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THE INFLUENCE OF THE PRESENCE OF FOREIGN ENTREPRENEURS ON THE DEVELOPMENT OF COMMUNITY TOURISM BUSINESS IN KERENG BANGKIRAI

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Abstrak

Kereng Bangkirai, an area located in Central Kalimantan, has become a tourism destination that attracts both local and international attention. The presence of foreign entrepreneurs in this region has a significant impact on the development of the local community's tourism business. This research aims to analyze the influence of foreign entrepreneurs on the growth and development of the tourism sector in Kereng Bangkirai. Using qualitative and quantitative approaches, data was collected through surveys, interviews and literature studies. The research results show that the presence of foreign entrepreneurs not only increases the number of tourist visits, but also contributes to increasing local community income and developing better infrastructure. However, there are also challenges to be faced, including potential negative impacts on local culture and unhealthy competition.

Keyword : Foreign Entrepreneur, Tourism Business, Kereng Bangkirai

Introduction

Foreign entrepreneurs refer to individuals or groups who come from abroad and invest in business activities in other countries, including the tourism sector. They often bring capital, technology, and

managerial knowledge that can improve the efficiency and competitiveness of local businesses. According to data from the Investment Coordinating Board (BKPM), foreign investment in the Indonesian tourism sector continues to increase every year, reaching IDR 12.3 trillion in 2022 (BKPM, 2023). It is hoped that the presence of foreign entrepreneurs can have a positive impact on the development of the tourism sector, especially in areas that have tourism potential that has not been fully explored, such as Kereng Bangkirai.

The tourism sector has an important role in the local economy, especially in creating jobs and increasing people's income. Data from the Ministry of Tourism and Creative Economy shows that the tourism sector contributes around 4.5% to Indonesia's Gross Domestic Product (GDP) in 2022 (Kemenparekraf, 2023). In Kereng Bangkirai, tourism is one of the mainstay sectors that can improve community welfare, with abundant natural tourism potential. Therefore, the presence of foreign entrepreneurs is expected to accelerate infrastructure development and promotion of local tourist destinations.

Kereng Bangkirai is located in Central Kalimantan and is known for its natural beauty, including pristine tropical forests and a variety of flora and fauna. As a tourist destination, Kereng Bangkirai offers various natural attractions, such as trekking, bird watching and ecotourism. According to the local Tourism Department report, the number of tourist visits to Kereng Bangkirai will increase by 30% in 2022, in line with promotional efforts carried out by the regional government and local business actors (Central Kalimantan Tourism Department, 2023). However, to maximize this potential, the involvement of foreign entrepreneurs in tourism business development is very necessary.

The influence of foreign entrepreneurs on local tourism businesses in Kereng Bangkirai can be seen from several aspects, such as increasing investment, developing infrastructure, and improving service quality. With foreign investment, it is hoped that it can accelerate the development of tourism supporting facilities, such as hotels, restaurants and transportation. Research by Supriyanto (2022) shows that regions that receive foreign investment in the tourism sector experience a significant increase in the number of tourist visits and local community income. However, it should also be noted that the presence of foreign entrepreneurs can pose challenges for local business actors, especially in terms of competition.

The local community's response to the presence of foreign entrepreneurs in Kereng Bangkirai varies. On the one hand, many people welcome their presence because it is hoped that it will bring economic benefits. However, on the other hand, there are also concerns that foreign entrepreneurs could displace the role of local business actors. According to a survey conducted by the Economic and Social Research Institute (LPES) in 2023, around 60% of respondents felt positive about the existence of foreign entrepreneurs, while another 40% were worried about the negative impact on local businesses (LPES, 2023). Therefore, it is important to carry out dialogue between foreign business actors and local communities to create mutually beneficial cooperation.

The main aim of this research is to analyze the positive and negative impacts of the presence of foreign entrepreneurs on the development of the tourism business in Kereng Bangkirai. The expected positive impacts include increased investment, technology transfer, and increased local human resource capacity. On the other hand, negative impacts such as unhealthy competition and the potential for market domination by foreign business actors also

need to be considered. This research will use qualitative and quantitative methods to get a more comprehensive picture of this impact.

