

Sustainable Tourism Development Strategy for Sand Telaga Blue Desert in Bintan Regency

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Abstract. Research is conducted in the Desert of Telaga Blue, Bintan Regency, Riau Islands. The purpose of this study is to explore the potential of tourism at the ecotourism destination of the Blue Telaga Desert and collaborative management that can be applied as an effort to develop sustainable tourism areas. The Sand Desert Telaga Blue is part of the industrial area owned by PT Surya Bangun Pertiwi (SBP) with 4,000 hectares of land reserves. Research using mixed methods is an analysis of observations and interviews supported by quantitative data using Maple 2017 to understand the economic value and willingness of travelers to pay when visiting the Telaga Blue Desert tourist destination. The results of the study showed that the Sand Desert Telaga Blue has been running a tourism development program based on sustainable tourism principles and the need for optimization through the implementation of internal and external environmental factors analysis strategy and SWOT that correspond to the tourism conditions of Bintan Island.

Keywords: Strategy-1; Tourism-2, Developent-3; Sustainable-4; Bintan-5

1 Introduction

The tourism industry will experience the same and prioritize the implementation of health protocols and safety according to sufficient standards to provide comfort for tourists. This new normal life will be an interesting thing to discuss especially in observing the willingness of government and stakeholders to face the restoration of Bintan Island tourism in the pandemic. Government and local communities of Bintan Island should be able to provide alternative tourist options that can be an attraction for domestic tourists and foreign tourists while still prioritizing the implementation of health protocols [1].

In this era of industrial revolution 4.0, ecotourism destinations became a material of study that if it is quite interesting because it still holds things that are considered natural and have a distinctive feature in the islands. In this digital and virtual era, people certainly still miss the holiday atmosphere or tourism that is original in the ancestral heritage [2]. Amid the saturation and bustle of virtual identical to robots and digital machines, people remain siding with the atmosphere of natural life that gives a friendly and friendly impression. Ecotourism destinations that reflect local wisdom to be the hunt of tourists both from domestically and abroad [3].

The potential of ecotourism that became a attraction in Bintan Island is the beauty of landscapes and historical relics that are still sustainable. The original value of a tourist destination can be an iconic symbol for the region. That way, it is very important for a village to preserve the value of local wisdom. The development of tourism of Bintan Island is directed

towards increasing the tourism sector that is an advantage for this region so that it can help the economy of the surrounding citizens [4][5]. Development and utilization of various tourism potential Pulau Bintan can improve the national tourism sector, employment opportunities, native income to the country foreign exchange. This development also focuses not only on a point, but overall as a form of efforts to optimize sustainable tourism programs.

Development of tourism villages that become government programs cannot only grow one side of profit, for example, in the field of economy that is experiencing improvement, but other things also have to participate positively such as social life of local communities and environmental hygiene become increasing [6][7]. Tourism sustainability from the whole side is indispensable to maintain balance. The potential of tourism found in Bintan Island is very charming but there are still problems that have not been resolved optimally related to sustainable tourism development strategies, tourism promotion programs, and local community participation that have not been well organized.

Sustainable tourism development is a concept of building tourism potential by engaging the community so that all potential is well maintained and runs in a balanced and sustainable manner. Management is very important in accordance with local values and natural needs so that social values, economic values, and ecological values will remain maintained as a legacy for the next generation [8].

The purpose of this study is to find out how sustainable tourism development strategies in the Blue Telaga Sand Desert: 1) The ecological value; 2) Maintenance of social and cultural society; and 3) Economic sustainability.

The main problem that wants to be answered in this writing is how the opportunities and development of sustainable tourism development of the Telaga Blue Sand Desert as an alternative tourist destination on Bintan Island both from economic, destination management and environmental resilience. The Blue Telaga Sand Desert became interesting because it comes from changes in land ruins due to mining or natural conditions. The continuity of this tourist spot requires professional management and collaboration by all stakeholders. The urgency of this study is to conduct a deeper study of tourism sustainability in the area concerned, so that exploration of the sustainability factors of the village tourism development by involving local communities. The focus of this study is on sustainability of tourism that implicates the preservation of local ecological value, the maintenance of social, cultural and economic sustainability levels of local communities

2 Research Methodology

The focus of the research in this writing on alternative tourism development strategies for sustainable in the village of Riau Islands Province. The type used in this study is descriptive with a qualitative approach [9]. This research location is Busung Village Kubdistrict Series Lobam Kuala Lobam Regency Bintan. The data sources in this study are primary data and secondary data. The data analysis techniques used in this study are data reduction, data presentation, and conclusion withdrawal. Spatial analysis is conducted based on mapping potential tours in Busung Seri Village Kuala Lobam Regency Bintan to answer the first research destination.

