

Community-Based Tourism Village Development Strategy in Busung Village Bintan Regency

Charly Marlinda¹, Ranti Utami², Sri Kurnia³, Imran Ilyas⁴, Satriadi⁵
{charly@stie-pembangunan.ac.id¹, ranti@stie-pembangunan.ac.id², sri@stie-pembangunan.ac.id³,
imran@stie-pembangunan.ac.id⁴, satriadi@stie-pembangunan.ac.id⁵}

Management, STIE Pembangunan Tanjungpinang, Indonesia^{1.2.3.4.5}

Abstract. Lately improvement of tourism in Bintan regency is monotonous in the famous vacationer enchantment that there's no innovation to collaborate among the capability of nature, tradition and creativity of the local community, consequently raising the impact of similarity or similarity among traveler points of interest with every different. one of the revolutionary breakthroughs that need to be achieved is thru the improvement of network primarily based Rural Tourism in Busung Village, Bintan Regency. With this improvement is expected to improve pleasant life of the network, preserve the cultural arts of nearby groups and conserve the surroundings in a sustainable way. improvement of Rural Tourism in Bintan Village, has a high selling value to be a leading vacationer attraction, however the truth of this village has not been able to be advanced as a professional rural tourism, each from elements of control, human sources, and utilization of village capacity. This research resulted to formulate several opportunity strategies that may be carried out in the development of Rural Tourism in Bintan Village that is related to the factor of vacation spot, enterprise aspect, advertising factor and institutional aspect

Keywords: Strategy; Tourism, Development; Community; Bintan

1 Introduction

The tourism enterprise is Salah industry that Sabbat growing in Bintan Regency. many countries are surprisingly attached to the tourism enterprise as a source of tax and income for lots events at once at once to tourists [1]. however the presence of the COVID-19 pandemic of path impacts vacationers and has a big effect on tourism industry. In reality, statistics based totally at the valuable facts corporation, the state journalist who got here directly to the Riau Islands Province in January 2021 only recorded 20 visits. The quantity of overseas traveler visits in January 2021 saw a ninety nine% decrease in January 2020 with 236,611 visits. that is a heavy blow for the Riau Islands that could file the tourism enterprise on.

Bintan Regency is one of the regions in Riau Islands Province known for its tourism industry. it could even be stated that the tourism industry in Bintan Regency could be very swiftly growing. The improvement of the tourism industry, specially inside the Riau Islands, has a remarkable effect on imparting tourism help centers by means of tourism entrepreneurs. Tourism marketers as one birthday party supplying the means to assist tourism centers of course have an essential role inside the development of the tourism industry. The obligations of tourism entrepreneurs in tourism development are set out inside the provisions of Article 26 of regulation No. 10 of 2009 approximately Tourism. Tourism marketers are obliged to hold and admire the norms of religion, customs, subculture and values that live in neighborhood communities,

provide correct and accountable data, provide discriminatory services, provide consolation, friendliness, protection, and safety of vacationers, offer insurance safety on tourism corporations with high chance activities. Tourism help facilities noted earlier than can be provision of tourism transportation services, food and beverage travel services, accommodation providers, leisure and leisure activities, and so on. Tourism is believed to have provided fine blessings for the improvement of the community's economy, however it is inevitable that there are negative socio-cultural impacts that may be customary by way of the network as a result of tourism development [2][3].

Then if seen from the improvement of tourism in Bintan Regency tends to more accentuate the potential of nature. in the course of this time the development of tourism is monotonous inside the enchantment of tourism that has not been hooked up in the absence of innovation to collaborate between the potential of nature, culture and creativity of the local people, for that reason bringing the impression of similarity or similarity between the attraction of 1 and the opposite and has started the trend of traveler points of interest started to be deserted with the aid of tourists including Malang Village meeting and Wisata Village Ekang. one of the step forward innovations that want to be carried out is through the improvement of Tourism Village. Busung Village is well worth growing as a network-based vacationer village due to the fact it's far primarily based on:

- 1) has a salt tourist attraction, covering natural, cultural and artificial tourist attraction,
- 2) Its location is very strategic because it is located close to the Lagoi Tourism Area
- 3) have beautiful natural capital and local genius and religious traditions which are maintained very strongly,
- 4) Local community has high creativity in the field of craft carving arts as one of the local products developed as cendramata for tourists [4].

For the duration of this time the capacity of tourism is quite big in Busung Village has not been optimally utilized as a vacationer village thinking about the invention of a few obstacles, including susceptible human sources associated with entrepreneurial soul, susceptible knowledge of the idea of vacationer villages, and so forth. to make use of and maximize the various vacationer potentials owned, it's miles necessary to formulate a tourist village improvement approach in Kenderan Village that is thorough, incorporated, community-primarily based and sustainable and improvement method based on ability (enchantment) owned and based on power evaluation and weakness from inner factors, and evaluation of possibilities and threats of outside factors.

2 Research Methodology

The studies used on this look at is qualitative research. The research area is Busung Tourism Village in Bintan Regency. The time for research facts series is in the period of November - December 2022. research records collection techniques use interview, commentary, and documentation techniques. evaluation of facts used the usage of triangulation.

