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# Tourism and Environmental Policy Strategies:  Promoting Local Destination in Riau Province

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**Abstract:** This study is based on the principal issues concerning the policy implementation of Pekanbaru tourism promotion which has not been optimally being able to develop the tourism potential in Riau Province. It was estimated to be caused the Pekanbaru City Government strategy c.q Pekanbaru City Tourism Office has not been able to develop the tourism potential in Pekanbaru City. The method used in this research is descriptive qualitative, which aims to formulate strategies that can be applied to tourism promotion policy implementation of Pekanbaru City can support the development of the tourism potential of Riau Province. The collected data were analyzed with an interactive model of Miles and Huberman. The research result indicated that strategy can be applied so that the Pekanbaru City tourism promotion policy implementation be able to support the development of tourism potential of Riau Province create based on reality that tourism development policy of Pekanbaru City which has failed  and benchmarking or comparison both with Batam City and Padang City, then the strategy which can be applied is strategy for making the Pekanbaru City as a MICE (Meeting, Incentive, Conference, Exhibition) City.

*Keywords:* Tourism, Development, Policy Implementation.

## 1. Introduction

Pekanbaru City is not main tourism destination cities nationally, but the city has a variety of tourism potential which includes 14 leading tourism attractiveness, i.e.: Nature tourism attractiveness including *Kaca Mayang* Fishing Park, Princess *Kaca Mayang* Park, Rumbai Lake Recreational Park (3 tourism attractiveness); Cultural tourism attractiveness including Indigenous House of Melayu Riau, *Sang Nila Utama* Museum, An-Nur  Great Mosque, Seri Harbor, Great Mosque and *Marhum Bukit* Cemetery as well as *Marhum Makam* Cemetery (5 tourism attractiveness). Shopping tourism attractiveness including Dekranasda Riau, Lower Market Shopping Tourism in Pekanbaru City, Senapelan Plaza, Sukarani Plaza, Pekanbaru Mall and SKA Mall (6 tourism attractiveness). That potential should be developed to attract tourists for a visit so that the tourism of Pekanbaru City will align with other regions in Indonesia. The policy of Tourism of Pekanbaru City starting with the enactment Regional Regulation of Pekanbaru City No. 13 of 2000 on Regional Tourism Promotion. This policy based on the ideas that each region has its peculiar attraction to motivate tourists to visit.

This research is based on the principal issues concerning the policy implementation of Pekanbaru tourism promotion which has not been optimally being able to develop the tourism potential in Riau Province. It was estimated to be caused the Pekanbaru City Government strategy c.q Pekanbaru City Tourism Office has not been able to develop the tourism potential in Pekanbaru City. Related to this Head of Pekanbaru City Tourism Office said that for the development of a leading tourist attraction still has constrained in funding because investors who visited the locations are always asking various requests and can not be fulfilled. This research was inspired by previous studies such as research by Krutwaysho (2013) and research by Wirudchawong (2012) who found the model and development strategy to successfully develop Phuket and Koh Yao Island as a tourist destination. Besides this study also refers to the study by Sukmana (2010) who developed a model of tourism environment in Batu City and the study by Kartodihardjo *et al.,* (2010) who succeeded in formulating the strategy to develop tourism in the Yapen Islands Regency of Papua Province.

The excess of this study lies in the formulation of strategy so that the policy implementation of tourism promotion in a region can promote the development of the tourism potential in the regions concerned. This strategy formulated by comparing the existing policy with 2 (two) regions with a background of the same customs or almost the same which has advanced in tourism and combining with the theory/model of policy implementation of Mazmanian and Sabatier which actualized by Gustama (2013: 125-126). Referring the above conditions, This study intends to examine strategies that can be applied to tourism promotion policy implementation of Pekanbaru City can support the development of the tourism potential of Riau Province.

## 2. Method

In this study, the authors used qualitative research methods. Qualitative research is essentially observing people in their environment, interact with them, trying to understand the language and their interpretation of the world around it (Sugiyono, 2012: 64). With the use of qualitative methods, the data obtained will be more complete, more in-depth, credible and meaningful, so that the research objectives can be achieved. The use of this method is done considering the study is related to many factors. When using quantitative methods will not find data that is the work process, the development of an activity, a description of a broad and deep, feelings, norms, beliefs, mental attitude, work ethic and culture adopted person or group of people in their environment (Sugiyono, 2012: 65).