3 Result and Discussion

Based on the above explanation, the Blue Telaga Sand Desert was formed in 2017 which is an initiative of the community. After tourist destinations began to advance, the village parties namely Bumdes and tourism services helped improve and support the management of the village into a tourist village. Tourism development is aimed at encouraging regional development, increasing regional income, expanding and declaring business opportunities, employment, and introducing and utilizing tourist attractions and destinations in the village of Busung Desert Telaga Blue. Alternative strategies that can be used for the advancement of the development of the Telaga Blue Sand Desert village based on the comparison of internal and external factors include the following:

1. Utilize the opportunities of the government to manage existing resources. Manager has the opportunity to cooperate with related services so that this opportunity should be used as best. Utilizing the opportunities of the government to manage existing resources can also be done by building cooperation with private parties, establishing cooperation with various parties competent with tourism such as the Tourism Bureau, tourism organizations, tourism academics, and inviting local communities Busung Village who want to invest in the tourism sector, especially in the implementation of various potentials available for tourism development purposes.
2. Improve HR quality. Improving the quality of HR is one of the efforts to improve the development or management of the Telaga Blue Desert Tourism Village such as facing various problems or competitiveness problems from other tourist attractions, and can affect the improvement in promoting and providing services to tourists in this Village of Wisata.
3. Springing promotions. Promotion about tourist villages with all potential and advantages needs to be done by holding tourist events and promotions through the Tourism Bureau, print media technology and electronic media such as magazines, newspapers, websites, social media, billiho, pamphlets, and leaflets that contain complete information about tourist villages
4. Exploring Potential. Exploring the potential that has the Telaga Blue Sand Desert Tourism Village makes an innovative, attractive, attractive and also instill values to tourists to preserve nature and culture.

The strategy plan for development of the Telaga Desert Desert Desert that falls into the category of tourist villages has developed is the management of more professional tourist villages, improve promotions, maintain uniqueness of tourist attraction, improve security stability, provide accommodation services, create overnight tour packages, empowering people in environmental security, and the importance of extension about visitor behavior. The strategy plan of the Telaga Blue Desert Desert Desert that falls into the category of tourist villages is developing is diversifying tourist products, management of more serious tourist villages, maintaining unique culture, improving the quality of HR, increasing cooperation between tourism support sectors, promotion improvement and community empowerment in improving environmental security. Sustainable tourism development strategy of the Sand Desert Telaga Blue Island Bintan Era New Normal can be seen from the analysis of IFE & EFE matrix.

3.1 IFE Matrix Analysis

In the analysis of the IFE matrix, the composing components or data are required in the form of strength and weakness factors in the Blue Sand Desert grouped in the IFE matrix analysis table.

Table 1. IFE Matrix Analysis

No.	Strengths	Rating	Score	Weighted Score
1	Strategic business location	4	0,10	0,40
2	Relatively affordable entrance ticket prices	3	0,10	0,30
3	Diverse photo spots	4	0,11	0,44
4	It is quite famous among local and international tourists	4	0,11	0,44
5	Unique and different places than other tourist attractions	3	0,10	0,30
6	Still awake and the nature tourist environment in Bintan Island	4	0,13	0,52
No.	Weaknesses	Rating	Score	Weighted Score
1	Limitations of existing facilities	1	0,12	0,12
2	Not much public transportation mode	1	0,12	0,12
3	Not yet mastering technology in the preparation of financial statements	2	0,11	0,22
Total			1,00	2,86

Source: data processing, 2022

Based on table 1, it is known that strategic location becomes one of the strengths of the Telaga Blue Desert Tourism Village. The existence of tourist villages that are easy to find and reach is certainly one of the priorities. The next strength of the Telaga Blue Desert Tourism Village is to have the advantage of the unique and different place from other tourist attractions. Then, supported with affordable entry ticket prices. The next power that also influences the village of Telaga Blue Sand Desert Tourism is already quite widely known by local communities even among the government.

