

Development Strategy of Riam Bidadari Tourist Attraction in Lumbang Village Muara Uya Sub District Tabalong Regency South Kalimantan Province

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DOI: <https://doi.org/10.52403/ijrr.20250335>

ABSTRACT

Riam Bidadari Ecotourism in Lumbang Village, Muara Uya District, Tabalong Regency, Central Kalimantan, has natural potential that has the opportunity to be developed into a leading tourist destination. The purpose of this study is to identify the potential of Riam Bidadari ecotourism and analyze the Riam Bidadari ecotourism strategy in supporting the development of Riam Bidadari ecotourism in Tabalong Regency using the SWOT method through surveys, field observations and interviews. The results of the study show that the most prominent ecotourism potential of Riam Bidadari and has the power to attract tourists to visit, including the scenery that is still beautiful and beautiful; campsites for various communities; affordable tourist ticket prices; availability of a large parking area; the quality of the road to the ecowista is good; the availability of glamping facilities or tents that can be rented by visitors; security and surveillance system that provides convenience for visitors; as well as the availability of interesting photo spots. The combination strategy carried out for the development of Riam Bidadari ecotourism which is the main and best strategy is the position of the S-O (Strength-

Opportunities) combination strategy, namely maintaining the beauty and beauty of the Riam Bidadari ecotourism by involving the surrounding community; arranging and expanding the camping area / camping ground so that visitors feel really comfortable; As well as maintaining affordable admission prices and offering special discounts or promos, such as family tour packages, special prices for students, or cheaper prices during certain periods. This strategy is expected to spur the development of Riam Bidadari ecotourism and can improve the economy of the local community and maintain environmental sustainability so that it can become one of the sustainable tourist attractions.

Keywords: *Ecotourism Potential, Development Strategy, Riam Bidadari Ecotourism*

INTRODUCTION

Ecotourism is a tourism concept that focuses on environmentally friendly and sustainable tourism activities. The main goal of ecotourism is to preserve local nature and culture, while providing economic and social benefits to local communities. This concept aims to achieve a balance between nature conservation, education, and

sustainable economic activities (Susanto et al., 2021). The concept of tourism development based on the uniqueness and conditions of an area or region can be developed by implementing ecological tourism development (ecotourism) or sustainable tourism development in the form of ecotourism. This ecotourism concept can be interpreted as ecotourism as a form of tourism that encourages conservation and sustainable development efforts and combines conservation with economic development; by building an ecotourism area we can also open up new jobs for the surrounding community and provide environmental education to tourists (Tafalas, 2010).

Ecotourism management will be able to generate benefits in various aspects. If not managed properly, ecotourism can potentially cause problems or have negative impacts on social, cultural, economic and environmental life (Yoeti, 2008). Ecotourism is a form of tourism that is closely related to the principle of conservation. Even in the ecotourism development strategy also uses a conservation strategy. Thus, ecotourism is very effective in maintaining the integrity and authenticity of ecosystems in unspoiled areas.

Ecotourism has principles, including fostering environmental and cultural awareness, minimizing impacts, providing positive experiences for both tourists and recipients and must provide benefits and be able to empower local or surrounding communities (Tamelan & Harijono, 2019).

Principles, ecotourism places great importance on the naturalness of ODTW (tourist destination objects), conservation ethics, education and sustainability, so it is concluded that the principles of ecotourism must pay attention to natural resource conservation, ensure the involvement of local or surrounding communities, enhance experiences, include responsible activities, and encourage productive small businesses (Asmin, 2018).

Attraction in tourist objects is one of the main capital that must be owned in efforts to improve and develop tourist objects and attractions. The existence of tourist objects and attractions is the most important link in a tourism activity, this is because the main factor that makes visitors or tourists to visit tourist destinations is the potential and attractions of the tourist objects (Warang, 2015). Tourism potential is capital owned by an area or tourism aspect that is utilized for economic interests without ignoring cultural aspects. The attraction is deliberately highlighted and has the nature of a tourist attraction (Barus, 2013). Riam Bidadari Ecotourism offers a natural panorama that can attract attention to be visited. Riam Bidadari Ecotourism offers various objects that can be developed such as conservation tourism, photography tourism, and nature tourism. The beauty of the Bidadari River is shown by the presence of rocks flowing with water from two tributaries, thus forming a separate island flanked by two waterfalls which can soothe the eyes of those who look at them. Riam Bidadari also offers views of the surrounding mountains and there are many shade trees in the area which add to the comfort of visitors to relax with their families. Riam Bidadari Tourism is a Camping Ground Family Tourism destination.

