

Tourism Attractions and Services Development of Siring Tendea Tourist Attraction in Banjarmasin City

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Abstract.

This study aims to determine the tourist attraction and service development of the Tendea Riverwalk tourist attraction in Banjarmasin City. This is a descriptive study with a qualitative approach, and data collection was carried out through observation, interviews, and documentation. The results of the study show that visitors come to the Tendea Riverwalk tourist attraction because of the attraction's appeal. The attractions of the Tendea Siring tourist site include the floating market, which has unique activities carried out by the traders that represent the local culture of Banjarmasin City. The uniqueness of the river tour, the observation tower, and the Bekantan statue, which is the mascot of Banjarmasin City and an animal native to Kalimantan, also contribute to the site's appeal. Its open location and easy accessibility for visitors are additional factors. The Banjarmasin City Government has provided services to develop this tourist attraction by building infrastructure or facilities, but these are not yet optimal. There are several shortcomings, particularly regarding safety issues on river tours, lack of lighting at night, cleanliness of public facilities in the Siring Tendea area, and cleanliness of the river in terms of trash and vegetation that detracts from the beauty of the tourist attraction, as well as lack of maintenance of the proboscis monkey statue. Therefore, it is recommended that the Banjarmasin city government and tourist attraction managers continue to pay greater attention and provide better services, especially by completing the facilities to support the Siring Tendea tourist attraction.

Keywords: Tourist attraction and development services.

I. INTRODUCTION

The development of the tourism sector in Indonesia is one of the sectors that plays a very important role. Tourism has become one of the important strategies in eradicating poverty, creating jobs for the community, especially for local residents in an area, increasing economic growth and improving community welfare and regional or national income. As stated in the research by Ulfa Setyaningsih (2025:21), "the development of tourism in the Senggigi Beach area has a positive impact on the local economy, especially in terms of increasing income and creating jobs." This shows that tourism development is a process of encouraging existing resources to achieve community welfare. Yoeti and Gunadi (2013: 37–44) state that "Tourism is a form of profitable export, especially for the national economy of a country. The tangible benefits that have a significant impact on the economy include increased employment opportunities, which in other words will eliminate unemployment. Increased national income, which also means that per capita income will also increase. There is also an increase in tax revenue and a stronger foreign balance of payments." According to Wahab (in Sentrisen et al, 2021:4), tourism is a new type of industry that can generate rapid economic growth in the provision of employment, increase the standard of living, and stimulate other productive sectors. Therefore, the more successful the management of tourism or a tourist attraction in a region, the faster the welfare of the community will improve, especially in that region. In addition, tourist attractions also serve as places to introduce and empower Indonesian culture and natural beauty.

This means that improving the quality of Indonesian tourism will certainly provide benefits or positive impacts, especially for local residents in a region. Improving the quality of Indonesian tourism will certainly provide benefits or positive impacts for the Indonesian people. The development of a tourist attraction is inseparable from the number of visitors who come, and for this reason, local governments should improve the quality of tourism by paying attention to and providing services in the development of tourist attractions, exploring their potential more deeply so that they become more attractive. If this can be

done, the number of visitors can always increase every year. As stated by Goeldneret (in Erislan, 2016: 251-266), tourist attractions are all factors that generate tourist flows to a particular location. Therefore, the local government must identify the attractions of the Siring Tendean tourist attraction and its shortcomings so that they can be addressed and improved immediately. Thus, if the government provides the best services to immediately improve and develop these tourist attractions, increasing their appeal will lead to an increase in the number of visitors each year and, of course, accelerate the improvement of community welfare. Banjarmasin is a city located in the province of South Kalimantan, Indonesia, with an area of 98.46 km². This city is nicknamed the city of a thousand rivers, and its tourism sector is well known internationally, namely Siring Tendean tourism. Many local and foreign visitors take the time to visit the city of Banjarmasin to see firsthand the attractions at Siring Tendean, such as the floating market, which is a traditional market and a custom of the Banjar people that has been around since the Banjar kingdom in the 8th century.

