

# Analysis of the Impact of Ecotourism Development on the Socio-Economic Conditions of the Community in Loksado Village, South Kalimantan

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## ABSTRACT

Loksado Village in South Hulu Sungai Regency represents a strategic area for the development of nature- and culture-based ecotourism. This research aims to identify the forms of ecotourism development and analyze the influence of social and economic factors on this development in the village. The methods employed include both quantitative and qualitative approaches, utilizing surveys, interviews, and observation techniques. Data were collected from 30 respondents who were purposively selected. The analysis was conducted using multiple linear regression to test the influence of independent variables (education, attitudes, behaviors, income, and business diversification) on the dependent variable (development of ecotourism). The study's results indicate that ecotourism in Loksado Village is thriving, as evidenced by an increase in tourist visits, the growth of community-based businesses, and participation in the preservation of the local environment and culture. Statistically, income, attitudes, and community behavior significantly influence the development of ecotourism ( $p < 0,05$ ), while education and business diversification do not have a

meaningful effect. The  $R^2$  value of 87,1% indicates that the regression model has exceptional explanatory power regarding the dependent variable.

**Keywords:** Ecotourism, Loksado Village, socio-economic factors, multiple linear regression, community empowerment

## INTRODUCTION

South Hulu Sungai Regency is one of the administrative regions in South Kalimantan Province, situated in the Meratus Mountains area. This geographical location makes the region rich in natural resources and offers significant potential for natural tourism. Its wealth includes tropical forests, mountains, waterfalls, and a diverse local culture, providing substantial opportunities for the development of nature- and culture-based tourism sectors. If managed optimally, sustainably, and strategically, this potential can serve as a driving force for regional economic development. The South Hulu Sungai Regency Government has identified the tourism sector as a key strategy for regional development aimed at increasing community income. Tourism is believed to have the potential to create new jobs, stimulate local economic growth, and

enhance Regional Original Revenue (PAD) through various supporting sectors, such as accommodation, culinary, transportation, and community creative industries. This initiative also provides opportunities for the community to be directly involved in the management of tourist attractions, making tourism an alternative source of livelihood. One of the standout areas in tourism development is Loksado Village, located in Loksado District. This village is recognized as the center of ecotourism in South Kalimantan due to its rich natural and cultural resources. The main attractions in Loksado include bamboo rafting, white-water rafting, and river tubing on the Amandit River. Additionally, the presence of the Dayak Meratus community, which continues to uphold its ancestral traditions, adds a unique appeal that enhances the cultural value of this region. The development of ecotourism in Loksado Village not only positively impacts the economy by creating new business opportunities and opening market access for local products, but it also generates social dynamics that warrant attention. Intensive interaction between tourists and local communities has the potential to influence social, cultural, and lifestyle values. Additionally, other challenges that arise include the unequal distribution of economic benefits, the risk of cultural commercialization, and an over-reliance on the tourism sector, which is vulnerable to fluctuations. Therefore, it is essential to comprehensively understand the impact of ecotourism development on local communities, both from economic and social perspectives. A community-based, inclusive, and sustainable approach is essential for tourism to genuinely provide long-term benefits to residents without compromising the cultural and environmental values that are the main attractions of the region. Ecotourism, as one of the sectors within the tourism industry, falls under the category of the cultural industry and involves the active participation of the community. Although community

involvement may be partial, the resulting social impact is more extensive, including the potential for social disparities within the community. The impact of tourism development on society encompasses the transformation of social processes, characterized by the dynamics of both cooperation and competition among players in the tourism industry. Tourism not only affects economic aspects but also influences the social dynamics within communities. The social interactions among tourism stakeholders, whether in the form of collaboration or rivalry, reflect the ongoing evolution of social relationships. Abdulsyani (1994) describes social processes as reciprocal relationships that occur between individuals or groups based on their respective potentials and capacities, which are inherently dynamic and sustainable. Meanwhile, Tafalas (2010) stated that social processes encompass forms of relationships such as cooperation, competition, conflict, and accommodation. In the context of ecotourism, these forms can be observed in management activities, role distribution, and community attitudes towards the impacts and opportunities that arise. Therefore, understanding the social processes involved in the development of ecotourism is crucial for creating a harmonious and equitable social order. Additionally, ecotourism contributes to the local economy by increasing income and creating new job opportunities (Hijriati & Mardiana, 2015). The community is not only a workforce but also plays an active role as business actors in supporting tourism activities. Based on this background, this study aims to identify the forms of ecotourism development in Loksado Village and analyze the factors that influence the impact of ecotourism development on the social and economic conditions of the local community.

