which adds to the appeal for this area. Developments going on around the periphery of Martapura River Piere Tendeau Banjarmasin city as evidence to increase incomes. The results of this study are expected to see the impact before and after the construction of tourist development Martapura outskirts of the city of Banjarmasin Piere Tendeau Against Local Public Revenue or Trader Traditional Area, so that the study findings can help Banjarmasin local governments to promote the development of tourism to stimulate the economy of the creative community.

## LITERATURE REVIEW

Development of the area that has the likeness or resemblance of resources, based on specific goals to be achieved, or based on the characteristics of homogeneity in the ability to develop, the condition of the location, physical condition and whereabouts of transportation infrastructure, giving the project a positive to allocate funds investing in the development of the region achieve success effective and efficient. Activity in the construction sector has a focused goal, mutual support and complement each other and need each other, so that the success rate of development is guaranteed (Adisasmita, 2012: 83).

According Chohen (1984, in Pitana, 2006), the impact of tourism on social and economic life of local people can be categorized into eight groups: (1) the impact on foreign exchange earnings, (2) the impact on people's income (3) the impact on employment (4) the impact on prices (5) the impact on the distribution (6) the impact on the ownership and control (7) the impact on development in general (8) the impact on government revenues. Jhingan (2003) writes that income is income in the form of money for a certain period. Therefore, the income can be defined as all income or cause increasing one's ability, both of which are used for consumption or for savings. With income is used for living and to achieve satisfaction.

## RESEARCH METHODS

This experiment was conducted in Piere Tendeau street, which is quantitative descriptive analysis with research subjects and the local community in the Traditional Traders Piere Tendeau. As for the data collection techniques consisting of; Observation, documentation, methods Questionnaire (Questionnaire): the questionnaire used in this study was an open questionnaire means a questionnaire or the questions given to respondents to provide income in accordance with their wishes. The study population is the whole (universe) from the object being targeted research can be either humans, animals, plants, air, symptoms, values, events, attitudes and so on, so that these objects can be a source of research (Bungin in Siregar, 2013: 30). The study population is infinite, meaning that the number of individuals is infinite or not known with certainty. The population in this study is the whole of society and traditional traders in Jalan Piere Tendeau. The sample size depends on the size of population is taken from the surrounding community and traditional merchants who belong to low income (below the minimum necessities of life) as respondents drawn from the community and traditional

merchants around Jalan Piere Tendeau. The sampling technique used purposive sampling is the method of determination of the respondents to be sampled based on certain criteria, so that the sample for public revenue of about Piere Tendeau set 35 respondents, while traditional retailers by 50 respondents adjacent to the viewing tower and a floating market. Data analysis technique used (1) descriptive analysis, that the statistics used to analyze data in ways that describe or depict the data that has been collected as, (2) Test average difference to determine the income difference before and after the development of the tourism sector Fringe River Martapura Piere Tendeau used t test sample Couples (Paired samples t Test) is a test to a group of the same population, but it has two or more sample data as a result of the treatment given to a sample group of the formula (Irwan Gani et al, 2014):

$$t = \frac{x_1 - x_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2} - 2r \left(\frac{S_1}{\sqrt{n_1}}\right) \left(\frac{S_2}{\sqrt{n_2}}\right)}}$$

t hitung =  
 keterangan :  
 $x_1$  = median of sample 1 (before)  
 $x_2$  = median of sampel 2 (after)  
 $S_1$  = standard deviation of the 1<sup>st</sup> sample  
 $S_2$  = standard deviation of the 2<sup>nd</sup> sample  
 $S_1^2$  = Varians of the 1<sup>st</sup> sample  
 $S_2^2$  = Varians of the 2<sup>nd</sup> sample  
 $R$  = correlation  $x_1$  and  $x_2$

The purpose of testing paired samples t test was conducted to determine differences in people's income before local and traditional merchants and the development of the tourism sector outskirts Piere Tendeau Martapura River.

## Framework

Frame of the study can be seen in the following figure

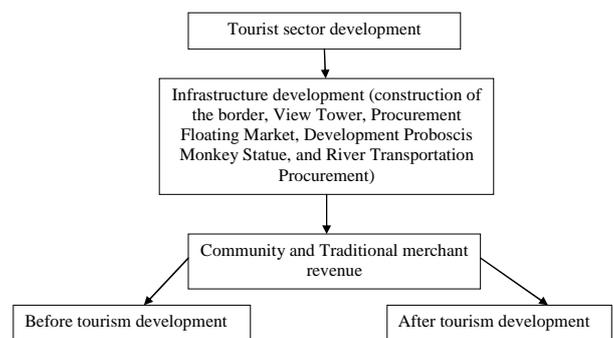


Figure 1 Framework

Source: Hasil Olahan Penelitian (2015)

Hipotesis :  $H_0 : \mu_1 = \mu_2$  Lawan  $H_1 : \mu_1 \neq \mu_2$

**$H_0$ :** Both the population variance is identical (there are no significant differences in income and the income of the local communities of traditional traders before and after the development of the tourism sector outskirts Martapura River Piere Tendeau.