Ecotourism development is an effort to develop sustainable tourism by paying attention to the preservation of nature, culture and local communities. Ecotourism aims to promote understanding and appreciation of biodiversity and culture, while providing economic benefits to local communities and preserving the environment (Qomariyah, 2017). Ecotourism development is a continuous process and requires cross-sector collaboration and long-term commitment. Through a good approach, ecotourism can be a source of sustainable income for local communities while preserving unique nature and culture (Zain et al., 2022).

Efforts to manage Riam Bidadari ecotourism face challenges in the form of limited infrastructure, human resource capacity and less than optimal tourism promotion. Therefore, a tourism development strategy is needed that is based on sustainability and community empowerment. Sustainable tourism development planning actually involves environmental conservation planning, and this includes various research and analysis before making decisions about determining the direction of development. All of these activities are carried out so as not to allow intensive exploitation of resources in certain areas, without regard to resource conservation. (Dewa & Sri, 2020).

The aim of this research is to identify the potential for developing the Riam Bidadari tourist attraction and analyze the strategy of the Riam Bidadari tourist attraction in supporting the development of tourist attractions in Tabalong Regency. This strategy is expected to spur the development of Riam Bidadari ecotourism and improve the local community's economy and preserve the environment so that it can become a sustainable tourist attraction.

MATERIALS & METHODS

Location research in the Riam Bidadari ecotourism village, Lumbang Village, Muara Uya District, Tabalong Regency, South Kalimantan Province. Lumbang Village is a village in Muara Uya District, Tabalong Regency, South Kalimantan Province. Lumbang Village is approximately 264 km from Banjarmasin City and 60 km from the capital of Tabalong Regency. Lumbang Village has an area of approximately 56.48 km² (BPS, 2023).

Geographically, the topography of the land in Lumbang Village is partly flat and hilly. Riam Bidadari ecotourism area is in Lumbang Village, Muara Uya District, bordering Teratau Village, Jaro District. The exact location of the Riam Bidadari Tourism is in Lumbang Village RT 09, Muara Uya District, Tabalong Regency, South

Kalimantan Province. The method used in this study is the descriptive method. The descriptive method is a form of method intended to describe existing phenomena, both natural and man-made phenomena. These phenomena can be forms, activities, characteristics, changes, relationships, similarities and differences between one phenomenon and another (Sugiyono, 2018). Survey method with a quantitative approach is research carried out by taking samples from a population as a means of collecting basic data. Qualitative information is carried out in order to obtain a clearer picture of the research results. The survey was carried out in two stages, namely the primary and secondary data collection stage and the quantitative data and qualitative data analysis stage. The data obtained from this research will be processed and analyzed based on the results of observations, observations and interviews in the field and then tabulated, described in the form of descriptions.

Identifying problems in ecotourism development is carried out through a descriptive qualitative SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis method. SWOT analysis is the systematic identification of various factors to formulate a company strategy.

Analysis is based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats (Rangkuti, 2005).

The process of preparing an ecotourism development strategy plan goes through three stages, namely: data collection stage, analysis stage, and decision making stage. At the data collection stage, it is divided into two, namely external data and internal data. External data is obtained from the outside environment, while internal data is obtained from within.

Model used in collecting data is an internal strategic factor matrix (Internal Strategic Factor Analysis Summary/IFAS) and an external strategic factor matrix (External Strategic Factor Analysis Summary/EFAS).

The tool used to compile strategic development factors is the SWOT matrix. This matrix can clearly illustrate how the external opportunities and threats faced can be adjusted to their strengths and weaknesses (Rangkuti, 2005).