## **MATERIALS & METHODS**

### **Time and Place**

This research was conducted from February to May 2025 in Loksado Village, Loksado

District, South Hulu Sungai Regency (Figure 1).

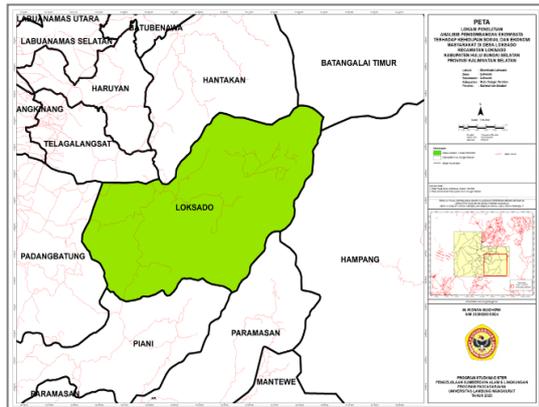


Figure 1. Map of the Research Location

### Data Collection

This study utilizes primary data obtained through questionnaires, interviews, and observations, as well as secondary data from scientific literature and previous research. Source triangulation techniques are employed to enhance the validity of the data. The approaches used are both quantitative and qualitative, with survey methods to measure the influence of socio-economic variables on ecotourism development, alongside interviews and observations to support the analysis.

Data collection was conducted using a closed questionnaire with nominal and interval scales, which were tested for validity and reliability. A total of 30 respondents were purposively selected, with the criteria of being 18 years or older and directly involved in ecotourism. The independent variables include education, attitude, behavior, income, and business diversification, while the dependent variable is ecotourism development. All data were collected through a questionnaire using a scoring scale. Education was categorized from no formal education (0) to bachelor's degree (5), attitudes ranged from hesitant (0) to always supportive (3), and behaviors ranged from never (0) to very frequent (3). Income is measured by a score based on the range of income from ecotourism activities, while business diversification is categorized from one type of business (0) to four or more types

of business (3). Meanwhile, the dependent variable (Y) is the level of ecotourism development in Loksado Village, which is measured based on respondents' perceptions of the current state of ecotourism, with categories ranging from not developed (0) to very developed (3), also utilizing a questionnaire instrument with a scoring scale.

## Data Analysis

### 1. Regression Analysis

To determine the influence of social and economic variables on the development of ecotourism, multiple linear regression was employed, formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 D_2 + \beta_3 D_3 + \beta_4 X_4 + \beta_5 D_5 + e$$

Description:

Y:	Dependent Variable (Ecotourism Development)
$\alpha$ :	Constant
$X_1$ :	Independent Variable (Education)
$D_2$ :	Independent Variable (Attitude)
$D_3$ :	Independent Variable (Behavior)
$X_4$ :	Independent Variable (Income)
$D_5$ :	Independent Variable (Business Diversification)
e:	Error Term

The formula for the Coefficient of Determination ( $R^2$ ) in regression analysis is as follows:

$$R^2 = \frac{SSR}{SST}$$

Alternatively, it can be expressed in another form:

$$R^2 = 1 - \frac{SSE}{SST}$$

Definitions:

$R^2$ :	Coefficient of Determination
SSR:	Sum of Squares of Regression
SST:	Total Sum of Squares
SSE:	Sum of Squares of Error

The formulas for SSE and SST are:

$$\frac{SSE}{SST} = \frac{\sum(Y_i - \hat{Y}_i)^2}{\sum(Y_i - \bar{Y}_i)^2}$$

Definitions:

