

Community-Based Tourism Potential Development Strategy in Banjarmasin City: SWOT Analysis in Supporting Sustainable Tourism

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Abstract: The Banua Anyar area in Banjarmasin City is a river-based culinary tourism icon with distinctive Banjar cultural identity. This study aims to identify the potential and formulate a community-based culinary tourism development strategy for the area. Using a qualitative-descriptive approach, data were collected through observation, in-depth interviews, and documentation with eight informants (business actors and managers). A SWOT analysis was compiled into IFAS and EFAS matrices to determine the strategic position and formulate development strategies. Results indicate that Banua Anyar has dominant strengths in the uniqueness of traditional Banjar cuisine integrated with the river environment and a strategic location, but faces weaknesses in digital promotion, spatial planning, and supporting facilities. Based on the SWOT analysis, the most appropriate strategy is a Growth-Oriented Strategy (SO), which emphasizes leveraging strengths to capture opportunities through strengthening destination branding, enhancing digital promotion, and developing community-based facilities. Implementing this strategy is expected to develop Banua Anyar into a sustainable culinary tourism destination that contributes to improving the economic welfare of the local community.

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Introduction

Indonesia is an archipelagic nation with a rich diversity of natural, cultural, and biological resources, offering significant potential for tourism development. This diversity makes Indonesia a leading tourist destination, with distinct characteristics in each region. The tourism sector also contributes to national economic growth through increased Gross Domestic Product (GDP), foreign exchange earnings, and employment (Ministry of Tourism and Creative Economy of the Republic of Indonesia, 2023; United Nations World Tourism Organization, 2019).

The development of the tourism industry has pushed culinary tourism into a component in enhancing destination appeal. Culinary tourism not only serves to meet tourists' consumption needs but also serves as a medium to introduce local cultural identity and provide authentic experiences.



Regional cuisine is a crucial part of the tourism experience, strengthening the destination's image and enhancing visitor satisfaction (Ellis et al., 2018). Furthermore, gastronomy has been recognized as a crucial element in enhancing the competitiveness of tourist destinations globally (United Nations World Tourism Organization, 2022).

The development of culinary tourism is also closely linked to the concept of community-based tourism, an approach that positions communities as key actors in the management and development of tourist destinations. This approach is considered capable of improving community well-being while maintaining the sustainability of the local environment and culture (Goodwin & Santilli, 2009; Timothy & Boyd, 2003). In line with these developments, post-pandemic tourism trends are undergoing changes, marked by increased tourist preference for destinations that are safe, healthy, sustainable, and provide more personalized experiences. Digital transformation is also a crucial factor in supporting the development of the tourism sector in the modern era (Higgins-Desbiolles, 2024; Sigala, 2020).

South Kalimantan is a province with significant potential for developing culinary tourism based on local culture. Banjarmasin, the provincial capital, is known as the City of a Thousand Rivers, characterized by river tourism combined with a rich culinary heritage from Banjar. This potential is supported by the increasing number of tourist visits to South Kalimantan. Data from the South Kalimantan Provincial Tourism Office shows that the number of tourist visits increased from 7,869,846 in 2023 to 11,668,618 in 2024 and reached 15,581,889 in 2025. Banjarmasin also experienced an increase in tourist visits, from 1,541,896 in 2023 to 2,971,379 in 2025 (South Kalimantan Provincial Tourism Office, 2025).

One area with the potential to be developed as a culinary tourism destination is the Banua Anyar area, located on the banks of the Martapura River. This area offers a combination of culinary tourism and river panoramas with various Banjar specialties such as soto Banjar, yellow rice, ketupat kandangan, and various traditional snacks. Based on data from the Banjarmasin City Department of Culture, Youth, Sports, and Tourism, the number of tourist visits to the Banua Anyar area continues to increase, namely 1,128,056 domestic tourists in 2022, increasing to 1,583,582 tourists in 2023, and reaching 3,126,062 tourists in 2024. The number of international tourists also increased from 2,487 people in 2022 to 4,541 people in 2024 (Banjarmasin City Department of Culture, Youth, Sports, and Tourism, 2024).

