



Gap Implementation of Thematic Tourism Development Policy in Kampung Sayur Banjarbaru City

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A B S T R A C T

Banjarbaru city government's efforts to improve the development of tourist destinations by enacting Banjarbaru City Regional Regulation Number 3 of 2019 concerning the 2019-2034 Regional Tourism Development Master Plan. However, the implementation of the tourist destination development plan has not been fully achieved. The existence of gaps or gaps in the implementation of the development of tourist destinations, especially Kampung Sayur tourism in Banjarbaru City, is influenced by resource factors which include human resources and facility resources, so the needs of tourist destinations have not been fulfilled. Namely attractions, accessibility, facilities and additional services. This study aims to determine the gaps in policy implementation in the development of Kampung Sayur thematic tourism in Banjarbaru City. This research method uses a qualitative approach. The collection technique was carried out through observation in Kampung Sayur and interviews with several informants, including: (1) employees of the Department of Youth, Sports, Culture and Tourism of Banjarbaru City; (2) the Head of Agriculture and Plantation Service of Central Ulin Village. The results of the study stated that the development of Kampung Sayur tourism in the North Ulin District had not been carried out. This is influenced by several inhibiting factors, including the absence of Kampung Sayur tourism center, the absence of vacant land owned by the government village for infrastructure development as a means of supporting tourists, the absence of public transportation access, and the absence of Tourism Awareness Group (POKDARWIS).

INTRODUCTION

This research will discuss the development of Kampung Sayur Thematic Tourism in Banjarbaru City using the Policy Implementation Gap approach. Thematic tourism is a tourism product that combines tours in previously planned travel patterns with specific themes, narratives, or stories to provide meaningful experiences and learning in tourism activities (Hamamah et al., 2020). Currently, the City of Banjarbaru is designing or developing thematic tourist Kampung Sayur as a leading sector in tourism.

The Banjarbaru City Government is trying to increase the development of tourism destinations in the Banjarbaru City area. As stated in the Banjarbaru City Regional Regulation Number 3

of 2019 Concerning the Regional Tourism Development Master Plan for 2019-2034 (Banjarbaru City Regional Regulation Number 3 of 2019 concerning the Regional Tourism Development Master Plan for 2019-2034, 2019), one of the developments and capacity building Attract tourism objects, namely developing Thematic Village Tourism which includes Kampung Iwak, Kampung Purun, Kampung Penjual Jamu Loktabat, Kampung Sayur, Kampung Pelangi and Kampung Herbal as industrial tourism centers. Based on data from the Central Statistics Agency on the Banjarbaru City document in Figures for 2021, there are 35 tourist object developments in all the Banjarbaru city sub-districts, which are presented in table 1 as follows

Table 1. Names and Addresses of Tourist Attractions in Banjarbaru City in 2020

No	Attraction Name	Address
1	Pumpung - Pendulangan Intan	Kel. Sungai Tiung, Kec. Cempaka
2	Hutan Pinus	Kel. Mentaos, Kec. Banjarbaru Utara
3	Danau Seran	Kel. Palam, Kec. Cempaka
4	Danau Caramin	Kel. Guntung Manggis, Kec. Landasan Ulin
5	Danau Galuh Cempaka	Kel. Palam, Kec. Cempaka
6	Danau Biru	Kel. Sungai Tiung, Kec. Cempaka
7	Danau Wisata Kota Citra	Kel. Landasan Ulin Utara, Kec. Liang Anggang
8	Lapangan Dr. Murjani	Jln. A. Yani Km 34 Kel. Komet
9	Kolam Renang Idaman	Jln. A. Yani Km 34 Kel. Guntung Paikat
10	Museum Lambung Mangkurat	Jln. A. Yani Km 36 Kel. Komet
11	Masjid Agung Al Munawarrah	Kel. Kemuning, Kec. Banjarbaru Selatan
12	Q-Mall	Jln. A. Yani Km 36 Kel. Sungai Ulin

