

Tourism Development in Temajuk: Reveal the Tourism Potential in Borderland Indonesia and Malaysia

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Abstract

The border area such as Temajuk Village is including of the underdeveloped regions and having limited access to various sectors, especially in matters of economic development, health and education. But the regions is rich of resources that would be used for tourism of attraction. The potential in Temajuk that could be seeded is the geographical of location as borderland which is connecting about two administrative area of the state directly of land. So the tourists can visiting the neighboring country through road lines in a relatively short time. In addition to the nautical tourism potential in the forms of the coast and marine are become the Temajuk having of its attractions. This article aims to describe the wealth resources of the borderland and the development strategy of tourism sector in border area which is Indonesia-Malaysia especially Temajuk village by using of qualitative method through data collection technique are observation and literature study.

Keyword: Development, Development Strategy, Social-Economic Development, Tourism, Borderland Tourism, Nautical Tourism

1. Introduction

This time, the tourism sector is one of the exciting industry to be developed, especially for developing countries like Indonesia. Irshad (2010) state that "Tourism is one of the largest and fastest growing industries in the world. In both developed and developing countries, tourism is frequently supposed to be a viable means of raising the economic activity of regions. Additionally, the development of a tourism industry has been noted to promote the destination's image, enabling the region to achieve other objectives, such as business recruitment and retention." The implications of development tourism have recognized provide for positive changes to the regions. Especially to the rural areas have not becoming as the tourism destination. For Indonesia, tourism has a major role toward the national development particularly in the fields of economic sector and community development. United Nation World

Tourism Organization (UNWTO)¹ state the tourism could be mean as a community development is gives business and job opportunism for the community, helping to reduce the migration of villagers to the cities, enlighten the insight for the youth and awareness of gender equality by employment opportunities, and the changes towards sustainable development. The awareness of the role of tourism sector for development of area made this industry growing rapidly. No wonder when Indonesia undertook this opportunity for development its areas both in terms of economic development and community. As world tourism organization resolution that "tourism is a form of rural tourism includes any tourism activity in rural areas organized and run by local people, drawing on local tourism resources (natural, cultural, historical, human) and facilities, tourist, including pensions and agro farms" (Drăgulănescu & Drutu, 2012).

In addition, the study of the border has not been seen from using the border as a tourist attraction in Indonesia. From some of the previous studies, more to see the border areas in terms of social problems, illegal goods smuggling, human trafficking, drug smuggling, and the lack of infrastructure in the border area (Permatasari, 2014; Purwanto, 2007; Syamwil, Pradono, & Oetomo, 2005; Budianta, 2010; Fadilah, 2017; Mutiari, 2018). In fact, a study on the development of local resource potentials in improving tourism in border areas is necessary, thus providing a strategy for progress for border areas. The study of border area tourism has been done but only limited to the narrow area of the countryside (Nurita, Mulatsih, & Ekayani, 2015). so that the potential of local resources can be utilized as a tourist area, especially in the bordering areas.

Indonesia known are rich of tourism potentials, both in the form of natural beauty, historical as well as cultural and community diversity. This time, its only less of tourism destinations in Indonesia has known at the world level. Generally the high tourist flows been only focuses on some of the citie areas, such as Bali, Lombok, Bandung, Jakarta and the other developed areas. While in some other regions are still less of attention, so that the existing tourism potential in the area also less developed. One of the interest areas that need to be developed is in a place of borderland Indonesia-Malaysia, particularly is located in Temajuk Village, sub district of Paloh, Sambas regency, province of West Kalimantan. This region is classified as disadvantaged area, but on the other hand the borderland like Temjuk is having a strategic value which is have the land access directly to another country. According to Syamwil, Pradono and Oetomo (2005), the border like that has potential to build the economic and social cooperation for both of countries because the community in both of region on the borderland are going to do the interaction. Besides geographically and tourism potential that belonged in the Temajuk (nature resources, culture and society) allow this area could be developed as a unique and attractive tourist destination in Indonesia.

¹ UNWTO.(2015). Tourism Driving Trade Fostering Development and conecting People Retrieved on Oktober 29, 2017 from <http://e-unwto.org/doi/book/>

2. Methodology of the Study

This article using of the qualitative method and the data collection through limited observation and literature study. The author did the observation a relatively short time, then the observation result described in the form of written narrative as reference the preparation of the articles. Next to the enrich of the idea the author utilizes information and data from the reading materials such as books, online news, articles in online media as well as other secondary data that is considered the valid and accordance of the topic discussed. The last, the data were analyzed into a critical discussion descriptively.