Despite the increase in tourist visits, field observations indicate that the Banua Anyar area's potential has not been optimally managed. Visitor activity remains concentrated at a few culinary spots, while some businesses experience relatively low visitor numbers. Furthermore, the use of digital media as a promotional tool remains limited, the area's identity as a river-based culinary tourism destination has not been firmly established, and supporting facilities such as parking areas, environmental cleanliness, seating, and area planning still require improvement. These conditions indicate that the increase in tourist visits has not yet fully benefited all businesses and the surrounding community.

Based on these conditions, a development strategy is needed to optimize the potential of the Banua Anyar area through integrated involvement of the government, business actors, and the community. Analysis of internal and external factors is necessary to formulate an appropriate, sustainable, and community-based development strategy so that the Banua Anyar area can develop as a leading culinary tourism destination in Banjarmasin City. Therefore, this study aims to analyze the community-based tourism potential development strategy in the Banua Anyar culinary tourism area of Banjarmasin City.

Literature Review

Tourism is a travel activity undertaken by an individual or group of people to a specific location for recreation, self-development, or to explore the region's attractions. Law Number 10 of 2009 concerning Tourism explains that tourism is supported by various facilities and services provided by the government, local governments, businesses, and the community. Etymologically, the term "tourism" comes from Sanskrit, with "pari" meaning "to travel" and "wisata" meaning "journey." Therefore, tourism is defined as a journey from one place to another within a specific timeframe (Nazarudin, 2020; Rachmad et al., 2021).

Over time, culinary tourism has become a form of tourism that plays a crucial role in enhancing the attractiveness of destinations. Culinary tourism is no longer viewed solely as fulfilling tourists' consumption needs, but also as part of the tourism experience that reflects a region's cultural identity. Culinary tourism can build a destination's image through its distinctive dishes, presentation, and interactions between tourists and local communities (Ellis et al., 2018; Henderson, 2009). Beyond providing authentic experiences, culinary tourism also contributes to strengthening the local economy through the development of community-based businesses based on regional potential (Sims, 2009; United Nations World Tourism Organization, 2022).

The Banua Anyar area in Banjarmasin City is characterized by culinary tourism integrated with the Martapura Riverbanks. The presence of Banjar cuisine, such as soto Banjar, ketupat kandangan, nasi kuning (yellow rice), and various traditional snacks, are the area's main attractions. This demonstrates that culinary tourism can serve as a cultural representation and a key driver in the development of community-based tourism destinations.

Community-based tourism development is an approach that places the community at the center of the management and development of tourist destinations. This approach aims to improve community well-being through active participation in the planning, implementation, and evaluation of tourism activities, so that the resulting economic benefits can be felt sustainably by the local community (Goodwin & Santilli, 2009; Timothy & Boyd, 2003).

The success of community-based tourism development is influenced by several aspects, including community participation, cultural and environmental preservation, partnerships between stakeholders, and improving community economic well-being. Strong community participation will enhance a sense of ownership of the destination, thus encouraging people to preserve the local environment and culture (Tasci et al., 2021; Tasci & Milman, 2022). Furthermore, destination sustainability also depends on the ability to maintain a balance between economic growth, cultural preservation, and environmental protection (Hall, 2019; Higgins-Desbiolles, 2024; United Nations World Tourism Organization, 2019).

Tourism destination development also requires strong partnerships between government, business actors, communities, academics, and the private sector. A collaborative governance approach emphasizes the importance of coordination and role-sharing between stakeholders in destination management, thereby creating effective, transparent, and sustainable governance (Dodds & Butler, 2019; Dredge, 2022; Hall, 2022).

A SWOT analysis is a strategic planning method used to identify internal factors, including strengths and weaknesses, and external factors, including opportunities and threats. This analysis aims to produce a strategy that maximizes strengths and opportunities while minimizing weaknesses and threats in the development of an organization or tourist destination (Gurel & Tat, 2017; Helms & Nixon, 2010; Ranguti, 2016).

In tourism destination development, SWOT analysis is widely used to evaluate the existing conditions of an area and determine development strategies appropriate to its characteristics. By identifying internal and external factors, destination managers can formulate more effective strategies to improve competitiveness, service quality, promotion, and tourism area management (Nazarudin, 2020).