Activities include river tours on small boats called klotok, viewing the giant bakantan statue, and visiting the observation tower to see the city of Banjarmasin from above. The existence of Tendean River tourism indirectly has a positive impact on the economic development of the surrounding community. Many efforts have been made to develop the Tendean River tourist attraction, but there are still complaints from visitors, especially regarding the facilities and infrastructure and cleanliness issues in the tourist attraction area. Based on the above background, the researcher was interested in conducting research on the tourist attraction and service development of the Tendean riverside tourist attraction in Banjarmasin City. Therefore, the research question is how attractive the Tendean riverside tourist attraction in Banjarmasin City is and how good the service development is, based on the perceptions of visitors. One of the factors considered in this study is how visitors to tourist attractions perceive their experiences at the tourist attractions they visit. The information provided in the form of answers to the research questions and the wishes of visitors is then translated into a need for tourism facilities that should be fulfilled by the government in supporting these tourist attractions. This study is expected to add to the empirical models of increasing tourist attraction and service in the development of tourist attractions. The results of this study are also expected to provide information and references in the formulation of policies in the development of tourist attractions. In Law of the Republic of Indonesia Number 9 of 1990 Article 7 concerning Tourism, it is stated that tourism is everything related to travel, including tourism object and attraction entrepreneurs, tourism facility businesses, and other businesses in this field.

Meanwhile, according to Soekadijo (in Muhammad Ashoer et al, 2021: 28), tourism is a complete recreational location with lodging, tourist attractions, and souvenirs. And A.J. Burkart and S. Medlik (Heryati, 2019:59) in their book entitled "Tourism, Past, Present, and Future" state that tourism is the temporary and short-term movement of people to various destinations outside the places where they usually live, work, and carry out their activities during their stay there. Meanwhile, according to Marpaung (2002:78), tourist attractions are "a form of related activities and facilities that can attract tourists or visitors to come to a certain area or place." Indonesian Law Number 10 of 2009 states that attractions are places or anything that become the target and destination of tourists because of their uniqueness, ease of access and facilities, as well as the added value of the place itself, which contains biodiversity and culture. According to Nugraha & Virgiawan (2022: 6445-6454), attractions are the main elements that drive tourist interest. Facilities, such as toilets, parking lots, prayer rooms, and accessibility, also influence comfort during a visit. Meanwhile, according to Pendit (in Muhammad Ashoer et al, 2021:30), tourist attractions are things that captivate tourists. Based on these opinions, it can be concluded that tourist attractions are one of the factors that can attract tourists or visitors to come to certain tourist attractions because of their uniqueness, ease of access and facilities, as well as the added value of the place itself. They are also one of the most important elements in tourism development so that they can improve the welfare of the community and preserve the customs and culture of the nation.

According to Fandeli (in Erika Revida et al, 2021:17), the appeal of tourist areas can be divided into three categories, namely:

- a. Tourism Definition Natural attractions, namely tourist attractions that have unique natural appeal, such as beaches, mountains, waterfalls, valleys, springs, and so on.

- b. Cultural attractions, namely tourism that offers human creativity and unique cultural attractions to be explored and visited, such as historical sites and relics, arts, and tourism that upholds local wisdom.
- c. Special interest attractions, namely tourism that has attractions to visit that suit the interests and needs of tourists, such as sports, spiritual tourism, culinary tourism, shopping tourism, and other interests.

According to Cooper (1993:81), tourist attractions have four components that must be possessed by a tourist attraction, namely Attraction, Accessibility, Amenity (supporting facilities), and Ancillary (additional services). These four components are important elements that a tourist attraction must have in order to be attractive to tourists. Attraction refers to something unique, beautiful, and of special value, whether it be natural beauty, art, culture, or man-made creations. Accessibility refers to a location that is easily accessible to tourists, including the availability of transportation and clear travel routes. Amenities, the availability of supporting facilities for tourist comfort, such as lodging (hotels, inns), restaurants, toilets, and adequate parking. Ancillary, which are additional services that include recreational facilities, shopping (souvenirs), and complementary institutions, among others. Law No. 25 of 2009 on Public Services defines public services as activities or a series of activities in the context of fulfilling services in accordance with laws and regulations for every citizen and resident regarding goods, services, and/or administrative services provided by public service providers. Rohman (2008:3) defines public services as services or provisions to the community in the form of the use of public facilities, both services and non-services, carried out by public organizations, in this case the government.

