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People and Nature in the Development of Border Tourism in Indonesia

Iva Rachmawati

Department of International Relations

Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

iva.rachma@gmail.com

Machya Astuti Dewi

Department of International Relations

Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

machya@upnyk.ac.id

Meilan Sugiarto

Department of Business Administration

Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

msugiarto89@gmail.com

Sri Issundari

Department of International Relations

Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia

sri.issundari@upnyk.ac.id

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Abstract

This paper aims to explain the importance of community support in the development of border tourism in Indonesia. Indonesia's border areas are generally lagging regions with very minimal public facilities. The paradigm shift in the border management area from security to prosperity puts the border area into a front-page. Border tourism then becomes one of the choices to encourage the progress of the border area. This study was conducted in 3 Indonesian border areas: Indonesia-Malaysia border, Indonesia-Papua New Guinea border, and Indonesia-Timor Leste border. Field observations and interviews have been conducted with residents in the border area and local government. Secondary sources such as publications and scientific journals are also used as research data. The result indicated that inter-community interaction between neighboring countries plays an important role in developing border tourism in Indonesia. Their involvement in the border festival and the trade transaction activities succeeded in increasing the popularity and number of visitors to the border. This proves that the key to the success of tourism development at the border is not solely due to infrastructure development or government support. The lack of access and facilities at the border can be overcome by maximizing community activities, including the participation in border festivals and ecotourism.

Keywords: Border Tourism, Community, Local People, Development, Border Area, Nature

JEL Classification: Z32

Introduction

Border areas in Indonesia often positioned as a backyard or marginalized areas with limited economic and welfare levels. But the paradigm of border area management changed with the establishment of BNPP or National Border Management Agency stipulated in Presidential Regulation number 12 the year 2010. BNPP has a duty to establish border development policy programs, create budget needs plans, coordinate activities, and carry out evaluation and supervision of border area and border area management (Bappenas 2010).

Development in border areas then becomes a priority for the state to improve the welfare and quality of human resources, including the development of the tourism industry. This article is about to present Indonesia's efforts in putting border tourism as one of the state's efforts in encouraging the improvement of border area welfare. Although the change has only just begun, the impact of policy changes on the border region has shown starting points to changes in a better direction. This phenomenon is interesting because the successful development of border tourism in Indonesia is not solely due to the role of the government, but also the support of local communities in the program. This paper will discuss the involvement of local communities in the development of border tourism.

Most papers on border tourism discuss the potential or constraints in developing border tourism. Only a few papers discuss the role of the community in the development of border tourism. This study is expected to make an academic contribution to the development of border areas.

1. Literature Review

Most of the study of border tourism focuses on mapping the potential of border tourism (Dar 2015; Majstorović et.al 2013; Nugroho 2018; Stepanova 2017; Vuković et.al 2011), the importance of tourism in the development of border areas (Nugroho 2018; Stepanova 2017; Vuković et.al 2011), the importance of tourism in border development (Lóránt et.al 2011), management of border tourism (Zhang et.al 2019), and efforts to develop border tourism (Dewi & Rachmawati 2018; López-Guzmán et.al 2015 ; Pariwat Somnuek 2017). Related to international relations, the study of border tourism is dominated by writings on cooperation between countries in border tourism management (Korneevetset.al 2015; Kropinova 2013; Obodovska 2017). The majority of studies look at the development of border tourism from aspects of natural resources, natural potential, infrastructure, and linkage between those aspects. As a result, many studies conclude that border tourism is difficult to develop due to infrastructure constraints. Even though the lack of infrastructure and facilities does not have to hamper the development of border tourism because aspects of the socio-cultural potential can be developed. In this case, human resources can be developed to support the development of border tourism. This paper intends to fill this gap, which focuses on the approach of human activity which in the case of Indonesia's border tourism turned out to be a successful promotional tool in developing border tourism.