RESULT

Ecotourism Potential Analysis

Natural Attractions

Riam Bidadari Ecotourism is located in Lumbang Village, Muara Uya District, Tabalong Regency, which has several potentials that can be developed. Based on the explanation of the meaning and concept of ecotourism, the important benefits of ecotourism activities in a region or area with tourist attractions are as a source of funding for conservation areas, protection of conservation areas, alternative sources of livelihood for local communities, options for promoting conservation and

encouragement of special conservation efforts. The tourists gave their opinions because Riam Bidadari ecotourism has pristine natural beauty, and what is unique is that there are tall trees on the island in the middle of the river which makes tourists feel comfortable, making it a favorite recreation spot on weekends, plus the place is very large, perfect for camping ground with family and friends.

Facility

Amenities or supporting facilities at Riam Bidadari ecotourism, Tabalong Regency, South Kalimantan, include various facilities that support the tourism experience in the area. Considering that Riam Bidadari ecotourism has natural tourism potential, the amenities that can be provided or developed include those that can be seen in Table 1.

Table 1. Tourist Attraction Facilities

| No. | Facilities | Amount |
|-----|-----------------------|-----------|
| 1. | Gazebo | 3 pcs |
| 2. | Open Hall | 1 piece |
| 3. | Kiosk/ Stall | 5 pcs |
| 4. | Toilet/ Changing Room | 4 pcs |
| 5. | Bridge | 1 piece |
| 6. | Musholla | 1 piece |
| 7. | Parking Area | 2 pieces |
| 8. | Camping Tent | 38 pieces |
| 9. | Water Tank | 1 piece |
| 10. | Guard Post | 1 piece |

Source: Riam Bidadari Ecotourism Management Data, 2024

Accessibility

Accessibility in tourism is the ease that tourists can feel to reach tourist destinations.

1. Quality of Road Infrastructure

The quality of road infrastructure is land transportation infrastructure which is very important in facilitating economic relations and other social activities. Based on observations in the field, access to Riam Bidadari is quite easy and can be reached by motorbike or car. The location of Riam Bidadari from Tanjung city is around 45 km and can be reached in approximately 1 hour.

The location is also not far from residential areas.

The main road routes used are all paved. Even though there was a little damage at certain points, in general it still didn't cause any problems. Narrow road conditions will only be found starting from Lumbang Village to the tourist location. To enter the tourist location, it is about 350 m from the side of the main road, and the road can be passed by two-wheeled and four-wheeled vehicles.

2. Transport Mode

Transportation mode is a network system. This type of transportation mode is one of the network systems that can be used to support tourism movements that occur, especially in improving services in tourism as a whole (Nulis, 2016). Riam Bidadari Ecotourism in Muara Uya District, Tabalong Regency has extraordinary natural tourism potential, however the lack of public transportation is an obstacle. There is no public transportation such as buses or angkot that go directly to the location. Visitors must use private vehicles or rent transportation which increases costs and travel time. This makes it difficult for tourists who don't have a vehicle.

3. Information

The results of interviews with tourists who visited the Riam Bidadari ecotourism attraction showed that the majority of visitors learned about the existence of this tourist attraction through various social media, especially Instagram and Facebook. Many of them also get information through stories from friends or family who have visited the Riam Bidadari ecotourism.

Visitors who come from outside Tabalong Regency and outside South Kalimantan Province mostly know about the existence of Riam Bidadari ecotourism through the Instagram, YouTube platforms and websites shared by visitors, because the management's social media accounts are still not very active in promoting Riam Bidadari ecotourism. This shows that social media and digital platforms play an important role in disseminating information regarding ecotourism.

Telecommunications network in Lumbang Village, which is the location of Riam Bidadari ecotourism, it is still inadequate. Because from the results of interviews with several visitors, it was quite difficult for them to use internet access when touring this location. The lack of availability of this network is certainly an obstacle in providing easy communication and interaction between tourists and the outside world.

