

BORDER TOURISM AND WOMEN'S PARTICIPATION

CASE STUDY: ENTIKONG CROSS BORDER , ENTIKONG VILLAGE, ENTIKONG SUB DISTRICT, SANGGAU DISTRICT, WEST KALIMANTAN PROVINCE

Meri Sahrina Nuryati
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ABSTRACT

Women's involvement in various fields has always been an interesting subjects for study, including its participation in tourism activity in the Entikong Border Post. The development of the Entikong Border Post as one of the tourist destinations known as the Border Tourism or Cross-Border Tourism is considered a great opportunity by the Indonesian government as one of the driving factors in improving the economy and welfare of the people around the border. The development of border tourism destinations has an influence on the involvement of women in the accommodation sector.

The purpose of this study was to examine the current condition of Entikong border tourism development, the forms of women's participation in Entikong border tourism activity, especially in the accommodation sector, as well as the factors that influence women's participation in border tourism activity in Entikong, especially in the accommodation sector. The benefit of this research as one of the references in the study of tourism development in the border region that have an impact on increasing women's participation in tourism activity, especially in providing accommodation in border tourism areas in Indonesia, which is still relatively new and rarely conducted research.

The method used in this research was descriptive qualitative method with ethnographic method approach through library research, involved observation, interview, and documentation, as well as data analysis using domain analysis, taxonomic analysis, and componential analysis.

The development of border tourism in Entikong has been carried out since 2016 with reference to the concept of developing tourist destination, namely 3A (Attraction, Accessibility, and Amenity). This development is planned to be completed by the end of 2019. The form of women's participation in border tourism activity in Entikong in the field of accommodation is spontaneous. Factors that encourage such participation are gender equality, benefits, and support from various parties such as family, customs, norms, and culture.

Keywords: women's participation; border tourism; gender equality