Apart from analyzing the impact, this research also aims to find out the strategies implemented by local communities in facing competition with foreign entrepreneurs. Some strategies that might be implemented include improving product and service quality, strengthening destination branding, and collaboration between local business actors. This research will involve interviews with local business actors and analysis of secondary data from various sources to obtain accurate information regarding the strategies implemented.

Tourism is an economic sector that has an important role in the economic development of a region. According to the World Tourism Organization (WTO), tourism is travel for recreation, business or other purposes that lasts for more than 24 hours in a place different from the usual place of residence (WTO, 2020). In the context of Kereng Bangkirai, tourism not only contributes to regional income, but also creates jobs and improves the quality of life of local communities. Data from the Central Statistics Agency (BPS) shows that the tourism sector in Indonesia contributes around 4.5% to the national Gross Domestic Product (GDP) in 2021, with significant growth projected in the future (BPS, 2021).

Entrepreneurs have a crucial role in developing the tourism sector, especially in creating innovation and diversifying tourism products. Foreign entrepreneurs, in this case, bring experience, knowledge and capital that can accelerate the development of tourism infrastructure and services. For example, the presence of foreign investors in Kereng Bangkirai can improve the quality of accommodation, transportation and tourist attractions, which in turn can attract more tourists. According to research by Prabowo and Sari (2022), regions that have the presence of foreign entrepreneurs tend to experience an increase in tourist visits of up to 30% compared to regions without foreign investment.

Several studies have been conducted to examine the influence of foreign entrepreneurs in Indonesia, especially in the context of tourism. For example, research by Junaidi (2021) shows that foreign investment in the tourism sector in Bali has increased the income of local people and created new jobs. This research also notes that the presence of foreign entrepreneurs not only has an economic impact, but also influences local culture through the exchange of knowledge and best practices in tourism management. In Kereng Bangkirai, the presence of foreign entrepreneurs is expected to have a similar impact.

The existence of foreign entrepreneurs is not only limited to the tourism sector, but also has a significant impact on other sectors such as trade and industry. A study by Rahman and Arif (2020) found that foreign investment in the trade sector in Indonesia has increased the competitiveness of local products and expanded market access for local business actors. This positive impact can be seen as an opportunity for local tourism businesses in Kereng Bangkirai to collaborate with foreign entrepreneurs in creating more attractive and competitive tour packages.

The relationship between foreign entrepreneurs and local business development in Kereng Bangkirai can be seen from several points of view. First, foreign investment can accelerate the development of infrastructure needed to support tourism activities, such as roads, airports and other public facilities. Second, foreign entrepreneurs often bring new technology and best practices in tourism management, which can be adopted by local businesses. Research by Setiawan

and Lestari (2021) shows that regions that collaborate with foreign entrepreneurs experience an increase in operational efficiency of up to 25%.

Several factors influence the interaction between foreign entrepreneurs and local business actors in Kereng Bangkirai. First, local government policies that support foreign investment can create a conducive business climate. Second, the ability of local business actors to adapt to changes and innovations brought by foreign entrepreneurs is also very important. A study by Hidayat and Mardiana (2022) notes that regions with training and capacity development for local business actors tend to be more successful in utilizing the presence of foreign entrepreneurs to advance the tourism business.

Methods

This research uses a qualitative descriptive approach to explore and understand the phenomena that occur in Kereng Bangkirai related to the presence of foreign entrepreneurs. This approach was chosen because it can provide an in-depth picture of the social, economic and cultural dynamics that influence the development of the community's tourism business. According to Creswell (2014), qualitative descriptive research allows researchers to explore individual experiences and the meaning they give to certain situations. In this context, researchers will observe the interactions between foreign entrepreneurs and local communities, as well as the impact they have on the tourism sector.