Nowadays the tourism industry has emerged as one of the leading service industries in the global economy for the last few decades. The economic flow generated by international tourism has become a vital factor in economic growth and international economic relations in many developing countries. The goal of opening and investing in tourism development has been a key driver for socio-economic progress through employment and enterprise creation, infrastructure development, and export earnings gained. In addition, tourism's contribution to worldwide economic activity is estimated at around 5% while its contribution to employment is estimated to be of 6-7% of the total number of direct and indirect jobs worldwide. According to the World Tourism Organization, between 1970 and 2009, there was a 48-fold increase in international tourism revenues that increased from the US \$ 17.9 billion in 1970 to US \$ 852 billion in 2009 (Ekanayake 2012, 1).

A number of studies explain how tourism is closely related to economic development. In general, Ekayanake (2012) divides the two links into two main groups, the first of which states that tourism can promote economic growth (Kreishan 2010, Lee and Chang 2008, Kim, et al. 2006, Dritsakis 2004, Durbarry 2004, Balaguer and Cantavella-Jorda 2002). The latter believes that economic growth may attract tourism (Katircioglu 2009, Oh 2005, Narayan 2004 and Lanza et al., 2003). The close relationship between tourism and economic development underlies this paper in order to show that both tourism and economic development policies are indispensable. Enabling tourism in an area can encourage regional development policies that are in favor of accelerating tourism development. In contrast to the life of the tourism industry in favor of the people, it is believed that it is able to expand the welfare of the people in the region concerned.

Referring to the debate on tourism studies and economic development, this book believes that tourism can provide economic prosperity to the community in line with government policy support in developing facilities and infrastructure for related areas. Indonesia's tourism policy leads to the facts in which tourism development indirectly encourages the state to be more concerned about the construction of better public facilities and also the awareness of local residents of their potential in the tourism industry. Indonesian tourism policy is directed to 1. National Tourism Marketing: bringing as many foreign tourists as possible and encouraging the increase of domestic tourists 2. Development of Tourism Destination: increasing the attractiveness of tourist destinations so as to compete domestically and abroad 3. Industrial Development Tourism: enhancing the participation of local businesses in the national tourism industry as well as increasing the diversity and competitiveness of national tourism products/services in each of the tourism destinations that become the marketing focus 4. Institutional Development of Tourism: building tourism human resources and national tourism organizations ("Tourism Development" 2017).

Referring to the causal relationship between tourism and economic development, it becomes possible to build a border area that is a relatively lagging region to encourage economic development and citizen welfare. Places away from major urban centers or trade centers have possibilities to transform into tourist attractions. Border tourism needs to find its own potential and revive that potential to attract tourists not only from domestic tourists but also from neighboring countries.

Dar's study of the Jammu and Kashmir borders highlights the importance of awareness of the cultural and natural potentials in the border regions that may lead to tourist destinations. Thus, the construction of public facilities

will be undertaken by the state to support the development of the new industry where the industrial tourism will eventually provide new economic opportunities to the local people (Dar 2014). The Jammu and Kashmir border is one of the most famous tourists with rich potential. Of the 22 districts in Jammu and Kashmir, there are seven border districts (Ponch, Rajur, Baramulla, Bandipora, Kupwara, Kargil and Leh) sharing international borders with Pakistan, Afghanistan, and China. This border is famous for its history, scenic beauty, local culture and so forth. However, despite a good Tourism Potential, this area is also economically lagging; low local living standards and minimal job opportunities.

Similarly, Azmi's research on the Padang Besar in Perlis, Malaysia shows that the city famous for its border shopping area since 1950 was developed due to the existence of areas offering a number of cheap Thai goods and food. Padang Besar also serves as a reference for retailers in Malaysia which to the interest of the government and foreign investors then transforms into a border shopping industry with the development of infrastructure and other facilities for visitors (Azmi et.al 2015). Chin asserted that if it does not get immediate state support the region will only be a transit area that may soon be lost to other regions that have better regional development (Goh Hong Ching et.al 2014).

