

Enganging community participation in coastal tourism: A community-based tourism approach in Tanjung Siambang Riau Islands

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Abstract. One of the key factors in the development of tourism areas is the involvement of the community. The growth of tourism may immediately reciprocate the benefit towards community and triggers the community participation towards its development. The goal of this study is to explore the potential contribution to the growth of tourism by communities. Tanjung Siambang is one of the tourism area which maintained and promoted by the local community. Its location in the same area as the Provincial government office with many iconic landmarks has become the the main attraction to visit Tanjung Siambang. Therefore, qualitative approach was applied to gather informations from actors, stakeholders and visitors in describing the community based tourism by Tanjung Siambang community. The findings of this study shown the organizational capacity to run tourism activities by Pokdarwis group. Mostly, the activities are conducting interactive ecotourism whereas the visitors engaged in mangrove plantation, or beach cleaning. The transfer of knowledge from this organization to visitors is intended to share the benefit of the blue carbon to prevent global warming, as an awareness building. The economic benefit gained by Pokdarwis is the transaction of propagul by visitors, the majority of which are from educational institutions engaged in the spread of ecological awareness to the broader society, and the ecological benefit in having a cleaner beach, which attracts mass tourism to the beach. This might lead to an increase in culinary tourism as a supplement to the ecotourism offered by the Tanjung Siambang community..

Keywords: community based tourism, coastal tourism, ecotourism, organizational capacity

1 Introduction

Tourism is a major economic, social, and cultural development industry. It gives significant changes brought by the development of tourist attractions. In many cases, most communities will support tourist expansion because tourism has shown to be a driving element in socio-cultural transition. Local communities, however, are frequently left behind in the tourist sector, particularly in third-world nations, where major chains tourism structure exclude the communities [1]. Therefore, the purpose of this research is to discover ways to create inclusive

tourism by engaging communities to take part in tourism development through community-based tourism [2].

Tourism management currently requires community participation in community empowerment efforts. This has been stated in the government regulation of the Republic of Indonesia number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 [3]. The driving force for tourism development is the local community. So it is necessary to examine the role of the community in tourism development. One of the tourist areas that is quite developed is the city of Tanjungpinang.

Tanjungpinang City has tourism potential, namely historical tourism, culture, customs, religious tourism, namely Penyangat Island. The island of stinging is a very potential tourism place because it stores a lot of historical relics and the tombs of previous kings. In addition to the stinging developed in the city of Tanjungpinang, there are a thousand statue tours, the Gonggong building and Tanjung Siambang beach tourism.

At first Tanjung Siambang beach has not become a tourism area chosen by the community because there are many choices of famous beach tourism, namely Trikora Beach and Lagoi Beach in Bintan Regency. At the initiation of the people who care about tourism, the Tanjung Siambang beach was opened to become an alternative place for the people of Tanjungpinang city for beach tours. Because it is located close to the center of government, namely on Dompok Island.

Tanjung Siambang beach management from the beginning opened in 2015 until now in 2022 is still managed independently by the community. According to Mr. RW 03 in the Dompok sub-district, Tanjung Siambang beach is managed by the community until now, even for the construction of roads to the Setumu beach area, they still rely on community self-help. , making a hut or a seat, then there is a toilet and bath business.

Based on the above phenomenon, it is illustrated that the development of the Tanjung Siambang beach tourism area has a large level of community participation, even though it has been running for more than five years, it is still under self-help management. Even after the COVID-19 pandemic, which caused many tourist areas to be neglected and even closed [4]. The Tanjung Siambang beach tourism area can still survive and even develop and can even open other coastal areas that are still close to the Tanjung Siambang beach area. This needs to be studied more deeply because many developing tourist areas no longer involve community participation. Moreover, there are many efforts to develop tourist areas that are expected to have community participation. So this research can examine and understand how the role of the community in the development of Tanjung Siambang beach tourism, Tanjungpinang city?