$Y_i$ :	Actual Value of the Dependent Variable
$\hat{Y}_i$ :	Predicted Value of the Dependent Variable
$\bar{Y}_i$ :	Average Value of the Dependent Variable

The value of  $R^2$  ranges from 0 to 1:

- $R^2$  close to 1 → indicates a good model
- $R^2$  close to 0 → weak model

## 2. F Test

To test the joint influence of all independent variables on Y. The F test is presented as follows:

$$F_{\text{calculated}} = \frac{S_1^2}{S_2^2}$$

Definitions:

$F$ :	the value of F resulting from the calculation
$S_1^2$ :	the variance of the first sample (must be greater)
$S_2^2$ :	the variance of the second sample

The steps of the F test are:

### a. Formulating a hypothesis

- $H_0: \beta_1 = \beta_2 = 0$ , the independent variables do not simultaneously affect the dependent variable.
- $H_1: \beta_1 = \beta_2 \neq 0$ , the independent variables have a significant influence on the dependent variable.

### b. Determining the Significance Level

A significance level of 5% is used with the degrees of freedom (df) calculated as (n-k) and (k-1), where n is the number of samples and k is the number of independent variables.

- c. Compare the calculated F value with the F table.
- If  $F_{\text{calculated}} < F_{\text{table}}$ , it means  $H_0$  is accepted and  $H_a$  is rejected.

- If  $F_{\text{calculated}} > F_{\text{table}}$ , it means  $H_a$  is accepted and  $H_0$  is rejected.

## 3. T-Test

To test the influence of each independent variable individually on Y, the t-test formula is presented as follows:

$$t_{\text{calculated}} = \frac{\bar{X} - \mu}{\frac{s}{\sqrt{n}}}$$

Definitions:

$t_{\text{calculated}}$ :	the calculated t value
$\bar{X}$ :	Sample Mean
$\mu$ :	Population Mean
S:	Sample Standard Deviation
N:	Sample Size

### a. Formulating a Hypothesis

- $H_0: \beta_i = 0$ , the independent variable has no significant effect on the dependent variable.
- $H_a: \beta_i \neq 0$ , the independent variable has a significant effect on the dependent variable.

### b. Determining the Significance Level

Using a significance level of 5% with degrees of freedom (df) = (n-k).

### c. Compare the calculated t value with the t table

- If  $t_{\text{calculated}} < t_{\text{table}}$ , it means  $H_0$  is accepted and  $H_a$  is rejected.
- If  $t_{\text{calculated}} > t_{\text{table}}$ , it means  $H_a$  is accepted and  $H_0$  is rejected.

Hypothesis testing was conducted by comparing the significance values against an alpha of 0,05, and the model was evaluated based on the coefficient of determination ( $R^2$ ).

## RESULT AND DISCUSSION

### Analysis of Ecotourism Development in Loksado Village

The development of ecotourism in Loksado Village aims to integrate environmental conservation, local culture, and community economic empowerment. Loksado, located

in the Meratus Mountains, has natural and cultural riches such as waterfalls, trekking trails, bamboo rafting, and Meratus Dayak culture, making it a leading ecotourism destination in South Kalimantan. Based on public perception of tourism growth indicators, community participation, availability of infrastructure, and environmental conservation, the development of ecotourism in Loksado is considered to have developed moderately, with respondents' assessments ranging from "Not Developing" to "Very Developed". In general, the development of ecotourism is indicated by:

### 1. Increase in the number of tourists

Based on data from the South Kalimantan Tourism Office (2022), tourist visits to Loksado have increased by an average of 15% per year since 2018. This encourages the growth of community businesses such as homestays, guide services, and local crafts, which have a positive impact on family income and the ability to finance children's education.

