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ABSTRACT

The research objective is to identify and carry out an economic assessment of agrotourism services of marine and coastal resources in the district of Tanah Laut Takisung South Kalimantan Indonesia. The method used to achieve these objectives is the PRA and survey methods. To make the community as subject and object of research, PRA (Participatory Rural Appraisal) will support community engagement. Survey is a study that takes a sample taken from the population using a questionnaire as a data collection tool that principal / primer, which aims to get an overview of the economic value of ecotourism resources of coastal areas Takisung sub district. The data collection method used purposive sampling method. The type of data collected is qualitative and quantitative data, while the data source is primary data and secondary data. The value of the resource services (tourism) were analyzed by the method of travel expenses (travel cost method = TCM). From this research known economic value of tourism services amounted to Rp 27,487,782,860, - per year with a potential increase of IDR 2,284,234,756, - per year This improvement can be achieved by increasing the promotion of tourism.

KEYWORDS: identification, assessment of the economy, tourism resources, travel cost method.

INTRODUCTION

Tourism potential of both natural and artificial, has not been developed optimally and become a mainstay. Many untapped natural potential optimally. Development of nature tourism and agro able to contribute to local revenues, business opportunities and employment and simultaneously serves to maintain and preserve the natural wealth and biodiversity.

Scientific article entitled Agro Zone in Kurukan (Marlond Mandiingin and Indradjaja Makainas, 2013) with the following results: Development of tourism became one of the sectors with high priority in many countries. One of the tourism sector in Indonesia is a potential to develop agro-tourism. Agro-tourism is diversification of tourism products that combine agricultural activity (agro) and recreation in a farm environment. Agrotourism also gives travelers the opportunity to engage in recreational activities rural to expand knowledge, experience leisure and business relationships in the field of agro wisata. Tomohon, which is the result of the division of Minahasa district, experiencing rapid development in the construction sector and the tourism sector. This is supported by the characteristics of Tomohon town located in the mountainous area surrounded by scenic hills and agriculture.

The concept for presenting tourist areas as a means of recreation, that was developed on the basis of conservation and research to integrate aspects of tourism, agriculture, trade with science, in order to maintain and develop the tourism world that prioritizes natural elements, quietness, cleanliness, and comfort. These elements are not only presented on the building alone, but on outer space (environment) and on site. By using the theme of organic architecture, agro-tourism area is not just life, but could be a unique tourist destination and attractive for visitors.

Takisung sub-district in Tanah Laut is one of the coastal areas in South Kalimantan potentially high economic resources in the form of environmental services such as marine tourism and supported by other resources such as fisheries resources, aquaculture, mangrove forests, land potential and, facilities and infrastructure of sea transport. This area has 5 pieces of the Village Takisung coastal villages, Desa Kuala Mining, Langsung Lake Village, the Village and the Village Pagatan Great Tabanio. However, the potential agrotourism in this area has not been used optimally.

RESEARCH PURPOSES

Research Objectives aim to make an assessment of agrotourism economic services of marine and coastal resources Takisung Tanah Laut District of South Kalimantan.

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BENEFITS OF RESEARCH

The benefit of the research is to recognize the economic value of marine and coastal resources in Tanah Laut subdistrict Takisung, so it can be used as a basis for regional government in determining the development policy and the development of coastal areas Tanah Laut.

RESEARCH METHODOLOGY

Research conducted at the District Takisung in 5 villages namely Takisung, Kuala Tambangan, Telaga Langsat, Tabanio and Pagatan Besar. This research is using PRA (Participatory Rural Appraisal) and survey method. Nijjuluw and Son (1994) explains that in order to make society as subject and object of research, PRA (Participatory Rural Appraisal) will support community engagement. According Singarimbun and Effendi (1985), the survey is a study that takes a sample taken from the population using a questionnaire as a data collection tool that principal, which aims to get an overview of the economic value of coastal resources Takisung Tanah Laut subdistrict. The interview is the way that people used for a specific purpose by trying to get information or research orally by the respondent, by conversing face to face with people who sampled (Koentjoroningrat, 1993).

Respondent sampling method is purposive sampling, the method of sampling is not random but is based on certain considerations or intentionally. This method is used to assess the benefits of direct, indirect benefits, and benefits existence. The consideration is that the sample / respondent shall be specific, that determination must be done intentionally (purposive).

The type of data used in this study are:

1. Quantitative data is data in the form of figures such as data travel expenses, time, individual income and the number of individual visits.
2. Qualitative data is data that can be used to supplement and clarify and strengthen the quantitative data in order to provide convenience in analyzing the data studied. Which include qualitative data in this study is the perception of respondents, characteristics of substitution, and facilities.