Saefullah (2008:5) also expressed a similar view, stating that public service is a service provided to the general public who are citizens or legal residents of the country concerned. Sedarmayanti et al (2018:9) state that development in the context of tourism is an effort to optimize the potential of the community through active participation in accordance with their abilities and skills. Basically, tourism development includes a series of activities and sustainable efforts aimed at attracting tourists, providing various facilities and infrastructure, and offering goods, services, and facilities that meet the needs of visitors. According to Motoh, Laloma, and Londa (in Inri Tama et al., 2022:41), tourism development can be carried out through the improvement of facilities and infrastructure, the maintenance of tourist attractions, and monitoring and evaluation. Then Yoeti (in Inri Tama et al, 2022:41) states that tourism development is one way to make a tourist attraction interesting and attract visitors to visit it. Based on these opinions, it can be concluded that the definition of tourism development services in this study is a series of activities as an effort to make a tourist attraction interesting and attract visitors to visit it, through improving the development of facilities and infrastructure, as well as offering goods, services, and facilities that meet the needs of visitors, maintaining tourist attraction facilities accompanied by monitoring and evaluation.

As a comparison, the researcher used the results of previous research, namely:

- Research conducted by Hikmawan Nasirudin and Subarjo (2025; 121), entitled *The Influence of Tourist Attractions, Tourist Experiences, and Tourist Satisfaction on the Interest in Returning to Punthuk Setumbu*. The results of the study show that the variables of tourist attractions, tourist experiences, and tourist satisfaction have a positive and significant effect on the interest in returning. Then, simultaneously, tourist attraction, tourist experience, and tourist satisfaction have a significant effect on the intention to revisit.
- Research by Urip Rahmani et al (2024: 200), entitled *Visitor Perceptions of Natural Tourist Attractions at Tanjung Selaki Beach, South Lampung*, the results of the study show that visitor perceptions of Tanjung Selaki Beach are favorable in terms of various activities, facilities, changes in feelings, natural beauty, and comfort during visits, but unfavorable in terms of transportation networks and road conditions leading to tourist locations.
- Research by Yolanda et al, (2017: 15) on the *Attraction of Tourism to the Decision to Visit the Alahan Panjang Resort Lake Object in Solok Regency*. The results of a simple linear regression analysis showed an F value of 113.831 with a sig of 0.000< visiting, with an R Square of 0.545. This means that tourist attraction influences the variable of visiting decisions by 54.5% and 45.5% is influenced by other factors.

- Research by Christy F. et al, (2019:5512) The Influence of Location, Price Perception, and Tourist Attraction on Tourist Visitation Decisions at Lake Unow Tourist Attraction, the results show that location does not significantly influence tourists' decisions to visit Lake Linow tourist attraction. Price perception has a significant effect on tourists' decision to visit Lake Linow tourist attraction. Tourist attraction has a significant effect on tourists' decision to visit Lake Linow tourist attraction. Location, price perception, and tourist attraction together or simultaneously have a significant effect on tourists' decision to visit. This study shows that when tourists visit Lake Linow tourist attraction, they pay close attention to the attractiveness of the tourist attraction. Lake Linow has its own uniqueness, namely the color of the lake water, which can change to green, blue, or brownish yellow, and its natural beauty, which may not be found in other tourist attractions. Likewise, the supporting facilities available in addition to the main product, namely the scenery or photo spots, cafes, and others, are understood to be able to provide their own appeal to tourists.

II. METHODS

The type of research used in this study is descriptive research, which describes the tourist attraction and service development of the Tendeau City of Banjarmasin tourist attraction in accordance with the reality in the field. Meanwhile, the approach used is qualitative, and data collection was carried out through observation, interviews, and documentation.

III. RESULT AND DISCUSSION

1. The appeal of Siring Tendeau in Banjarmasin for visitors.

Siring Tendeau is a tourist attraction located in the center of Banjarmasin, on the banks of the Martapura River on Pierre Tendeau Street in Banjarmasin, South Kalimantan Province. The large number of visitors, as expected, is inseparable from the appeal of the tourist attraction itself. From the results of the study, it was found that they visited the Siring Tendeau tourist attraction because of its location in the center of Banjarmasin, close to the highway, open and easily accessible, as well as the following tourist attractions:

- The existence of a unique floating market

Based on interviews with visitors to the Siring Tendeau tourist attraction, they were primarily attracted to this tourist attraction because of the floating market, due to the uniqueness of the trading activities and the fact that the trading location is different from a typical market. Female traders who sell using kelotok boats offer various types of merchandise. They offer traditional Banjar cakes, Banjar specialties such as soto Banjar, various fruits and vegetables, and other culinary delights. There are many choices of Banjar specialties available around the siring area for visitors to enjoy. The location is also very strategic because it is located in the center of Banjarmasin and is easily accessible to visitors.