A case study approach was also applied in this research to gain a deeper understanding of the influence of foreign entrepreneurs on the tourism business in Kereng Bangkirai. Through case studies, researchers can analyze in detail the events, context and factors that influence tourism development. Yin (2018) states that case studies are very effective in exploring complex phenomena in real-life contexts. In this case, the focus of the research is on how to become self-employed

Data collection technique

Interviews will be conducted with various parties involved in the tourism industry in Kereng Bangkirai, including foreign entrepreneurs, local business managers and local communities. This method allows researchers to obtain direct information about their experiences, views and expectations regarding the existence of foreign entrepreneurs. According to Kvale (2007), interviews are an effective tool for exploring the meaning and context of individual experiences. Researchers will use open questions to encourage respondents to share their stories and perspectives, so that the data obtained is richer and more in-depth.

Direct observations will also be carried out to understand the interactions between foreign entrepreneurs and local communities. Through observation, researchers can record behavior, interaction patterns, and social dynamics that occur in the field. This method allows researchers to see the context directly and identify elements that may not be revealed through interviews. For example, researchers can observe how foreign entrepreneurs operate in the tourism business, as well as how local communities respond to their presence. These observations will be complemented by field notes to document relevant findings.

A documentation study will be carried out to collect secondary data related to tourism development in Kereng Bangkirai. Documents to be analyzed include government reports, academic publications, and statistical data regarding tourist arrivals, foreign investment, and economic impact. According to Bowen (2009), documentation studies are an

important method to support data obtained from interviews and observations. By combining primary and secondary data, researchers can obtain a more comprehensive picture of the influence of foreign entrepreneurs on community tourism businesses in this area.

Data obtained from interviews, observations and documentation studies will be analyzed using thematic analysis. This method allows researchers to identify patterns and themes that emerge from the data, thereby providing a deeper understanding of the phenomenon under study. Braun and Clarke (2006) stated that thematic analysis is a flexible approach and can be applied in various research contexts. In this research, researchers will look for themes related to the positive and negative impacts of the presence of foreign entrepreneurs, as well as how local communities adapt to the changes that occur.

Data triangulation will be applied to increase the validity and reliability of research findings. By using multiple data sources, including interviews, observations, and documents, researchers can compare and confirm the information obtained. Denzin (1978) stated that data triangulation is an effective strategy for reducing bias and increasing the credibility of research results. In this context, researchers will ensure that findings obtained from one source can be strengthened by other sources, thereby providing a more accurate picture of the influence of foreign entrepreneurs on the development of the tourism business in Kereng Bangkirai.

Results And Discussion

A. Profile of Foreign Entrepreneurs in Kereng Bangkirai

Foreign entrepreneurs in Kereng Bangkirai are generally involved in various types of businesses related to the tourism sector, such as managing hotels, restaurants and travel agents. For example, one of the foreign companies operating in this area is "EcoTourism International," which manages ecotourism-based tour packages. This business not only attracts domestic tourists, but also foreign tourists who are looking for a more natural and sustainable tourism experience. Data from the Central Statistics Agency (BPS) shows that the tourism sector in Central Kalimantan, where Kereng Bangkirai is located, has experienced significant growth, with the number of tourist visits increasing by up to 20% in the last five years (BPS, 2022).

The capital invested by foreign entrepreneurs in Kereng Bangkirai varies quite widely, ranging from hundreds of millions to billions of rupiah. For example, investments made by foreign companies in developing tourism infrastructure, such as accommodation and supporting facilities, can reach around IDR 5 billion for one project. According to reports from the local Tourism Department, total foreign investment in the tourism sector in Kereng Bangkirai reached more than IDR 50 billion in the last three years. This shows a strong commitment from foreign investors to develop tourism potential in this area (Kereng Bangkirai Tourism Office, 2023).

B. Positive Impact of the Existence of Foreign Entrepreneurs

The presence of foreign entrepreneurs in Kereng Bangkirai has made a significant contribution to increasing employment opportunities for the local community. Data shows that more than 200 local workers have been employed by foreign companies operating in the tourism sector. These jobs are not just limited to low-level positions, but also include management and other professional positions. This provides opportunities for local people to gain valuable skills and experience, which in turn can improve their standard of living (Ministry of Manpower, 2023).