The reason for using qualitative methods because in essence is to observe people in their environment, interact with them, trying to understand the language and their interpretation of the world around him. With the use of qualitative methods, the data obtained will be more complete, more in-depth, credible and meaningful, so that the research objectives can be achieved. The use of this method is done considering the study is related to many factors. When using quantitative methods will not find data that is the work process, the development of an activity, a description of a broad and deep, feelings, norms, beliefs, mental attitude, work ethic and culture adopted person or group of people in their environment. This study used data collection techniques of observation / observation and in-depth interviews /*in-depth interviews* and documentation. The third technique is described as follows:

1) Observations / Observations in question is the observation that systematically about the incident and behavior in *settings* socialselected for the study.

2) In-depth interviews*(in-depth interviews)*in-depth interviews are data collection techniques that are based on an intensive conversation with a specific purpose. Interviews were conducted to obtain information concerning the matters raised in the study. Interviews were conducted with the informant who considered master research problem.

3) Documentation of data collection techniques by studying documents, reports, pictures, electronic documents, encyclopedias, articles, regulations and other literature relevant to the research problems.

This study uses the *triangulation* of data sources for data validity checking, meaning that the researchers collected similar data from various data sources are different. The accuracy of data obtained from one of the informants will be confirmed by the data obtained from informants. Thus, each informant will act as informants control one another. Also, in this qualitative study, the researchers also functions as the main instrument*(key instrument)* that went into the field, as well as trying to compare the accuracy of data obtained so that the data collected in this study will be guaranteed its validity. According Moleong (2011: 87) is a triangulation technique that utilizes data validity checking something else outside of the data to check or as a comparison of the data. In this study, triangulation is used the triangulation of data sources.

Triangulation of data sources to compare or check the degree of confidence in information obtained through time and different tools in qualitative methods. This can be done in the following way (Moleong, 2011: 88):

a.  Comparing the observed data with the results of interviews.
b.  Comparing the situation and perspective of someone with different opinions of others.
c.  Comparing the results of interviews with the contents of the documents related.

In this way is expected to be obtained data proved its validity so that research results can be applied to determine the Pekanbaru city ecotourism policy implementation to develop the tourism potential in Riau Province. The validity of the data will be the starting point of the research results are accurate and reliable. Determinations based policy valid data will be quickly implemented for the improvement and progress to be achieved.

Data analysis is the process of arranging and combining the data into a pattern, theme, category, whereas interpretation is to give meaning to the analysis, explaining the pattern or category, and find the relationship between some of the concepts. Researchers describe the perspective of interpretation is not the truth. Analysis and interpretation of data in qualitative research is not the things that go together; both carried out since the beginning of the study (Nasution, 2010: 96). Data analysis was performed so that the data have been obtained will be more meaningful. Data analysis is the process of simplification of data into a form that is easier to read and interpret.

The data obtained in the field that is the result of interviews, observation, and documentation requires analysis and interpretation of data to meet the demands of the purpose of research and other information. To obtain accurate data, the researchers made field notes which further simplified or refined then coded the data and issues. Encoded data was based on the criticisms made; the corresponding data is separated by a certain code of data that does not correspond to the research problem. The data were analyzed qualitatively using repeated and continuous between the collection and analysis of data, both for data collection in the field and after the data are collected (Bogdan and Biklen, 2012: 72).

In the first phase should be done after obtaining the data is to: *(1) checking (2) organizing, and (3)*coding.The next phase of data that have been obtained is tested triangulation method, researchers, and data sources. After testing the next triangulation qualitative analysis was made using a model that matches the theme of the study. Furthermore, Bogdan and Biklen (2012: 73) explain the data analysis is a systematic process of searching for and set the record interviews, field notes, and *the riders* other gathered to escort understanding. The analysis involves working with the data, set it up, separating into units that can be managed, combine them, searching for patterns meet important matters and what was known and decide what will be passed on to others.

According to Taylor and Powell (2013: 87) process analysis data can be done by stages:*(1)understanding the data (2) focus the analysis, (3) categorizing information as coding the Data or indexing the data (4) identify patterns and connections within and between categories, (5) interpretation - bringing it all* together.The first stage researchers to find exactly the data regarding eligibility, information, and meaning. The second phase of research done to know focus on a particular case, the individual, group or organization with a statement within a certain period or a particular event. The third stage to organize the data by coding or give the index based on the theme, shape, or the desired category. The fourth stage saw the diversity of these data and linking various categories derived either narrowly or broadly, as well as examine the level of importance of the data. The fifth stage of doing an interpretation of data to sort, select and determine the significance, synthesis, and significance.