To achieve the objectives of this research used the method of tourism economic namely **Travel Cost Method** (Travel Cost Method). **Travel Cost Method (TCM)** is derived from the ideas developed by Hotelling in 1931, which was then formally introduced by Wood and Trice (1958) and Clawson and Knetsch (1966) in Adrianto, L. et al. (2004). This method is mostly used to analyze the demand for outdoor recreation (outdoor recreation), such as fishing, hunting, hiking and so on. In principle, this method of assessing the cost of each individual to go to places of recreation. For example, for hobby fishing on the beach, a consumer will sacrifice the cost in time and money to come to the venue. By knowing the pattern of consumer spending, it can be assessed how much the value (value) given consumer to natural resources and the environment. The fundamental assumption used in TCM approach is that the utility of each consumer to the activity, such as recreation, are separable (separable). Therefore, the function of demand **3** recreational activities is not affected by the demand for other activities such as watching, shopping, and others. **Travel Cost Method-MBP (Travel Cost Method)** is performed using **the** information about the amount of money spent and the time that people use to reach a place of recreation for estimating the value of benefits from the efforts of a change in environmental quality recreational visit.

RESULTS AND DISCUSSION

The value of agro coastal resources are the District Takisung travel expenses paid by visitors. Travel expenses incurred visitors vary depending on the destination, the type of transport used visitor origin. Travel expenses is calculated based on expenses incurred per person while in a tourist spot.

1. Village Takisung

Takisung village famous for its beach tourism in South Kalimantan that the coastal agro-tourism destination that many visitors. Support other agro resources that many fishery products and agriculture produced the local community so that the formation of the market of fishery products and agricultural products in takisung beaches, shopping tourists who visit can buy souvenirs to take home.

Visitors who come to the village of Takisung using a motor transport comes from Banjar Regency, Banjarbaru, Banjarmasin, Pelaihari, Marabahan, Upper South River and Rantau. Costs incurred every visitor varies by region of origin and financing component. The largest cost component is the cost of consumption and the cost of a souvenir. ,

This value be an average cost incurred per person with transportation of motorcycles. Total costs incurred by tourists from various regions is IDR 1,375,151 which shows the value that would be paid by tourists to visit the coastal areas Takisung subdistrict, Tanah Laut village with motor transport.

Visitors who use car transport comes from Banjar Regency, Banjarbaru, Banjarmasin, Pelaihari, Marabahan, Upper South River, Rantau, Balangan and Jakarta. Costs vary by region of origin, the cost incurred tourists from Jakarta and is the largest component of the cost of financing the costs of transport and consumption. The value of resources paid Takisung village tourists who use the car an average of USD 975 218, -. Per car. Total value of the resources that would be paid by tourists from various regions is IDR 8,776,965, - issued by all the tourists who visit the coastal area of the District Land Sea using mobil. Komponen costs incurred by tourists who use the tool and automobile motor transport tourists per the IDR 196,455.00.

2. Village Pagatan Besar

Agrotourism coast in the village of Pagatan Besar fishing Sea and estuary Pagatan Besar, agrotourism potential fishing waters is due to the condition that there are many rocks where fish congregate in addition to the position of villages in the watershed easier for tourists to lean and anchored boats they use. This fishing activity is still limited public knowledge in the area of Banjarmasin and Banjarbaru due to the limited information received by tourists. Travelers coming from Banjarmasin and Banjarbaru who use the car with the highest cost travelers coming from Banjarmasin. The largest cost component is the cost of consumption and other costs of transportation fuels is a ship, documentation fees, cost of souvenirs, bait, and ice, as long as they were fishing in the Sea or estuary. The value of coastal resources that travelers paid using the average car IDR 1,211,499, -. The overall value of the resources that tourists are willing to pay for a visit to IDR 2,422,998, -with the car.

Travelers who use the motor comes from Banjarmasin and Banjarbaru, the cost components such as the cost of transport to the village of Great Pagatan using the motor, the cost of consumption during the tourist fishing, fuel, bait, ice and rental boats owned by residents. The largest cost component is the cost of renting a ship belonging to the locals. Value resource tourists are willing to pay an average of USD 242 250. Total amount paid by tourists who visit the village of Pagatan Besar amounted to USD 484 500, -.

Based on the costs incurred by tourists during fishing in the Village of Pagatan Besar either by car or motorcycle is IDR 242, 250.00. (After being divided per person).

3. Village Tabanio

The potential for coastal tourism in the village Tabanio is gently sloping beach tourism Tabanio, religious tourism where there are four domed religious leaders who often attending by tourists and the historical sites such as the former Dutch fort built.

