

TOURISM DEVELOPMENT BASED ON SUSTAINABILITY IN KETUPAT WARNA-WARNI KENCANA VILLAGE SAMARINDA CITY

By : Dwi Aliyyah Aprilianty
Student Identity Number : 08191021
Supervisor : Dwinsani Pratiwi Astha, S.T., M.T.

ABSTRACT

In accordance with the directions for regional tourism development in Samarinda City, namely the principle of sustainable tourism development which will be the first step in formulating policy directions, plans and strategies, and preparing programs from the aspect of regional tourism development. In accordance with the East Kalimantan Province Tourism Office Regional Strategic Plan for 2019-2023, the tourism sector is currently one of the supporting factors for advancing the economy. The direction for tourism development, especially in Ketupat Warna-Warni Kencana Village, needs to pay attention to the sustainability aspect, this is based on an agreement at the Forum for Strengthening the Tourism Destination Governance Network which was carried out in Ketupat Warna-Warni Kencana Village, Samarinda City. The sustainability of tourism at this time needs to be considered because tourist objects provide many contributions to income and have a major influence on the surrounding area both in terms of economic, social, cultural, sustainable management and the environment. This study aims to formulate priority tourism development directions based on the level of sustainability of Ketupat Warna-Warni Kencana Village, Samarinda City. Based on research conducted to determine the level of sustainability using MDS analysis with 57 respondents, index results were obtained for each dimension, namely economic (95.81), social (94.83), culture (94.83), sustainable management (95.78), and environment (55.32) based on the five dimensions, so the tourist attraction is on an index scale of 87.16 so that it can be concluded that it is in the sustainable category. Based on monte carlo analysis, the MDS index can be trusted because the difference has an average of < 1 . After that, carry out a leverage analysis to identify the sensitivity of the priority development factors, namely the environmental dimension which is followed by completing a triangulation analysis to formulate tourism development directions in Ketupat Warna-Warni Kencana Village, Samarinda City which utilizes the potential possessed in tourist areas such as the Ketupat Monument as a landmark and the Pokdarwis owned so as to maximize the formulation of development directions with the environmental dimension as a priority factor.

Keyword :

Tourism village, level of sustainability, multidimensional scalling, monte carlo, and leverage