### 2. Community Participation

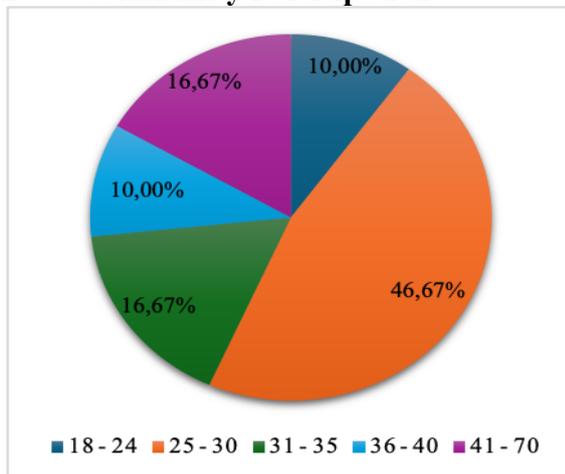


Figure 2. Distribution of Loksado Community Age Groups Active in Ecotourism in Loksado Village

The participation of residents, especially the productive age of 25-35 years, is very high in the management of homestays, tourism services, and transportation. This involvement is supported by the establishment of Pokdarwis, the construction

of tourist facilities, promotion, and training from the government and NGOs. The community is also active in beautifying the village and providing services for tourists. This participation is in line with the community-based ecotourism approach, which emphasizes the empowerment of local communities as the main actors (Wearing & Neil, 2009).

### 3. Support for Nature and Cultural Conservation

Ecotourism encourages communities to preserve nature and culture through mutual cooperation, forest conservation, rejection of illegal logging, and village regulations on conservation. However, the increase in tourists poses ecological pressures such as erosion, deterioration of water quality, and changes in land function. Field observations show the degradation of vegetation in Haratai Waterfall and Amandit River due to development without an EIA study, as well as the conversion of gardens into tourist facilities that disrupt microecosystems. The ideal ecotourism principle, according to Gossling et al. (2011), emphasizes environmental impact reduction, conservation education, and income allocation for rehabilitation. In Loksado, this principle needs to be supported by periodic monitoring and participatory ecological governance. The community shows high awareness of conservation through cooperation, guide training, cultural preservation, as well as the rejection of illegal logging and involvement in ecotourism regulations, in line with Gunawan's (2021) view that environmental and cultural preservation is the key to the success of ecotourism.

### 4. Availability of Supporting Facilities and Infrastructure

The development of ecotourism in Loksado has shown progress with facilities such as trekking trails, homestays, and tourist information boards. However, the community still complains about the limitations of other supporting facilities,

such as suboptimal road access, public facilities such as toilets, garbage cans, and inadequate rest areas. In addition, the absence of an integrated management system and uniform service standards causes the quality of tourism services to be inconsistent. This condition shows that ecotourism development is still partial and lacks synergy between stakeholders, so integrated planning based on multi-stakeholder collaboration is needed to ensure the sustainability of ecotourism development.

### 5. Social and Economic Benefits

The development of ecotourism in Loksado Village, South Hulu Sungai, not only has an impact on the environment and economy, but also affects the accessibility and quality of community education. Increased tourist visits and citizen involvement in tourism are driving social change that increases the priority of formal and non-formal education. Residents feel the direct benefits of ecotourism in the form of increased income, job opportunities, and the development of the local economy. According to a report by Bappeda Hulu Sungai Selatan (2021), families involved in the tourism sector have experienced an increase in income of 20–25%. This strengthens the study of Syarkowi (2017), strengthening the role of ecotourism as an alternative to sustainable economic development in rural areas.

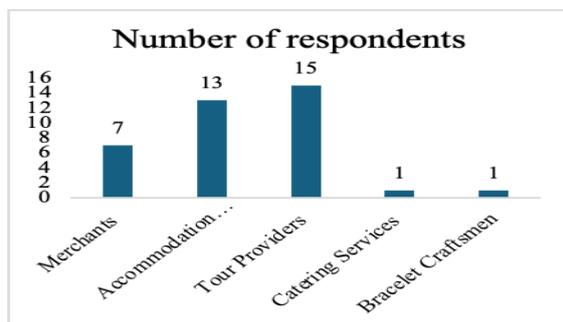


Figure 3. Distribution of Types of Businesses Run by the People of Loksado Village

This data indicates that the majority of the community relies on income from tourism services such as guides, bamboo raft operators, river tubing, rafting, and local transportation services, as well as homestay

management. This reliance highlights the rapid growth of the service sector compared to the production or handicraft sector, where micro businesses based on local products, such as catering and handicrafts, have not been fully developed. The challenges faced include equitable distribution of benefits, consistency in service delivery, and capacity building in management, particularly for groups that are not directly involved in tourist routes.