3 Result and Discussion

3.1 SWOT Analysis

To explain a number of the improvement strategies of Busung Kabupaten Bintan Village, then the subsequent results of SWOT analysis provided in table 1:

Table 1. SWOT Matrix Analysis

| Matriks SWOT | Opportunities | Threats |
|--|--|--|
| | 1. Tourism business is a promising market share | 1. Limitations of existing facilities |
| | 2. The fast growing tourism industry | 2. Not much public transportation mode |
| | 3. Has a natural environment that can be developed into a tourist attraction if treated properly | 3. Not yet mastering technology in the preparation of financial statements |
| | 4. There is a strong urge of the community to develop village tourist destinations | |
| | 5. Digital technology is constantly evolving | |
| | 6. There is support from the government of Village to Service related to the development of tourist villages | |
| | 7. The Covid-19 pandemic is subsiding | |
| Strengths | SO | ST |
| 1. Strategic business location | - S2-O4 Retaining price stability adjusted to HPP calculation | - S2-T1 Maintaining the prices offered are cheaper and affordable than competitors. |
| 2. Relatively affordable entrance ticket prices | - S2-O6 Offer Provide cooperation programs as a brand aid | - S3-T1 Maintains range of photograph spot with good first-class |
| 3. Diverse photo spots | - S3-O3 Innovating Innovating creates a various and unique spot to meet the needs of favor developments and accessories | - S4-T1 Properly branding through keeping iconic manufacturers and logos |
| 4. It is quite famous among local and international tourists | - S4-O1 Branding with Brand Ambassador | - S4-T2 Maximize social media advertising promotions |
| 5. Unique and different places than other tourist attractions | - S4-O2 Building revolutionary middle competencies with HR abilities improvement HR skills development | - S5-T1 Keeping herbal sustainability to keep competing with other tourist attractions |
| 6. Still awake and the nature tourist environment in Bintan Island | - S6-O5 Maximize on-line promotions and try marketing to attract new clients | - S6-T1 Selling visitor villages frequently accomplishing posts on diverse social media |

| <i>Weaknesses</i> | WO | WT |
|--|--|---|
| 1. Limitations of existing facilities | - W1-O2 Offer centers to optimize business activities | - W1-T1 Adding Growth the number of facilities to maximise manufacturing sports |
| 2. Not much public transportation mode | - W3-O4 Utilize economic programs in reporting which includes commercial enterprise friends or quickbooks | - W2-T1 Including fashionable modes of transformation to growth production potential |
| 3. Not yet mastering technology in the preparation of financial statements | | - W3-T2 3. Use financial programs that healthy enterprise and worker competencies |

Source: Data Processing, 2022.

S-O strategy for the Telaga Blue Desert Tourist Village is: 1) Retaining price stability adjusted to HPP calculation; 2) Provide cooperation programs as a brand aid; 3) Innovating creates a various and unique spot to meet the needs of favor developments and accessories; 4) Branding with brand Ambassador; 5) Building revolutionary middle competencies with HR abilities improvement; 6) Maximize on-line promotions and try marketing to attract new clients; and 7) Maintain a workshop in a selected event [6][7].

W-O strategy for the Telaga Blue Desert Tourist Village is: 1) Offer centers to optimize business activities; and 2) Utilize economic programs in reporting which includes commercial enterprise friends or quickbooks.

S-T Village Tourism Strategy Sand Telaga Blue Desert is: 1) Retaining the prices presented are less expensive and affordable than competitors; 2) Maintains range of photograph spot with good first-class; 3) Properly branding through keeping iconic manufacturers and logos; 4) Maximize social media advertising promotions; 5) Keeping herbal sustainability to keep competing with other tourist attractions; and 6) Selling visitor villages frequently accomplishing posts on diverse social media [8].

W-T Village Desert Tourism Strategy Blue Telaga Desert is: 1) Growth the number of facilities to maximise manufacturing sports; 2) Including fashionable modes of transformation to growth production potential; and 3) Use financial programs that healthy enterprise and worker competencies.

4 Conclusion

There are 18 strategies produced to address the problem of developing a busung tourist village which includes : 1) Retaining price stability adjusted to HPP calculation; 2) Provide cooperation programs as a brand aid; 3) Innovating creates a various and unique spot to meet the needs of favor developments and accessories; 4) Branding with brand Ambassador; 5) Building revolutionary middle competencies with HR abilities improvement; 6) Maximize on-line promotions and try marketing to attract new clients; 7) Maintain a workshop in a selected event; 8) Offer centers to optimize business activities; 9) Utilize economic programs in reporting which includes commercial enterprise friends or quickbooks; 10) Retaining the prices presented are less expensive and affordable than competitors; 11) Maintains range of photograph spot with

good first-class; 12) Properly branding through keeping iconic manufacturers and logos; 13) Maximize social media advertising promotions; 14) Keeping herbal sustainability to keep competing with other tourist attractions; 15) Selling visitor villages frequently accomplishing posts on diverse social media; 16) Growth the number of facilities to maximise manufacturing sports; 17) Including fashionable modes of transformation to growth production potential; and 18) Use financial programs that healthy enterprise and worker competencies.

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