- Klotok River Tour

The appeal of river cruises for visitors is seeing the lives of local people who generally live on the riverbanks using traditional water transportation such as klotok. There is a small pier at Siring that allows visitors to board klotok boats to cruise the river. With this river cruise, they can have fun, enjoy the natural beauty of the riverbanks, see the activities of the community, and visit tourist attractions along the way. River tours using klotok boats are part of the local culture, where the community uses klotok and jukung boats, which are characteristic of Banjarmasin. The routes offered range from short distances, such as Kampung Hijau, to long distances, such as to the Barito Bridge or Kembang Island. These tours can be enjoyed at any time, including at night to see the city lights and river activities at night. To achieve this, they are guided by tour guides so that the river tour runs smoothly. However, there are still complaints from the community, especially regarding the safety of river tour participants.

- Giant Proboscis Monkey Statue

Based on interviews with informants, the proboscis monkey statue is also an attraction for visitors to Siring Tendeau. The location is easily accessible and open. In addition, there are also visitors who want to introduce their children to the proboscis monkey, which is commonly found on the island of South Kalimantan and is the mascot of the city of Banjarmasin. These proboscis monkeys are found in forests, such

as the forests on the island of Bakut. The proboscis monkey statue is made in a sitting position, scratching its head, while the other hand holds a bunch of rambai fruit. Rambai is a fruit typical of the Kalimantan forest, and it is the proboscis monkey's favorite food. In addition, many visitors say they are happy because this statue spouts water from its mouth towards the Martapura River, and they enjoy taking photos with poses as if they are drinking water from this fountain. Indeed, the proboscis monkey statue is not just a monument, but also a symbol of regional identity and environmental conservation efforts. Around the proboscis monkey statue, there is a sports area, namely a volleyball court, and the Siring Tendeau tourist attraction is often used by the community for walking exercises. However, many visitors say that they are not very interested in this proboscis monkey statue, as there have been no improvements and there is a lack of facilities for visitors in the surrounding area.

- Siring Observation Tower.

Interviews with visitors to the Siring Tendeau tourist attraction in Banjarmasin revealed that they also came because of the appeal of the observation tower located on the banks of the Martapura River. The attraction of the Siring Banjarmasin observation tower is that you can see the entire city of Banjarmasin from the open upper floor, as well as the mosque that we are proud of, the Sabial Muhtadin Grand Mosque. From the observation tower, they can see and enjoy the activities of people traveling back and forth using boats (jukung) and klotok, as well as enjoy the river panorama and see the activities of small traders, floating market traders, and people around Siring Tendeau. The best time to visit is in the afternoon to witness the beautiful sunset from the open fourth-floor tower. Additionally, local arts and performances from South Kalimantan are often showcased around the observation tower.

2. Tourism development services

It is imperative that every tourist attraction be monitored and developed by the government, at least by the local government. Tourist attractions that must be developed by the local government are done so by providing services through the provision of facilities and infrastructure or by completing the facilities needed to increase the attractiveness of tourist attractions, as well as other aspects that are useful in supporting these tourist attractions. Moenir (2012:119) states that facilities are all types of equipment, work tools, and amenities that function as primary or auxiliary tools in the execution of work, as well as in matters related to work organization. One of the findings of the research by Nugraha & Virgiawan (2022: 6445–6454) states that facilities, such as toilets, parking lots, prayer rooms, and accessibility, also affect the comfort of visitors during their visit. Based on interviews with visitors, they said that the services and development carried out by the local government for the Siring Tendeau tourist attraction in Banjarmasin were quite good, but not yet optimal, both in terms of the floating market, the proboscis monkey statue, the observation tower, and the klotok river tour. Moreover, it has been equipped with a small boat (perahu) named Banjarmasin Bungas, which visitors can enjoy both day and night. This is part of the service in the form of the development of the Siring Tendeau tourist attraction by the Banjarmasin City Government. It is also an effort by the government to promote tourism in the city of a thousand rivers. The Banjarmasin City Government has sought to develop these tourist attractions by building physical infrastructure such as a pier, a prayer room, an adequate parking area, and public toilets in the observation tower area, near the proboscis monkey statue and kilometer zero.

