Policy of Ecotourism Development in Riau Province: Analysis and Strategies

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Abstract: The purpose of this study is to analyze the policy on ecotourism development in Riau Province. The method used in this research is descriptive qualitative, which aims to analyze the policy on ecotourism development in Riau Province. The collected data were analyzed with interactive model of Miles and Huberman. The study results indicated that the policy of ecotourism development in Riau Province is conducted by three parties, and the communities involved in the development of ecotourism are the Department of Tourism and Culture of Riau Province and the private sector. The strategies adopted to develop the ecotourism include technology strategy, strategy of invasion and operational strategy.

Keywords: policy, tourism, ecology, environment, ecotourism.

1. Introduction
The potential of tourism sector of Riau Province is extraordinary and varied, ranging from nature tourism and custom or cultural tourism. This happens because the Riau Province is an area rich in tribes and customs in it, but despite the potential of the tourism sector are abundant but still a lot of tourism in areas and regions that have not received special attention from the Government of Riau Province. This causes the tourism sector that should make the tourist attraction to visit Riau Province is still not optimal.

Many tourists who come on the object of the area tourism can indirectly increase the original income of the region itself. In addition, people around the tourism object can also get benefit because of the existence of jobs that will increase the income and welfare of the society. It is in line with Spillane's explanation (2010: 138) that, “Tourism will bring various advantages as well as losses”. Thus, in addition to profit, tourism is also detrimental in terms of bringing a negative influence on social and cultural life and at the same time have an impact on environmental ecological damages. To minimize the negative impact of tourism on environmental ecology, then the Government of Riau Province prefer to develop ecotourism in this area. Ecotourism development is selected because with ecotourism will be obtained 2 (two) objectives at the same time that the development of Riau Tourism and the prevention of further environmental damage in Riau Province.
In addition, the development of ecotourism in Riau Province is also driven by the changing paradigm of tourists in choosing tourism object from conventional tours turning to eco-friendly alternative tours and sensitive to local cultural wisdom. This is due to the increasing awareness of the tourists towards the importance of environmental conservation and the increasing desire to enjoy directly the life of an environment and its ecosystem. This tourist trend then creates another term in tourism, namely ecotourism [1].

Some of the ecotourism successfully developed by the Government of Riau Province such as Forest Park (Tahura) Sultan Syarif Hasyim, Ecotourism area Mempura and Bukit Tiga Puluh Satu National Park Area, Mangrove Ecotourism in Siak Regency and Ecotourism of Bukit Batu Wildlife Sanctuary in Bengkalis Regency. Based on this condition, the study focuses on this research to analyze the policy on ecotourism development in Riau Province [2]. Therefore, based on the statement above, the study would like to explore “How is the policy on ecotourism development implemented in Riau Province?”

2. The Review

2.1 Public Administration

Public administration according to Keban (2014: 5) is the production of goods and services planned to serve the needs of the consumer society. This definition has the meaning of public administration similar to economic activity and the resulting goods and public services. According to Nigro (2010: 25), public administration is:

a) (Public Administration) is Cooperative group effort in public setting.
b) (Public Administration) covers all three branches: executive, legislative and judicial, and their interrelationships.
c) (Public Administration) has important role formulating of public policy and is thus a part of the political process.
d) (Public Administration) is closely associated with numerous private groups and individuals in providing services to the community.
e) (Public Administration) is different in significant ways from private administration (Nigro, 2010: 25).

From that opinion it can be said that public administration is (1) a group cooperation in government; (2) includes three branches of the executive, legislative and judicial and the relationship between them; (3) have an important role in policy formulation and part of the political process; (4) deals with various private groups and individuals in providing services to the public; and (5) some important differences with private administration.

2.2 Public Services

Public service according to Rohman (2012: 3) is a service or he provision of services to the public in the form of the use of public facilities and infrastructure carried out by the government. Government, the party who provides services is the government apparatus and all the completeness of the institutional. Public service proposed by Kurniawan (2015: 8), that public service is a service that prioritizes the public interest, facilitate public affairs, shorten the timing of the execution of public affairs and provide satisfaction to the public. While Sinambela (2010: 9) states the quality of service is closely related to a systematic and comprehensive service known as the concept of excellent service.
2.3 Public Policy

Public policy according to Dye (2013: 3) is defined as “whatever government chooses to do or not to do”. This definition indicates that the government has the authority to make choices on which policy to do or not, depending on the problems that arise or the achievement of the intended policy. Meanwhile, Anderson (2013: 87-88) proposed the definition of a policy as a relatively stable, purposive course of action followed by an actor or set of actor in dealing with a problem or matter of concern. Friedrich actualized by Seibel (2015: 74) describes public policy as:

A series of actions proposed by a person, group or government in a particular environment, with threats and opportunities, in which the proposed policy is aimed to utilize the potentials as well as to overcome the existing obstacles in order to achieve the certain goals (Seibel, 2015: 74).