## 3. Findings and Discussion

Based on the data obtained by the first dialysis using interactive model analysis*(Interactive Model* Analysis) of Miles and Huberman (Yandra:2017). In technical analysis interactive model after data collection, the activities of the analysis carried out by following the pattern of interaction between data reduction, data display, and conclusion or verification, which is described as follows:
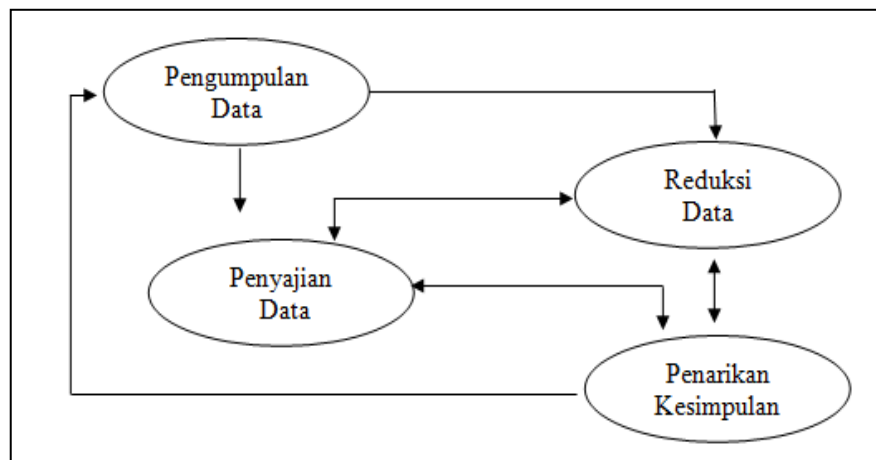
**Figure 1:** Analysis of Model Interactive (Miles and Huberman, 1992: 20)

Miles and Huberman (1992: 20) states that activity in the qualitative data analysis performed interactively and continues over time*(cyclical process)*at every stage of research, through to completion, and saturated. Activities conducted in this analysis is the collection of data*(data collection),*the reduction of the data*(data reduction),*exposure*(data display),*and the conclusion or verification*(conclusion/*verification).The collection of data*(data collection),* on these investigators, collect all the notes, photos of activities, recorded interviews, written documents, from the observation and interviews, then sorted according to the problem and arranged in order of time of data collection activities.

Reduction of data*(data reduction),*in this activity the researchers conducted a data reduction of the amount of data that is still common and complex to be chosen where the principal / relevant, focused on things that are important, look for a theme or a pattern that deserves to be presented (Nasution, 2010 ).

Data reduction can be done in various ways, namely by careful selection, with a summary, a description of the sentence, taking into account the importance of data and a moderate degree of data. Exposure to the data*(data display),* the activities carried out are arranging or composing, organizing data into new information that can be retrieved at the whole picture, as a conclusion or action. Exposure to good data and are often used in the form of narrative text, a wide variety of matrices, images graphics, *networks*, and *charts ;* Conclusion / verification of data *(conclusion /*verification) is the principal activity in the data analysis, namely the inductive process that does not ignore the validity of such principles, the ability for authenticated, reasonable, measurable, and firmness.

This study builds upon a theoretical framework concerning about analysis of policy implementation of Pekanbaru City tourism promotion in the development of tourism potential in Riau Province based on the logic thinking of the study of public administration theory. The theory used in this study is the Public Administration Theory of Starling (2011:42) as a Grand Theory, Public Policy Theory of Carl J. Friedrich actualized by Seibel (2015: 72-73) as the Middle Range Theory and Public Policy Implementation Theory of Mazmanian and Sabatier actualized by Gustama  (2013: 125-126) as the *Applied Theory*, which can be illustrated as follows:
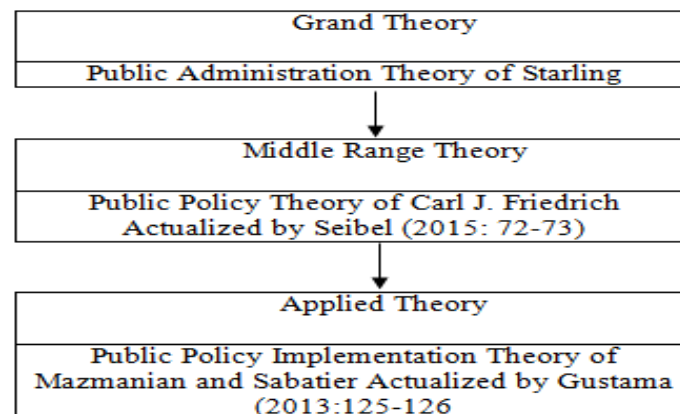
| Grand Theory |
| --- |
| Public Administration Theory of Starling |

| Middle Range Theory |
| --- |
| Public Policy Theory of Carl J. Friedrich Actualized by Seibel (2015: 72-73) |

| Applied Theory |
| --- |
| Public Policy Implementation Theory of Mazmanian and Sabatier Actualized by Gustama (2013:125-126 |