Telaga Blue Sand Desert Tourist Village has also entered an international scale through marketing network. With natural scenery still beautiful, the Telaga Blue Sand Desert Tourist Village is able to reach international tourists from various countries. In addition to having the strengths that become the advantages or advantages of the Telaga Blue Desert Tourism Village of course also has the disadvantages of the Telaga Blue Sand Desert Tourism Village. In this case, it can be known that the Telaga Blue Sand Desert Tourist Village has enough strength as a business advantage that can be used well to drive business growth and development. This power is felt very important for the Telaga Blue Sand Desert Tourist Village to continue to increase its business existence and become a supporter in the expansion of the market. Here it appears that the score and score in strength factor are quite dominant. Then, the Telaga Blue Sand Desert Tour Village also has several points in weakness factors that can be used as a guideline in doing business improvement and improvement.

3.2 IFE Matrix Analysis

In the EFE matrix analysis, the composer components or data are required in the form of internal and external factors in the Telaga Blue Desert Tourism Village. The following are internal and external factors in the Telaga Blue Sand Desert Tourist Village grouped in the EFE matrix analysis table.

Table 2. IFE Matrix Analysis

No.	Opportunities	Rating	Score	Weighted Score
1	Tourism business is a promising market share	3	0,11	0,33
2	The fast growing tourism industry	4	0,10	0,40
3	Has a natural environment that can be developed into a tourist attraction if treated properly	4	0,09	0,36
4	There is a strong urge of the community to develop village tourist destinations	3	0,08	0,24
5	Digital technology is constantly evolving	4	0,10	0,40
6	There is support from the government of Village to Service related to the development of tourist villages	3	0,11	0,33
7	The Covid-19 pandemic is subsiding	4	0,11	0,44
No.	Threats	Rating	Score	Weighted Score
1	Many tourist villages that have existed and are in pioneering that have the advantages of relatively similar attraction and competing	3	0,10	0,30
2	Technology is rapidly evolving	3	0,10	0,30
3	Access to relatively close city areas could potentially lead to changes in socio-cultural bonds of society	3	0,10	0,30
Total			1,00	3,40

Source: data processing, 2022

Based on the table 2, it can be known that the highest opportunities for the Telaga Blue Sand Desert Tour Village are the increasingly subsided Covid-19 Pandemic where activities can already run as they were. Then, the rapidly growing Blue Telaga Desert Tourism Village industry where this will encourage every effort to continue to grow its ability. Furthermore, digital technology is growing can also facilitate the Telaga Blue Sand Desert Tourism Village to expand marketing and distribution networks. In addition to preserving the culture of the area, the presence of Telaga Blue Desert Tourism Village can also explore innovation regarding the trends of tourist villages development. According to the chairman of the Village of Desert Tourism Sand Telaga Blue is a business that has potential and promising opportunities. Then, cooperate with various agencies and other businesses.

In addition to business opportunities, there are threats that come from external environments where this is beyond business control. Threat to the Sand Desert Tourism Village Telaga Blue, many tourist villages that have existed and are in pioneering that have the advantages of relatively similar appeal and compete is also one of the threats to businesses where increasingly tight competition also encourages business people to continue to create and innovate in creating competitive advantages. Then, growing technology is becoming a threat to businesses that are difficult to adapt to the advancements of the times despite the demands for this. Technology if not used properly, it will have a bad impact on the business. Weighted score is worth 3.40 which means the business is doing well and can take advantage of opportunities and avoid threats.

4 Conclusion

Sustainable tourism has an advantage in its management, namely the collaborative elements contained in it, not apart from the diversity that exists. Government and local communities of the Telaga Blue Desert Pulau Bintan must be able to effectively develop tourism potential to realize sustainable tourism programs. Things can be done with the strategy of utilizing internal factors and external factors of tourist destinations such as the management of potential resources, community managers and BUMDes, tour promotions, alternative rides and photo spots, and attractive activities that attract more visitors. Sustainable tourism development strategy in the Telaga Blue Desert Pulau Bintan is by maintaining the value of local tourism wisdom and running a design resort development program to provide convenience for tourists especially foreign tourists. The natural beauty owned by the Blue Telaga Sand Desert has been able to attract many foreign tourists so they certainly need other offers in the form of accommodation willingness to enjoy the holiday period during the tour. Tourism Village Manager can also help in completing this design program and collaborating with local communities to equip tourist facilities to improve potential attractiveness. In this case, research observation is limited to several spots only because of facilities that are still equipped by tourist destination managers and researchers only managed to interview several managers and tourists..

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