THE POTENTIAL FOR DEVELOPING CHINESE CULTURAL TOURISM IN SAMARINDA'S CHINATOWN

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ABSTRACT

The area along Jl. Yos Sudarso - Jl. Niaga Timur - Jl. Pulau Sebatik - Jl. Pangeran Hidayatullah - Jl.Pangeran Suriansyah, Samarinda is one of the areas with a majority ethnic Chinese population in East Kalimantan, Indonesia. This area is one of the important trade and economic centers in Samarinda. In this area, Chinese values and culture can be seen from the architecture of the buildings and the lifestyle of the Chinese people who depend on trade. This research is to identify potential visiting destinations in the Samarinda Chinatown area by analyzing four aspects of tourism sector development that influence tourist interest, understanding tourists' preferences, needs and expectations regarding tourism experiences in the area, exploring social impacts and economy, as well as identifying the challenges and opportunities that arise. Researchers conducted descriptive qualitative research and the data collection techniques used were interviews, observation and documentation. Interviews were conducted with various informants, including local government, business actors, tourists, and members of the community. All the respondents agreed and supported the development of the Samarinda Chinatown area as Chinese cultural tourism in Samarinda. The positive impact can increase the cultural identity of Samarinda City, attract local and international tourists, and create new economic opportunities. There were also negative impacts found, such as the risk of traffic jams, intense business competition and the potential for social conflict.

Keywords: Cultural Tourism Development, Potential Visiting Destinations, Social and Economic Impacts

INTRODUCTION

The relationship between China and the Indonesian archipelago has been a subject of interest to historians and researchers from ancient times to the present. The arrival of Chinese traders to the archipelago, which has been proven since the time of the Hindu-Buddhist kingdoms, marked the beginning of cross-cultural interactions and trade that is rich in history. Historical evidence shows that trade relations between China and the Indonesian archipelago involved traders and official envoys who came for various purposes, such as trade, diplomacy, and religion. The presence of envoys such as Fa-Hsien in 413 AD and Admiral Cheng Ho for the purposes of diplomacy and the spread of religion (Auza et al., 2024) in 1409 AD is concrete evidence of the intensity of relations between these two hemispheres (Nur Prasetia Nugroho A & Riris Setyowati R, 2019).

Historically, Muara Kaman served as a trade centre and capital of the Kutai Martapura Kingdom in East Kalimantan, playing a significant role in trade relations between China and the archipelago. Through the main trade route at that time, namely the Mahakam River, Chinese traders could reach Muara Kaman and interact with the local community. The history of trade between China and the Indonesian archipelago, especially East Kalimantan, records the presence of Chinese traders since the 15th century. The ports in Kalimantan are the main destination for Chinese traders who trade and live in several areas (Effendy, A.R. M, 2020).

The presence of the Chinese community in Samarinda since the 19th century reflects the high level of trade activity and cultural exchange between China and East Kalimantan. Apart from that, the potential for abundant natural resources in East Kalimantan, such as wood, coal, petroleum, and

other commodities (Sirait, 2022), is an attraction for Chinese traders. Natural commodities such as pepper are the main export goods controlled by Chinese traders to export to China. Thus, trade relations between China and East Kalimantan not only create economic dependence but also influence social and cultural dynamics in the region (Apriza et al., 2022).

In Kalimantan, especially in the interior, ethnic diversity is very striking with the presence of Dayak, Malay, and Chinese tribes (Sada et al., 2019). The Dayak tribe, which comes from the word "Daya" which means "Upstream", is an indigenous tribe that keeps their traditions and culture closely, although some of them have converted to Islam and identify themselves as Banjar or Malay. Apart from the Dayak tribe, there are also Malay tribal communities that bring their traditions and culture, with the majority adhering to Islam.