2. Methodology

This research use qualitative approach aimed to analyze how the local community play their role in promoting the border tourism. The study was conducted on three Indonesian border areas, namely the Indonesia-Malaysia border of West Kalimantan in Paloh, the Indonesia-Papua New Guinea border in Skouw and Sota and the Indonesia-Timor Leste border in Belu. The areas are chosen because of their diverse characteristics and how each region boosts their different activities.

Data was collected from field observation and in-depth interviews with residents around border tourism in Paloh, Sota and Belu. Interviews were also conducted with staff and local government officials. Secondary data is also used, namely reports from the tourism department and news from the mass media.

Data were analyzed by categorizing, labeling, and interpreting all data that had been collected. The result is an explanation of the important role of local community in the development of border tourism

3. Result and Discussion

Indonesia land border area is located on three islands, namely Kalimantan Island, Papua, and Timor Island, spread over several provinces. Specifically, this article bases itself on samples taken in Paloh, West Kalimantan, Skow and Sota in Papua and Belu in East Nusa Tenggara. The area shows a positive trend towards the development of border areas through border tourism built on different foundations. In West Kalimantan, there is a natural tourism potential that is successfully offered by Temajuk. While in Belu, the border market is the main tourist attraction that also happens in Skow.

Land Boundary Area in Kalimantan

The island of Borneo has border areas with Malaysia in 8 (eight) districts located in West Kalimantan and East Kalimantan. The ones in West Kalimantan are directly adjacent to the Sarawak area of 847.3 km^{long} crossing 98 villages in 14 sub-districts in 5 districts, namely Sanggau, Kapuas Hulu, Sambas, Sintang, and Bengkayang. The area in East Kalimantan is directly adjacent to the 1,035 km long Sabah area that crosses 256 villages in 9 sub-districts and 3 districts in Nunukan, Kutai Barat and Malinau District.

The border region of Sarawak State, Malaysia, has the same geographical characteristics as the border areas in Kalimantan. However, compared to Indonesian parts, Malaysia's border areas in Kalimantan are more developed. The geographic characteristics in border areas of West Kalimantan and East Kalimantan are somewhat different. In West Kalimantan, where the geography is relatively flat, makes it easier to build parallel borders, as well as the possibility of land use for plantation. While East Kalimantan border region has very limited flat areas and is located not far from the coast. Inland, the border area consists of protected forests under the management of Krayan Mentarang National Park. Therefore, the flow of people and goods from East Kalimantan to Sabah mostly uses sea transport through Nunukan. and Tarakan. Kuching (the capital of Sarawak) and Pontianak (the capital of West Kalimantan) are already connected by border-crossing road in Entikong, Sanggau District. In general, the characteristics and potential of districts in the West Kalimantan-Sarawak border are as follows: a. Sambas and Bengkayang districts, compared with other districts, are relatively advanced in the food crop sector, smallholder plantations, livestock, fisheries and trade, b. Sanggau District focuses more on plantation development (Strategy and Model of Border Area Development Kalimantan 2003).

Figure 2- Border between Indonesia-Papua New Guinea



Source: <http://beritahankam.blogspot.com/2009/05/perbatasan-indonesia-papua-new-guinea.html>.

The land borderline between Indonesia and PNG in Papua extends about 760 kilometers from Skouw, Jayapura in the north to the mouth of the Bensbach river, Merauke in the south. This boundary was established through an agreement between the Dutch and British Governments on May 16, 1895. The border post on the border area of Papua is located in Muara Tami District of Jayapura City and in Sota District of Merauke Regency. The condition of the border gate in Jayapura City is still not utilized optimally as the ones in Sanggau and Nunukan. Only in 2017, PLB in Skouw located in Muara Tami District, Jayapura, was inaugurated by the Indonesian government. Equipped with more complete facilities, PLB is expected to provide better service and control over border crossers. However, on the Papua-Papua New Guinea border in the south, PLB is still traditional (without good CIQS facilities). But Merauke-Sota road on the Papua-Papua New Guinea border is already available.