There are also many events such as exhibitions of local products and crafts organized by the Banjarmasin City Government, which is certainly an effort to increase income for small and medium businesses and the general public. Several floating market traders said that when their goods are displayed specifically on Saturdays and Sundays, they feel that they can increase their income. The existence of this tourist attraction does indeed provide benefits for visitors and creates job opportunities for the community to live prosperously. Vendors at the floating market, micro, small and medium enterprises (MSMEs), street vendors around tourist attractions, klotok boat drivers, and others can increase their income. In addition, the existence of this tourist attraction can also preserve the environment and traditional culture. Because it has great benefits, it would be good if the facilities were improved and made more complete to support this tourist attraction, so that the number of visitors continues to increase. And if there are still things that need to be improved and enhanced, this must be done so that the tourism potential can be developed to its fullest. The results of this study are supported by previous research which states that one of the results obtained in

the variable of tourist attraction has a positive and significant effect on the interest in returning to visit (Hikmawan Nasirudin and Subarjo, 2025: 121). Tourist attraction influences the decision to visit by 54.5%, while 45.5% is influenced by other factors (Yolanda et al., 2017:15). Tourist attraction has a significant effect on tourists' decisions to visit Lake Linow (Christy F. et al, (2019:5512).

The findings of this study are also in line with the opinion of Fandeli (in Erika Revida et al, 2021: 17) Natural attraction, namely tourism that has unique natural attractions. Cultural attraction, namely tourism that offers human creativity and unique cultural attractions to be explored and visited. Special interest attraction, namely tourism that has attractions to visit that suit the interests and needs of tourists. The results of the study show that these tourist attractions have, for the most part, fulfilled what Cooper (1993:81) states, namely that tourist attractions must have four components, namely Attraction, Accessibility, Amenity, and Ancillary. Attraction: The Siring Tendean tourist attraction has something unique, beautiful, and of special value, whether it be natural beauty, art and culture, or local customs, the uniqueness of the activities of the traders on boats selling fruit and food typical of Banjarmasin, or man-made attractions such as the observation tower and the bekantan statue. Accessibility: The Siring Tendean tourist attraction is located in the center of Banjarmasin City, easily accessible to visitors or tourists. Transportation such as buses and boats are available to reach Siring Tendean, as well as small boats/klotok and a small boat called Banjarmasin Bungas, which visitors can enjoy day or night for river tours with clear itineraries. Amenities: Siring Tendean tourism has supporting facilities for visitor comfort, including hotels, a prayer room, restaurants, a pier, toilets, and a parking lot, although parking for cars is still limited.

Ancillary services, which existed before the Siring Tendean tourist attraction, such as roads, banks, ATMs, and hospitals, are not too far from the Siring Tendean tourist attraction, as well as souvenir shops owned by MSMEs, such as sasirangan shops and others. This is also supported by the existence of the *Regional Technical Implementation Unit (UPTD) Tourist Area Siring Tendean*. This shows that additional services are available, although other facilities are still needed. Although it still meets the requirements of a tourist attraction, there are still several shortcomings in the Siring Tendean tourist attraction that must be addressed by all parties. From the information provided by several visitors, it can be said that there are still several shortcomings of the Siring Tendean Banjarmasin tourist attraction, such as the floating market where visitors say that there is a lack of space for buyers, especially for traditional foods. Buyers like to eat these snacks while sitting right in front of the seller, making it difficult for other buyers to purchase and find a place to sit to enjoy the snacks served by the vendors. The traditional food served also appears to be less than clean. In addition, the arrangement of street vendors is still not well organized, which detracts from the beauty of the tourist attraction. The proboscis monkey statue is actually a very interesting and unique attraction for visitors because it is an icon, a symbol of Kalimantan's endemic wildlife. However, it is not well maintained, as the faded paint on the statue causes it to look dull. The fountain function of the proboscis monkey has stopped, the area around the statue is still littered with trash, and there are no additional efforts to improve the surrounding environment.