In Samarinda, the dominant ethnic group is the Banjar people. This group in Samarinda and other areas of East Kalimantan is not categorized as immigrants because they were already present before the formation of provinces in 1957. The massive migration of Banjar people from Batang Banyu to the eastern part of Kalimantan occurred in 1565. At that time, East Kalimantan was part of the Kutai Kartanegara Kingdom, which included areas in what is now called Samarinda. This is what led to the formation of the Banjar language as the dominant language in the majority of Samarinda's society. (Sarip, Muhammad (2015). Samarinda Bahari, Sejarah 7 Zaman Daerah Samarinda. Samarinda: Komunitas Samarinda Bahari. ISBN 978-602-73617-0-6. page. 17-18)

In addition to the Banjar people, another ethnic group that also inhabits Samarinda is the Bugis Wajo people. The arrival of Bugis Wajo people, led by La Mohang Daeng Mangkona, in the territory of the Kutai Kartanegara Kingdom was on January 21, 1668. This group was none other than migrants from the Gowa Kingdom who lost the war against the Dutch Colonial Government. They migrated and settled in East Kalimantan. The Samarinda City Government then designated this date as Samarinda's anniversary. (Tim Penyusun (2004). Merajut Kembali Sejarah Kota Samarinda. Samarinda: Pemerintah Kota Samarinda)

On the other hand, the ethnic Chinese community, which is mainly found in urban areas such as Samarinda, has contributed to the economic and social development of Kalimantan, bringing with it unique Chinese traditions and culture. This diversity creates a rich and complex cultural landscape in Kalimantan, with various traditions, religions, and ways of life coexisting and influencing each other, while the people of Kalimantan respect and value this diversity as an integral part of their identity (Selvia & Sunarso, 2020).

These various ethnic groups try to maintain and preserve their cultural identity in some capacity. so that it can form a tourist attraction that can be visited, one of which is the Chinese ethnic group. The long history of the presence of ethnic Chinese in Samarinda shows that the process of social interaction and adaptation of Chinese and local communities has given rise to intercultural differences between ethnic Chinese and other ethnicities, both immigrants and natives. The development of the Chinatown area in Samarinda can be said to be growing rapidly in line with the increasing economic activity of ethnic Chinese in Samarinda (Aprillia et al., 2022). As is the case in the area along Jl. Yos Sudarso - Jl. Niaga Timur - Jl. Pulau Sebatik - Jl. Pangeran Hidayatullah - Jl. Pangeran Suriansyah, which has an area containing majority of Chinese descent has its own unique culture and customs and has potential in the tourism sector called Chinatown Tourism, apart from that it also has the Thien Ie Kong Temple which has been established since 1905. These things make the culture and habits that are carried out different from other regions and can become a characteristic of the region that can be developed and utilized for tourism potential.

RESEARCH PURPOSES

The main objective of this research is to identify potential visiting destinations in the Samarinda Chinatown area by analysing four aspects of development and development of the tourism sector that influence tourist interest. Apart from that, this research also aims to understand tourists' preferences, needs, and expectations regarding tourism experiences in the area, so that they can design programs and

facilities that suit their wishes. Furthermore, this research will explore the social and economic impacts of developing cultural tourism in the Samarinda Chinatown area, including contributions to the local economy and preservation of cultural heritage. Finally, this research will identify challenges and opportunities in the development of cultural tourism in the region, as well as design strategic steps to overcome obstacles and take advantage of existing opportunities.

METHOD

This research uses qualitative analysis methods. Judging from the aspects studied, this research is a case study, because it thoroughly examines an aspect of the social environment, including the individuals in it. Qualitative research methods are used to research natural object conditions. The researcher is the main instrument in this research, the data collection technique is carried out by triangulation (combination), data analysis is carried out inductively, and the results emphasize meaning rather than generalization. (Sugiyono, 2020)

According to Bogdan and Biklen in (Sugiyono, 2020), the descriptive qualitative research method is collecting data in the form of words or pictures rather than emphasizing numbers. Once analyzed, this data is then described so that others can understand it easily. This research aims to provide an overview, description, and interpretation of the current situation regarding the prospects for developing Chinese cultural tourism in Samarinda.

Research Location and Time

Researchers use location to research so that they can obtain data and information that is correct and in line with expectations. In this research, the location chosen to conduct research was a plot of land along Jl. Yos Sudarso - Jl. Niaga Timur - Jl. Pulau Sebatik - Jl. Pangeran Hidayatullah - Jl. Pangeran Suriansyah, Samarinda, East Kalimantan, Indonesia. The time for carrying out this research is from March 23-28, 2024, starting with observations at the research location from the beginning to the end of the research.