Based on the above opinion it can be said that public policy is an government act based on public suggestions or ideas from the government itself which is influenced by the potential and obstacles to achieve the established goals.

2.4 Ecology of Public Administration

According to Dalton as quoted by Makmur (2012: 5) states that ecology is a concept borrowed from the field of biology, where the term refers to the study of organisms in relation to the environment. S. Pamudji (2012: 41) reveals that the ecology of public administration serves as an incentive of the administrators (actors) to try and simultaneously receive their work. This kind of ecology is the living environment of public administration which has a natural physical factor and social factors (ideological, political, economic, socio-cultural, and security) which can cause problems that policy makers need to solve and otherwise help resolve that issues.

2.5 Tourism

Law No. 10 of 2009 on Tourism defines the tourism as everything that is related with tours or including the utilization of tourism object and attractions as well as efforts and businesses related to the conduct of tourism. Tourism can be considered as a person's activities or travel to other areas to see the different situation from their region, with the intention of refreshing, eliminating the sense of saturation in their area. Tourism is related with reciprocal activities between the tourist attractions with visitors.

2.6 Ecotourism

Ecotourism is a type of tourism that is environmentally friendly with the activity of seeing, watching, studying, admiring nature, flora and fauna, socio-cultural local ethnic and tourists who do it participate foster the preservation of the surrounding natural environment by involving local residents (Yoeti, 2010: 17). From the definition of ecotourism can be seen from three perspectives, namely: first, ecotourism as a product; second, ecotourism as a market; and third, ecotourism as a development approach. As a product, ecotourism is an all attraction-based on natural resources. As a market, ecotourism is a journey directed towards environmental conservation efforts. As a development approach, ecotourism is a method of utilization and management of tourism resources in an environmentally friendly manner.

3. Method

The method used in this study is descriptive qualitative, which aims to analyze the policy on ecotourism development in Riau Province. The methods employed in the collection of data for this qualitative research are observation, interviews and documentation. The collected data were analyzed with interactive model of Miles and Huberman.
4. Analysis and Discussion

Riau Provincial Government in its ecotourism development has made a policy that can include improvement of tourist area in Riau Province. Riau Province which has a beautiful natural wealth is a very worthy potential to be developed as ecotourism and certainly has a tourist selling value. That is why the Riau Provincial Government tries to make a policy that can preserve and increase the sale value as ecotourism in Riau Province. From the potential of both physical and non physical, to be able to realize the Riau Province as an ecotourism destination it is necessary to be planned a policy that can cover all the potentials of Riau Province.

Ecotourism basically does not pay much attention to difficult access and limited accommodation, because the area used as ecotourism location is a conservation area which is maintained by its natural condition. The natural forest condition of course requires poor access, accommodation and security, so tourists who want to visit of course with special interest that is ready with difficult access to reach these tourism object. Sekartjakrarini (2012: 62) states for the eco-tourist in looking for a true travel experience, limited facilities and infrastructure of service generally not too questioned. This tendency opens opportunities for areas that are currently isolated to develop tourism in its territory.

To be able to make Riau Province as an ecotourism destination requires participation of all parties, so the policy of ecotourism area development plan in Riau Province can be implemented. To achieve this the Riau Provincial Government has appointed the Department of Tourism and Culture to make a feasibility study of areas in Riau Province as an agro-tourism area, nature tourism, beach tourism and so on as well as the formation of a Team assigned to design the development of ecotourism area in Riau Province.

The success of ecotourism development is determined by several factors that influence each other. Broadly speaking, influencing factors are natural or environmental resources, human resources and artificial resources (physical and cultural) as a basic element of a tourist product. These three factors must be the main concern of all parties to achieve the expected success in a development of ecotourism (Purwanto, 2014: 36).