13	Rumah Pohon	Kel. Sungai Tiung, Kec. Cempaka
14	Taman Van der Pijl	Jln. A. Yani Km 34 Kel. Komet
15	Taman Sakura	Kel. Guntung Manggis, Kec. Landasan Ulin
16	Taman Pintar	Jln. Panglima Batur Barat Kel. Mentaos
17	Q Waterpark	Jln. A. Yani Km 36 Kel. Sungai Ulin
18	Kebun Raya Banua	Kel. Palam, Kec. Cempaka
19	Amanah Borneo Park	Kel. Palam, Kec. Cempaka
20	Menara 33	Jln. A. Yani Km 33,5 Kel. Loktabat Selatan
21	Bekantan Park	Kel. Guntung Manggis, Kec. Landasan Ulin
22	Kebun durian Meek Farm	Kel. Guntung Manggis, Kec. Landasan Ulin
23	Aquatica Waterpark	Jln. Trikora Komp Griya Pesona Guntung Manggis
24	Kampung Pejabat	Kel. Loktabat Selatan, Kec. Banjarbaru Selatan
25	Kampung Purun	Kel. Palam, Kec. Cempaka
26	Kampung Pelangi	Kel. Guntung Paikat, Kec. Banjarbaru Utara
27	Kampung Iwak	Kel. Mentaos, Kec. Banjarbaru Utara
28	Kampung Herbal	Kel. Sungai Ulin, Kec. Banjarbaru Utara
29	Kampung Sayur	Kel. Landasan Ulin Utara, Kec. Liang Anggang
30	Mess L	Kel. Komet, Kec. Banjarbaru Utara
31	Aura Banjarbaru Waterpark	Kel. Landasan Ulin Utara, Kec. Liang Anggang
32	Taman Wisata Rekreasi	Kel. Bangkal, Kec. Cempaka

Source: Department of Youth Sports, Culture and Tourism of Banjarbaru City.

Based on the Banjarbaru City Medium Term Development Plan (RPJMD) for 2021-2026, the city spatial plan divides tourism areas into cultural and religious tourism areas, natural tourism, artificial tourism, and special tourism. Kampung Sayur in the Landasan Ulin Utara sub-district is one of the special tourism areas. In addition, Kampung Sayur is one of the areas registered as a tourist attraction in Liang Anggang District, Banjarbaru City, in the form of an agro-industry-based thematic village (BPS, 2021). Kampung Sayur is an area with great potential for developing agricultural products, especially vegetables (Rachmawaty & Wulansari, 2021).

The development of thematic tourist villages is one of the city government's efforts to explore local wisdom, which is characteristic of tourism development. The local knowledge possessed by North Ulin Landasan Sub-District is the potential for the most agricultural produce for vegetables and one of the largest suppliers of vegetables in South Kalimantan (Bastian, 2020). The mayor of Banjarbaru in 2014 inaugurated the northern line Kampung Sayur (LAURA). Over time, the implementation of developing a Kampung Sayur into a tourist destination has yet to be carried out optimally and is only temporary. The gap or gap in the development of LAURA's Kampung Sayur tourism is currently caused by several factors, namely the need for more facilities and infrastructure that introduce the tourism brand (Zidane & Oktaviana, 2021). There needs to be full support from the local government to manage this (LAURA) Kampung Sayur as a tourist village. The farmers of Kampung Sayur (LAURA) only manage the area that becomes their agricultural land and sells the produce to go-betweeners or the market, but do not manage it as a tourist area.

Public policy implementation is an important stage in the overall public policy cycle (Muadi, 2016; Patarai, 2020). Policy implementation is defined as an activity that is seen after a legitimate directive has been issued from a policy which includes efforts to manage inputs to produce outputs or outcomes for the community (Akib, 2010). Policy implementation is a crucial stage

in the public policy process. A policy or program must be implemented to have the desired impact or goal (Widaningsih et al., 2022). Usually, the failure of policy implementation is due to the vagueness of the contents of the policy objectives or the inaccuracy when the internal or external pressure of the policy itself indicates a deficiency which means there is a shortage concerning supplementary resources (Henriyani, 2015).

However, in this implementation stage, there are often "gaps" in its implementation (Fahurrahman, 2016; Suaib et al., 2022). The Implementation Gap is a situation where there is a possibility in policymaking that there is a difference between what is expected and what should be achieved (Mahadevan et al., 2017; Purnomo, 2021; Valentino Samehe, 2019). For example, implementing thematic tourism development in Kota Baru needs more performance.

Tourism is a trip made for recreation or vacation, and preparations are made for this activity (Ningsih et al., 2022; Utama, 2014). In addition, tourism is a trip carried out by one person or more with the aim of, among other things, getting pleasure and fulfilling the desire to know something (Pitasari, 2017). For this tourism to be enjoyed, it is essential to develop tourism or tourism where the success and failure of tourism development are determined mainly by the implementation of policies related to tourism (Hernawan & Pratidina, 2015). As is the case with thematic tourism in the form of tourism products that assemble tours in planned travel patterns with specific themes, narratives or stories so that they can provide meaningful experiences and learn in tourism activities (Faizal et al., 2020; Kurniawan, 2018). Thematic Tourism is also interpreted as a tourism trend in the form of actions, namely to create new experiences in traveling by visiting tourist areas that have been determined based on specific themes or categories (Bastian, 2020; Hamamah et al., 2020; Saputra & Ali, 2020).