In this study, a SWOT analysis was used to identify strengths, weaknesses, opportunities, and threats in the development of the Banua Anyar culinary tourism area in Banjarmasin City. The results of this identification will then serve as the basis for developing a community-based tourism development strategy that is expected to increase the destination's competitiveness while providing sustainable economic, social, and cultural benefits.

Method

This study employed a qualitative, descriptive approach. This approach was chosen to gain a deeper understanding of the potential, existing conditions, problems, and strategies for developing community-based culinary tourism in the Banua Anyar Culinary Tourism Area, Banjarmasin City. This approach allows researchers to explore phenomena based on natural conditions through the interpretation of data obtained in the field (Creswell & Poth, 2018; Denzin & Lincoln, 2018).

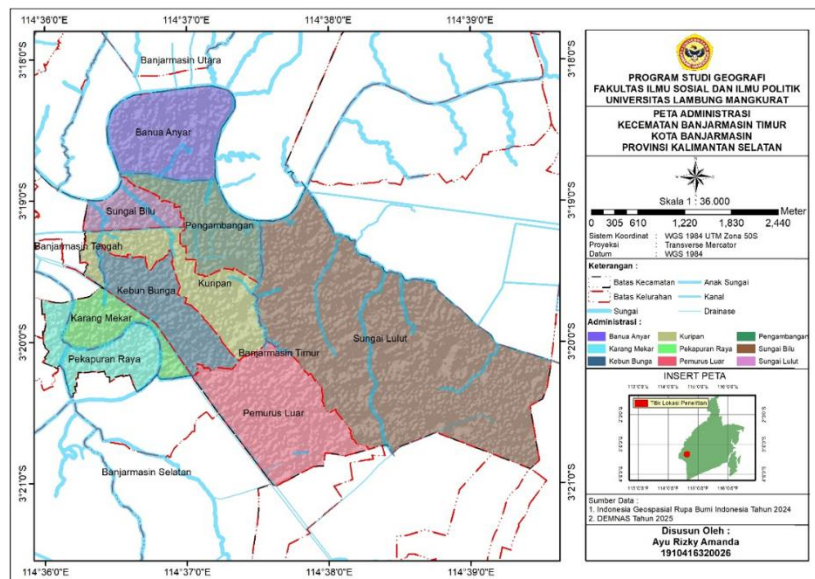


Figure 1 Research Location Map

Source: Secondary Data Analysis 2025

The research was conducted in the Banua Anyar Culinary Tourism Area, East Banjarmasin District, Banjarmasin City, South Kalimantan Province. The research location was chosen because it is a typical Banjar culinary area with significant potential to support the development of the community-based tourism sector.

Research informants were determined using purposive sampling techniques, which were then developed using snowball sampling. Purposive sampling was used to select informants who met the research criteria, while snowball sampling was conducted by asking the initial informant for recommendations for subsequent informants until the information obtained reached data saturation (Sugiyono, 2019). The informants in this study numbered eight people, consisting of culinary entrepreneurs, area managers, and parties directly involved in the development of the Banua Anyar culinary tourism area. The determination of the number of informants was based on the achievement of data saturation, namely when the information obtained showed a recurring pattern and no significant new information was found.

Data collection was conducted through observation, in-depth interviews, and documentation. Observations were used to obtain an overview of the area's physical condition, facilities and infrastructure, tourism activities, and culinary business characteristics. Structured interviews were conducted with informants to obtain information on culinary tourism potential, challenges faced, community participation, and area development strategies. Documentation was used as supporting data, including government documents, tourist visit statistics, activity photos, and various documents related to culinary tourism development. In qualitative research, the researcher acts as the primary instrument (human instrument) whose role is to determine the research focus, collect data, analyze data, and draw research conclusions (Saswili, 2023).

Data analysis was conducted using a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis to identify internal and external factors influencing the development of the Banua Anyar culinary tourism area. Internal factors include strengths and weaknesses, while external factors include opportunities and threats (Gurel & Tat, 2017; Rangkuti, 2016). The identification of these factors was then compiled into an Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS) matrix to determine the strategic position of the tourism area development (Helms & Nixon, 2010).

