

Tourism Development Strategy Sustainable Environmental Insight in Kampar District, Riau Province

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Abstract

The exploitation of various tourism potentials in Kampar Regency is still not maximized; incredibly natural attractions such as lakes and playgrounds, history and education, as well as folk crafts. In general, the problem that causes the low number of tourist visits to tourist places is tourism management that has not been optimally packaged so that tourists are less interested in visiting; this is evident from the unavailability of the typical souvenir market for Kampar Regency, the unavailability of adequate transportation facilities, and the lack of promotion. Go out. Based on these potentials and problems, researchers need to conduct further research related to tourism development strategies, focusing on studying tourism resource management and internal and external factors that influence its development. Through the results of the data collection obtained, the researcher can carry out an analysis in the form of a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis so that alternative strategies and patterns of developing tourist destinations will be arranged that prioritize ecological, cultural sustainability and increase the income of local communities. This study used saturated sampling techniques with data collection through interviews, observations, and questionnaires. The role of the Government, private sector, and the community contributes to the development of tourist destinations in Kampar Regency. During its existence, POKDARWIS has made various efforts to sustainably change and improve the quality of management of tourist destinations. Most of those not involved with internal issues have made various developments and changes related to the tourism products offered to enhance the quality of service.

Keywords: *Tourism Potential, Tourism Development, Environment, Tourism Strategy.*

Introduction

The tourism sector is seen as a base that can be maximized and becomes an alternative sector that supports the income of a region [1]. Therefore, the Government continues to develop tourism to increase revenue and maximize the potential in the area [2]. The management and development of tourism are carried out by taking into account and preserving the culture and personality of the nation [3]. The Government's seriousness in tourism development in Indonesia is by issuing government regulations, presidential decrees, laws, and other tourism development regulations [4] [5]. Tourism development is essentially an effort to develop and utilize tourist objects and attractions that are realized, among others, in the form of beautiful natural wealth, diversity of flora and fauna, diversity of traditions, and cultural arts [5] [7]. Developing the tourism sector in Kampar Regency, which has potential resources, should indeed be utilized by the regional Government to improve welfare for the community and will become a mainstay in increasing Regional Original Income by adhering to the principles of environmentally sound development [6]. The exploitation of various tourism potentials in Kampar Regency is still not maximized; incredibly natural attractions such as lakes and playgrounds, history and education, and folk crafts [7]. From the results of the author's research in the field, information was obtained from the Culture and Tourism Office of Kampar Regency; in general, the problems being faced in tourism development are as follows:

1. Transportation facilities and infrastructure to reach tourist objects are still experiencing difficulties using private vehicles [8].
2. Lack of community participation in developing tourism objects [9].
3. There is still a rare shortage of unique souvenirs in each tourist attraction

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4. This tourist attraction has not been created and is still natural [10] .
5. Promotions about particular objects are minimal
6. Facilities and infrastructure supporting tourist attractions are still limited.
7. There is still a lack of making a yearbook on tourism in Kampar Regency, which has not been carried out yearly because there is no budget [11] .

In general, the problem that causes the low number of tourist visits to tourist places is tourism management that has not been optimally packaged so that tourists are less interested in visiting; this is evident from the unavailability of the typical souvenir market for Kampar Regency, the unavailability of adequate transportation facilities, and the lack of promotion [12] . Go out. Based on these potentials and problems, researchers need to conduct further research related to tourism development strategies, focusing on studying tourism resource management and internal and external factors that influence its development. Through the results of the data collection obtained, the researcher can carry out an analysis in the form of a SWOT (Strengths, *Weaknesses*, *Opportunities*, *Threats*) analysis so that alternative strategies and patterns of developing tourist destinations will be arranged that prioritize ecological, cultural sustainability and increase the income of local communities. Based on the problems and explanations above, the authors are interested in discussing and taking the title "**Juridical Review of the Existence of Commissioner Judges as an Alternative to the Pretrial System and the Prospects of Its Arrangement in the Draft Criminal Procedure Law.**"