### The Influence of Ecotourism Development on the Social and Economic Conditions of the Loksado Village Community

The community is a key component in the development of ecotourism, including in Loksado Village, where residents play a central role in destination management. The presence of ecotourism creates new dynamics that can alter the social structure of the village, including values such as cooperation and collaboration. The social impact of ecotourism can be either positive or negative, depending on the management and the community's response. Ecotourism has the potential to strengthen social interactions and solidarity through collaboration and the establishment of new networks, which in turn foster community empowerment. However, without fair and participatory arrangements, increased economic activity can shift social orientation from collective to individualistic. These risks weakening social relationships, diminishing the spirit of cooperation, and triggering conflicts due to competition for tourism resources. Inequality in access to benefits can also exacerbate social tensions and disrupt the sustainability of destinations. Therefore, the development of ecotourism must consider the social and economic aspects of the local community, not just environmental preservation. A community-based approach positions citizens as the primary owners and managers of tourism, which can create job opportunities, increase incomes, and alleviate poverty. Residents also serve as job creators, taking on roles such as tour guides, accommodation

providers, and local creative entrepreneurs. This discussion examines the changes in the economic conditions of the people of Loksado Village and the factors influencing the development of ecotourism, with a focus

on comparing income levels and quality of life before and after the emergence of ecotourism. The following calculation results obtained using the SPSS application are presented in Table 1.

**Table 1. Results of Regression Coefficient Calculation of the Influence of Ecotourism Development on the Social and Economic Life of the Loksado Community**

Model	Unstandardized coefficient		Standardized Coefficients		
	$\beta$	Std. Error	Beta	T	Sig
(Constant)	-2,143	0,508		-4,216	< 0,001
Education	-0,010	-0,081	-0,011	-0,129	0,899
Attitude	-0,284	0,109	-0,339	-2,594	0,016
Behavior	0,955	0,148	0,682	6,467	< 0,001
Income	7,301	0,000	0,441	3,335	0,003
Business Diversification	0,106	0,247	0,060	0,043	0,672

The results of the regression analysis revealed a coefficient of determination ( $R^2$ ) value of 0,871, indicating that the variables of education, attitude, behavior, income, and business diversification were able to explain 87,1% of the development of ecotourism, while 12,9% was influenced by other factors outside the model. This high  $R^2$  value suggests that the model is of excellent quality. The F-test yielded an F-value of 32.350 with a significance level of 99%, indicating that all independent variables had a significant simultaneous effect on the development of ecotourism. The test against the intercept yielded a t-value of -4,216 with a significance level of 99% and a coefficient of -2,143, indicating that the development of ecotourism begins from a negative baseline condition, such as the need for initial capital or financing. This value reflects the situation when all independent variables are set to zero.

**a. Community Education Factors**

The test results indicated that the education variable (X1) did not have a significant effect on the development of ecotourism in Loksado Village. This suggests that formal education is not the dominant factor, while practical skills and cultural heritage play a more significant role (Putra, 2018). Structural challenges, such as the lack of educational and transportation facilities, have led to a decline in school participation

rates, particularly at the junior and senior high school levels (HSS Education Office, 2023). Many students are required to walk distances of 4 – 6 km. Additionally, some children are directly involved in tourism activities, such as serving as bamboo raft guides, which results in formal education being neglected (Nugroho & Saharjo, 2020). Furthermore, a curriculum that is not contextual and fails to integrate ecotourism issues presents another obstacle (Suryani & Wulandari, 2019). For this reason, synergy among stakeholders through nature schools, tourism skills training, and the integration of ecotourism materials into the local curriculum is essential for education to become an integral part of the development of the Loksado tourism village.