In general, cross border activities are still dominated by traditional border crossers such as close relatives or relatives from Papua to PNG and vice versa. While economic activities such as commodity trading between the two countries through the boundary gates in Jayapura are still very limited to daily necessities commodities and household appliances available in Jayapura. Before PLB Skouw-Wutung was built, in addition to the simple PLB Skouw there had been a traditional market where the people of Papua New Guinea bought their daily necessities. The people of Papua New Guinea came out with very little supervision both in terms of their personal documents and luggage. The same activity also occurred in Belu, Merauke in the south. The Indonesian border supervision is relatively loose because based on the 1993 Indonesia-PNG agreement, the people of Papua New Guinea can manage the land (this border area is an ulayat land) in the Skouw Wutung area as long as they do not transfer the crop. In other words, as long as commodities are grown for self-consumption and not commercialized, it is legitimate for the people of Papua New Guinea to enter the territory of Indonesia (jpn.com 2008).

Meanwhile, cross border activity at the border gate in Sota, Merauke District, is relatively more limited compared to Jayapura. Dominated by daily needs fulfillment, cross border activities of both countries also include social activities in the form of family visits and customary activities. Traditional trading activities in this area are more prevalent in people's homes where the bonds of kinship and trust are their reasons for making transactions. The items they buy are daily necessities such as rice, soap, instant noodles, sugar, tea, and coffee. Sometimes they also order some agricultural tools or carpentry. On other occasions, they come with merchandise such as venison, cassowary, spear or *noken* (traditional bag) raw material (Dewi et al. 2019).

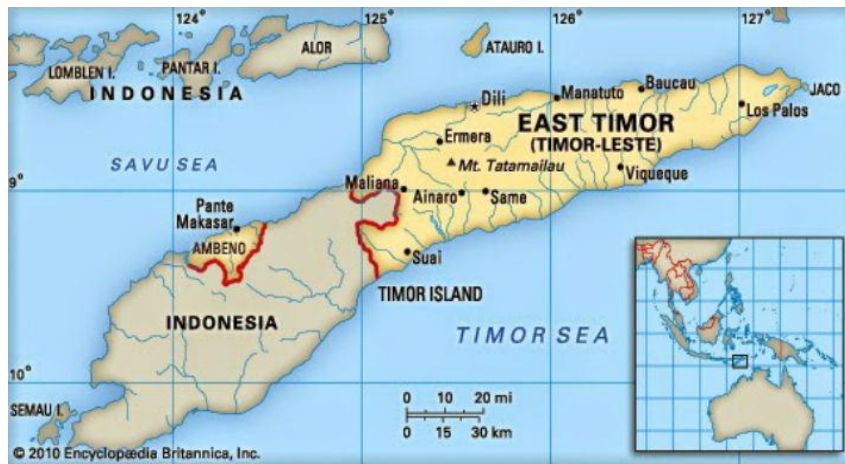
The border regions of Papua have enormous natural resources in the form of forests (conversion forests and protected forests) as well as beautiful beaches. In Jayapura a maritime village is being developed into a tourist village, as well as Sota which is entirely part of Wasur National Park. In addition to natural attractions that can attract tourists from outside the country, the Papua-Papua New Guinea border has more power in potential economic transactions (border markets). This means shopping tours can be one form of border tourism in this border region. The people of Papua New Guinea do more cross-border activities to shop for daily necessities.

Border Region in East Nusa Tenggara (NTT)

The border between countries in NTT is located in 3 (three) districts of Belu, Kupang, and North Timor Leste (TTU). The borders are the latest land border between Indonesia and Timor Leste. The one in Belu lies extending from north to south part of the island of Timor, while Kupang regency and TTU are bordered in Timor-Leste's Oekusi,

which is geographically located inside Indonesia (enclaved). Borders in NTT include 9 (nine) sub-districts, namely a sub-district in Kupang District, 3 sub-districts in TTU, and 5 (five) sub-districts in Belu Regency.

Figure 3- Border between Indonesia-Timor Leste



Source: <https://www.tagar.id/tagarphoto/5838/peta-perbatasan-timor-leste>.