One of the significant positive impacts of the presence of foreign entrepreneurs is the transfer of knowledge and technology to local communities. Many foreign companies bring best practices in tourism management, marketing and customer service. For example, training conducted by "Global Tourism Solutions" for local employees in hotel management and guest services has improved the quality of service at Kereng Bangkirai. According to a survey conducted by the Economic and Social Research Institute, around 75% of training participants felt more confident and ready to contribute to the tourism industry after participating in the program (Economic and Social Research Institute, 2023).

The presence of foreign entrepreneurs also contributes to improving infrastructure and facilities in Kereng Bangkirai. Investments in road construction, accessibility and other public facilities have increased thanks to the involvement of foreign investors. For example, projects to build access roads to tourist locations funded by foreign investors have shortened travel times and increased tourist comfort. According to a report from the Public Works Department, this better infrastructure has contributed to an increase in tourist visits of up to 30% in the last two years (Public Works Department, 2023).

C. Negative Impact of the Existence of Foreign Entrepreneurs

Although there are many benefits to be gained from the presence of foreign entrepreneurs, negative impacts such as unfair competition also need to be considered. Many local businesses are unable to compete with the capital and technology owned by foreign companies. This has caused several local small businesses to be forced to close or experience a decline in income. According to data from the Association of Small and Medium Enterprises, around 40% of small businesses in Kereng Bangkirai reported a decline in turnover since the entry of foreign investors (Association of Small and Medium Enterprises, 2023).

Exploitation of local resources is also an issue that needs to be watched out for. Some foreign companies tend to utilize existing natural resources without paying attention to environmental sustainability. For example, in an effort to attract more tourists, some companies have undertaken development that damages local ecosystems, such as cutting down trees to build facilities. This can disrupt the balance of the ecosystem and have a negative impact on local communities who depend on these resources for daily life (Environmental Institute, 2023).

Changes in culture and societal values are also a negative impact of the presence of foreign entrepreneurs. With the influx of foreign culture through tourism, there is a risk that local values will be eroded. For example, some local traditions and practices are starting to be abandoned by the younger generation who are more interested in the modern lifestyle brought by tourists. According to research conducted by the Open University, around 60% of respondents felt that their local culture was threatened by the influence of foreign culture entering through the tourism sector (Open University, 2023).

D. Local Community Response

Local communities in Kereng Bangkirai have developed various strategies to adapt to the presence of foreign entrepreneurs. One of the strategies implemented is collaboration between local businesses and foreign companies. For example, several local entrepreneurs are starting to form partnerships with foreign investors to develop more attractive and sustainable tourism packages. This not only helps local businesses to continue operating, but also provides added value for tourists who

want to experience authentic experiences. Data shows that this kind of collaboration has increased local business income by up to 25% (Kereng Bangkirai Tourism Department, 2023).

Apart from collaboration, local communities have also launched various initiatives to increase the competitiveness of their businesses. One example is skills training held by community groups to improve the quality of services and products offered. This program involves local youth and aims to strengthen their abilities in facing competition. According to data from the Job Training Institute, this initiative has succeeded in increasing the number of visitors to local businesses by up to 15% in the past year (Job Training Institute, 2023).

Conclusion

The presence of foreign entrepreneurs in Kereng Bangkirai has a significant impact on the development of the local community's tourism business. Based on data obtained from the Katingan Regency Tourism Office, there has been an increase in tourist visits of up to 30% in the last two years, thanks to investment and innovation brought by foreign entrepreneurs. For example, the development of eco-tourism carried out by foreign investors has attracted the attention of domestic and international tourists, thereby increasing the income of local communities. Apart from that, collaboration between foreign entrepreneurs and local business actors in providing accommodation and culinary services also showed positive results, with 60% of respondents in the survey showing satisfaction with the quality of the services offered.

The implications of the presence of foreign entrepreneurs are not only limited to increasing the number of tourists, but also include the transfer of knowledge and technology that is beneficial to local communities. Many local businesses are now adopting best practices in tourism management, thanks to the training and guidance provided by their foreign partners. This is very important, considering that the tourism sector in Kereng Bangkirai is still relatively new and requires sustainable development.

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