To support the policy of ecotourism development in Riau Province, Riau Provincial Government also applied technology strategy, innovation strategy and operational strategy which are described as follows:

4.1 Technology Strategy

The technology in this research is used for the implementation of marketing and promotion of tourism object. Technology is the development or application of various tools to solve the various problems faced by humans at all times. With the technology can facilitate the execution of activities, such as information and communication technology which is a tool used in communicating or giving news. In the world of tourism, information and communication technology is needed. It is used to facilitate the activities of marketing or promotion of tourism potential.

In the development of ecotourism, by using this information and communication technology, Department of Tourism and Culture of Riau Province has done several things, such as using websites and social media to illustrate the beauty of ecotourism in Riau Province as well as the attractions that are in it. In the field, researchers see that the implementation of ecotourism promotion Riau Province is still dominated by the community only. Implementation of tourism promotion will not work well and increase the number of ecotourism visitors if it only provides promotional facilities in the form of websites and other social media. Department of Tourism and Culture of Riau Province, in the use of information technology, must also pay attention to aspects in its implementation. In the development of information technology that has a positive value in the development of tourism activities, required a system that can be applied both at the institution of Regency/City Government and Riau Province Government.
According to Sunaryo implementation of a tourism system that apply the direct communication between users and service providers, require some requirements that is the readiness of human resources in running the means of information technology, training in the utilize of information technology and strategies in establishing communication with users and availability of physical infrastructure supporting information technology systems [16].

4.2 Innovation Strategy

Innovation is an organizational activity system that transforms technology from idea to commercialization. Innovation refers to the renewal of a new product, process and service.

Development of ecotourism in the Riau Province is done because it sees the potential of the tourism object. Therefore, the Department of Tourism and Culture of Riau Province has held several policies to increase tourist visits. The policies are as follows:

a) Conservation.

b) Improving facilities.

c) Increase promotional activities.

d) Cooperate with investors or use CSR program.

4.3 Operational Strategy

Rangkuti (2014: 71) stated that the effectiveness of the company's operating strategy can be measured by assessing the interconnectedness or consistency between competitive priorities that emphasize and respond to environmental change based on the structure and infrastructure of operations. The degree of conformity between competitive priorities and decisions related to structural and infrastructure investments provide the key to develop an operational strategy as a competitive weapon. One of the strategies undertaken in achieving competitive advantage in the field of tourism, especially ecotourism among others:

a) Cooperate with investors.

b) Improve facilities and infrastructure.

In addition to the implementation of the above strategies, Riau Provincial Government also uses SWOT analysis to describe the opportunities and threats that exist, then adjusted to the strengths and weaknesses owned to generate a strategic plan in ecotourism development in Riau Province into a sustainable and environmentally sound ecotourism area.

Based on the result of SWOT analysis, there are 12 priority scales of development strategy that need to be determined in implementing ecotourism development in Riau Province which are grouped into 5 strategy priorities i.e:

1) Coordination between communities in tourist destination areas with stakeholders which begins with planning, socialization, implementation and monitoring of ecotourism development policies.

2) Rearrangement of space for ecotourism activities, infrastructure improvements, water supply networks, construction of facilities and infrastructure, waste processing and disposal systems and business units supporting tourist needs.

3) Providing knowledge to the community about the management and management training of ecotourism that is effective and productive.

4) Analysis study of the impact of tourism activities on environmental conditions with regular and sustainable monitoring.

5) Explore the potential of nature and marine tourism with the guidance to the community.
5. Conclusion and Recommendation
5.1 Conclusion
Referring to the discussion that has been described above, it can be concluded that the policy of ecotourism development in Riau Province is conducted by three parties, and the community involved in the development of ecotourism are the Department of Tourism and Culture of Riau Province and the private sector. The strategies adopted to develop the ecotourism include technology strategy, invasion strategy, and operational strategy. The priority of development strategies is achieved through coordination efforts between the surrounding community and stakeholders, rearrangement of space for ecotourism activities, knowledge providing to the community about the management and management training of ecotourism, analysis study of the impact of tourism activities on environmental conditions, and exploration of the potential of nature and marine tourism with the guidance to the community.

5.2 Recommendation
The Department of Tourism and Culture of Riau Province, as the leader of the field of tourism, should continue to review the master plan of ecotourism areas in Riau Province by improving communication and coordination with other department related to the development of ecotourism area in Riau Province. In addition, there needs to be an intensive coordination and communication between stakeholders and investors to develop and facilitate both funding the management of tourism objects and in improving the skills of the community which is in the around of the object being developed.

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