The Development of Indigenous Tourism in the Village of Siabu, Salo Sub District, Kampar Regency

Aguswan 1, Nurpeni 2 & Widia Astuti 3

1Universitas Lancang Kuning, Pekanbaru, 28265, Indonesia
Email: aguswan@unilak.ac.id
2Universitas Lancang Kuning, Pekanbaru, 28265, Indonesia
Email: nurpeni@unilak.ac.id
3Universitas Lancang Kuning, Pekanbaru, 28265, Indonesia
Email: widia-astuti@unilak.ac.id

Abstract. This research emphasizes the development of traditional tourism which needs to be developed by conducting surveys and mapping of the tourism areas in the village of Siabu. The village of Siabu is one of the villages which still maintain the traditional values is divided into three Datuk as the ruler of the ulayat area and natural resources, namely Datuk Bandaro Hitam, Datuk Besar and Datuk Rajo Melayu. The village of Siabu has natural resources which consist of forest, rivers, and lakes in the community settlements used as tourist attractions. Natural tourism consists of waterfalls of three estuaries of the Lipay River and Muaro Siabu campground located in the area of Datuk Bandaro Hitam’s authority. However, its development is still conventional. Some problems in developing tourism include: To reach to the waterfall tourism area which is located in the upper lipay river cannot be passed by vehicles and it can only be taken on foot for six hours’ journey of forest and hilly roads condition. Second, road infrastructure is not yet available and it has not been built by the local and village governments. Third, natural and funds resources are not adequate in the development of village tourism.

Keywords: Development, Tourism Village, custom.

1. Introduction

The region or village has been optimized a lot nowadays. One of the village optimizations was carried out by changing ordinary villages into traditional tourism. In this form, tourism development is not separated from the characteristics of rural communities, both economic and socio-cultural aspects. The village of Siabu is located in Salo Sub District, Kampar Regency, Riau Province. The Village area is divided into 6 (six) sub-districts namely Muara Siabu, Suka Damai, Mekar, Pinaso, Sei Abang and Karya Nyata sub-districts. In the community life and maintain the value of customs in Siabu Village is divided into 3 (three) Datuk as ruler of ulayat area (Koto) consists of:

1) The Koto Siabu ulayat territory is governed by black Datuk Bandaro.
2) The ulayat area of Koto Padang is authorized by large Datuk and
3) The area of Koto Pertemuan is authorized by Datuk Rajo Melayu.
The three ulayat territories (koto) mentioned above are combined with the pennames, Koto Sebelimbing, which is led by the highest traditional leader, H.Aman Datuk Bandaro Hitam. Therefore, all decisions related to customary issues prevailing in Koto Sebelimbing as governed by Datuk Bandaro Hitam as the top traditional leader or ruler of the ulayat area (koto) in the village of Siabu, Salo Subdistrict, Kampar Regency. The role of Datuk as the ruler of Siabu Village region also has an important role in the village of Siabu has beautiful natural resources both from forest, rivers, and lakes which are spreading the public. The condition of the forest is still beautiful and the rivers and lakes are still translucent are not exposed to pollution either from company or community wastes. These beautiful natural conditions can be enjoyed by people who visit the tourist area of Siabu village [7].

One of the beautiful rivers in the village of Siabu is the Lifay River, which has beautiful depths. Each hole contains fresh fish whose habitat is still maintained by the local indigenous people. Every individual is strictly prohibited from carrying out activities of fish poisoning in the Lifay River area which has an impact on the sustainability of the Lifay River ecosystem. Livay River is beautiful and natural has 16 holes which spread from upstream to downstream to the residential area. The condition of the river should be developed into a tourist area. The following are the names of lubuk (hole) which are spread out in it flowing from upstream to downstream of Siabu village, Salo subdistrict, Kampar regency in table 1.