There are several studies on the implementation of thematic tourism. As is the case with research from Novitasari et al., (2020), the performance of developing thematic arts and culture

villages requires an analysis of the stakeholders involved. The study from [Syarifa & Wijaya \(2019\)](#), analyzes community participation in empowerment activities through the Thematic Village program carried out in Batik Village, as well as the benefits and constraints experienced by the community and the community's response to existing regulations. Meanwhile, [Zidane & Oktaviana \(2021\)](#), stated that the development of village vegetable tourism still needs to have suitable facilities to develop all the potential in Kampung Sayur Landasan Ulin Utara, and there are no commercial facilities to promote and sell snacks.

Furthermore, gaps or discrepancies indicate a difference between implementation and planning that has been determined ([Puspawati, 2019](#)). The gap in implementing the policy for developing Kampung Sayur tourism in Banjarbaru City is caused by several problems in the tourism development process. As [Edward III \(1980\)](#), states that the success or failure of policy implementation is influenced by several factors, namely (1) communication; (2) resources; (3) disposition, and (4) organizational structure. The resource factor is the focus of this research, so the research objective is to identify and analyze the resources of facilities and human resources that influence the implementation of the thematic tourist development of Kampung Sayur LAURA.

METHOD

This study uses a descriptive qualitative research approach ([Lambert, 2013](#)). To find out and analyze the factors that influence implementing the thematic village tourism development of Kampung Sayur in the Landasan Ulin Utara Village, Banjarbaru City. The data collection techniques are carried out through observation, interviews and collecting secondary data from various references. Interviews were conducted by obtaining information from employees at DISPORABUDPAR, the Head of the Landasan Ulin Utara Village Head and farmer groups. The data analysis used in this study used Miles and Huberman's data analysis with several stages, including data reduction, display and verification ([Sugiyono, 2017](#)). The first stage is data reduction to identify and describe the implementation of the development of Kampung Sayur tourism in the Landasan Ulin Utara Village and to analyze the factors that influence performance, including human resources and facilities. The second stage presents data to collect various information obtained and arranged systematically so that the research objectives can be known. The third stage is to verify to give the proper meaning of the conclusions obtained.

RESULTS AND DISCUSSION

Policy implementation is a policy activity that includes efforts to manage inputs to produce outputs or outcomes for the community ([Sutmasa, 2021](#)). The importance of policy implementation is to direct or set directions so that public policy objectives can be realized as a result of government activities ([Iqbal & Kurniawan, 2017](#)). Often the implementation of policies needs to be followed by planning, which is because, like policy-making, there is a difference between what is expected and what should be achieved ([Anggara, & Sumantri, 2016](#); [Solichin, 2017](#)). On the other hand, this gap can be seen in the thematic tourist development policy of Kampung Sayur LAURA, which is set to become one of the tourist destinations in Banjarbaru. Still, in practice, it has yet to fulfill several requirements as a tourist attraction. The following is a description of the problem of policy implementation for developing thematic Kampung Sayur tourism

in Banjarbaru, which is analyzed based on resource factors, namely infrastructure and human resources.

Problems of Facility Resources

Resource factors have an essential role in policy implementation, one of which is the resource factor or the availability of facilities and infrastructure ([Setyawan et al., 2021](#)). In the context of developing tourist destinations, resource facilities are a prerequisite for tourist destinations. This has greatly influenced the implementation of the thematic tourism development of the Kampung Sayur in the city of Banjarbaru. Resource facilities in the development of thematic tourism are a prerequisite that the Kampung Sayur must fulfill. Therefore, an area or area to become a tourist destination must meet the requirements for resource facilities, namely attractions, facilities, accessibility and services ([Suwena & Widyatmaja, 2017](#)).

Tourist attractions are a significant component in attracting tourists. At the same time, [Yoeti \(1996\)](#) states that a tourist attraction is everything that is found in a tourist destination which is the attraction that people want to come to visit a tourist destination. For example, natural scenery, tourist activities, the climate of tourist attractions, etc. Kampung Sayur Ulin Utara has the potential to attract educational tourism or vegetable-picking tours. However, this potential has yet to be seen because the management of Kampung Sayur tourism is only in the form of agricultural land managed by certain farmer groups. Based on the results of observations in the Kampung Sayur, there is no place or tourist center for the Kampung Sayur. One example of agricultural land belonging to a farmer located at Jalan Sumber Rejeki RT.05/RW III, Landasan Ulin Utara Village, can be seen farmers planting mustard greens, and part of the land beside it looks empty. This was also reinforced by the results of an interview with Mr. Syafrullah (Ulin Utara Sub-district Head) as follows:

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“In the context of providing facilities and amenities for tourists, in the context of Kampung Sayur, there aren't any. At least road access is reasonably good. Because, in essence, Kampung Sayur has not yet become a tourist object. (Interview, June 23, 2022).