The Motaain Cross-Boundary (PLB) is one of the gateways connecting Indonesia in Belu and Timor Leste in Batugade. PLB uses in the village of Silawan, East Tasifeto District, Belu Regency. While (PLB) Motamasin is one of the gates that connect PLB Motamasin with PLB Salele in Timor Leste. PLB is located in the village of Alas Selatan, District Kobalima, Belu Regency. And PLB Turiskain in Maumutin village, Raihat sub-district, Belu district. All the three have fulfilled the function of CIQS of a PLB even with simple facilities. In early 2018, the president inaugurated PLB Motamasin and PLB Wini which have better buildings and facilities.

Most cross-border trade activities are traditional i.e. to meet the daily needs of the border community, especially the people of Timor Leste in Bobonaro. Other kinds of cross-border activities include inter-family visits-- a large number of former East Timorese refugees still live in the Atambua region-- and performing other social and customary activities—by Indonesian visitors. The traditional markets in Motaain, Motamasin, Wini, and Turiskain are highly visited by the East Timorese. It cannot be developed into a form of border tourism by the local government.

Natural resources available in the border area of NTT is generally not very potential, given the conditions of land along the border classified as not quite good for agricultural development, while forests along the border are neither production or conversion forests or protected forests or national parks that need to be protected. People living along the border are generally poor with low welfare and live in isolated areas. The main source of livelihood of the people in the border area is the dry land agriculture activity that is heavily dependent on the rain. In general, the society in this part of Indonesia is now still relatively better than East Timorese people living around the border. Thus, the border areas in NTT, especially in the five sub-districts directly adjacent to East Timor and NTT as a whole, need special attention unless a sharp disparity between the people of NTT on the border with the people of Timor Leste might arise, especially among the people of Belu who are economically not good enough.

Promoting by People's Activities

Referring to the tourism potential owned by each border area, it can be seen that in general, every border has the potential of ecotourism. It can be the main attraction of the border area wisdom for tourists from within and abroad especially from neighboring countries. However, it has other attractions that can also be developed and can increase the tourism potential of the traditional border market and festival. These three things show a good impact on some border areas in Indonesia, although not quite maximal due to the constraints of public facilities, especially roads and telecommunications networks.

The visible ecotourism started to move in a positive direction which can be seen on the border of West Kalimantan and Sarawak in Temajuk Village, Paloh Subdistrict, Sambas District. This village is slowly becoming a marine tourism village that lays the main attraction of tourism through coastal tourism. Temajuk Beach was famous in 2011 when the Indonesian border area became a dispute between Indonesia and Malaysia. In 2012, road construction begins to open Temajuk isolation. Previously, Sambas to Temajuk used to be traveled by ferry, it can

now be reached by land route. Road facilities on the Kalimantan border are getting better as the government built 1,900 km-long roads beginning in 2014 and is planned to be completed by 2018.

Seeing more and more people coming to visit in 2009, a local resident built 3 homestays in collaboration with the Department of Fisheries. Up to now, the number of homestays managed by local residents has reached 83 units. The existence of homestay attracts tourists not only from within the country but also from Sarawak who enters through the simple country border.

The beach that stretches along 63 km in Temajuk is home to a large turtle habitat. In the past, people took turtle eggs for a living. However, in 2009 WWF Indonesia began conducting awareness and monitoring with the community to prevent turtle hunting. Tourism growth encourages local people to switch professions from egg hunters to beach guards, homestay managers, crafts sellers, food sellers and so on. The turtle itself becomes one of Temajuk attractions other than lobster, mangrove crab, shrimp, bawal fish, jellyfish, and other fish species. Jellyfish has provided high economic benefits for the local community as processed food and cosmetic raw material exported to several Asian countries (Irawan 2017).