2 Methods

According to [5], the research method is a unified system in research consisting of procedures and techniques that need to be carried out in a study. This study uses a qualitative research approach. The researcher analyzes the state of the object of research through descriptions, understandings or explanations of both measurable and unmeasured analyzes. The method used in this study is a qualitative method with a descriptive approach. Selection of informants using purposive sampling technique with predetermined criteria, namely the community

involved in tourism development, the head of the tourism awareness group (Pokdarwis) and government officials. Sources of data are primary data in the form of interviews and observations and secondary data in the form of documents and literature reviews. Data analysis techniques are in the form of data reduction, data presentation and conclusion drawing. After that in this study, triangulation analysis method was carried out. checking the validity of the data that utilizes something other than the data for the purpose of checking or as a comparison against the data.

3 Result and Discussion

3.1 Community Participation

The role of the community is the participation of all community members in solving a community problem. Tourism is one of the many potentials found in various areas, especially in the coastal and rural areas [6]. So that the tourism potential can develop and have an impact on the socio-economic community, it must be managed and developed. So there have been many government efforts to mobilize the development of community-based tourism areas. So that the roles that can be taken by the community need to be studied further by looking at one of the areas, namely the Tanjung Siambang beach area.

3.2 Planning of the Tanjung Siambang coastal tourism area

Geographically, Tanjungpinang city has various potential areas as coastal tourism areas. Unfortunately, there is no serious planning for coastal areas from the government to facilitate so that coastal areas can be developed into tourism areas. At the beginning of 2016 after the development of many village tourism areas, the Dompok community began to take the initiative to develop one of the existing coastal areas, namely Tanjung Siambang beach. The community then consulted and formed a tourism awareness group to start developing the Dompok area as a coastal tourism area.

The agreement that was formed made the community consult and invite all elements, especially people close to the coastal area to plan various preparations, especially so that the Tanjung Siambang area can become a tourist destination. This was stated by informant R:

"In the first time, there was an agreement with the community directly, then the chairman was formed at first based on the community".

The form of agreement that existed in the early stages of planning was also conveyed by another informant, namely Y, who stated:

"There is an agreement that if guests come, there will be a division of labor between members, especially those involved in the tourism awareness group (Pokdarwis)".

The agreement made by the community makes them motivated to play a role in tourism development. The community has divided several jobs that will arise from the existence of tourist destinations that will be developed. Various jobs that have been agreed upon are coast guard, traders, making tourist shelters, parking and toilet guards.

The concept of community-based tourism development for the first time was popularized by Murpy [7] that tourism products are locally articulated and consumed, tourism products and their consumers must help local residents to involve the community. Because the local community will receive the impact of the development of the Tanjung Siambang beach tourism area.

3.3 Facilities and Infrastructure in the Coastal Area

Recognition from the community about the agreement to develop the coastal area so that various preparations were made. One thing that must be prepared is the development of facilities and infrastructure. The development of this facility allows the people who come to get the satisfaction of both the services and facilities needed when they travel and visit the beach area.

Some of the existing facilities and infrastructure include:

1. Pier construction

The construction of the pier is a facility that will support many activities. Besides being able to be a place to take pictures and also equipped with a hut for a choice of places to eat or also to sit around enjoying the view. In addition, the pier can also be used for fishermen or mooring boats and getting on and off the boat. The existence of a pier makes the community feel that it is not only for tourists to enjoy but can also be enjoyed by people who work as fishermen. Because the construction of the pier requires a large amount of money, initially what the community built was made of wood and simple. However, after assistance from the government, the pier being built is now in the form of concrete

2. Construction of a trading place

The construction of a trading place is also needed as one of the important facilities that must exist in a tourist area. The tourists usually come to enjoy the view of the beach, sometimes they are looking for a place to eat that offers an interesting view. So the choice of a place to eat around the beach has the opportunity to get a lot of customers. The food that tourists choose is usually light snacks. While the most sought after drink is coconut water.

3. Construction of tourist seats

The construction of seats for tourists is made to provide comfort to tourists so that they can enjoy the view of the beach during their vacation. These seats can usually be rented out by the people who make them. The seats are made of wood which can be easily moved or repaired if there is damage. The roof is also usually made of thatch or zinc. The people who build these seats will be able to ask for a seat rental if it is used by tourists.

