

# DESTINATION MANAGEMENT AMUSEMENT IN RIAU PROVINCE

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## ABSTRACT

This Study discusses assignment management of natural tourism destination in riau province. At present the management of natural tourist destinations is very much needed in the tourism industry and in this Final Project Task Explains the author Also the management of natural tourist destinations the which intends to improve the quality of management of natural tourism destinations in Riau Province

**Keywords:** Management, Management of Nature Tourism Destinations

## ABSTRAK

Penelitian ini membahas mengenai manajemen pengelolaan destinasi wisata alam provinsi riau. Pada saat ini pengelolaan destinasi wisata alam sangat dibutuhkan dalam industry Pariwisata. Penulis juga menjelaskan tentang pengelolaan destinasi wisata alam yang bermaksud untuk meningkatkan kualitas pengelolaan destinasi wisata alam yang ada di Provinsi Riau

**Kata Kunci :** Manajemen, Pengelolaan Destinasi Wisata Alam

## INTRODUCTION

In general, tourism is a journey undertaken by a person in a certain period of time from one place to another by doing some advance planning, the aim for recreation or for an interest so desires can be fulfilled. Or tourism can be interpreted also as a journey from one place to another place for recreation and then back into place.

According to the Law of the Republic of Indonesia No. 10 of 2009 on tourism in article 1, paragraph 3 Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by communities, businesses, governments, and local governments.

Tourism is traveling from one place to another, temporary, done individually or in groups, in an effort to seek a balance or

keseerasiaan and happiness with the social dimension of the environment, culture, nature and science. (Burkart and Medlik: 1987)

Indonesia As one of the countries that have great potential both cultural and natural tourism, determined to develop tourism as a source of revenue and job creation are important. Realization of tourism functions are supported by a variety of businesses including potential utilization of Natural Resources (NR), which developed the culture in Tourist Destination Areas (TDA). As well as elements of infrastructure and services increases.

Tourism is one of the important things for the Province of Riau, it's because tourism is the one of a source of income for the province of Riau due to many foreign tourists visiting destinations in Riau Province, and there are still many areas in Riau Province has the potential

of tourism, tourism can also support the community's economy and can bring in investors to open up jobs for unemployment.

A tourist destination is a specific area that is chosen by the individual visitor where he can stay within a certain time (Hardinoto, 1996).

According to SK Menparpostel No. KM 98 PW. MPPT 102 -87 that is : "A tourist attraction is a place or a state of nature that has natural resources which built and developed so as to have the appeal that sought a place visited by tourists".

Some examples of nature tourism are: mountain tourism, marine tourism, cave tours, river tours, jungle tours and others.

In Riau province alone a large part of its tourist destinations is a natural tourist destinations, it can be seen from the geography of the hilly Riau province which also has many lakes and river that's became a tourist destination and a large part of Riau province is geographically sea so Riau province has many beaches.

Riau Province Tourism Office is a very important element in the management of natural tourist destinations with a budget for managing destination and the field of tourism destination field that directly develop and oversee the management of destinations in Riau Province with the regulations made.

While under the Job Training authors can conclude that the Riau Provincial Tourism Office in field of destination that is adequate as manager and supervisor of destination management in Riau Province, therefore the author would like to discuss about Management of natural tourist destinations in Riau Province Tourism Office.

## **THEORETICAL OVERVIEW**

### **Tourism**

Tourism as traveling from one place to another, temporary, done individually or in groups, in an effort to find a balance or harmony or happiness with the environment in the social, cultural, nature and science. (Badruddin, 2001).

Tourism is a new type of industry that is able to accelerate economic growth and provide employment, increase in income, standard of living and stimulate other productive sectors. Furthermore, as a complex

sector, tourism also realizes classic industries such as handicraft and souvenir industries, lodging and transportation. (Prof. Salah Wahab in Oka A. Yoeti, 1996: 116)

### **Natural Tourism**

Travel in English is called the tour which is etymologically derived from the word torah (Hebrew), which means learning, tornus (Latin) meaning tool to create a circle and in the ancient French called a tour, which means surrounding the circuit. In general, people give a synonym for travel to recreation, tourism is a journey, but not all can be said trip travel (Suyitno, 2001).

### **Management**

Management is basically the control and utilization of all resources required by a plan to or completion of a specific work purposes. (Irawan, 1997: 5) defines that: "Management together with the management is the mobilization, organizing and directing the human effort to effectively utilize materials and facilities to achieve a goal."

### **Community Based Tourism**

Adimihardja (1999) in Sunaryo (2013: 215) defines empowerment as a process that is not only just develop the economic potential of people who are helpless, however, it must also strive to improve the dignity, self-confidence and self-esteem as well as the maintenance of order local cultural values. Community empowerment is interpreted as an attempt to strengthen the power or empowerment of the powerless social groups (helpless), usually those who are classified into a marginal .

Murphy (1988), Larry Dawyer, Peter Forsyth and Wayne Dwyer (2010) in Sunaryo (2013: 219) tourism development should be an activity that is based on the community, with the main factor that the resources and the uniqueness of the local community in the form of physical elements and non- physical (traditions and culture) attached to the community should be the prime mover in the tourism.