Data Source

Data sources can be precise, valid, and complete information or documents. The accuracy and richness of the information and data obtained are very dependent on the accuracy, validity, and completeness of the data. The data used in this research consists of two types of data:
a. Primary data, namely data obtained directly through interviews with representative respondents from the government, business actors, local communities, and Samarinda tourists.
b. Secondary data, namely data originating from documents, archives, and data related to research problems.

Sampling Techniques

In this research, a non-probability sampling technique or non-random sample was used. Nonprobability sampling is a sampling method that does not give each component of the population or individual the same chance or opportunity to become a sample. Researchers in this research report used purposive sampling, which is a sampling method that uses special considerations (Sugiyono, 2020).

Data Collection Technique

The following are the data collection techniques used in this research:
1. Interview
   According to Esterberg in (Sugiyono, 2020), an interview is a meeting where two people meet to share ideas and information through questions and answers, to provide meaning to a particular topic. This report uses a type of structured interview where the researcher asks respondents a series of questions based on a predetermined list of questions. However, researchers can provide room for variations in answers or use open questions, but these questions have been prepared in advance

by the researcher. Table 1. Explains the sources who were informants as well as the reasons and considerations for developing the Samarinda Chinatown area.

Table 1. Informants for the Development of the Samarinda Chinatown Area

No.	Resources	Reasons and Considerations
1	Government	To understand the policies, roles, support, and obstacles in developing cultural tourism in the Samarinda Chinatown area.
2	Business Actors in Samarinda Chinatown Area	To find out the response and impact felt by business actors on cultural tourism in the Samarinda Chinatown area.
3	Communities around the Samarinda Chinatown area	Knowing the views and impacts felt by the surrounding community with the presence of Chinese cultural tourism in the Samarinda Chinatown area.
4	Tourist	Knowing the motivation to visit, tourists' considerations, and assessments of the Chinatown area. Samarinda

2. Documentation
   Sugiyono (2020) said that documentation is the collection of records of events that have occurred in writing, drawings, photos, and monumental works from a person or agency.
3. Observation
   According to Nasution in Sugiyono (2020), observation is a condition where researchers make direct observations to gain a better understanding of the context of the data in the context of the social situation, which allows researchers to gain a more comprehensive perspective.

Data Analysis Technique
Data Validity
To ensure the validity of this research data, triangulation of methods and sources was used. Triangulation is defined as a data collection technique that combines various existing data collection techniques and data sources (Sugiyono, 2020).

In method triangulation, different methods are used to obtain data from the same source; This research uses observation methods, in-depth interviews, and documentation simultaneously for the same data source. On the other hand, source triangulation involves checking data from various sources, such as interviews, archives, and other documents.

These two methods were chosen to compare the results of observations, interviews, and document analysis. It is hoped that the analysis results will reach a high level of validity and quality.

Data Analysis
This research uses an inductive research pattern which is processed using interwoven or flowing interactive techniques. Data analysis used in this research uses an interactive analysis model (Interactive Model of Analysis). The four main elements of this analysis are:
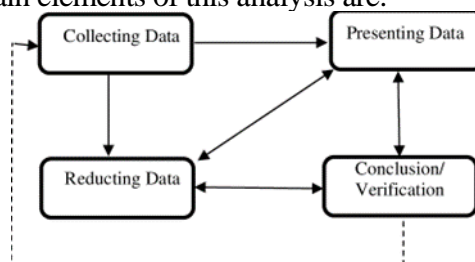

Figure 1. Interactive Model Analysis Miles & Huberman
Source: (Sugiyono, 2020)

RESULTS AND DISCUSSION

In this section, the researcher will explain the research results and discussions that have been carried out while conducting observations in the Samarinda Chinatown area which includes the regional profile, 4 aspects of development, and development of the tourism sector that influence tourist interest and tourist preferences.