Literature Review

Tourism comes from Sanskrit. *Pari* means many, many times, round, or complete. At the same time, the word tourism means traveling and traveling [13] . Based on these two syllables, tourism can be interpreted as a journey carried out many times or in circles from one place to another. Tourism is a process of temporary departure from one or more people to another location outside their residence [14] . The impetus for his release was due to various economic, social, cultural, political, religious, health, or other interests, such as simply being curious, adding experience, or learning (Suwantoro, 2001) [15] . Someone who travels These are commonly known as tourists. Environmentally consciousness comes from the words insight and the environment. Insight by Poerwodar Minta (1999) is defined as a perspective, while the environment in Law Number 32 of 2009 concerning the Protection and Management of the Living Environment, is a spatial unit with all objects, power, conditions, and living things, including humans and their behavior that affects nature itself, the continuity of life and welfare of humans and other living things [16] . Environmental insight can be interpreted as a perspective on the environment, the ability to understand ways of adapting or placing oneself in one's environment [17] . Environmentally sound development by Poerbo (1999) means that development is carried out without destroying the environment[18] . Development as a process of change and renewal, which is an effort that consciously wants to improve life and quality of life, should be a process that can always be supported by an environment that develops its supporting capacity [19] . The development of tourism also encourages and accelerates economic growth. Tourism activities create demand, both consumption and investment, which will produce goods and services [20] .

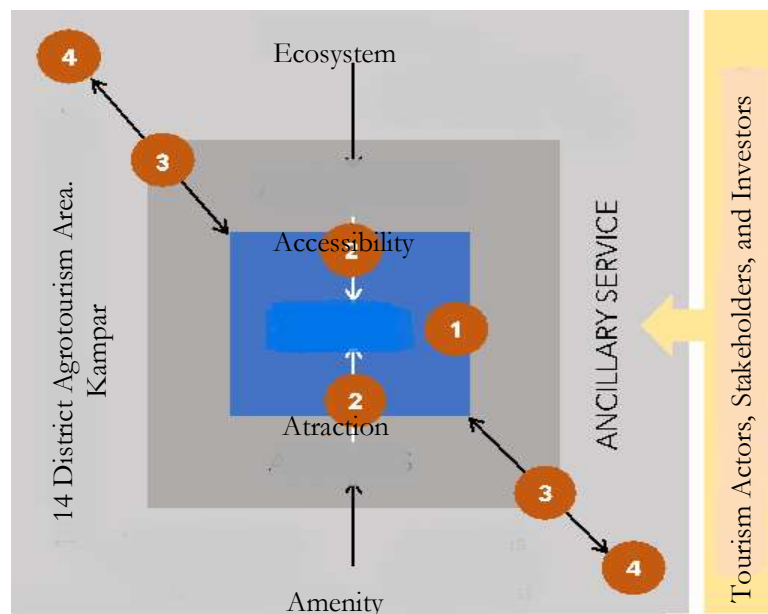
Method

Research using descriptive research type. This research does not always need a hypothesis. The study was conducted in Kampar Regency, focusing on the leading tourism objects in Kampar Regency concerning data from the Kampar Regency Tourism Office in 2020, with details in Table 3.1 below. There are 14 tourism objects managed by the Tourism Awareness Group (POKDARWIS) of Kampar Regency. This research will be carried out for approximately four months, starting from proposal preparation, research implementation, and consultation. In this study, researchers used a saturated sample. The data to be used for analysis in this study are primary and secondary data. Data collection techniques carried out included:

Observation, interviews, and questionnaires. The data processing technique is the inductive method, namely facts, and events that are known concretely, then generated into a general conclusion based on empirical facts about the research location.