## RESEARCH METHODS

In the preparation of this final work assignments authors conducted a qualitative method. Qualitative research is research about the research that is descriptive and tend to use the analysis. The process and the meaning (a subject perspective) is highlighted in qualitative research. The theoretical basis used as a guide in order to focus research in accordance with the facts on the ground. Besides the theoretical basis is also beneficial to provide a general overview of the background research and as a discussion of research results. There is a fundamental difference between the role of the basic theory in quantitative research with qualitative research. In quantitative research, research departs from theory to the data, and ends on the acceptance or rejection of the theory used; whereas in a qualitative study researchers departed from the data,

The data collection method is carried out as follows: (1) Library, A literature study is the first step in data collection methods. A literature study is a data collection method which is directed to a search for data and information through documents, whether written documents, photographs, pictures, and electronic documents that can support the writing process. "The results will also be more credible if backed up photos or academic writings and art that has been there." (Sugiyono, 2005: 83). A literature study is So we can say that literature can affect the credibility of the results of research conducted. literature study strongly support once in the drafting task this thesis which of these activities writer can complement the needs of information and references about the development of tourism, these activities are done by visiting the central library of the University of Indonesia and several books related to the development of tourism to obtain the required information. in addition to the dictates or lecture notes were ever given to the author during the lecture. (2) Observation method is to collect data based on direct observation of physical symptoms objects research (Drs. Wardiyana, M.Hum: 2006: 32) The observations were made for approximately 100 working days, starting on January 7 2019 s / d 7 may 2019. These

observations by the author to obtain information directly from related parties. (3) The interview is a conversation that is directed at a specific problem and an oral debriefing process in which two or more face physically. Setyadin in Gunawan (2013: 160) (4) Oral interviews conducted by the Head of the destination and the head of the head section and its destination field staff destinations Riau Provincial Tourism Office.

## DISCUSSION AND FINDING

### Management Nature Destinations in Riau Province

Provincial Tourism Office or known as DISPAR Riau Province is an important institution that has the function of tourism in the province of Riau. And the Riau Provincial Tourism Office overshadow the 12 districts / cities in Riau Province and was helped by the tourism department who were in 12 districts / cities. To simplify the management of the department of tourism destinations destinations parts of Riau province has always communicated with the tourism department 12 districts / cities in Riau province to create a regulatory policy for tourism in the province of Riau.

Riau Provincial Tourism Office also facilitates community as a facilitator in the management of tourist destinations such as destination management permit. Tourism agencies as well as manager and supervisor to manager of tourism destination that is society. One of the activities held in Riau provincial tourism department for the management of tourism destinations, namely the training of tourism destination management.

### Tourism Destination Management Training

Destination management tourism management training aims to provide the public conscious knowledge for people who are aware of tourism or tourism conscious groups (Pokdarwis) in the managing tourist destinations. The training was conducted for 7 days on 23 s / d 29 april 2018 and training was 3 days in Singapore, namely at the royal asno

for giving the material to the participants and the 4-day field study to Yogyakarta. Participants of this training amounts to 25 participants shall be composed of 12 districts / cities in Riau province. And the speakers from the training activities in management of tourism destination came from the city of Pekanbaru, Jakarta and Yogyakarta. Name of the speakers for the training of management of tourism destinations management from inside the city of Pekanbaru is Drs. Nono Gede Trisoko as manager of Mayang Pekanbaru Nature Park, speakers from outside Pekanbaru are Fitria Arian from Jakarta and Ariya Nugraha, M.Ng from Yogyakarta.

This training is the author adopted in this final work assignment in because this activity is one way of Riau provincial tourism agencies help communities in destination management in the province of Riau. And this training is very close to the theory that writers got from the theory put forward by experts.

### **Travel Destinations Cinta Island Jering gulf**

Travel destinations cinta island jering bay located in the village sub-district III Jering bay Kampar kiri Kampar district, this village also located in Kampar river flow and has a stretch of white sand in most of the river bank that has the potential tourist attraction. At the beginning, the villagers III Jering bay large part of living as fishermen and farmers, because the village III Jering bay has the potential tourist attraction, so the tourism agency in Riau was helped by the tourism department district of Kampar form a group of tourism awareness in the village III Jering bay derived from Jering bay village community III.

Group III conscious tourist village in the Jering bay coached and supervised by the tourism department in Riau Kampar district through tourism department to manage the potential tourist destinations in the hamlet III Jering bay. Village III destination management Jering bay using the concept of nature. Nature tourism is a form of leisure activities and tourism that harness the potential of natural resources, both in the natural state or after cultivation, thus allowing tourists acquire

freshness physical and spiritual, shortly get knowledge and experience as well as inspire and love for nature (Anonymous, 1982 in Saragih, 1993).