Profile of the Samarinda Chinatown area

The Samarinda Chinatown area has an area of 83,224.61 m2 and a perimeter of 1,167.05 m, including 2 sub-districts, namely Kel.Karang Mumus and Kel.Pelabuhan. Based on 2022 population data from BPS (Central Statistics Agency) Samarinda, there are 12,304 residents living in this area. This area is one of Samarinda's most attractive trade, economic, and tourist centers. One of the places where most Chinese people in Samarinda live, as well as old buildings and temples that show a strong Chinese atmosphere. Figure 2 explains the map of the Samarinda Chinatown area that the author has targeted, while Figure 3 explains the potential tourist attractions according to the author.
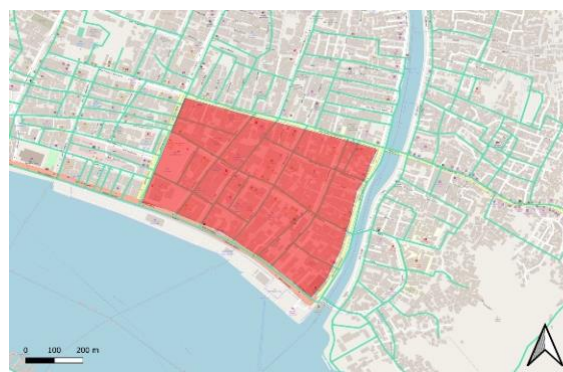

Figure 2. Map of the Samarinda Chinatown area
Source: (Google Maps, 2024)

Figure 3. Plan of the Samarinda Chinatown area
Source: (Google Maps, 2024)

Condition of historical buildings located around the Samarinda Chinatown area

The area that researchers have targeted to realize the development of Samarinda Chinatown has been the center of Chinese community activity for a long time, including social, cultural, trade, and religious activities. This activity is still ongoing today, which makes this area interesting for researchers. In this area, buildings are found that still follow the Chinese style, as well as modern buildings that once had Chinese history. Apart from that, there is the Thien Ie Kong Temple, which was founded in 1905, which is still in good condition and is still used today for worship. Thus, this nuance can be an attraction and attract visitors to visit cultural tourism in the area.

In the development and development of the tourism sector, four main aspects must be considered. These four aspects are very important, considering that the sustainability of a tourism

destination depends on it. The following are 4 aspects of development and development of the tourism sector:

The first aspect is attractions and events held in the Samarinda Chinatown area

Attractions, also referred to as attractions, are the main elements of a destination. Attraction is related to what to see, what to do, what to buy, what to arrive, and what to stay (Ardina Cahyani et al., 2023). The Samarinda Chinatown area is an area that still has a strong Chinese feel, the buildings with Chinese architecture, temples, souvenir shops, and the many typical Chinese food offerings are the main attraction for tourists visiting this area. This area feels even more festive when there are celebrations or events such as Chinese New Year, Cap Go Meh, Moon Cake Festival, and so on. Several art studios such as the lion dance and Guang Dong dragon performances, theater, and dances from Chinese culture such as the Khung Xi Khung Xi Dance, Zhu Ni Xin Nian Kuai le, and Tian Tian installed lanterns. Apart from that, there is a culinary bazaar and various competitions such as singing and coloring which enliven this celebration. All these activities are carried out in the Thien Ie Kong Temple area.

We can feel the beauty of tolerance here, one of which was when the Ramadhan Market was created in 2023 in the temple area. Therefore, the attractions and events held in this area can always be enjoyed by all levels of society. To meet the tourism needs of tourists, tourist attractions are needed that are attractive for tourists to visit and supported by shopping and eating places.