The value of resources that tourists paid using a motor transport can be seen in the component costs are: transportation costs, consumption and souvenirs. Transport using a motor vehicle, consumption costs as long as they are in the village were relatively small because in the village there are only the stalls to drink alone and the cost of a souvenir as Tabanio village is famous as a producer of dried fish and chips. Value agrotourism in the village Tabanio traveler who is willing to pay on average is IDR 45.500, -. The amount of the value of coastal agro would be paid by tourists who visit the village Tabanio by using a motorcycle is IDR 91,000, -.

Component costs incurred visitors are: the cost of transport by car, documentation costs, costs of consumption during the trip, and the cost of souvenirs of fishery products. Travelers who farthest came from Sampit, they generally stay in houses that are still relatives, this is due to the lack of accommodation in the village. The value of the resources they are willing to pay is flat in amount IDR 640,000, -. Total value of the resources that would be paid by tourists visiting coastal village Agro Tabanio by car IDR 1,280,000, -.

The value of resources spent per person to visit the agro-tourism in the village of Tabanio either using motorcycles or cars IDR 45.500, -

4. Village Kuala Tambangan

The potential of tourism in the village of Kuala Tambanganis the beauty of the beach of Batu Lima, equipped with infrastructure such as cotage, seating, and children's toys. Other tourist potential is badudus bath held every year before the month of Ramadan on the beach of Batu Lima. Although the facilities are complete, but the beach of Batu Lima only visited during the holidays big day just like the Eid holidays and the New Year. The value of resources paid agrotourism visitors are as follows:

Visitors who met at the time the study comes only from Banjarbaru to remove the cost component in the cost of transport to reach the beach of Batu Lima, documentation costs, and the cost of consumption while in agro location. The largest cost component is the cost of transport it is caused located relatively far away. The value of

resources for tourists willing to pay USD 500,000.00 per visit. The average cost per person for a traveler spent in the village of Kuala Tambangan IDR 100.000, -

5. Village Telaga Langsat

Telaga Langsat Village is different from the previous 4 villages. Telaga Langsat Village has only a short coast, the enormous potential of this village is agriculture that support agro tourist beach. Telaga Langsat village famous results jack fruit which tastes good and yellow.

Component costs incurred by travelers is the cost of transportation, the cost of consumption and the cost of a souvenir. The largest costs are incurred visitor transportation costs because the distance is relatively far compared to other villages. Value resource tourists paid a visit to the village of TelagaLangsat IDR 450.000. The average cost per person is issued for a visit to the village of Lake Langsat IDR 90.000, -

Number of Tourism Resource Value in Sub Takisung

Based on the average cost per person is willing to pay by the visitors at each village to enjoy the coast, it can be assessed agrotourism coastal resources in the District Takisung by calculating the cost per person in each village visited multiplied by the number of visits in 2013, the travel resource values obtained in the District Takisung IDR 27,487,782,860 in 2013.

Coastal Tourism Development Potential in District Takisung

The value of coastal tourism in the district Takisung can still be improved by looking at the increase in the number of tourist arrivals in Sub Takisung for 3 years.

From the data above an increase in the number of visits in the three years from 2011 to 2012 an increase in the number of visits amounted to 13.83% and from 2012 to the year 2013 amounted to 2.79%. Although there was a decrease in the percentage of tourist arrivals in 2013 but its value is still increasing from year to year.

Based on the average of the percentage increase in the number of visits each year, it can look for potential development of agro-tourism values as follows:

Based on the data in the above table by seeing an increase in the number of visits amounted to 8.31% of the potential increase in tourism value of IDR 2,284,234,756, - / year. Increased potency can be done by increasing tourism promotion. On the other hand increased promotion should also be accompanied by an increase in tourist facilities which include a parking lot, sanitary facilities, sanitary facilities, games facilities and good road and easily accessible to tourists.



Takisung Beach



Pagatan Besar Beach



Tabanio and Telaga Langsat Beach



Kuala Tambangan Beach

CONCLUSION

Villagers who are research studies on the tourism economic value of the services the Village Takisung districts (IDR 26,952,054,360,-), Village Tabanio (IDR 149,831,500,-), Pagatan Besar (IDR 332,367,000,-), Kuala Tambangan (IDR 41.2 million,-) and Village Telaga Langsat (IDR 12,33 million,-). Potential and most tourist visits to the village Takisung, where there Takisung village into a tourist attraction tourist destination with the availability of very easy access and a wide range of supporting facilities tourist locations. Whereas four other villages have the potential and the number of visits is still very low compared with Takisung village.

The total tourist arrivals by the year 2011 until 2013, visit tourists grew 32% in 2012 and 45% in 2014. The tourism value of IDR 27,487,782,860, - per year with a potential increase of IDR 2,284,234,756, - per year. This increase can be done with increase tourism promotion. On the other hand increased promotion should also be accompanied by an increase in tourist facilities which include a parking lot, sanitary facilities, sanitary facilities, games facilities and good road and easily accessible to tourists.

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