Transport Support Facilities

Transportation support facilities at tourist attractions aim to facilitate access and mobility for visiting tourists. In an effort to improve the quality and comfort of tourist visits, field observations have been conducted on supporting facilities at the Riam Bidadari ecotourism. Some transportation support facilities are not yet available, such as bus stops and poorly organized parking spaces at tourist attractions. The absence of bus stops currently means that access to Riam Bidadari is dominated by private vehicles. Parking facilities at Riam Bidadari ecotourism are available, but are still not optimal. The existing parking area is not well organized, so vehicle placement can be less efficient and reduce visitor comfort. Currently, the placement of parking facilities still uses an area that is not far from or is one with part of the camping area. Many visitors park their private vehicles not far from the camping site they are staying at. In current conditions, it is necessary to rearrange the parking layout to make it more structured, maximize existing space, and make it easier for tourists to park their vehicles.

Ancillary

- Department of Tourism and Culture: plays a role in tourism development and promotion by holding training related to ecotourism development for Riam Bidadari ecotourism managers.
- Environmental Service: plays a role in waste management and maintaining the environmental aspects of Riam Bidadari ecotourism.
- Department of Housing and Settlement Areas (Disperkim): plays a role in developing and improving infrastructure, such as roads to tourist locations and public facilities.
- The Lumbang Village Government has a role in supporting the management of tourist attractions and involving local

communities in maintaining the sustainability of tourism and ensuring economic benefits for local residents.

- Pokdarwis which plays a role in developing Riam Bidadari ecotourism into sustainable ecotourism.
- Availability of Security Posts and Security Officers to maintain the security and comfort of Riam Bidadari ecotourism visitors.
- Environmental management in Riam Bidadari ecotourism is quite satisfactory. However, with the increase in tourism activities, good environmental management has become the goal to maintain the natural beauty and sustainability of the Riam Bidadari ecotourism destination.

Riam Bidadari Ecotourism Development Strategy

Identification of Internal and External Factors for Riam Bidadari Ecotourism

1. Internal Factors

These internal factors relate to the conditions that occur in Ecotourism, which also influence the formation of Ecotourism decision making. The internal environment consists of naturalness, environmental cleanliness, facilities, distance traveled, security and human resources as strengths and weaknesses.

Based on the identification of the internal conditions of Riam Bidadari Ecotourism, information on strengths and weaknesses can be found where the results obtained are sixteen internal factors consisting of nine (10) strengths and seven (7) weaknesses which can be seen in Table 2.

Table 2. Riam Bidadari Ecotourism Strengths and Weaknesses

| Riam Bidadari Ecotourism Strengths and Weaknesses | | | |
|--|---|-------------------|--|
| Strengths | | Weaknesses | |
| 1 | The scenery at the Riam Bidadari ecotourism is still beautiful and beautiful | 1 | Diversity of facilities and game rides, such as accommodation, café and outbound |
| 2 | There are food stalls available with clean premises, many menu variations and affordable prices | 2 | Long distance from the city center |
| 3 | The cleanliness of the Riam Bidadari ecotourism environment is very well maintained | 3 | Location comfort is lacking because access to telephone/internet signals is relatively difficult |
| 4 | Tourist entrance ticket prices are affordable | 4 | The need for regular promotions to attract visitor interest |
| 5 | Becomes the camping spot of choice for various communities | 5 | Adequate bathroom/toilet facilities are available |
| 6 | Availability of a large parking area | 6 | Availability of health facilities at Riam Bidadari ecotourism |
| 7 | The quality of the road to ecotourism is good | 7 | Availability of adequate places of worship |
| 8 | There are glamping facilities/visitor tents available that can be rented | | |
| 9 | Security and surveillance systems that provide convenience for visitors | | |
| 10 | Availability of interesting photo spots/artificial photo spots | | |

2. External Factors

External factors are the environment that exists outside the business which is an opportunity and threat to the development of Riam Bidadari. This external environment consists of macro and micro environments.

The macro environment includes economics, social culture, natural environment and technology. While the micro environment includes competitors, threats of new entrants, and consumers as an opportunity and threat.

Based on the identification of the external information about opportunities and threats conditions of Riam Bidadari ecotourism, can be seen from Table 3.