The second aspect accessibility to the Samarinda Chinatown area

Access is the ease of a location for tourists and transportation to reach. Road access, availability of transportation, and road signs are very important for a destination (Jangra et al., 2024). The city of Samarinda is divided into 10 sub-districts, namely the sub-districts of Palaran, Samarinda Ilir, Samarinda Kota, Sambutan, Samarinda Sebarang, Loa Janan Ilir, Sungai Kunjang, Samarinda Ulu, North Samarinda and Sungai Pinang (Winarni et al., 2023). The main accessibility to the Samarinda Chinatown area is generally centered at the Pasar Pagi Terminal which is located on Jl. Gajah Mada No.17, Pasar Pagi, Samarinda Kota and Samarinda Seberang Terminal are located on Jl. Bung Tomo, Baqa, Samarinda Seberang. Therefore, access to the Samarinda Chinatown area can be achieved in several ways, namely:

1. Walking street
   Walk from Pasar Pagi Terminal for about 18 minutes via Jl. Gajah Mada > Jl. Yos Sudarso (1.3 km away).
2. BRT (Bus Rapid Transit) Trans Samarinda with fare IDR 3,500
3. Microbus City Transportation IDR 4,000 - IDR 7,000

In terms of accessibility, the Samarinda Chinatown area is easily accessible to tourists. Technological advances also help residents and tourists to travel by ordering transportation online. Apart from that, the government has also planned to introduce buses along the river to reach the Chinatown area.

The third aspect of the amenities available in the Samarinda Chinatown area

Amenities are supporting facilities that can meet tourists' needs while traveling to a destination, such as the availability of accommodation facilities for overnight stays, restaurants, and souvenir shops. A destination is also expected to have supported facilities such as public toilets, parking lots, health clinics, and places of worship.

The Samarinda Chinatown area is considered strategic in terms of amenities considering that there are quite a lot of lodging accommodations of various classes, traditional Samarinda restaurants, kopitiams, and cafes are also spread throughout this area. There are also souvenir shops at several points, and the government is even encouraging an increase in the number of souvenir shops. Wide road infrastructure and available parking spaces make it comfortable for drivers to park in this area. Places of worship of various religions can also be accessed easily.

Apart from government support, a positive response was felt from business actors and the community around the Samarinda Chinatown area. The reason is, that they see this as an opportunity that can be exploited to develop their business, they are also optimistic that the presence of Chinatown will increase their business turnover. Business actors expressed confidence that the presence of a Chinatown

would attract more tourists from outside the area, which in turn would increase visits to their shops. Another supporting factor is the habit of Samarinda people who like to gather, this means that places such as restaurants, coffee shops, and parks will become easily crowded on weekdays and public holidays.

The fourth aspect of Ancillary is available in the Samarinda Chinatown area

Ancillary is an additional service or availability provided by local governments or organizations to manage destinations so that they can provide benefits to several parties such as tourists, the community, the government itself, and business actors in tourist areas. With this, the government plans to create regulations for the protection of Chinatown residents after this area is formed, a special budget has also been prepared for the physical work of the project. The characteristics of the Samarinda people who have high purchasing power and the strength of their river tourism are used as a focus for improving MSMEs and developing the city.

Tourist

Researchers conducted interviews with several tourists, and the result was that most of them visited Samarinda for work reasons. Next, the researcher had the opportunity to interview representatives of the Samarinda tourism management, he stated that most visitors who came on weekdays were related to work matters, and on weekends they were the ones who wanted to travel. Most tourists with work matters come from outside the city or even outside the island, therefore after their work affairs are finished, they usually take the time to travel to different destinations.

Based on the classification of tourism by James J. Spillane (Jenny & Rianto, 2021) based on the locations visited, tourist locations are divided into historical tourism, religious tourism, cultural tourism, and culinary tourism. For this reason, four tourist attractions can be found in the Samarinda Chinatown area, including:

1. Historical Tourism: Ancient Chinese ethnic building architecture was discovered making its appearance even more charming and distinctive, as well as modern buildings that once had Chinese history. One of the historical attractions that tourists can visit is Villa Annie, this building was built in 1897 and is a silent witness to the passage of time in Samarinda City. Apart from that, there is an interesting Mahakam River Tour Boat for tourists to try.
2. Religious Tourism: There are several temples, including the oldest temple in Samarinda which stands in the Chinatown area, which is one of the destinations of several tourists who come to the Samarinda Chinatown area. Thien Ie Kong Temple, this building has been standing since 1905.
3. Cultural Tourism: This area contains most Chinese descendants who have a unique culture and customs that are still strong. This area has developed into one of the trade and economic centers in Samarinda. The cultural tourism that can be visited is Citra Niaga. Citra Niaga is a trade center area in Samarinda City that provides various souvenirs, crafts, and various typical Samarinda foods and drinks.
4. Culinary Tourism: Apart from being known as a trade and economic center, the Samarinda Chinatown area is also an area known as an area filled with diverse food and culinary snacks and much sought after by tourists. Along the Chinatown Road, tourists will easily find typical Kalimantan culinary delights such as soto banjar, fried chicken banjar, and even amplang snacks. Typical Chinese food is also often found and is marked by the many kopitiam shops there. There is also an interesting Subuh Market with various market snacks.