Data from observations, interviews, and documentation were analyzed through the stages of data reduction, data presentation, and conclusion drawing as proposed by Miles, Huberman, and Saldaña (Miles et al., 2019). The results of the SWOT analysis were then used as the basis for formulating a

community-based culinary tourism development strategy that aligns with the actual conditions of the Banua Anyar Culinary Tourism Area in Banjarmasin City (Nazarudin, 2020).

Results and Discussion

Identification of the Potential of the Banua Anyar Culinary Tourism Area in Banjarmasin City

The Banua Anyar Culinary Tourism Area is a culinary destination located on the banks of the Martapura River in East Banjarmasin District, Banjarmasin City. This area has unique characteristics compared to other culinary areas because it combines culinary tourism with river tourism, an icon of Banjarmasin City. Besides being accessible by land, this area is also a stopover point for river cruises, adding value as a cultural and river-based tourism destination. This condition makes Banua Anyar have great potential to be developed as a community-based culinary tourism destination.

The potential for development in the area is also supported by the increasing number of tourist visits in recent years. Based on data from the Banjarmasin City Department of Culture, Youth, Sports, and Tourism, the number of domestic tourists visiting the Banua Anyar Culinary Tourism Area increased from 1,128,056 people in 2022 to 1,583,582 people in 2023, then increased significantly to 3,126,062 people in 2024. The number of foreign tourists also increased from 2,487 people in 2022 to 4,541 people in 2024. This increase indicates that the Banua Anyar area is increasingly known as one of the culinary tourism destinations in Banjarmasin City and has good prospects for continued development (Banjarmasin City Department of Culture, Youth, Sports, and Tourism, 2024).

Figure 2. Gate to the Banua Anyar Culinary Tourism Area

Observations show that the main attraction of the Banua Anyar area lies in the diversity of typical



Banjar cuisine, which is still maintained by the local community. Various traditional dishes such as soto Banjar, nasi kuning, ketupat kandangan, haruan masak habang, and various Banjar wadai (rice cakes) have become the area's identity, distinguishing it from other culinary destinations. In addition to offering distinctive flavors, most businesses still maintain traditional food processing methods, providing an authentic culinary experience for tourists. This condition aligns with the concept of culinary tourism, which places local food as part of the tourist experience and cultural identity of a region (UNWTO, 2022) (Goodwin & Santilli, 2009).

In addition to its culinary potential, the Banua Anyar area offers advantages in terms of accessibility and amenities. Its location on the banks of the Martapura River allows tourists to access the area via land transportation or river transportation using jukung (traditional small boats). Observations also revealed that the area is supported by various facilities, such as dining areas, a child-friendly integrated public space (RPTRA), a souvenir center, a parking area, and open spaces used as tourist gathering places. However, several supporting facilities still require improvement, particularly regarding environmental cleanliness, area planning, and the provision of more equitable supporting facilities at each culinary business location.

The services provided by businesses also contribute to the development of tourism areas. Most businesses offer friendly service to tourists and create a distinctive Banjar atmosphere through the performance of panting music at several locations. These cultural elements not only enhance tourist comfort but also strengthen the area's identity as a culinary destination based on local culture.

Table 1. Potential of the Banua Anyar Culinary Tourism Area

Potential Aspects	Identification Results
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<i>Attraction</i>	Typical Banjar cuisine, panorama of the Martapura River, atmosphere of the river area
<i>Accessibility</i>	Accessible by land and river transportation
<i>Amenities</i>	Dining area, RPTRA, souvenir center, parking area, tourism support facilities
<i>Hospitality</i>	Friendliness of business owners, service to tourists, panting music entertainment

Based on Table 1, the main attraction of the Banua Anyar area stems from the diversity of Banjar culinary specialties still preserved by the local community. Various traditional dishes such as soto Banjar, nasi kuning (yellow rice), ketupat kandangan (rice cake made from rice), haruan masak habang (a type of rice cake made from rice), and various Banjar wadai (traditional cakes) are the area's main draws. Furthermore, the panoramic views of the Martapura River, combined with culinary activities, provide a unique tourist experience compared to other culinary destinations in Banjarmasin.