3. Finding and Discussion

3.1 The Borderland

The borderland in Indonesia is generally rural areas, where this area has slower development growth than elsewhere because appropriate isolated. The Indonesian government want to make the borderland as the porch future of the country, that is as the most important main gateway for the country. But this time, government development has given national development gap; that is between in the development of the border area and non-border area. Borderland or border areas often got unbalanced treatment by the government such as economic development, infrastructure, and the facilities of health and education. According to Budianta (2010) there are two definitions of border area in the context of Indonesia National Development. First, the border area surrounding areas directly bordered by the territorial of other countries; second, any administrative area bordered directly to another nearby administrative areas within the framework of the unitary state of the republic of Indonesia (NKRI), while according to the law of Republic Indonesia number 43 of 2008 regarding the state territory article 1 paragraph 6 said that the meaning of border area is the part of the state being located on the inner side along the boundaries of Indonesia to other countries, in terms of the boundaries of the state on land, the border area are in district.

The fact that accrued on the borderland of Indonesia was accumulation of the highly complex of problems (Saherimiko, 2012). Some of those problems that is like limitations of infrastructure and limitations of access into various sector, most important in matter of development of economy, education and health (permatasari, 2014). These matters makes the borderland difficult to grow. Actually in general the border area in Indonesia have rich of resources that can be potentially be developed. Some of the best potentials resources that could be developed in borderland such as biodiversity, mining (non oil), tourism and services (Malik, et.al., 2008) In addition the borderland has a fortune in the form of cultural community of activities are unique and diverse. In particular these potentials has of value selling that could be used to tourism sector. Indonesia has several of provinces that their regions bordered directly to another country, one of them is West Kalimantan province where the area has land boundaries to Serawak, East Malaysia. The border area in the Province of West Kalimantan are spread across five district which is the district of Sambas, Bengkayang, Sanggau, Sintang and Kapuas Hulu. Temajuk village as the object of this study located in sub-district of Paloh of Sambas district. Besides Paloh, there is one more of sub-district in Sambas which also bordering

on Malaysia that is the sub-district of Sajingan Besar. However the tourism potentials to be described in this article focused of the tourism potentials in Temajuk.

3.2 The Potential of Tourism in Temajuk

Temajuk Village is right on the tail of borneo island, this village having broad approximately 1.697,30 hectare and the total number of population lives are reaching 1.776 by comparison the male population totaled 869 and female totaled 907 (Huruswati, Kurniasari, Purwanto, & Sabeni, 2012). The featured tourism potentials in Temajuk are nautical tourism in the form of coast, marine and marine life. The potential can be harnessed as an attraction for tourists both of local, national and international level. The wealth and the beauty of nature resources as well as being located at the tail of borneo island, make this village dubbed as “*the heaven on the tail of Borneo*”. At Temajuk, the Beach tourism is the most popular tourism. According to Huruswati, Kurniasari, Purwanto, & Sabeni (2012), the beach land in Temajuk reaches 26 km with a coastline more than 60 km, in addition the wealth of marine are belonging to be fish, lobster, shrimp, jellyfish, turtules and sea rock and also are coral reefs be attraction. Generally the Beaches in Temajuk have yellow and white sand, decorated with pine tree lined and in some part of coast there is a stretch of granite rocks and reefs which adds the impression of beauty beautiful in this village. In Temajuk the Tourists can also interact directly with the wild turtles. If they lucky, when traveled at night on the beach the tourist can watch the wild turtles lay the eggs in the sand of coast and release the *tukik* into the ocean with the team of World Wide Fund (WWF) (Nurita, Mulatsih, & Ekayani, 2015).

At the certain seasons, there will be catching the jelisfish in the sea, or the local people call it “the harvest of jellyfish” because at that time have a lot of jellyfish comes to the surface of the sea. The catching season of jellyfish arrive at most twice a year, that is on a span of March to April. This moment can be the highly arrival of tourists to the Temajuk. Catching and collecting at the beach will be an interesting spectacle for the tourists. Anyone can be participating to catch the jellyfish as well as the tourists because the jellyfish are not cultivated. In generally the season of the harvest of jellyfish are highly anticipated by local people because jellyfish have a high economic value. The jellyfish that have been collecting would be sold to the collector and then the people got the additional income by the activity. Besides to the nautical tourism potential and marine life, the other potential tourism that not less interesting in Temajuk is the location of Temajuk itself. This village located between two countries that has become an advantage for this village. When the tourist visit to Temajuk while at the same time they could be visiting kampong Telok Melano in Malaysia. From Temajuk, the tourists can visit Telok Melano within 15-25 minute by motorcyle. They can visit without passport if they are a local people or Indonesian, and then they only need fill out a form of guest list or using the card cross-border (PLB). But if they foreigner besides Indonesian they must be show the passport.

All the potential and tourism destination in Temajuk its have own attraction for the tourists which is when the tourism potential in managed and well-developed, so the flow of tourists to the Temajuk would be increased. Indirectly this condition give a positive impact for developing of village and community. According to Joyosuharto cited by Soebagyo (2012)

that the development of tourism has three functions, namely (1) economic increase; (2) maintaining the personality of the nation and sustainability of the functions of environmental quality; (3) build the sense of love for the country (sense of nationality). In economically the tourism can affect on classical industries such as crafts and souvenir businesses, as well as the business of hotel, restaurant and transportation.