All tourists interviewed, most tourists travel because of work, culinary, and fantasy motivations. This motivation is included in the physical, cultural and fantasy motivation theories according to McIntosh (Suhartapa & Sulistyo, 2021).

1. Physiological and Physical Motivation, including comfort, relaxation, and health. Participate in sports activities, relax, and so on. Samarinda Chinatown offers various regional and Chinese culinary specialties. Visitors can enjoy delicious food as a form of comfort and relaxation. Apart from that, there are sports activities such as Tai Chi which are believed to have good health benefits.

2. Cultural Motivation, namely the desire to know the culture, customs, traditions, and arts of other regions. This also includes interest in various cultural heritage objects (historical monuments). Samarinda Chinatown is rich in Chinese history and culture. Many historical objects such as temples talk about Chinese traditions and customs. Visitors can get to know Chinese culture more closely through various activities and events held there.

3. Social Motivation (Social Motivation or Interpersonal Motivation) which is social, doing things that are considered to bring prestige (prestige value), going on pilgrimages, escaping from boring situations, such as visiting friends and family, meeting work partners. Samarinda Chinatown can be a meeting place for the Chinese community, activities such as pilgrimages to the temple, social events, and family gatherings.

4. Fantasy Motivation, namely the fantasy that in an area other than the area where one lives, a person will be able to escape from the boring daily routine and provide psychological satisfaction. Samarinda Chinatown with its distinctive nuances provides a different atmosphere from other areas in the city. This area offers an atmosphere that can be an escape from daily routines, providing new experiences and psychological satisfaction for visitors.

Based on the expert's definition, it can be concluded that motivation is a drive related to a person's physiology and psychology which without realizing it can influence behavior to act to achieve a certain goal.

In interviews conducted by researchers with communities around the Samarinda Chinatown area, they stated that most of the people's response to the possibility of developing a Chinatown is expected to be tolerant, considering the habit of living side by side with various cultures in Samarinda. Regarding traffic problems (ancillary), the public already understands that this area tends to be busy, especially with the presence of the Subuh Market and the boats that often dock, especially if you add to this the presence of Chinatown. However, the absence of a clear initiative from the government in dealing with this problem has raised certain concerns among the public. The importance of community aspirations and a deep understanding of local needs are important factors in planning and implementing this project. In addition, business challenges and potential social conflicts must also be seriously considered.

It is believed that the development of Chinatown in Samarinda will have both positive and negative impacts on society and the development of the city. On the positive side, the development of a Chinatown can improve the city's cultural identity, attract local and international tourists, and provide new economic opportunities for the local community. This can increase local income, create new jobs, and stimulate overall local economic growth (Rapii, 2020). However, on the other hand, the development of Chinatowns can also have negative impacts such as traffic jams, increased business competition around Chinatowns, and the potential for social conflict, especially if not managed well. Apart from that, the development of Chinatown can also result in changes in the social and economic structure of local communities, as well as the potential for gentrification which can displace local communities from the area (Mabuku, 2023). Therefore, the planning and implementation of Chinatown development needs to be taken into careful consideration to maximize its positive impact while minimizing its negative impact on the community and surrounding environment.

CONCLUSIONS AND SUGGESTIONS

The researcher concluded that the research titled "Potential for Development of Chinese Cultural Tourism in Chinatown Samarinda" has a potential tourist destination. Tourist preferences, needs, and expectations are also available in the Samarinda Chinatown area. However, there are possible social impacts that require more attention. Moreover, the economic impact is estimated to be in a positive direction, and this area has the potential to be developed into a Chinatown.