Table 1 List of Lubuk along the Lipay River of Siabu village of Salo

| No | Names of Lubuk (hole) | Meaning |
|----|---------------------|---------|
| 1  | Lubuk simpang dua lifay kiri,tengah dan kanan | Lubuk which has three Lifay Songsang estuaries |
| 2  | Lubuk sungai sialang | Lubuk which has sialang trees and many sialang bees available. |
| 3  | Lubuk air terjun duo | Lubuk has a waterfall on top of it. |
| 4  | Lubuk padu | Lubuk which has a lot of solid wood (difficult/bitter) is called grief. |
| 5  | Lubuk air terjun satu | It is called a hole or lubuk itself. |
| 6  | lubuk meranti condong | It was to be a big meranti tree leaning toward the hut. |
| 7  | Lubuk gingiang | Lubuk which has a lot of *pandan gingiang* plant. |
| 8  | Lubuk muaro sungai | It has a lot of mysticism |
| 9  | Lubuk buluh | It has a lot of bamboo trees |
| 10 | Lubuk mata kuciang | It will look like the cat's eyes in the hole if it is given light or lighting. |
| 11 | Lubuk jonjang | It crosses the stairs |
| 12 | Lubuk pantaun gelugur | It has a lot of acids. |
| 13 | Lubuk kalilawar godang | It has a big bat. |
| 14 | Lubuk perhentian batu hitam | It Lubuk is the place where many black stones end. |
| 15 | Lubuk langkuik kalilawar kociak | It has a lot of small bats. |
| 16 | Lubuk batang | It has a lot of wood bars. |

Data Source: 2017 Field Survey Results.
From the 16 holes spread upstream to the lower reaches of the Lipay River, the most beautiful and cool has three estuaries of tiered waterfalls, namely; the lower half of the Lifay left, middle and right, located at the top upper reaches of the Lifay River, the village of Siabu. The beautiful views of the river and the holes and surrounded by beautiful forest into the area becoming the tourism objects in which they should be developed into tourist areas or destinations in the village of Siabu, Salo district, Kampar Regency. In addition to the beauty of Lubuk, there are still many tourist spots that have not been utilized such as the Siabu Estuary campground, the 3 Estuary of Lipay waterfalls. However, the existence of tourism objects in the village Siabu cannot be developed into tourist areas which contribute to local and village income.

Based on the above problems, it is necessary to conduct in-depth research and study on the development of tourist areas in the village of Siabu, Salo District, Kampar Regency, Riau Province. The research will be conducted by looking at the stages of overall tourism development. The Development of Siabu village is divided into seven stages of activities, namely; the stages of discovery, involvement, development, consolidation, stability, decline and renewal. The stages carried out to make the village of Siabu as an indigenous tourism destination in Kampar Regency, Riau Province.

2. Theory and Hypotheses

Tourism activity is one sector which plays a major role in the development process and regional development, namely; in contributing to regional income and to the community. Tourism needs to be developed in a particular area depending on policy makers through research or assessment of all aspects related to tourism. Further, this research has compared a number of related theories and studies. One of the tourism village development studies was carried out by A. Dodi Widiyanto, Joni Purwo Handoyo, and Alia Fajarwati entitled Rural Tourism Development (A Proposed Strategy for tourism village of Ketingan). The research used the SWOT theory which showed strengths, weaknesses, opportunities, and challenges. The results of the research showed that the best strategy is still relying on natural attractiveness, increasing human resources, and marketing.

Another research was conducted by B. Made Heny Urmila Dewi, Chafid Fandeli, M. Baiquini entitled The Development of Tourism Villages based on the Participation of Local Communities in Jatiluwih Tabanan of Tourism Village, Bali. This research showed three stages of development, namely; planning, implementation, and supervision. The research showed that the development of community-based tourism has not been realized in this region. Society has not been the subject of development, but it is still an object of tourism development so that tourism development has not been maximized. Moreover, the research entitled “Building Tourism with the People: A Study on Local Participation in Building Tourism Villages in Dieng Plateau by Destha Titi Raharjana also discusses tourism development. This study focuses on the role of local communities in the development of tourism, the relationship between the roles and functions of institutions which are seen as contributing to tourism in Dieng Plateau.