In terms of accessibility, the Banua Anyar area offers easy access by land and river. The availability of river transportation using jukung boats is one of the advantages that strengthens the area's character as part of Banjarmasin City's river tourism. Meanwhile, in terms of amenities, the area is supported by various facilities such as dining areas, a child-friendly integrated public space (RPTRA), a souvenir center, a parking area, and open spaces for tourists to utilize. In terms of hospitality, businesses demonstrate a friendly attitude towards visitors, and several businesses also provide panting music entertainment as part of the tourist experience.

In addition to identifying regional potential, this study also identified 14 culinary businesses in the Banua Anyar area. The assessment was based on three indicators: business attractiveness, digital media utilization, and supporting facilities.

Table 2. Summary of Culinary Business Identification Results

Indicator	Fulfil	Does not meet the	Percentage Fulfilled (%)
Business attraction	11	3	78.6
Digital media	4	10	28.6
Facility	11	3	78.6

Based on Table 2, the business attractiveness indicator achieved a compliance rate of 78.6%. These results indicate that most businesses have been able to present culinary products that are unique and reflect Banjar cultural identity. The diversity of menus served is one of the region's main strengths in attracting tourists.

For the digital media indicator, the compliance rate was only 28.6%. This finding indicates that most businesses still rely on conventional promotional methods and have not yet optimally utilized social media and digital platforms. This low utilization of digital technology has the potential to limit the reach of regional promotions, making it a weakness that requires attention in development strategies.

Meanwhile, the facility indicator achieved a compliance rate of 78.6%. Most businesses have provided adequate basic facilities for visitors, although some businesses still face limitations in supporting facilities such as parking areas, environmental cleanliness, seating, and other public facilities. Therefore, continuous improvement of the area's facilities is necessary to enhance tourist comfort and strengthen the competitiveness of the Banua Anyar culinary tourism area.

Overall, the research results indicate that the Banua Anyar Culinary Tourism Area has significant potential for development as a community-based culinary tourism destination. This potential is supported by the diversity of Banjar culinary specialties, its strategic location on the banks of the Martapura River, good accessibility, and relatively adequate supporting facilities. However, the area's development still faces several obstacles, particularly in digital promotion and the equitable distribution of facility quality. Therefore, a development strategy that can optimize the area's full potential is needed.

SWOT Analysis of Community-Based Culinary Tourism Development

A SWOT analysis was conducted to identify internal and external factors influencing the development of the Banua Anyar Culinary Tourism Area as a community-based tourism destination. This analysis was compiled based on observations, interviews, documentation, and the identification of the area's potential, as outlined in the previous subchapter. The results of the SWOT analysis serve as the basis for determining the area's development position and formulating strategies appropriate to actual conditions on the ground.

Table 3. IFAS Matrix (Internal Factor Analysis Summary)

No	Internal Factors	Weight	Rating	Score
1	The uniqueness of Banjar culinary specialties	0.15	4	0.60
2	Strategic location on the banks of the river	0.10	3	0.30
3	Active Community Participation	0.15	4	0.60
4	Affordable culinary prices	0.10	3	0.30
Total Strength		0.50		1.80
5	Limited supporting facilities	0.15	2	0.30
6	Promotion is not yet optimal	0.10	2	0.20
7	The area planning is not yet optimal	0.15	2	0.30
8	Waste management is not yet optimal	0.10	2	0.20
Total Weakness		0.50		1.00
Internal Factor SW = 1.80 – 1.00				+0.80

Based on Table 3, the total strength score is 1.80, while the total weakness score is 1.00, resulting in a S–W value of +0.80. This positive value indicates that the Banua Anyar Culinary Tourism Area has strong internal conditions for development. The area's main strengths lie in the uniqueness of Banjar culinary specialties that serve as the destination's identity, its strategic location on the banks of the Martapura River, active community participation in culinary business activities, and relatively affordable product prices. These factors are the main capital in supporting the development of community-based tourism.

However, the study also identified several weaknesses that still require attention. Supporting facilities in the tourist area are still inadequate, particularly regarding visitor comfort. Furthermore, area promotion is still dominated by conventional methods, resulting in suboptimal use of digital media. Area planning and waste management also require improvements to improve the quality of the tourist environment and increase visitor satisfaction.