Conclusions

From the results of the author's analysis of four aspects of development and development of the tourism sector, the classification of tourism based on the locations visited according to James J. Spillane, and the theory of tourist motivation according to McIntosh, it can be concluded that all of them are related to making an area a tourist attraction. The following is an analysis of existing tourist attractions in the Samarinda Chinatown area that tourists can visit and fulfil the four aspects above.

Table 2. Tourist Motivation and Aspects Development of the Tourism Sector

Tourist Attraction	Tourism Classification According to James J. Spillane	Tourist Motivation Theory According to McIntosh				Four Aspects of Development and Development of the Tourism Sector			
	Type of Tourism	*Physiological Motivation*	*Cultural Motivation*	*Social Motivation*	*Fantasy Motivation*	*Attraction*	*Accessibility*	*Amenities*	*Ancillary*
Villa Annie	Historical Tourism		✓				✓		
Mahakam River Tourist Boat		✓	✓	✓	✓	✓	✓	✓	✓
Thien Ie Kong Temple	Religious Tourism		✓	✓		✓	✓	✓	✓
Citra Niaga	Culture Tourism	✓	✓	✓	✓	✓	✓	✓	✓
Morning Market	Culinary Tourism	✓		✓	✓		✓	✓	✓
Kopitiam and typical Samarinda food		✓	✓	✓	✓	✓	✓	✓	✓

The data in table 2 shows the readiness of tourist attractions to become tourism objects, but there are still things that need to be improved in terms of construction and development, such as the Mahakam River Tourist Boat tourist attraction which still needs to improve its attractions as well as the Subuh Market to improve its amenities so that they are more optimal.

However, based on the results of interviews and observations with various related parties, it seems that Chinatown development plans have the potential to be realized. The local government has also initiated this plan by carrying out pre-planning and collaborating with related parties, such as Maranatha Christian University, to prepare appropriate designs and studies. There is also the involvement of various parties, such as local business actors, tourists, and the surrounding community, who provide support and positive views towards the Chinatown development plan. This reflects the potential for cooperation between the government and the community in

realizing the project. By paying attention to local natural and cultural potential, as well as planned infrastructure support, Chinatown has the potential to become a tourist attraction that can increase local and international tourist visits. The existence of plans to improve transportation facilities and improve the quality of souvenir shops shows readiness to support the development of Chinatown as a sustainable tourist destination. However, further attention is still needed regarding the social and environmental impacts of the Chinatown development, as well as considering various input and criticism from various related parties. In addition, it is important to ensure that the government and stakeholders are actively involved in the process of developing and managing Chinatown, as well as paying attention to the long-term sustainability of the project.

Suggestions

Based on the objectives of this research, namely identifying potential visiting destinations in the Samarinda Chinatown area by analysing 4 aspects of development and development of the tourism sector that influence tourist interest, understanding tourists' preferences, needs and expectations regarding tourism experiences in the area, exploring social and economic impacts, and identifying the challenges and opportunities that arise, the researcher provides the following suggestions in Table 3.

Table 3. Recommendations for the Development of Samarinda's Chinatown

Parties	Recommendations for the Development of Samarinda's Chinatown
Government	Intensify the socialization of Chinatown development plans to increase public awareness
	Immediately implement Chinatown protection regulations
	Develop traffic regulations to overcome congestion in the area around Chinatown
Business Actors in Samarinda Chinatown Area	Improve the quality of services and products to meet visitor needs
	Develop a tour package that integrates Chinatown culture and culinary delights
	Establish cooperation between business actors for joint promotions
Communities around the Samarinda Chinatown area	Participate in the development planning process to voice their aspirations and needs
	Keep the Chinatown area clean and tidy
	Support promotions and cultural activities in Chinatown to increase visitation
Tourist	Provide feedback to help develop the Chinatown area
	Respect and follow the rules that apply in the Chinatown area

Future research, researchers recommend researching the River School (Sekolah Sungai) which is located close to the Thien Ie Kong Temple religious tourist attraction. According to researchers, this tourist attraction can be developed into an interesting ecological educational tourism.

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