Results and Discussion

In general, more conditions support the development of tourist destinations in Kampar Regency than those that hinder it. The conditions that support this are tourism potential with excellent and adequate components of Attractions, Amenities, Accessibility, and Ancillary Services, then the state of the Kampar district area, which is conducive, and the establishment of collaboration between tourism managers, which in this case is POKDARWIS Kampar Regency. However, some uncontrollable external risks are still a threat, especially during the agrotourism development process. Based on the results of field observations, economic disparities can become an obstacle to tourism development because it is difficult to develop infrastructure and attract tourists to poor and less developed areas. Based on processed data, observation results, and holistic analysis, alternative strategies are visualized in a sustainable development synergy pattern described in Figure 1 below.



Tourist
Destinations

Target
Community

Keterangan gambar:

No 1; Membangun keunggulan internal Kawasan dan mengembangkannya (*core to scale up*),

No 2; Memfasilitasi keunggulan (*support*) untuk berkembang,

No 3; Beradaptasi dan sinergis dengan ekosistem (*adaptive*).

No 4; Ancillary Service atau pelayanan tambahan, seperti kejelasan informasi, keamanan, dukungan petugas wisata

Figure 1. The Synergy Pattern of Tourism Sustainable Development in Kampar Regency

A development pattern is needed to implement alternative tourism development strategies in Kampar Regency. This is based on supply and demand factors, where the community's need for tourism tends to increase from year to year. Domestic tourists (wines) are expected to be the main driving force compared to foreign tourists (tourists) in Tourism in Kampar Regency. Seeing this trend, it can be said that the community's need for tourism is still very high and tends to continue to rise. Furthermore, for the readiness of POKDARWIS, the Government, and the community in the Tourism Areas in the 14 destinations themselves, especially those located around tourist objects, it can be said that they are ready based on field data which shows that so far, the local community as business actors and tourist destinations has served many previous tourists. So that a sustainable development pattern is needed for 14 tourist destinations in Kampar Regency, as shown below.



Figure 2. A tourism development pattern in Kampar Regency

By going through these five stages, tourism development will run optimally and positively impact the economy and progress of Kampar Regency. The growth of 14 Tourist Destinations in Kampar Regency is expected to provide (1) economic benefits, such as income and employment, (2) social benefits, such as increasing community skills, (3) environmental benefits, such as infrastructure improvements, and other benefits for the community. The Kampar Regency Government will further promote the development of 14 Tourist Destinations in Kampar Regency through tourism promotion and invite all stakeholders to encourage successful promotions at national and international events jointly. The Kampar Regency Government will also complement the development of 14 Tourist Destinations by preparing destination standards, management, optimizing technology, and optimizing human resources for managing tourist destinations (POKDARWIS) so that it can be implemented in other potential areas in Kampar Regency to achieve common goals, namely increasing environmental quality, community welfare, and preserving community culture in Kampar Regency.

Conclusion

Based on the results of a descriptive analysis of 14 tourist destinations in Kampar Regency, the following conclusions can be drawn:

1. Destinations in Kampar Regency have extraordinary natural tourism potential that can be continuously developed. This can be seen from the discussion graph in the previous chapter, which explains that most tourist destinations in Kampar Regency are in the *Natural Tourism* category. However, this must be accompanied by the completeness of other tourism products, such as increased attractions, amenities, *accessibility*, and *ancillary services*.

2. The problems that occur in the majority of tourist destinations in Kampar Regency are the lack of community involvement in realizing the importance of tourism awareness, the lack of capital or injections of funds from the Government and the private sector for the development of destination facilities, internal conflict from POKDARWIS, and difficult accessibility to several tourist sites that are impassable by land. The next problem is the similarity of tourism products in several destinations, so it is felt that this is becoming competition, the lack of promotion, assistance funds, and professional human resources in the field of tourism to overcome various problems related to the development of tourist areas.
3. Operationally, the Government, private sector, and the community contribute to developing tourist destinations in Kampar Regency.

The existence of POKDARWIS has made several efforts to change and improve the quality of management of tourist destinations sustainably. Most POKDARWIS who are not involved in internal problems has made various developments and changes related to tourism products which are presented as an effort to improve service quality.

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