Eko Murdiyanto conducted the research entitled "Community Participation in the Development of Karanggeneng Tourism Village, Purwobinangun, Pakem, Sleman". This study assumes that changing an ordinary village into a tourism village will have an impact on both economic and socio-cultural aspects. The study showed that the participation of the community, especially youth organizations in developing tourism villages and the direction of the development. The results showed that the community was still 'shy' to participate in thought, energy, and material for the development of a tourism village but it was ready to participate if actively invited by the manager.
The following differences in research proposals with the previous ones are:

1) The previous research focuses on the role of society in general and community groups such as youths. Meanwhile, the proposed research focuses on indigenous people of indigenous who were chosen because the development of tourism become the locus of research was an area / customary community whose authority was separated between certain tribal groups in the village of Siabu, Salo Sub-District, Kampar Regency.

2) The previous research uses theories/concepts such as SWOT, tourism planning, community participation, and development. However, this research is more directed to phases/stages of tourism development in sequence. The theory used is as stated by Butler and updated by Pitana.

This research focuses on the opinion of Butler (in Pitana, 2005) about 7 phases of tourism development or the tourism life cycle (Destination Area Lifecycle) which has different impacts including:

1) Exploration phase (exploration / discovery).
2) Involvement phase (involvement).
3) Development phase.
4) Consolidation phase.
5) Stagnation phase.
6) Decline phase.
7) Rejuvenation phase (Rejuvenation)

3. Methods
According to Creswell (2010), data collecting in a grounded theory study is a "zigzag" process, out of the field to obtain information, analyze data, and so on. This research is based on pre-survey observations in the field of Siabu village where there are several tourist areas whose existence (ulayat) is governed by traditional leaders who have an important role in the development of their area. One of the traditional forest and river tourism areas that are still beautiful and in its development to be developed into a tourist village cannot yet be realized. Due to limited access, infrastructure and resources, these traditional tourism villages cannot be developed. Furthermore, the development of traditional tourism villages requires an approach through several stages of research activities as follows.

4. Result and discussion
The research was carried out in the village of Siabu, Salo Subdistrict, Kampar regency, which focused on the development phases including: exploration phase (exploration/discovery), phase involvement (involvement), Consolidation phase, Stagnation phase, Decline phase, Rejuvenation phase. From The phases of tourism development which are adjusted to the conditions of development of traditional tourism in Siabu village, it can be explained as follows:

4.1 Exploration phase.
At this stage, it shows the characteristics that new tourism areas have begun to be discovered, visited in a limited and sporadic manner. Commonly, the visitors are adventurous tourists. Tourists use local facilities so that the contact between the public and tourists are still high. In addition, the limited number and frequency rarely cause the social, cultural economic impacts are still very small. At this stage, it will get information from the local community whose economic search comes from the river and the village of Siabu forest area. The results of the survey and mapping of tourist attractions in Siabu village, in which some small group of people has found tourism views that are along the river flow from upstream to downstream of the Lipay river, Siabu village. In the upper of the river, three are waterfalls called tigo Mauro. The place is beautiful but it is not known by many people. Along the river, there are also 16 holes and there are their own names and character traits which have historically been hereditary in every hole. The waterfall area is needed to be developed.
4.2. Involvement Phase (involvement).

At this stage, it shows an increase in the number of visits. So, some local people began to provide various facilities which were specifically intended for the tourists. The tourists’ contacts with local communities are still high and people are beginning to change existing social patterns to respond to economic change. This is where the beginning of the area becomes a tourist destination, which is marked by starting the promotion. This stage will lead to noticing the community together to formulate the Siabu Village tourism area.

In this case, a small number of community groups discussed together with the solutions for tourism in the village. The discussions and meetings were still led by the leaders of custom. In this case the tribal meetings or discussions namely the pitopang basa tribe led by the tribal chief, Datuk Bandaro Hitam. Datuk bandoro hitam is also referred to as the customary leader of kenegerian tigo as a leader of Siabu village, Salo sub-district, Kampar regency.

4.3. Development phase (development)

This stage is marked by investment from outside which began to enter and the emergence of a systematic tourism market. The regions are becoming more physically open, promotions are intensified, and local facilities have been tested or replaced by facilities that are truly international standard, artificial attractions have begun to be developed, adding natural attractions. This stage is indicated by the establishment of cooperation between each regional authority and universities and local governments. Moreover, the cooperation between the village of Siabu tourism developments is established as a source of village income.