**$H_1$ :** Both the population variance is not identical (there are significant differences in income and the income of local communities of traditional traders before and after the development of the tourism sector outskirts Piere Tendeau Martapura River).

If the significance of t is greater than  $\alpha = 0.05$ , than  $H_0$  accepted or not there is a significant difference in income local livelihoods and traditional merchants before and after the development of the tourism sector outskirts Piere Tendean Martapura River. Conversely, if the significance of the t smaller than  $\alpha = 0,05$ , than  $H_1$  received or there is a significant difference in income income before and after the development of the tourism sector outskirts Piere Tendean Martapura River).

**DISCUSSION AND RESULTS**

**Revenues Before and After Income Communities**

**Paired sample t test results**

**Paired Statistics (Stats Pair)**

**Table 1** Paired sample t test results (Revenues Local Community)

| Paired Samples Statistics   |                    |            |                |                 |   |            |         |    |                 |
|-----------------------------|--------------------|------------|----------------|-----------------|---|------------|---------|----|-----------------|
|                             |                    | Mean       | N              | Std. Deviation  | Std. Error Mean                           |            |         |    |                 |
| Pair 1                      | BeforePM           | 52142.86   | 35             | 14616.958       | 2470.717                                  |            |         |    |                 |
|                             | AfterPM            | 84571.43   | 35             | 14919.954       | 2521.933                                  |            |         |    |                 |
| Paired Samples Correlations |                    |            |                |                 |   |            |         |    |                 |
|                             |                    | N          | Correlation    | Sig.            |   |            |         |    |                 |
| Pair 1                      | BeforePM & AfterPM | 35         | .797           | .000            |   |            |         |    |                 |
| Paired Samples Test         |                    |            |                |                 |   |            |         |    |                 |
| Paired Differences          |                    |            |                |                 |   |            |         |    |                 |
|                             |                    | Mean       | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference |            | T       | Df | Sig. (2-tailed) |
|                             |                    |            |                |                 | Lower                                     | Upper      |         |    |                 |
| Pair 1                      | BeforePM – AfterPM | -32428.571 | 9422.394       | 1592.675        | -35665.277                                | -29191.866 | -20.361 | 34 | .000            |

Source: Ouput SPSS, diolah Tahun 2016  
 Note: PM (Revenue Community)

The number of observations (N) which is calculated as coming from 35 respondents. Each respondent has one pair of data observation, namely: public revenue after tourism development Pierre Tendean and before the development of tourism Pierre Tendean Banjarmasin. The average income of the people (Mean) after suburb tourism development Martapura River Piere Tendean is Rp. 84571.53 per day while the average income before Pierre Tendean tourism development is Rp. 52142.86. Standard error of average income (Mean) after suburb tourism development Martapura River Piere Tendean is Rp. 2521.933 while the average standard error of income (Mean) prior to the development of tourism Pierre Tendean is Rp 2470.717. Based on the statistical description above, it can be concluded that there are differences in people's income after and before the development of tourism outskirts Piere Tendean Martapura River. This conclusion is drawn remember if the standard error of the mean value for each sample group are taken into account, the mean does not differ very much [after = Rp. 84.571,53 ± Rp 52.142, 86; Before = Rp. 2.521,933 ± 2.470,717 Rp.]. That is, with the differences in people's income with a view of the results of the average (mean) and standard error mean in the show from the two results are found after their tourism development on the outskirts of Martapura River Piere Tendean an increase in terms of revenue generated respondents, so that people can feel or receive the benefits of tourism development on the outskirts of Martapura River Piere Tendean that aims to increase people's income.

**Paired Correlations**

Values of correlation between income levels after and before becoming a member PNPM Urban revolving fund is 0.797 with a significance level of 0.000. Figures this correlation implies that the relationship between the two samples are very close and significant. This decision was taken considering the significance of the correlation values below 0.05. It showed from the results in the success of a program in the wake of the government through one of the outskirts of the tourist development Martapura Piere Tendean their close relationship to see success from the aspect of income before and after the tourist development in the region.

**Paired Sampel test**

The mean value of Rp. 32428.571 shows the difference in income difference after and before the tourist development on the outskirts of Piere Tendean Martapura River. Income after more than before tourist development. Thus, these results showed an increase in revenue in its feel and the community, so that with the difference in income before and after the construction of travel indicates the program is very beneficial to the local communities around Piere Tendean in Banjarmasin because of government programs through budget funds Banjarmasin and assisted by the central government had a

positive impact to the income of the people around. Standard error of the mean of Rp. 1592.675 greater than the mean value (USD 32428.571). Comparison of these two figures shows that inferentially there are differences in income before and after the tourist development on the outskirts of Piere Tendean Martapura River. T value on paired samples t test showed -20.361 with significant levels of two-way test of 0.000. Thus, we can conclude that there are differences in local people's income after tourism development on the outskirts of Piere Tendean Martapura River.