4. Construction of coastal roads and gates

The construction of roads and coastal gates is needed so that many tourists come to visit the Tanjung Siambang beach. At first Tanjung Siambang beach was not too ogled by the public. Especially when compared to other beach tourism destinations such as Trikora and Lagoi which are more famous and have more attractive facilities. Tanjung Siambang is just like a natural beach that has not shown its beauty, especially if the road and beach gates have not

been made. Geographically, Dompok Island, which has a remote residential area and many intersections, made many people confused at first where the coast of Tanjung Siambang is. But now good gates and roads have been made so that the Tanjungpinang people who come are easier and more interested in visiting Tanjung Siambang beach.

For the development of facilities and infrastructure, the following are quotes from several informants about their roles, namely from L as the tourism awareness group (Pokdarwis).

"At the very beginning, we had a 10 thousand fee withdrawal, so we used the money for community cooperation. To make various facilities such as docks, places to sit for tourists".

This statement was also conveyed by E as the community *"At first we were often invited to meetings and there was also an agreement to make tours here. We also often work together to clean the beach or make simple facilities here first."*

Based on the results of the interviews above, the community and the tourism awareness group (Pokdarwis) collaborated to develop the Tanjung Siambang beach tourism area. They started by collecting self-help funds from the community and then building some initial facilities to provide comfort to the people who would visit. They also work together to clean areas and roads to make it easier and make people who come feel at home. Although after some time the condition of the Tanjung Siambang beach area underwent various changes. One of them is that the facilities are more comfortable with more varied seating, places to eat that offer various types of food, bathing and parking facilities.

3.4 Some Issues in Tanjung Siambang Tourism Development

However, the development of coastal tourism areas is not always good, there are also several things that were conveyed by the community related to problems in Tanjung Siambang beach tourism.

Several significant and influential issues in the process of developing Tanjung Siambang tourism are:

1. Tanjung Siambang Beach Cleaning

Tanjung Siambang beach in its development is already well known for domestic tourists, especially the people of Tanjungpinang. Therefore, on holidays many tourists come. But unfortunately after the many visitors Tanjungsiambang beach is now getting dirty and no longer clean. So that the tourists become less comfortable if they want to bathe on the beach. Based on the confession of one of the informants

There are no special officers who handle cleanliness along the coast, only traders. That's in accordance with the merchandise that is collected by the garbage. So that the beautiful beach area becomes less attractive especially if there is a lot of garbage left along the beach. Many visitors also bring food and eat on the beach and not all of them are aware of throwing trash in the trash. So far, it can be observed that there are not many landfills and sometimes they are not cleaned regularly so that they accumulate. There is even an empty corner that can be a garbage dump. So we need officers and facilities for waste management so that tourists are more interested in coming to the beach and are comfortable while in the beach area.

2. Less variety of entertainment facilities

Tanjung Siambang Beach does not yet offer various entertainment options in beach tourism, one of which is a home stay or lodging. Entertainment other than swimming and enjoying the beach atmosphere, there is no new innovation with the Tanjung Siambang beach area. However, as an alternative choice for cheap family tourism, Tanjung Siambang tourism can be an option. If the children take a bath, they must be prepared to queue if they want to take a clean shower. The bathing place is also very simple and sometimes the water runs out and is limited. With the limitations that exist in the existing entertainment on Tanjung Siambang tourism, it has not been able to compete with beach tourism in the Bintan Regency. For example, Trikora and Lagoi so that only local tourists come.

