

PAPER • OPEN ACCESS

Environmental Development Strategy: Case Study on Historical Tour Industry

To cite this article: Wasiah Sufi *et al* 2020 *IOP Conf. Ser.: Earth Environ. Sci.* **469** 012116

View the [article online](#) for updates and enhancements.

Environmental Development Strategy: Case Study on Historical Tour Industry

Wasiah Sufi¹, Trio Saputra², & Bunga Chintia Utami³

¹ Universitas Lancang Kuning, Pekanbaru, Indonesia, 28265
E-mail: wasiah.sufi@unilak.ac.id

² Universitas Lancang Kuning, Pekanbaru, Indonesia, 28265
E-mail:trio_saputra@unilak.ac.id

³ Universitas Lancang Kuning, Pekanbaru, Indonesia, 28265
E-mail:bungachintiautami@unilak.ac.id

Abstract: Tourism industry plays an important role in the development of a country. It also affects local government revenue. Siak is one of the areas in Riau Province that has various tourist attractions. District Mempura is one of tourism environment that has huge potential to be developed. Therefore, it needs a development strategy to build into a historic tourist attraction of interest to tourists to visit. The theory used in this research is Elitan and Anatan management strategy and analysis used is SWOT analysis. The method used in this research is descriptive qualitative. Data were collected through interviews, observation and documentation. Data analysis technique used in this research is qualitative method and descriptive approach. The result of research is known that the development of tourism environment in District Mempura is done by using technology strategy, innovation strategy and operation strategy. The SWOT analysis was then undertaken to determine what strategies are suitable for the development of historical tourism environment in District Mempura.

Keywords: strategy, tourism, development

1. Introduction

This document is a version of the instructions for Environmental policy is a manifestation of sustainable management and utilization of natural resources and environment. Environmental policy makes the realization of the management and utilization of natural resources and environment that are sustainable and equitable in linewith the improvement of people's welfare for a better environment. Management of natural resources and environment is very important to be done by the local government, in order to improve the welfare of the community. Then needed a good environmental management strategy. One of the tourist environment in Riau province which is famous is Siak regency. Siak Regency is an area rich in natural, artistic and cultural potential, historical value as well as diverse tourism potential that can be developed for the preservation of Riau's history, art and culture, and regional economic development.

Efforts in improving the development of tourism requires appropriate strategies based on environmental conditions and circumstances and vision and mission. Tourism Office, Youth and Sports Siak Regency is one of the providers of public services in the field of tourism. The vision of the Tourism Office, Youth and Sports of Siak Regency is "The realization of the center of tourism, Malay culture and the development of youth and sports in Riau Province by 2020". District Mempura

is one of the districts in Siak Regency. District Mempura which previously was part of Siak Subdistrict which then separated into the District in District Mempura whose central position is located in Kelelahan Subdistrict Hilir Hilir. In general, Mempura District is located in the plains and watersheds of Siak. District Mempura has a total area of 1,225,232 hectares consisting of 1 Subdistrict and 7 Village (Source Data District Mempura 2017). This can be seen from the following table:

Table 1.1 Area and state of Village in District Mempura

No	Village / Subdistrict	Area (Ha)	Geographic
(1)	(2)	(3)	(4)
1.	Benteng Hulu	256.334	Plain
2.	Benteng Hilir	381.364	Plains
3.	Paluh	486.941	Plains
4.	Koto Ringin	46,875	Plains
5.	Village Tengah	10.721	Valley / Watershed
6.	Sungai Mempura	31,341	Lembah / DAS
7.	Merempan Hilir	8.243	Valley / Watershed
8.	Teluk Merempan	3,413	Valley / DAS
Total		1,225,232	