Table 3. Riam Bidadari Ecotourism Opportunities and Threats

| Riam Bidadari Ecotourism Opportunities and Threats | | | |
|--|---|---------|---|
| Opportunities | | Threats | |
| 1 | The existence of Riam Bidadari ecotourism has an impact on businesses managed by the surrounding community | 1 | The existence of other tourist attractions in the area that are no less interesting than the Riam Bidadari ecotourism |
| 2 | The existence of Riam Bidadari ecotourism introduces local regional culture to tourists | 2 | Increasing number of facilities and quality of services owned by other tourist attractions |
| 3 | There is support and cooperation between the Regional Government, the private sector and the community in developing Riam Bidadari ecotourism | 3 | Unpredictable weather and climate factors |
| 4 | There is the possibility of being used as a camping ground in Muara Uya District | 4 | Visitor dissatisfaction |
| 5 | The availability of information regarding Riam Bidadari ecotourism can be easily accessed | | |
| 6 | Road access to tourist attractions is easy to reach by public transportation | | |

Input Analysis Stages

1. Internal Factor Evaluation (IFE)

Matrix

IFE matrix table obtained a total score of 3.01. This shows that Riam Bidadari is in a strong position in utilizing its strengths and is able to overcome existing weaknesses, where Riam Bidadari ecotourism has a main strength with the highest value of 0.25,

namely the scenery in Riam Bidadari ecotourism is still beautiful and pristine, while its main weaknesses are 2 weaknesses, namely (1) The long distance from the city center and (2) the need for periodic promotion with a total value of 0.20. The IFE matrix can be seen in Table 4 below.

Table 4. IFE Matrix (Internal Factor Evaluation)

| Simbol | Internal Factor | Σ | Weight (a) | Rating (b) | Score (axb) |
|--------|---|-----|------------|------------|-------------|
| | Strengths (S) | | | | |
| S1 | The scenery at the Riam Bidadari ecotourism is still pristine and beautiful | 107 | 0.07 | 3.57 | 0.25 |
| S2 | Available food stalls with clean places, many menu variants and affordable prices | 92 | 0.06 | 3.07 | 0.19 |
| S3 | The cleanliness of the Riam Bidadari ecotourism environment is very well maintained | 93 | 0.06 | 3.10 | 0.19 |
| S4 | Affordable tourist entrance ticket prices | 100 | 0.07 | 3.33 | 0.22 |
| S5 | Becoming a choice of camping ground for various communities | 104 | 0.07 | 3.47 | 0.24 |
| S6 | Availability of a large parking area | 100 | 0.07 | 3.33 | 0.22 |
| S7 | The quality of the road to the ecotourism is good | 77 | 0.05 | 2.57 | 0.13 |
| S8 | Availability of glamping facilities/visitor tents that can be rented | 98 | 0.07 | 3.27 | 0.21 |
| S9 | Availability of interesting photo spots/artificial photo spots | 89 | 0.06 | 2.97 | 0.18 |
| S10 | Security and surveillance systems that provide convenience for visitors | 89 | 0.06 | 2.97 | 0.18 |
| | Weaknesses (W) | | | | |
| W1 | Diversity of facilities and rides, such as lodging, cafes and outbound | 76 | 0.05 | 2.53 | 0.13 |
| W2 | Long distance from the city center | 94 | 0.06 | 3.13 | 0.20 |

| | | | | | |
|-----------|--|-------------|-------------|------|-------------|
| W3 | Location comfort is lacking because telephone/internet signal access is relatively difficult | 86 | 0.06 | 2.87 | 0.16 |
| W4 | Need for regular promotion | 95 | 0.06 | 3.17 | 0.20 |
| W5 | Availability of adequate bathroom/toilet facilities | 75 | 0.05 | 2.50 | 0.13 |
| W6 | Availability of health facilities in the Riam Bidadari ecotourism | 55 | 0.04 | 1.83 | 0.07 |
| W7 | Availability of adequate places of worship | 70 | 0.05 | 2.33 | 0.11 |
| | TOTAL | 1500 | 1.00 | | 3.01 |

2. External Factor Evaluation (EFE)

Matrix

EFE matrix obtained a total score of 3.03. This shows that the ability of Riam Bidadari Ecotourism is quite strong in utilizing existing opportunities and overcoming threats. The main opportunity owned by Riam Bidadari ecotourism is the possibility

of being used as a Camping Ground in Muara Uya District with a score of 0.36, while the main threat faced is the existence of other tourist attractions in the vicinity that are no less interesting than Riam Bidadari ecotourism with a score of 0.33. The EFE matrix can be seen in Table 5.