**Revenues Before and After Traditional Traders**

**Paired sample t test results**

**Paired Statistic**

The number of observations (N) which is calculated as from 50 respondents. Each respondent has one pair of data observation, namely: traditional merchant revenue after tourism development Pierre Tendean and before the development of tourism Pierre Tendean Banjarmasin.

**Table 2** Paired t sample results (Traditional traders)

| Paired Samples Statistics   |                    |           |             |                |                 |
|-----------------------------|--------------------|-----------|-------------|----------------|-----------------|
|                             |                    | Mean      | N           | Std. Deviation | Std. Error Mean |
| Pair 1                      | BeforePT           | 59900.00  | 50          | 18721.645      | 2647.640        |
|                             | AfterPT            | 140200.00 | 50          | 84840.547      | 11998.265       |
| Paired Samples Correlations |                    |           |             |                |                 |
|                             |                    | N         | Correlation | Sig.           |                 |
| Pair 1                      | BeforePT & AfterPT | 50        | .849        | .000           |                 |

|        |                    | Paired Samples Test |                |                 |   |            |        |    |                 |
|--------|--------------------|---------------------|----------------|-----------------|---|------------|--------|----|-----------------|
|        |                    | Paired Differences  |                |                 |   |            |        |    |                 |
|        |                    | Mean                | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference |            | t      | df | Sig. (2-tailed) |
|        |                    |                     |                |                 | Lower                                     | Upper      |        |    |                 |
| Pair 1 | BeforePT - AfterPT | -80300.000          | 69644.945      | 9849.283        | -100092.874                               | -60507.126 | -8.153 | 49 | .000            |

Source: Output SPSS, diolah Tahun 2016  
Ket : PT (Traditional Traders).

The average income of a traditional merchant (Mean) after suburb tourism development Martapura River Piere Tendeau is Rp. 140,200.00 per day while the average income of traditional traders before the development of tourism Pierre Tendeau is Rp. 59900.00. Standard error of average income (Mean) after suburb tourism development Martapura River Piere Tendeau is Rp. 11998.265 while the average standard error of income (Mean) prior to the development of tourism Pierre Tendeau is Rp 2647.640.

Based on the statistical description above, it can be concluded that there are differences in income before and after the traditional merchant suburb tourism development Piere Tendeau Martapura River. This conclusion is drawn remember if the standard error of the mean value for each sample group are taken into account, the mean does not differ very much [After = Rp. 140.200,00  $\pm$  Rp 59.900,00; Before = Rp. 11.998,265  $\pm$  Rp 2.647,640]. That is, with the differences in income trader with the traditional view of the results of the average (mean) and standard error mean in the show from the two results are found after their tourism development on the outskirts of Martapura River Piere Tendeau an increase in terms of revenue traditional traders produced respondents, so traders also benefit from tourism development on the outskirts of Martapura River Piere Tendeau which aims to increase the income of traditional traders.

#### Paired Correlations

Values of correlation between the level of income after and before becoming a member PNPM Urban revolving fund is 0.849 with a significance level of 0.000. Figures this correlation implies that the relationship between the two samples are very close and significant. This decision was taken considering the significance of the correlation values below 0.05. It showed from the results in the success of a program in the wake of the government through one of the outskirts of the tourist development Martapura Piere Tendeau their close relationship to see success from the aspect of traditional merchant revenue from before and after the tourist development in the region.

#### Paired Sampel test

The mean value of Rp. 80300.00 showed the difference of traditional traders income differences after and before the tourist development on the outskirts of Piere Tendeau Martapura River. Income after more than before tourist development. Thus, these results showed an increase in revenue being experienced trader, so that with the difference in income trader before and after construction of the travel show program is very beneficial for merchants around Piere Tendeau in Banjarmasin.

Standard error of the mean of Rp. 9849.283 greater than the mean value (USD 80300.00). Comparison of these two figures shows that there are differences in income inferentially traditional merchants before and after the tourist development on the outskirts of Piere Tendeau Martapura River. T value on paired samples t test showed -8.153 with a significant level of two-way test of 0.000. Thus, we can conclude that there are differences in the traditional merchant revenue after tourism development on the outskirts of Martapura River Piere Tendeau.

Based on the research results with a view of the sample t test paired with studies looking at the impact of the differences that occur, that with the development of tourism in the outskirts of Martapura River Piere Tendeau, one of which the construction of the syrinx, building the tower view, the provision of a floating market, the provision of transport streams and the construction of a statue bekantan greatly benefit the local community income and traditional retailers around Jalan Piere Tendeau, because the results showed an increase in revenue after tourism development in the region. It shows the performance of Banjarmasin in promoting tourism provides a pretty good success so enjoyed by local communities, regions, traders and all components that support the success of.

## CONCLUSION

Based on the results of that study concluded the differences in local livelihoods and traditional traders before the development of travel and tourism development after the outskirts of Martapura River Piere Tendeau shown of average revenue per day of local communities and traditional merchants. From these results, the increased income of local communities and traditional merchants after their tourist development in Jalan Piere Tendeau, so the development and promotion of tourism Banjarmasin have a positive impact and benefits as well as stimulate the economy of local communities and traditional retailers around.

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