One of the efforts to attract more tourists to Temajuk is Coastal Festival Paloh that has been held since 2012. In the year 2017, the festival took the theme "Save the Turtle on the Boundary of the Country". The festival was not only enlivened with the release of a baby turtle to the sea but also the appearance of a number of local cultures such as Besiak ritual, Antar Ajung ceremony and Ngiring tradition as a form of community gratitude for the abundant harvest. Sea Turtle Ambassadors contest, photo exhibitions, local products exhibition, coastal camps along with Malaysian from Sarawak, Sapta Pesona beach cleanup, tree planting, and socialization of protected species are also parts of the festival.

The development of Temajuk is expected to be more supported by the two bordering countries, Indonesia and Malaysia. Temajuk is only 4 km away from the tourist destination of Melano Bay in Sarawak. The Malaysian government has built the Van Borneo road that connects Melano Bay with the Capital of Sarawak, Kuching, which only takes 1.5 hours from Melano by car (Rachmawati & Dewi 2019). Referring to Skäremo (2016) and Taczanowska (2004), border tourism requires the collaboration of local governments of two adjacent countries to jointly manage their tourism potential. As an example, both Oresund on the borders of Denmark and Sweden and the Tatra Mountains on the border of Slovakia and Poland require the cooperation of both local governments to be able to arrange the management of tourist destinations so as to be convenient for tourists including permission to enter the borders of other countries. Both Temajuk Beach and Melano Bay are currently managed separately by each country. Cross-borders are managed very loosely in which crossers simply sign guest books.

Border tourism development based on natural contingency is also developed on the Indonesia-Papua New Guinea border, especially in Sota, Merauke. The Indonesia-Papua New Guinea border to the south of Papua Island lies within the Wasur National Park area that houses a number of rare flora and fauna including ant nests, Musamus. Unfortunately, the development of ecotourism in the border area has not been too attractive to border crossers from Papua New Guinea and also domestic tourists. An effort was made in 2015 but failed. Three homestays were abandoned and the production of eucalyptus oil as one of the ecotourism products did not go well enough. In the meantime, Sota border tour is just a simple park run by local residents as a place of visit for those who want to see the country's borders.

In addition to kinship and customary affairs, people from Papua New Guinea cross Sota border for the purpose of trading, so do those in Indonesia-Papua New Guinea border in Skouw, Jayapura. In Sota, trade transactions occur very traditionally taking place in people's homes. It is the factor of trust and kinship that underlies this. They will only change the place of the transaction (home) if the goods ordered or searched are not there. While at Skouw, merchandise is held in the open at the side of the cross-border post. Data of immigration monitoring post shows that in a day there are about 460 people (Beritarayaonline.co.id 2017) crossing the border. These border crossers usually come in the morning or afternoon bringing produce from their territory and come back again in the afternoon or tomorrow after shopping with satisfaction in the Skouw market. Similarly, in Sota, every day approximately 300 people come there (Data of Border Immigration Sota Merauke 2016). Border crossers on the southern border of Papua are not as many as the ones in the northern border because the road condition in the south is not as good as in the north. The dirt road that connects the neighboring villages becomes very muddy during the rainy season when the river flows overly, too. However, it does not stop Papua New Guineans crossing state borders to shop for staple food. Carpentry and plantation tools also become their reason for coming. They sometimes carry their hunts such as kangaroos, cassowaries or antelope as well as some traditional spears and crafts for sale.

At present, a magnificent cross-border post has been erected in the village of Skouw, Muara Tami District, Jayapura. It stands across from Papua New Guinean crossing post in Wutung village, Sandaun province of Papua

New Guinea. The country's cross-border post was just inaugurated on May 2017 by the President of the Republic of Indonesia. The border of the Republic of Indonesia and Papua New Guinea has become a unique tourist attraction in the eastern part of Indonesia, especially in Papua. Meanwhile, the previously very simple border market has gained a better place in Indonesia's cross-border postal complex. According to the Head of the Border and Foreign Cooperation Bureau of the Provincial Government of Papua, approximately 200 Papua New Guinea residents visit markets located 300m from the Skouw cross country border to shop for daily necessities. Skouw market itself is only opened on Tuesday, Thursday and Saturday (MediaIndonesia.com 2017).