Figure 1. Vegetable Farm on Sumber Rezeki Road

All kinds of infrastructure and facilities are needed by tourists while in tourist destinations (Yoeti, 2012). Since a Kampung Sayur tourism center has yet to be formed on the North Ulin Platform, there is no construction of facilities at the location. According to DISPORABUDPAR staff, one of the obstacles in the development of Kampung Sayur tourism is that there is no vacant government-owned land for infrastructure development as a means of support for tourists. Moreover, one of the requirements for financing infrastructure development is that the land must belong to the government.

Accessibility is the main entrance to tourist destinations or the ease of moving from one area to another (Suwena & Widyatmaja, 2017). The most crucial element in accessibility is transportation (Yoeti, 2012). Besides transportation related to accessibility, infrastructure includes roads, bridges, terminals, stations, and airports. Based on observations, access to the menu for the Kampung Sayur of North Ulin Platform is very easy because of the condition of the roads that have been paved. Moreover, this Kampung Sayur is an area passed by the main road to the airport by private transportation. As shown in the picture. 2 below, the condition of the road has been paved, and there is a gate building as the icon of the Kampung Sayur LAURA.



Figure 2. The Entrance Gate to Kampung Sayur LAURA.

Additional services are often referred to as complements that must be provided by local governments from a tourist destination (Suwena & Widyatmaja, 2017). One of these services is information services. In developing Kampung Sayur tourism, there needs to be more information through print media or social media. This is because the management of Kampung Sayur tourism still needs to be implemented. Kampung Vegetable looks like the words Kampung Sayur at the gate leading to the Landasan Ulin Utara sub-district. This is reinforced by the results of an interview with Mr. Wida Dewayana, SE (Adiyatma Tourism and Creative Economy Young Expert) in the Tourism Sector DISPORABUDPAR Banjarbaru City as follows:

"One of the conditions for a place to become a tourist destination is 3A, namely Amenity (Facilities and Infrastructure), Accessibility and Attractions. The fact is that Kampung Sayur does not meet these requirements, such as supporting facilities and infrastructure that are still lacking, or it can be said that there are no facilities and infrastructure specifically for visitors, such as public toilets, prayer rooms, and others" (Interview, June 23, 2022).

Human Resources Issues

Human resources are one of the variables that influence the success of policy implementation (Puspawati, 2019). The resources for implementing the development of Kampung Sayur thematic tourism are Pokdarwis, Landasan Ulin Utara Village and several related SKPDs. Concerning Kampung Sayur tourism, the problem is that the Pokdarwis (Tourism Awareness Group) has yet to be formed. Pokdarwis was created from the suggestions of the community itself. Based on the results of interviews with DISPORABUDPAR staff, the formation of POKDARWIS is essential for coordination and communication between local governments and managers of thematic village tours. So far, there has yet to be an initiative from residents to form tourism awareness groups, and this is because vegetable farmers are still focused on managing their agriculture.

This statement was strengthened by the results of an interview with the Head of the North Landasan Ulin Village, who stated that there was no specific forum or group managing Kampung Sayur tourism. A combined farmer group (GAPOKTAN) and a Women Farmer Group (KWT) have formed. The farmer group only plays a role in managing vegetable plantations as agricultural products.

Different from the Landasan Ulin Utara Village should act as a facilitator and assistant in forming Pokdarwis, the institution still needs to carry out its role optimally. The Kampung Sayur tourism development program is not a priority agenda for the Landasan Ulin Utara sub-district. After there was a change in the organizational structure at the sub-district head level after the change of mayoral leadership in Banjarbaru City. Thus, the development of Kampung Sayur tourism has yet to be implemented.

CONCLUSION

Efforts to increase the development of tourist destinations in Banjarbaru, especially the management of thematic village tourism, need serious attention from all levels of society and the local government. The existence of gaps or gaps in the implementation of the development of Kampung Sayur thematic tourism in the Landasan Ulin Utara sub-district is influenced by problems in the factor of facilities and infrastructure resources, and human resources. Resources for facilities and infrastructure include the absence of land as a tourist center for Kampung Sayurs so that various facilities are not built, no government-owned vacant land for infrastructure development as a supporting facility for tourists, and no public transportation access to the Kampung Sayur LAURA. The tourism awareness group (POKDARWIS) has not been formed on the human resource factor, and the management of Kampung Sayur tourism has yet to be carried out.

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