Source :District Office 2017

Subdistrict mempura very potential to become one of the existing tourist attraction in Siak regency. Judging from the historical potential, District Mempura is the beginning of the government of Siak Kingdom during the time of Sultan Abdul Jalil Rahmat Syah known as Raja Kecil. Then with the succession of Leadership at the time of Assyaidis Sultan Sharif Ali Abdul Jalil Syaifuddin (1784-1810M) he moved the Pemeritahan Center from Mempura Ke Siak Kota. In the Year 2005 Subdistrict Mempura turned into District Mempura. Evidence of the Greatness of the Kingdom of Siak in the past makes the historical heritage Publication district Mempura very potential to attract tourists. The historical potential that can be enjoyed by tourists in District Mempura include: Tangsi Netherlands, Tomb of Sultan Buang Asmara, Kotler House and Office, Datuk Pesisir House, Dome of Kubah, Wedana Office at Benteng Hilir. This will be able to attract local and foreign tourists if the existing historical relics can be managed properly. From the potential that there are still many shortcomings in it are:

- a) Lack of infrastructure such as no lodging or hotel and the road to the historic place.
- b) The lack of local government's role, while District Mempura is included in the area of tourism strategy directed to the development priorities listed in Siak Regency Regional Regulation No. 12 of 2012 on the Master Plan for Tourism Development of Siak Regency but there is no strategic plan from the Department of Tourism, Youth and Sports for the development of this tour.
- c) The absence of a budget for the management of historical relics.
- d) Lack of awareness and the role of society in realizing its own historical potential.

From the above background, the authors are interested to examine how the Strategy Development of tourism environment (case study District Mempura Siak District). According to Kenneth Andre in banner anoraga (2004) Strategy is the pattern of goals and objectives goals and policies and plans are important to achieve goals. According to Tripomo (2005) a strategy analysis should consider SWOT factors (strenghts, weakness, oppourtunities and threat), based on environmental observations, the authors find SWOT factors as follows:

- 1) Strength (*strengths*): Strength possessed by the organization in carrying out a strategy have been established are:
 - a) Availability of legislation
 - b) Has many historic places
 - c) Being in a strategic position of the Siak River Flow
 - d) Access road to the historic location strongly supports
- 2) Weakness (*weakness*): Weakness possessed by the organization in implementing the established strategy can be a barrier to the success of such strategies :
 - a) Not to have a transparent management of budget management and good management.
 - b) Lack of professional ASN
 - c) Lack of public awareness to the construction of
 - d) the unclear status of land ownership historic sights
- 3) Opportunities (*opportunities*): Opportunity or opportunity that is owned by the organization in its strategic plan that has been set can be factors supporting the success of the strategy include:
 - a) Have a business opportunity
 - b) The existence of the business world.
 - c) Establishment of cross-sectoral cooperation.
 - d) Increase mobility of goods and services.
- 4) Threats: Some threats in tourism strategy are:
 - a) Lack of government role.
 - b) Lack of construction of facilities and infrastructure The
 - c) emergence of business competition.
 - d) Lack of attractiveness and uniqueness of tourism object

2. Theories and Strategies

Rangkuti (2006) SWOT analysis is the systematic identification of various factors to formulate an organization or company strategy. Furthermore, according to Elittan and anatan, there are three strategies in the management of operational strategies, namely:

- 1) The Technology Strategy
 - a. Technology push (impulse technology)
 - b. Market pull (pull out of the market)
- 2) Innovation Strategy
 - a. Competence managerial
 - b. commitment of leaders and active participation of subordinate
 - c. use of R & D (research and development)
 - d. R & D facilities
 - e. Network information system
 - f. Timing innovation
- 3) Operation strategy.

Assess the interest or consistency between competitive priorities that emphasize and respond to changing environments based on the structure and infrastructure of operations.

2. Methods

Type of research used is qualitative. Research location in District Mempura, Siak Regency precisely in charge of the strategy of environmental development (case study of District District). Data analysis techniques used in this study using qualitative data analysis techniques with descriptive approach that describes existing data from various sources and connect with the phenomenon of social phenomena and trace all the facts related to the issues discussed based on the results of research.