**Figure 2:** Theoretical Framework

Besides the above three theories, this study also used the tourism concept to become a knife analysis to answer the problem statement of the study. The strategy proposed in this study is the strategy which can be applied so that tourism policy implementation of Pekanbaru City be able to support the tourism potential in Riau Province. This strategy was drawn up following a review of the tourism policy implementation of Pekanbaru City currently ongoing and which has been considered failed as well as results of benchmarking or comparison of tourism development policy in Batam City and Padang City. According to these conditions, the strategy that can be applied so that the tourism policy implementation of Pekanbaru City be able to support the tourism potential in Riau Province is a strategy for making the Pekanbaru City as a MICE City. So, in the future strategy of tourism development in Pekanbaru City endeavored so that this city became one of the MICE City be reckoned with in Indonesia in general as well as in Sumatera Island in particular. The potential which supports Pekanbaru City as MICE City such as (1) Pekanbaru as the capital of Riau Province; (2) Strategic Location/Access; (3) Tourism attractions diversity; (4) Supporting facilities for tourism; (5) Facilities and infrastructures supporting MICE, become potential alternatives.

From the above description, it can be said that Pekanbaru City potential to be made as one of MICE destination in Indonesia. From the criteria for selecting a MICE destination, Pekanbaru City generally was able to meet the criteria required for MICE destinations, although there are still shortcomings on several things, such as (1) There are still limited international flights in Sultan Syarif Kasim II International Airport Pekanbaru City; (2) Opportunities additional tourism activities that still have not varied; (3) Lack of human resources to handle MICE in Pekanbaru; (4) Currently Pekanbaru City still intensively conducting meetings and incentive, whereas the convention and exhibition activities still untapped due to lack of supporting infrastructure; (5) Lack of promotion and marketing of MICE; (6) The presence of trauma as a result of tourism development policy that is not optimal or even fail.

## 4. Conclusions

Based on the discussion of the results of research that has been described above, it can be concluded the following:
1)  factors affecting the implementation of the policy of promotion of tourism in Pekanbaru in the development of tourism potential in Riau Province are:
a.  From the characteristics of the problem, it common problems faced by the City of Pekanbaru to develop tourism in the city of Pekanbaru is very difficult because it involves people's habit of Pekanbaru in meeting the needs of life. During this community, Pekanbaru City has been spoiled by the abundance of petroleum and palm oil. Moreover, it can also be concluded that the characteristics of Pekanbaru City tourism development issues are more difficult to be realized due to the implementation of this policy, policy implementers society actors fully Pekanbaru City.

b. Of the characteristics of the policy, the policy of tourism development of the city of Pekanbaru, this policy may be said to be poorly understood by policy implementers. This is because the policy is understood to pitch to bring in tourists from outside the area of Pekanbaru. Also, although the consistency and commitment of the implementing agency of the Department of Culture and Tourism of the city of Pekanbaru recognized many circles, the consistency and commitment are less obvious implementation is less able to create conditions Pekanbaru City tourism and growth.

c. From the environmental aspect, it can be concluded that some of the factors that cause the condition of Pekanbaru City tourism can not thrive either is (1) the unavailability of *the Master Plan for* the development of tourism as a reference in planning in a focused and sustainable keparawisataan; (2) the limited budget for the development of tourism in the city of Pekanbaru impact on the lack of infrastructure facilities and infrastructure as well as the conservation and management of objects and attractions; (3) non-optimal tourism promotion activities in order to attract tourists to visit tourist destinations; and (4) lack of public awareness of tourism as an opportunity to boost the economy.

2) The strategy can be applied to the implementation of policies promoting tourism Pekanbaru City can support the development of tourism potential of Riau Province were made based on the fact that the policy of tourism development Pekanbaru city that has failed and SWOT analysis, the strategy can be applied to the implementation of tourism policies Pekanbaru City to support potential travel in Riau Province is (a) fix the strategy attractions during this lie fallow; (b) the strategy to make the city of Pekanbaru as MICE*(Meeting,Incentive, Convention,*Exlibilition);and (c) make strategy Pekanbaru City as shopping and culinary tourism destination.

Based on the discussion that has been said above, it can be said that the *novelty* of this research finding weaknesses theory Mazmanian and Sabatier that can not be used to formulate a strategy that needs to be coupled with the SWOT analysis to formulate a strategy taking into account the strengths and weaknesses of the internal side and the opportunities and threats of the externally.

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