Table 4. EFAS Matrix (External Factor Analysis Summary)

No	External Factors	Weight	Rating	Score
1	The culinary tourism trend is increasing	0.20	4	0.80
2	Local government support	0.15	3	0.45
3	Social media as a means of promotion	0.15	4	0.60
Total Opportunity		0.50		1.85
4	Competition with other culinary destinations	0.20	2	0.40
5	Environmental conditions of river banks	0.15	2	0.30
6	Fluctuations in the number of tourists	0.15	2	0.30
Total Threat		0.50		1.00
External Factor OP = 1.85 – 1.00				+0.85

The results of the external factor analysis show that the total opportunity score is 1.85, while the total threat score is 1.00, resulting in an O–T value of +0.85. These results indicate that the external environment provides greater opportunities than threats in supporting the development of the Banua Anyar Culinary Tourism Area.

These opportunities are supported by the growing trend of culinary tourism, local government support for tourism sector development, and the growth of social media, which can be used as a promotional tool for destinations. On the other hand, the region also faces several threats, such as competition with other culinary destinations, the environmental conditions of riverbanks requiring ongoing attention, and fluctuations in tourist numbers that can impact the sustainability of local culinary businesses.

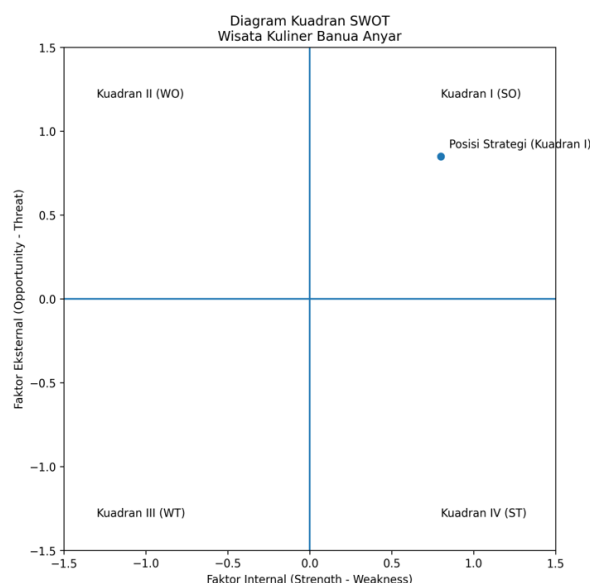


Figure 3. SWOT Quadrant Diagram of the Banua Anyar Culinary Tourism Area

Based on the analysis of internal and external factors, the Banua Anyar Culinary Tourism Area is in Quadrant I (Strength–Opportunity) with coordinates (0.80; 0.85). This position indicates that the area has more dominant internal strengths than weaknesses and greater external opportunities than threats. This condition indicates that the area is in a supportive situation for development through a growth strategy (*growth-oriented strategy*), namely a strategy that is oriented towards utilizing all internal strengths to optimize available opportunities.

These findings demonstrate that the uniqueness of Banjar cuisine, its strategic location on the banks of the Martapura River, and community involvement are key assets in developing a community-based culinary tourism destination. Furthermore, increasing tourist interest in culinary tourism, government support, and the development of digital technology present opportunities that can be leveraged to enhance the region's competitiveness. However, several weaknesses, such as suboptimal digital promotion, limited supporting facilities, and environmental management, still require attention to ensure sustainable development of the region.

Based on this position, the development of the Banua Anyar Culinary Tourism Area needs to be directed toward a strategy that leverages strengths to seize opportunities while minimizing weaknesses and anticipating threats. The formulation of a development strategy based on a combination of Strengths, Weaknesses, Opportunities, and Threats is presented in the next subchapter.

Community-Based Tourism Potential Development Strategy

The SWOT analysis results indicate that the Banua Anyar Culinary Tourism Area is in Quadrant I (Strength–Opportunity), so the recommended strategy is a growth-oriented strategy. This strategy is oriented towards utilizing internal strengths to optimize external opportunities to increase the area's competitiveness as a sustainable community-based culinary tourism destination. Based on the SWOT matrix analysis results, development strategies that can be implemented include SO, WO, ST, and WT strategies as presented in Table 5.

Table 5. SWOT Strategy Matrix for the Development of the Banua Anyar Culinary Tourism Area

Strategy	Strategy Formulation
SO (Strength–Opportunity)	Developing digital promotions by highlighting the uniqueness of Banjar culinary specialties as the identity of the tourist area.
	Integrating culinary tourism with Martapura River cruise as an integrated tour package.