Jering bay hamlets Management III also uses the concept of community-based tourism (community based tourism). According to Sinclair (1998) states that tourism can provide benefits in the form of strengthening local economies, which include income, additional income to the community, as well as job opportunities that can be captured by the community. Businesses in the tourism sector such as business accommodation, transportation, and others can contribute in boosting the local economy, regional, and national levels. Murphy (1988), Larry Dawyer, Peter Forsyth and Wayne Dwyer (2010) in Sunaryo (2013: 219) tourism development should be a community-based activities, the main factors that the resources and the uniqueness of the local community in the form of physical and non-physical elements (traditions and culture) attached to the community should be the prime mover in the tourism. In because hamlet III Jering bay itself regulates this tourist destination and tourism agency in Riau as manager and supervisor of management destination of Cinta Island Jering Bay.

For the number of visits to destinations in the range of 500 s / d 1000 visitors per week. It can be seen from the table above that the number is increasing every month. Therefore villagers III Jering Bay, which were previously mostly fishermen and farmers, have turned into managers of the beach destination of Cinta Island hamlet III bay nets that have a tourist attraction.

The facilities there are mosques, park, homestay who use public house, car park, rides, and CCTV cameras as a security supervisor. For the moment beach destination Cinta island hamlet III Jering Bay is still under development. And group travel conscious beach of Cinta Island hamlet III Jering bay is also one of the participants of the training of tourism destination management organized by the tourism department in Riau.

## **Obstacles that occur in the management of natural tourist destinations in Riau Province**

### **1. Obstacles that occur in the training of tourism destination management manajemen**

Training management tourism destination not experience significant obstacles but after exercising their field study in Yogyakarta then raised a little problem that is not all the results get from field studies in Yogyakarta can not be applied in the province of Riau in because of the differences in geographical shape between the provinces of Yogyakarta and the provinces Riau. This constraint authors get results from author interview to one of the clerks in the department of tourism destinations in Riau.

### **2. Obstacles that occur in the management of coastal destination gulf island love Jering**

Beach of Cinta Island Jering Bay already in the management, but there are some constraints experienced by society as a manager Beach destination of Cinta Island Jering Bay between when the holiday season arrives, especially in the high season in because of the number of visitors booming so that people as a managers are overwhelmed in serving the booming visitors.

Another obstacle is the lack of available toilet facilities on Cinta Island Jering Bay. Another obstacle is the lack of contribution from the Kampar District Government in the development and supervision of the Cinta Island Jering Bay destinations so that people who managing Cinta Island Jering Bay directly provide reports of visits and activities in the Cinta Island Jering Bay destinations directly to the department of tourism Riau province. The above constraints, the weiter got from an interview to one of the successors of the tour conscious group (POKDARWIS), the

island of Cinta Island Jering Bay and to observations of the author himself.

## **Solutions that can improve the management of natural destinations in the province of Riau**

### **1. Solutions to problems that occur in the management of tourism destination management training**

In the management of tourism destination management training in the constraints found that not all the results of the management of destination management training and field studies conducted in Yogyakarta can be applied to the province of Riau in because of natural geographic differences between the provinces of Yogyakarta and Riau provinces. To eliminate these obstacles the authors provide solutions for training management of tourism destinations and field studies were conducted in Yogyakarta as well as his studies field carried in Riau province alone and the speakers can instantly provide material suitable material for the development of tourist destinations in the province of Riau.

### **2. Solutions to problems that occur in the management of coastal destination gulf island love Jering**

Cinta Island Jering Bay Destinations has some constraints. The first obstacle is lack of human resources is still less so when it is the holiday season or high season, the people who managing Cinta Island Jering Bay are overwhelmed serving visitors who visit Cinta Island Jering Bay. Author wanted to convey solutions to a conscious group tours (Pokdarwis) provides destination management for the science to teenagers teens village III Jering bay and surrounding communities hamlet III Jering bay so that human resources are lacking can be fulfilled.

The second obstacle that occurred in tourist destinations Cinta Island Jering Bay is still a lack of sanitary facilities in destinations so that when the holiday season or high season visitors have difficulty to find sanitary facilities. The solution of its author as well as the manager of Cinta Island Jering Bay destination community here hamlet III Jering bay increase the number of bathrooms in Cinta Island Jering Bay destination. The third obstacle is the lack of local governments contribute Kampa, Kampar regency as the owner of the location where the destination of Cinta Island Jering Bay.

### CONCLUSION

From the discussion I'm working on, the authors conclude that the tourism department of Riau province is an important institution in tourism Riau province. And Riau provincial tourism office as the manager and supervisor of the management tourist destinations in the province of Riau through destination field. Natural tourist destinations Cinta Island Jering Bay is one of the destinations that was built directly by the Riau provincial tourism department with the community as the destination manager. Guidance given by the tourism department in Riau one of them by including the manager of Cinta Island Jering Bay in management training activities of the management of tourism destinations.

### SUGGESTION

There are suggestions that the author wants to convey to the above discussion that the obstacles that occur in the training management of tourism destinations which are held by the tourism office in Riau and managers of tourist destinations Cinta Island Jering Bay so quickly can be fixed by the relevant parties so that no obstacle hinder the management of tourist destinations tersebut and can improve the quality of the management of natural tourist destinations Cinta Island Jering Bay.

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