**b. Community Attitude Factors**

The results of the test on the attitude variable (X2) revealed a t-value of -2.594 with a significance level of 99% and a regression coefficient of -0.284, indicating that the community's attitude has a significant negative impact on the development of ecotourism. This reflects an initial resistance to the cultural, environmental, and benefit distribution impacts. However, as interactions with tourists increase, the community is beginning to adopt a more open and adaptive attitude, recognizing that tourists can be partners in preservation and economic enhancement. Direct involvement

in tourism activities, supported by training from the government and NGOs, enhances community capacity and awareness. Support for cultural and environmental preservation is becoming increasingly robust. Although a small segment of the community remains resistant, the overall attitude of the Loksado people now tends to favor ecotourism, particularly in terms of openness to tourists, awareness of benefits, and acceptance of conservation policies.

#### **c. Community Behavior Factors**

The test results indicated that the behavioral variable (X3) had a t-value of 0,955 with a significance level of 99% and a regression coefficient of 0,955, demonstrating a highly significant influence on the development of ecotourism. The more active the community is in protecting the environment, preserving culture, and welcoming tourists, the more ecotourism in Loksado Village will thrive. Participatory behavior is reflected in activities such as cooperation, guide training, and homestay initiatives. These outcomes support participatory theory (Wearing & Neil, 2009), which posits that the success of ecotourism relies on the active involvement of local communities. Ecotourism has fostered a transformation in community behavior from passive to participatory. The community is now actively involved in the development of tourist facilities, services, and digital promotion. This participation is evident in the establishment of Pokdarwis, the construction of trekking trails and public amenities, as well as the management of local homestays and MSMEs. Public awareness of cleanliness and environmental preservation is on the rise, as demonstrated by regular village clean-up activities, waste disposal prohibition signs, environmental education in schools, and independent waste management initiatives. Furthermore, the community has begun to adhere to conservation policies, such as rejecting environmentally harmful activities, following zoning regulations, and reporting violations. This compliance arose from a collective awareness that the sustainability of

ecotourism will benefit future generations, in line with the concept of environmental stewardship. Overall, this change in behavior serves as an important foundation for the establishment of a sustainable, inclusive, and community-based ecotourism system.

#### **d. Community Income Factors**

The results of the independent variable test (Income/X4) revealed a t-value of 7,301 with a significance level of 99%, indicating a highly significant influence on the development of ecotourism. The increase in the income of individuals involved in the tourism sector contributes to local economic growth, increased investment in tourism facilities, and improved living standards. In Loksado Village, sources of income include guide services, homestays, culinary offerings, and local products. Data from Bappeda HSS (2021) indicates that families engaged in tourism activities have experienced an income increase of 20-25%. This motivates them to maintain service quality and environmental sustainability for the continuity of tourism. Additionally, increased incomes provide broader access to education and healthcare, which enhances long-term well-being. This finding aligns with Syarkowi (2017), who stated that tourism accelerates economic growth and social transformation in rural communities. Therefore, ecotourism development strategies should focus on creating economic opportunities, improving access to capital, and providing entrepreneurship training to promote independence and sustainability.

#### **e. Business Diversification Factors**

The results of the test on the Business Diversification variable (X5) indicate that it has a negligible influence on the development of ecotourism in Loksado Village. These findings suggest that although the community is making additional efforts, their contribution is not yet optimal in supporting the growth of the tourism sector. Some of the contributing factors include: the small scale of businesses and

households, the lack of integration of these businesses into the tourism value chain, and limitations in promotion and marketing. In addition, low levels of education also impact managerial skills, innovation, digital literacy, and foreign language proficiency, all of which are crucial for supporting tourism activities. Concrete examples can be observed in local products such as honey, chips, and bamboo crafts, which remain less appealing in terms of packaging, labeling, and marketing. Homestay managers also encounter challenges with online reservation systems and hospitality-based services. A similar situation exists in the culinary and handicraft sectors, which have not yet fully adapted to the standards and trends expected by tourists. Gunawan's (2021) study in Kahayya Village also indicates that business diversification is ineffective without integration with the main tour package and effective management. Therefore, efforts to strengthen diversification should focus on enhancing managerial capacity, digitizing promotions, and fostering synergies between local business actors and tourism managers. The involvement of Pokdarwis as a facilitator for community businesses is also crucial in increasing the contributions of these enterprises to the sustainability of ecotourism.