Table 5. Matrix EFE (External Factor Evaluation)

| Symbol | External Factor | Σ | Weight (a) | Rating (b) | Score (axb) |
|-----------|---|------------|-------------|------------|-------------|
| | Opportunities (O) | | | | |
| O1 | The existence of Riam Bidadari ecotourism has an impact on businesses managed by the surrounding community | 96 | 0.11 | 3.20 | 0.34 |
| O2 | The existence of Riam Bidadari ecotourism introduces local culture to tourists | 85 | 0.09 | 2.83 | 0.27 |
| O3 | There is support and cooperation between the Regional Government, private sector and the community in developing Riam Bidadari ecotourism | 96 | 0.11 | 3.20 | 0.34 |
| O4 | There is a possibility of being used as a Camping Ground in Muara Uya District | 99 | 0.11 | 3.30 | 0.36 |
| O5 | Availability of information about Riam Bidadari ecotourism can be easily accessed | 95 | 0.11 | 3.17 | 0.33 |
| O6 | Road access to tourist attractions is easy to reach by public transportation | 82 | 0.09 | 2.73 | 0.25 |
| | Threats (T) | | | | |
| T1 | The existence of other tourist attractions in the area that are no less interesting than the Riam Bidadari ecotourism | 95 | 0.11 | 3.17 | 0.33 |
| T2 | Increasing number of facilities and quality of services owned by other tourist attractions | 89 | 0.10 | 2.97 | 0.29 |
| T3 | Unpredictable weather and climate factors | 92 | 0.10 | 3.07 | 0.31 |
| T4 | Visitor dissatisfaction | 72 | 0.08 | 2.40 | 0.19 |
| | TOTAL | 901 | 1.00 | | 3.03 |

SWOT Matrix Analysis

SWOT matrix contains a combination strategy of S-O (Strength-Opportunities), S-T (Strength-Threats), W-O (Weakness-Opportunities), and W-T (Weakness-Threats) where after knowing the position of Riam Bidadari ecotourism and obtaining the

core strategy based on strengths, weaknesses, opportunities and threats, alternative strategies can be formulated. This strategy formulation is carried out using the SWOT matrix. Riam Bidadari ecotourism SWOT matrix can be seen in Table 6.

Table 6. Analysis Matrix SWOT

| Internal Factor | Strengths (S) | Weaknesses (W) |
|--------------------------|---|---|
| External Factor | | |
| Opportunities (O) | <p>Strengths (S-O) Maintaining the natural beauty of Riam Bidadari ecotourism by involving the surrounding community Arranging and expanding the camping ground area so that visitors really feel comfortable Maintaining affordable entrance ticket prices and offering special discounts or promotions, such as family tour packages, special prices for students, or cheaper prices during certain periods</p> | <p>Strengths (W-O) Expanding promotion through social media and establishing cooperation with the community, private sector and local government Preparation of spatial planning or tourism zoning with various related institutions and local communities</p> |
| Threats (T) | <p>STRATEGI (S-T) Improve the quality and add flexible infrastructure facilities and services</p> | <p>STRATEGI (W-T) Improve and provide public facilities that are still lacking. Provide facilities that support the principles of sustainability such as good waste management and environmentally friendly accessibility. Provide friendly and professional services for the comfort and safety of tourists. Offer experiences that cannot be found in other tourist attractions.</p> |

Based on information and research at the location, the following description of the SWOT analysis was obtained:

1. S-O(Strength-Opportunities)

The strategy that must be applied in this condition for the Riam Bidadari ecotourism is:

- a. Maintaining the natural beauty of Riam Bidadari ecotourism by involving the surrounding community
- b. Arranging and expanding the camping ground area so that visitors really feel comfortable
- c. Maintaining affordable entrance ticket prices and offering special discounts or promos, such as family tour packages, special prices for students, or cheaper prices during certain periods.