The results of research conducted by [8] showed that the problems in the Wonokerto Coastal Tourism Area have not been properly accommodated to the needs of visitors such as the existence of good infrastructure and facilities. the absence of supporting public facilities that can support visitor tourism activities and the lack of a well-organized coastal tourism management system by the Pekalongan Regency government. Based on this, it is necessary to develop sustainable coastal areas. To support this, supporting facilities and infrastructure are needed to achieve all the needs in optimizing the tourism area. Other results show that the development of coastal areas does not have to be careless, but rather needs to be understood not only for economic interests but also for environmental interests, the results of [9] in the journal of tourism destinations, beaches are more included in the category of coastal border protected areas. Apart from being a coastal border protected area, Pantai More is included in the development of priority areas and certain areas. So there needs to be a special policy if you want to build a tourist area.

3.5. Tanjung Siambang Tourism Development

The community approach model becomes the standard for the tourism development process in the suburbs. Broadly speaking, tourism development can be classified as follows:

1. Tourist attractions and activities

All natural and special attraction activities as well as various activities related to the area that attract tourists to visit it. Tanjung Siambang beach tourism in general has natural attractions, namely the existence of sloping beaches, white sand and natural beauty. Of course, this choice of natural beach attractions needs to get various innovations and changes so that more and more tourist communities are interested and visit not only local tourists. If we look at beach tourism in Bali with its various attractions, it attracts a lot of interest to come and come for a tour.

2. Accommodation

Hotels and other similar facilities, as well as their services where tourists stay during their visit. In other coastal areas, hotel facilities are indeed needed, but if you look at the development of the Tanjung Siambang area it is not possible because the beach is not too long. Moreover, there are many cases when hotels or resorts are established on the beach, the

community no longer has a role in tourism development. Because the establishment of hotels and resorts requires large capital.

3. Tourism facilities and services

The facilities and services needed for tourism development include tour and travel operations, restaurants and cafes, banks and money changers, tourism information offices, security facilities and so on. So far the existing facilities are only restaurants and cafes, parking facilities and services for bathing. There are no facilities such as tour operations, money changers, tourism information and security facilities are not maximized. So that Tanjung Siambang beach tourism is still dominated by local tourists.

4. Transportation facilities and services

There are also no transportation service facilities. Most visitors come using private vehicles, there is no tourist car that can be used to go to Tanjungsiambang beach. So that tourists from outside the city or from other areas who visit Tanjungpinang do not choose the Tanjung Siambang beach location. If there are tour and travel cars, many choose Bintan as the location of the chosen tourist destination because it is widely known and there are more diverse choices of beach tourism on offer.

5. Other infrastructure, such as water, electricity and telecommunications

Facilities such as water, electricity and telecommunications already exist. However, the Tanjung Siambang tourist area is still only visited by dominant tourists during the day. Because there is no place to stay so the tourists who come within a few hours have returned home. For electricity and telecommunications, it is not too problematic if there are tourists who need it, they can contact the merchants. Only if clean water is a little difficult because the water is purchased from outside the tourist area, so to wash and rinse after bathing on the beach is sometimes constrained due to insufficient and limited water.

6. Institutional element,

This element is important to regulate and develop tourism. Institutional elements include planning programs, human resource education and training, promotion and strategic marketing, investment policies, programs to control economic, environmental and socio-cultural influences. All of these elements have not been maximized, although from the aspect of the local community they already have economic benefits with the development of Tanjung Siamang tourism so they can get jobs and income and there have been changes in facilities that have caused access and some buildings have been quite developed.

4 Conclusion

Coastal tourism in the capital area of Riau Islands Province has been carried out to give an alternate option for the community to experience ecotourism solely in the city. So far, coastal areas in Tanjungpinang has not been taken seriously as a potential aspect to the development of tourism purposes. Tanjung Siambang community has sufficient awareness to transform environmental degradation into ecotourism through Pokdarwis group. This organization has

made the division of labor for the community based-tourism whereas the community plays a variety of roles, ranging from planning to development of ecotourism.

According to the findings of this study, the development of tourism destinations must be constant, not just at the start of regional growth including the community. An agreement with a legal body is required so that the community's function stays dominant and does not engender social strife and jealousy. Investors with ecological and sustainable view are required for tourist growth, however it is preferable to be cautious in selecting investors and to protect local institutions. So that the community's role remains linked within the development of Tanjung Siambang ecotourism.

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