The embryo of economic activity in the form of such a traditional market may be developed as one of the border tourist attraction. Shopping tourism at borderline has been found in Serikin market in Malaysia, Padang Besar in Perlis, Malaysia and also along the Thai golden triangle of Thailand, Vietnam, and Cambodia. These places originated from simple traditional markets that developed into tourist attractions. Hong-gang et. al (2006) notes that border tourism can develop well if supported by the infrastructure improvement, facilitation of the free movement, improvement of communication and promotion of the alternative economy. Papua Governor Lukas Enembe said border crossers in Skouw totaled 166 thousand in 2016 where 90 percent are PNG citizens with a transaction value of Rp 25 billion (Beritarayaonline.co.id 2017).

Embrios for shopping border tourism also began to appear on the border of Indonesia Timor Leste in Belu, Nusa Tenggara Timor. Traditional markets have been built in border crossing areas at a number of points on the Belu-Bobonaro border such as in Motaain and Turiskan since 2003. Unfortunately, these trading activities were halted due to shootings in 2006. In 2014, Silawan Village chief tried again opening a traditional market in Motaain with very simple facilities on particular days. Very simple rules are applied in relation to permits and transactions. The permission to enter the border of the country is in the form of border crossing pass or a certificate issued by the village head and the transaction can be done using rupiah or dollar currency. This very simple market looks crowded and becomes a new economic magnet amid a lack of natural resources owned. There are approximately 50 traders who sell in a very simple market. Neither the kiosk nor the stalls are permanent. They sell from basic necessities such as rice, corn, clothing, kitchen/cooking utensils, over-the-counter medicines, to cell phones.

In 2015, the Motaain post-construction project began. In addition to serving immigration functions and supervising the entry and exit of goods and other administrative interests, the construction of this trans-boundary postal building also provides facilities for improving the economy of border residents. The existence of the market is expected to attract more people from Timor Leste to come to Indonesia to shop and travel. While Negot Boundary Post is planned to be completed by 2019.

On the Indonesia-Malaysia border on the island of Borneo, Temajuk Beach and the Bay of Melano become the foundation of border tourism that is quite attractive for tourists. However, the same natural potential has not been explored well enough on the border between Indonesia-Timor Leste and Indonesia-Papua New Guinea. Especially when the neighboring countries neither build border tourism nor supportive public facilities. It does not provide a solid foundation for cooperation in building border tourism areas. Beautiful beaches span along Indonesia and Timor-Leste border, but the social and economic conditions of citizens at the border are more attracted to their shopping tourism at the border. Similarly, the border between Indonesia and Papua New Guinea. Nature provides diverse and scarce flora and fauna, but the support of neighboring governments is still very limited to public facilities and border tourism. Economic and social conditions such as those found in the Indonesia-Timor-Leste framework tend to encourage economic necessity to be a key driver of border crossers. It is not impossible to develop and become an alternative border tourism potential considering the high transaction occurred in the region.

Attempts to push the border in order to have its own appeal are done by organizing an event or activity in a border tourist area. This kind of activity is organized with the intention to attract tourist visits to the border. Studies on event tourism or tourism are driven by certain events are not many. Article written by Donald Getz (2007) stated that the term event (s) tourism is not even widely used. Organizing an activity in a particular region initially refers only to a particular event or a particular event. But along with the increasing study of tourism management, then the activity can be shifted into the goal of tourism itself. Getz (2007) mentions 'event' is an important motivation of tourists and even becomes a major factor in the development and promotion of tourist areas.