This condition is a strength and opportunity that is highly anticipated by the Riam Bidadari Ecotourism manager because it can be used as a strategy to increase the attractiveness of tourists to visit Riam Bidadari Ecotourism and become a strength to compete with other tourist attractions.

2. S-T (Strength-Threats) combination strategy

There is a threat from other tourist attractions in the vicinity that are no less interesting because other tourist attractions in the vicinity have also improved their facilities so that it greatly affects the interest of tourists to visit Riam Bidadari Ecotourism, but in this condition Riam Bidadari Ecotourism still has internal strength where the strategy that can be applied in an effort to balance the threat is by improving the quality and adding flexible infrastructure facilities and services.

3.W-O(Weakness-Opportunities)

Riam Bidadari Ecotourism faces enormous competitive opportunities, but on the other hand it also faces several internal obstacles or weaknesses, including lack of promotion and inadequate facilities and infrastructure, so it is necessary for Riam Bidadari Ecotourism managers to focus on strategies to expand promotion. Efforts that can be made to expand promotion include:

- a. Through social media, participation in exhibitions or tourism festivals, collaborating with travel agents who are none other than to share information, photos, videos, and interesting stories about the Riam Bidadari tourist attraction.
- b. Establishing cooperation with the private sector and local government, in addition to implementing spatial planning or tourism zoning with various related institutions and local communities.
- c. Involving local communities in ecotourism management, both in terms of service, tour guides, and sales of local products, this not only provides an authentic experience for tourists but also helps the local economy.

4. W-T (Weakness-Threats)

In this combination condition, it is a very unfavorable situation, where Riam Bidadari Ecotourism faces various threats and internal weaknesses so that maximum effort is needed to always develop its tourist attractions through the following efforts:

- a. Improving public facilities that are lacking to be better and superior compared to other tourist attractions around it.
- b. Providing facilities that support the principles of sustainability such as good waste management, use of renewable energy, and environmentally friendly accessibility will provide a pleasant and responsible experience for tourists.
- c. Providing friendly and professional service for comfort and a sense of security for tourists, although the main focus is nature conservation, tourist comfort and satisfaction must still be considered.
- d. Offers experiences that are not found in other tourist attractions, such as interacting directly with nature, taking a tour with a local guide to explore local culture and traditions related to nature.

CONCLUSION

1. The most prominent ecotourism potential of Riam Bidadari which has the power to attract tourists to visit includes:

- a. The scenery is still pristine and beautiful; camping grounds for various communities;
- b. Affordable tourist ticket prices; availability of a large parking area;
- c. The quality of the road to the ecotourism is good;
- d. Availability of glamping facilities or tents that can be rented by visitors;
- e. Security and surveillance systems that provide convenience for visitors;
- f. Availability of interesting photo spots.

2. Recommendations for Riam Bidadari ecotourism development strategies according to the SWOT analysis include:

- a. Maintaining the pristine and beautiful Riam Bidadari ecotourism by involving the surrounding community, organizing and expanding the camping ground area, and maintaining affordable ticket prices with special promotions to attract visitors.
- b. The threat of other tourist attractions in the area is no less than Riam Bidadari ecotourism because it has more attractive facilities, thus greatly influencing interest in visiting Riam Bidadari Ecotourism. In this condition, the strategy that can be applied in an effort to offset this threat is by improving the quality and adding flexible infrastructure and services.
- c. Expanding promotions through social media, participating in tourism exhibitions and festivals, collaborating with travel agents, establishing cooperation with the private sector and government in compiling tourism zoning and spatial planning, and involving the role of local communities in managing ecotourism and introducing local products.
- d. Improving public facilities with sustainable principles and more flexible services, as well as offering experiences not found in other tourist attractions,

such as interacting directly with nature, taking a tour with a local guide to explore local culture and traditions related to nature

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: No conflicts of interest declared.

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How to cite this article: Eva Tiur Marpaung, Emmy Sri Mahreda, Yusuf Azis, Basir Achmad. Development strategy of Riam Bidadari tourist attraction in Lumbang Village Muara Uya Sub District Tabalong Regency South Kalimantan Province. *International Journal of Research and Review*. 2025; 12(3): 283-293. DOI: <https://doi.org/10.52403/ijrr.20250335>