WO (Weakness–Opportunity)	Increasing the capacity of MSMEs through digital marketing training and improving service quality.
	Improving the quality of supporting facilities in the area through government support and collaboration with the community.
ST (Strength–Threat)	Strengthening the branding of the Banua Anyar Culinary Tourism Area as a river-based Banjar culinary destination.
	Organize Banjar culinary and cultural festivals regularly to increase the competitiveness of the destination.
WT (Weakness–Threat)	Improving the sustainable management of cleanliness and environmental areas.
	Strengthening coordination between the government, community and business actors in managing tourism areas.

Based on the SWOT matrix, the Strength–Opportunity (SO) strategy is the primary strategy in developing the Banua Anyar Culinary Tourism Area. This strategy leverages the region's strengths, including the diversity of Banjar culinary specialties, its strategic location on the banks of the Martapura River, active community participation, and affordable culinary prices, to capitalize on the growing culinary tourism trend and the development of digital media. Digital promotion through social media, websites, and tourism platforms needs to be optimized to ensure information about the area reaches a wider audience. Furthermore, developing tour packages that integrate culinary tourism with river cruises can provide a more engaging experience and enhance the destination's appeal.

The Weakness–Opportunity (WO) strategy aims to address internal weaknesses by capitalizing on available opportunities. The low utilization of digital media by businesses can be addressed through digital marketing training, social media management, and assistance in developing promotional content. Furthermore, local government support can be leveraged to improve the quality of area facilities, such as parking areas, sanitation, public spaces, information boards, and area planning to provide greater comfort for tourists.

The Strength–Threat (ST) strategy aims to leverage regional strengths to address various external threats. The uniqueness of Banjarese cuisine and the character of the area along the Martapura River need to be strengthened through consistent destination branding to compete with other culinary tourism destinations. This identity strengthening can be supported by holding culinary festivals, Banjarese cultural performances, and promoting local products that involve the community as key actors. This strategy is expected to improve the region's image while maintaining tourist interest.

Meanwhile, the Weakness–Threat (WT) strategy focuses on minimizing weaknesses while mitigating the impact of threats facing the area. Riverbank cleanliness and environmental management need to be improved through the provision of waste management facilities, education for the public and tourists, and regular cleaning activities. Furthermore, coordination between local governments, businesses, the community, and various stakeholders needs to be strengthened to ensure integrated and sustainable management of the area.

Overall, the resulting development strategy demonstrates that the success of the Banua Anyar Culinary Tourism Area depends not only on the potential of its resources but also on the ability of all stakeholders to build collaboration, improve service quality, strengthen digital promotion, and preserve the local environment and culture. Implementation of this strategy is expected to increase the destination's competitiveness, strengthen the local economy, and support the realization of sustainable tourism in Banjarmasin City.

Conclusion

The research results show that the Banua Anyar Culinary Tourism Area has great potential to be developed as a community-based culinary tourism destination due to its rich Banjar culinary heritage, strategic location on the banks of the Martapura River, and the increasing number of tourist visits in recent years. A SWOT analysis shows that the area's strengths and opportunities can be optimized by strengthening the destination's identity, improving the quality of supporting facilities, utilizing digital media as a promotional tool, and strengthening collaboration between the government, businesses, and the community. A development strategy based on community participation is considered capable of increasing the area's competitiveness while providing sustainable economic, social, and cultural benefits.

This study has limitations because it was only conducted in one culinary tourism area with a limited number of informants, so the results cannot be generalized to all culinary tourism destinations in Banjarmasin City or other regions. Furthermore, the analysis used focused on the SWOT approach, so it did not combine other strategic analysis methods to obtain more comprehensive results. Future research is recommended to expand the scope of the research location, involve more stakeholders, and combine the SWOT analysis with methods such as AHP, QSPM, or quantitative approaches so that the resulting strategy has a more measurable level of priority. Practically, the results of this study can provide input for local governments, area managers, and business actors in formulating policies, improving the quality of infrastructure and services, strengthening digital promotion, and developing community empowerment programs to realize the Banua Anyar Culinary Tourism Area as a competitive and sustainable culinary tourism destination.

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