### **Ecotourism Development Strategy Based on the Social and Economic Conditions of the Loksado Village Community**

#### **a. Strengthening Ecotourism-Based Education**

Increasing the capacity of human resources is the key to the long-term development of ecotourism. This can be achieved through:

- The development of ecotourism-based nature schools that integrate conservation, tourism management, and local wisdom into the curriculum.
- Organizing skills training for teachers and students, such as tour guiding, homestay management, crafts, and environmental education.
- The integration of ecotourism content into the local curriculum is essential for the

younger generation to understand their potential and responsibilities in maintaining sustainability. This form of strengthening includes the establishment of the Loksado Nature School, training for teachers and students, the "Ecotourism in Schools" program, and collaboration with universities in curriculum development.

#### **b. Strengthening the Positive Attitude of the Community**

The development of positive public attitudes towards ecotourism needs to be enhanced through socialization and public education that promote openness to tourists, awareness of economic and social benefits, and acceptance of the preservation of the local environment and culture. This socialization can be strengthened through the role of customary institutions and village regulations that support community-based conservation. Examples include:

- Strengthening the positive attitudes of the community through sustainable ecotourism socialization programs at the village and hamlet levels,
- The "Tourism and Conservation Awareness" campaign through various media, and the preparation of village regulations related to conservation,
- Training community leaders and traditional leaders as ambassadors for ecotourism conservation.

#### **c. Improvement of Community Participatory Behavior**

The active participation of the community in ecotourism management needs to be continuously enhanced by encouraging direct involvement in the management of tourist facilities, cultural attractions, homestays, and local tourism products. Collective awareness of environmental conservation is fostered through cooperation, waste management, land conservation, and joint supervision. Additionally, the community needs to be guided to adopt values of excellent service, social responsibility, and environmentally friendly

practices. Efforts to enhance community participatory behavior include:

- Establishing a village environmental working group,
- Implementing a local tour guide certification program, strengthening the role of community tourism awareness groups (pokdarwis), and
- Developing collective-based tourism waste banks.

#### d. Strengthening the Economy and Community Income

To improve the welfare of the community sustainably, it is essential to develop broader economic opportunities in the ecotourism sector. This includes the development of new tourist attractions, diversification of local products, and the creation of culture-based tour packages. Local governments, in collaboration with microfinance institutions, can expand access to financing through KUR, revolving funds, tourism village funds, and partnerships with the private sector. Additionally, training in ecotourism-based entrepreneurship, digital literacy, micro business management, and networking among local stakeholders is also crucial. This community economic strengthening program includes:

- Preparation of integrated tour packages,
- Facilitation of KUR in the tourism sector in collaboration with local banks,
- Entrepreneurship training, • Empowerment of microbusiness groups that produce Loksado souvenirs.

#### e. Strengthening Ecotourism Business Diversification

Business diversification is a crucial element in the development of ecotourism in Loksado. Enhancing the managerial capacity of the community is a top priority, particularly in the management of small businesses, homestays, and simple accounting systems. Additionally, the digitization of promotions through online platforms is essential to expand the marketing reach of local products, homestays, and tour packages. Building

synergies among local business actors, tourism managers, travel agents, educational institutions, and local governments is also necessary to strengthen the position of local businesses within the ecotourism value chain. These efforts include:

- Homestay management training
- Development of a digital marketing platform for tourism villages
- Creation of packaging standards and certification for local products
- Strengthening business partnerships among ecotourism stakeholders.

### CONCLUSION

Ecotourism in Loksado Village is experiencing rapid growth, marked by an increase in tourist visits, the expansion of community businesses, and active participation in the preservation of the local environment and culture. However, development has not been uniform due to limited infrastructure and the integration of micro-enterprises. The analysis shows that the variables of income, attitudes, and community behavior have a significant impact on the development of ecotourism, while education and business diversification do not. An  $R^2$  value of 87.1% indicates that the model can explain the influence of the variables both strongly and comprehensively.

#### Declaration by Authors

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