A number of academicians have allegedly put events as part of a tourism destination. Getz (1991), Swarbrooke (1995) and Crouch and Ritchie (1999) laid out events as a form of tourism in addition to natural wealth and manmade buildings. While Alhemoud and Armstrong (1996) put the events as a form of man-made tourism. In the next development 'event tourism' is known as an integrated activity plan in the development and marketing of tourism. In addition to promoting events and attracting tourists, event tourism also serves as a catalyst (for urban renewal, improving infrastructure and destination tourism capacity), cultivating a positive goal image and contributing to the marketing of public places (including contributions to encourage better places to live, work and

invest), as well as turning on a particular tourist or area. The more activities held in the border area the higher the economic activity. The high level of economic activity is expected to encourage wider and more productive activities for local people who can ultimately improve their welfare.

In practice, the local government in Sambas has been organizing a Coastal Festival in Temajuk since 2012. The festival has successfully increased tourist arrivals to Temajuk in recent years and has even encouraged changes in the turtle ecosystem due to the shifting livelihoods of local people. The central government began to organize activities in the border areas to attract migrants and encourage better economic activities. Through the Ministry of Tourism, the Cross-border Festival is organized starting in 2016 at several border points, among others in Aruk, Sambas District, West Kalimantan bordering Malaysia, in Atambua, East Nusa Tenggara adjacent to Timor Leste, in Merauke and Skow bordering with Papua New Guinea. For the Ministry of Tourism of Indonesia, Cross-border Festival is expected to become a new generator to penetrate foreign tourists. Cross-border Festival itself is handled by the Deputy of Foreign Marketing Development which was then delegated to the Deputy of Indonesia Marketing Development.

Activities held at the Cross-border Festival include traditional dance performances, traditional culinary, a variety of competitions as well as music performances with a number of Indonesian artists from Jakarta. Slank, Chocolate, and Jamrud performing in the Cross-border Festival in Atambua in 2016. The festival is usually held for two to three days that succeeded to attract thousands of visitors from within the country as well as from neighboring countries. The same festival is also held at Skouw and Merauke in Papua. A number of artists from Jakarta were brought in accompanying a number of local cultural performances as well as some contests that include people around the border area. The festival is, in fact, able to encourage more people to attend the border. In addition to improving social and economic activity, this kind of activity can also drive investors to help develop border areas through event tourism.

The improvement of border tourism through the organization of cultural events is of course accompanied by increased cross-border surveillance services as well as public facilities. Good road access and cross-border postal infrastructure development by the state provide a wider opportunity for both local residents and neighboring citizens to come to visit and enjoy the Cross-border Festival in Indonesia.

Conclusion

Border tourism becomes one of alternative efforts to improve the people's welfare at the border. Typical borderlines in Indonesia are lagging regions which make it hard to transform them into attractive tourist destinations. This fact needs special policies and strategies along with physical development for public facilities. Changes in approaches in the border area management become the main key to the development of border areas that put the welfare of their communities as the main objectives.

A study of three Indonesian land borders by sampling on the Indonesia-Malaysia border in West Kalimantan, Papua-New Guinean border on Skouw and Belu and the Indonesian-Timor Leste border in Belu show that the physical, social and cultural conditions of each border have an impact on the development of border tourism. Thus drawing border tourism potential becomes important in order to establish border tourism foundation. The Indonesia-Malaysia border in Aruk shows good natural potential and opportunities for tourism collaboration between the two countries. The socio-economic conditions of neighboring countries allow the development of border tourism based on natural potential. While the Indonesian border in the east shows the contrary, in which natural potential has not been accompanied by socio-economic conditions. As a result, shopping tours become more feasible to be laid as the basis for border tourism. Cross border traffic driven more by the fulfillment of basic needs can be increased through the development of border market facilities that provide greater opportunities for economic players at the border.

In addition to the natural potential and economic potential offered by border areas, border tourism can also be encouraged through the organization of certain activities or events. Cross-border Festival and a number of cultural events organized by the central government and local governments to attract tourists to the border region. In addition to being a towing factor, organizing events on the border can be a particular branding for the region that can increase the selling value of the area to tourists. Thus, the event is wrapped in Cross-border Festival as a form of artificial tourist destination area development. Although it was only held once in two years, the festival showed a positive impact on the increase in tourist visits and strengthen the relationship between the local people of two neighboring countries.

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