3.3 The Strategy of Tourism Development in Borderland

National long-term development plan of Indonesia (RPJPN RI)² 2005-2025 that has been established by the government of Indonesia trying to bring the border area as a gateway for trade and economy activities to the neighbor countries. It has become the additional 'tools' in developing all of the local potentials for the tourism sector. So far the programs of Jokowi and Jusuf Kalla regim's have encouraged to launch the develop country from the frontier, but it still have not significant progress. The development just looked at few certain point and has not been distributed evenly. Therefore, the equitable development model in all of border areas is indispensable for the progress of border area and then the tourism sector is the strategic of development that is noteworthy, namely by utilizing and developing the resources potential of the border area. . The resources are referred to natural resources and human resources.

The utilization of natural resources as a tourist attraction is commonplace. The natural beauty were in the Temajuk so potential to be developed, that is by making the natural physical of Temajuk as a standard of tourism that can be visited. The highlight of the tourism-selling point is the beautiful of the nature which mean beatify of the natural as the standard of tourism is the strategy to bring the tourists. It could be done by the people skilled in the field of tourism. Therefore human resources development is crucial in order to support this sector. Human resources development can be done through education, training as well as public health either because all of that as a basic of human capital to develop its intellectual. Therefore, education become an important component because it could be stimulated the innovation of Temajuk community for developing the tourism potentials that exist in its area.

Moreover, in designing the tourism development strategy in Temajuk is also considering the differences of characteristic of the region. The development approach being run should in accordance the demographics of the region, natural and human resources including the cultural and local wisdom. All the approaches must be include the condition of existing of the area , the geographical factors, social and cultural environment, and locality of the regions. The integration of those factors would run as expected by emphasizing the significant factors with the implementation of the principles of good governance (Malik, et.al, 2008). A related strategy in this case is included in the micro-strategies, i.e the optimizing of the local resources, the community empowerment, job creation, institutional capacity building and also society itself. By the strategy the economic development of the disadvantaged area is to be done in an

² BAPPENAS. (2017, November 1). *Rencana Pembangunan Jangka Panjang Nasional Republik Indonesia (RPJPN) RI 2005-2025*. Retrieved from Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional (BAPPENAS): <https://www.bappenas.go.id/id/data-dan-informasi-utama/publikasi/rencana-pembangunan-dan-rencana-kerja-pemerintah/>

integrated and synergy as well as by collaborated all the existing components, whether public, private, NGOs, or Government. The another strategy is can do by utilization the technology as a promotion media. This can be done through variety of online media such as social media (networking), website, online news and others that must be synergized with the local government programs. The Government also take a role in helping to inform the tourism potentials that existing in borderland to the public either national or international.

In the end, the strategy applied in expected would be aligned with the mission of Indonesian national development of 2015-2019 in tourism sector that is included in 9 priority agenda, "Nawa Cita" by adopting four of the elements of tourism development, including the destination development, marketing, industrial and institutional. Following the Mission of tourism development in 2015-2019:³

1. Develop a tourism destination which are competitiveness, enviromentally and culturally in increasing of national income, region and realize an independent society;
2. Develop the product and services of the tourism industry which are competitiveness internationally, increase partnership efforts, and responsible for the natural environment and social culture;
3. Develop the marketing of tourism synergistically, superior, and responsible for increasing the travel of domestic tourists and the visit of foreign tourists so that competitiveness in the international market; and
4. Develop a government organization, local government, public and private, human resources, regulations, and poerational mechanism that is effective and efficient, as well as increased international cooperation in order to increase productivity of tourism and encourage the attainment of tourism development of sustainability.

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5. Conclusion

The development of tourism sector in borderland that is Temajuk village by making use of the potential of the resources (natural, historical, cultural, and human being) as a tourist attraction in theoretically is a strategic way to improve various aspects of community life particularly in social-economic aspect. A strategic location as well as the resources in Temajuk

³ Rencana Strategis Pengembangan Destinasi dan Industri Pariwisata Kementerian Pariwisata Tahun 2015 – 2019
Retrieved November 1 2017 from <http://www.kemenpar.go.id/asp/detil.asp?c=14&id=3545>

village is the most capital to the develop the village as a tourists' destination. The fact that the Temajuk Village is situated in the borderland into the biggest challenge to realize the tourism industry in that village which the access of transportation, infrastructure and facilities are inadequate, so that the development in the sector must be the priority agenda for borderland. The tourism development in this case is could be one of the strategy to stimulate the Indonesian government to optimize of the development. In other word the tourism development efforts in Temajuk is one of the efforts in development of the borderland.

To realize the development of border areas, it is necessary to apply a basic strategic as a step to accelerate such development as creating tourism destination in border area. Implementation of the tourism strategy can be done well by involving all development actors to cooperate and work together in creating a tourist destruction in the border area. Development actors such as local communities, stakeholders, government, and the private sector.

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