Around the observation tower, the cleanliness of public facilities is still not well maintained, such as the toilets, which feel somewhat uncomfortable. In addition, there is a lack of lighting at night, and the parking arrangement is still messy when there are many visitors. One of the tourist attractions in Siring Tendean, Banjarmasin, is river tours. The government's decision to offer river tours is appropriate because the city of Banjarmasin is known as the city of a thousand rivers, which is why the rivers need to be kept clean. Based on interviews with several visitors, the cleanliness of the rivers around Siring Tendean and the Martapura River in general is not well maintained due to the lack of trash bins in the tourist area. There is also a lack of safety facilities for river tour participants, such as life jackets, and a lack of staff or tour guides. Furthermore, unpredictable weather conditions greatly affect the desire to go on a tour. Rainy weather reduces interest in river tours because it interferes with comfort and safety. In addition, the phenomenon of tidal fluctuations also has an impact; when the tide is low, it interferes with boat/klotok activities. It is dangerous when there are waves at high tide, even though the management has addressed this by building docks. One thing to note about the Martapura River in Siring Tendean and its surroundings is the abundance of water hyacinth in the river, which certainly detracts from the beauty of the river.

The local government has also cleaned up the water hyacinth through assigned officers. However, water hyacinth is still sometimes seen in the river. This means that serious attention and consideration are needed from the government, and expertise is required to overcome this problem. Based on the results of this study, it is clear that there are still facilities at tourist attractions that need to be provided or improved so that visitors feel comfortable and the attractiveness of the tourist attraction can be increased, as shown in the results of a study conducted by Wang et al. (in Maria Nabila and Nov Eviana, 2024: 2). Good service can provide a positive and memorable experience, while adequate facilities can increase tourist comfort and satisfaction as well as profits for managers. The results of Aprilia's research (2017:5) show that tourist facilities are one of the reasons tourists visit a tourist attraction. The results of research by Hao, T.C. & Omar, K. (2014: 1827-1832) show that the cleanliness of facilities greatly affects tourist satisfaction. The findings of Yoon and Uysal's research (2015:45-46) state that main facilities have a significant effect on tourist satisfaction. The availability of main facilities, such as clean dining areas, clean and hygienic food serving areas, lighting systems, and digital payment systems, has a significant effect on the satisfaction felt by tourists during their visit.

IV. CONCLUSION

Based on the results of the study, it appears that visitors come to the Tendeian floating market because of the attractions offered by this tourist destination. There are many attractions at the Tendeian floating market in Banjarmasin for visitors. The main attraction of this tourist destination is the floating market, which offers a unique glimpse into the activities of the traders, which is part of the local culture of Banjarmasin. This uniqueness is not limited to the floating market, but also includes river tours where visitors can see and enjoy the Martapura River on small boats (klotok) and observe the life and activities of the riverside community. Another attraction of the Siring Tendeian tourist attraction is the observation tower, which can be used to see the whole of Banjarmasin from a height, from the open top floor. The proboscis monkey statue is also one of the attractions that draws visitors to Siring Tendeian, as well as its open location and easy accessibility for visitors coming to the Siring Tendeian tourist attraction in Banjarmasin. The Banjarmasin city government has developed the Siring Tendeian tourist attraction. The Banjarmasin city government has been responsive in utilizing the tourism potential of Siring Tendeian to attract visitors/tourists through the potential of the river around Siring Tendeian in the city of Banjarmasin. The Banjarmasin City Government has sought to develop this tourist attraction by building physical infrastructure such as a pier, a prayer room, and public toilets in the observation tower area, near the proboscis monkey statue and kilometer zero.

There are several shortcomings, especially regarding safety issues on river tours, lighting at night, cleanliness of public facilities in the Siring Tendeian area, and cleanliness of the river from trash and plants that disturb the beauty of the tourist attraction, as well as the lack of maintenance of the Bekantan statue. Therefore, it is recommended that the government, especially the Banjarmasin City Tourism and Culture Office and the tourist attraction managers, continue to pay greater attention and provide better services in developing these tourist attractions in a sustainable manner that incorporates local wisdom. Adding facilities that support the quality of the Siring Tendeian tourist attraction, namely safety and security, should be a top priority. Facilities to ensure the safety and security of visitors, especially during river tours. And adding facilities that make it easier for visitors to enjoy culinary delights at the floating market. Improving and exploring the potential of tourist attractions and enhancing the beauty of natural resources in order to attract more visitors to the tourist attraction. According to Damanik and Weber (in Muhammad Ashoer et al, 2021:16), tourism potential refers to all objects (natural, cultural, man-made) that require a lot of construction in order to provide value and attract tourists. Maintaining and caring for the cleanliness of the environment, including rivers, on an ongoing basis by strengthening the quality of human resources and providing a good lighting system.

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