At this stage it is known that the development effort (development) has been promoted to the public (public) through social media, government’s support, namely; by building a number of supporting facilities such as the construction of connecting bridges from the village to tourism objects in Siabu village. Likewise, the construction of road infrastructure has been carried out both from self-help and assistance from companies which develop Cooperate service sustainability programs that support the development of tourist areas in the village of Siabu, Salo sub-district, and Kampar regency. This development effort is carried out state by state in accordance with the availability of funds.

4.4. Consolidation phase. (Consolidation)

At this stage, tourism of the regional economic structure is dominant. The numbers of tourists’ visits are still rising but at a lower level. Old facilities have begun to be abandoned. At this stage, it is expected to discuss with the stakeholders in planning the development of tourism objects. The results of the survey and mapping revealed that the existence of tourism on Siabu had been known by the community both in the Kampar district and in the province of Riau. Most visitors to the tourism area did the campgrounds along the Siabu River and climbed hills around the Lipay River, Siabu Village, Salo Sub-district, Kampar Regency.

The consolidation program has been carried between the tribal groups in Siabu village, social groups, local and the Kampar district government which supported the development of Siabu as a tourist destination in Kampar regency.

4.5. Stagnation phase.

The capacity of various factors has been exceeded (above the capacity, carrying capacities), thus causing economic, social and environmental problems. The industry has begun to work hard to meet the capacity of the facilities they have, especially by expecting guest repeaters and convention/business tours. In this phase, there is an interaction between the government, society, and businesses. The sharing problem has become a concern to be solved due to the influence of tourist areas to the community. Companies that care about the tourism development are also targeted at this
stage. Local companies which support the development of tourism in the village of Siabu, the other one is Surya Dumai Group who has helped the construction of road infrastructure and helps the social economic activities of the community in the village of Siabu. Here it has been done together with various stakeholders such as traditional, religious, youth leaders of farmer leaders groups, village and sub-district governments who fully support the development of traditional tourism in the village of Siabu, Salo Subdistrict, Kampar regency.

4.6. Decline Phase (decrease)

Tourists have started to switch to new tourist destinations or competitors, and those who stay at the weekends. Much tourism facilities have shifted or transferred their functions to non-tourism activities. These stages were occurring with a decrease from the realization of the object or target of tourism to other local attractions towards the target of the visitors. From surveys and observations carried out on tourist areas in B of Siabu village, there are several tourist attractions such as the estuary waterfall where it is located at the edge of the Lipay River by traveling approximately 3 hours or 5 Km from the village of Siabu. The place has a beautiful scenery, but the journey is so far so that many visitors visit new attractions in the village of Siabu such as lake tours and campground tourism. Attractions are provided on lake tours such as fishing spear attractions by doing the fishing carried out by the fish spear group. Fish shooter groups have skills and expertise in fish catching.

4.7. Rejuvenation Phase (rejuvenation)

Changes occur dramatically (as a result of various efforts from various parties), towards improvement or rejuvenation. This rejuvenation can occur due to the innovation and the development of new products or exploring or utilizing previous natural and cultural resources. This stage was grouped into several tourism objects and activities that need to be developed. Therefore, newborn attractions can have a socio-economic impact on society.

Tourism development requires strengthening effective tourism management. There are deficiencies in this area, where tourism awareness groups (POKDARWIS) have not existed. That is why some tourism providers have not been able to realize management skills properly. The results of discussions and interviews conducted by the community of tourism groups have responsibility for tourism development in the village of Siabu and make it as a tourist destination in Kampar regency, Riau province.

5. Conclusion

The development of tourism in the village of Siabu through stages or phases of activity can be used as guidelines in the development of a sustainable way. These phases are series in which is indispensable in tourism development. This can help tour operators in developing tourism in the village of Siabu, Salo Subdistrict, Kampar regency.

The consolidation stage and discussion together from various stakeholders are needed in the development of Siabu village custom tourism, namely; by involving the community elements, business and the support of the Kampar district government. Partnership programs and development are urgently needed so that the integrity of tourism development and the increase of local and rural revenues from the tourism sector in Kampar district are developed.

Tourism development in the village of Siabu needs to be done immediately by strengthening the tourism management and establishing tourism-aware groups (POKDARWIS) as a caring and responsible group in developing tourism in the countryside especially in the village of Siabu, Salo Subdistrict, Kampar regency.
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