3. Result and Discussion

3.1 Implementation of Tourism Environment Development Strategy to Expose

1) Technology

Strategy The technology strategy referred to in this research is used for marketing and promotion implementation at tourist object. With the technology can facilitate the implementation of promotions, such as information and communication technology which is a tool used in communicating or providing information. In the world of information and communication technology tourism is necessary. It is used to facilitate the activities of marketing or promotion of tourism potential. In the development by using information and communication technology, the Tourism Department has a website that is exploresiak.blogspot.com different from the subdistrict mempura who do not have a separate website to facilitate the implementation of tourism promotion in the mempura.

In the field of researchers see that the implementation of the campaign is still not maximized because District mempura still rely on Siak City promotion. District Mempura should have a website, Social media accounts like Facebook, Instagram, Tweeter and so on. But technological sophistication must also be supported by human resources who berkopeten in the use of technology.

2) Innovation Strategy Innovation

Strategy is an organizational activity that develops technology from idea to commercialization. Innovation refers to the renewal of a new product, process and service. Tourism development is done because it sees the historical potential of the tourist attraction. Therefore, District Mempura District Tourism Office of Siak Regency has held several policies to conduct the development of tourism environment, namely: 1. Conservation 2. Improve facilities 3. Increase promotional activities 4. Cooperate with investors or use CSR program.

3) Operation An operations

Strategy is a set of goals, plans and policies that define how the operations function supports an organization's business strategy or an organization's action plan to achieve its mission. Operation strategy is one of the competitive weapons that must be done. Operation strategy undertaken for the development of tourism environment in District Mempura namely: 1. cooperation between the community of land owners of tourist objects with local government. 2. Improve the supporting facilities and infrastructure of historical attractions.

3.2 SWOT Analysis

Based on the results of SWOT analysis, it is found several priority scale of strategy that need to be established in the development of tourism environment of District Mempura, namely:

- a) Coordination between the surrounding community and stakeholders starting with planning, socialization, implementation and monitoring of historical tourism development concept
- b) Infrastructure improvement, clean water network, waste processing and disposal system as well as business unit supporting the needs of tourists.
- c) Providing training and knowledge to the community on effective and productive management of historical tourism.
- d) Study study of the impact of tourism impact on environmental conditions.

4. Conclusion

Based on the results of research can be summarized as follows:

- 1) In the development strategy is done by three related parties. Namely the community, government or Tourism Office of Siak District and Private Parties.

- 2) Strategies are taken to develop a historical tour District Mempura is:
- a) Technology strategy: Must do promotion by using the website, facebook, instagram and other social media. Supported with competent human resources. The development of this technology strategy can be said to be still low.
 - b) Innovation Strategy: Performed by renovating the historical building, to keep it looking like the original building.
 - c) Operational strategy: No cooperation has been made with existing companies in Siak Regency in the form of funding and management. And low facilities and infrastructure.

5. References

- [1] Dailiati, S., & Saputra, T. (2018, May). Rising Pendapatan Asli Daerah (PAD) in Pekanbaru: Billboard Planning Policy Tax. In *IOP Conference Series: Earth and Environmental Science* (Vol. 156, No. 1, p. 012032). IOP Publishing.
- [2] Elittan, Lena dan Lina Anatan. 2008. Manajemen Strategi Operasi Teori dan Riset di Indonesia. Bandung: Alfabeta.
- [3] Sugiyono. 2006. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.
- [4] Kuncoro, Mudrajad. 2005. Strategi Bagaimana Meraih Keunggulan Kompetitif. Jakarta: Erlangga.
- [5] Panji anoraga, Manajemen Bisnis, Jakarta: PT. Asdi Mahasatya, 2004.
- [6] Rangkuti, Fredy. 2006. Analisis SWOT Teknik Membedah Kasus Bisnis Berorientasi Konsep Perencanaan Strategis Untuk Menghadapi Abad 21. Jakarta: Raja Grafindo Persada
- [7] Tripomo, Tedjo dan Udan. 2005. Manajemen Strategi. Bandung: Rekayasa Sains.
- [8] Wasiah, Pengembangan kawasan ekowisata di District Mempura Kabupaten Siak. 2017
- [9] Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisataaan.
- [10] Utami, B. C., & Saputra, T. (2018, May). Needs Analysis of Employee in Riau Main Island: A Reflection from Universitas Lancang Kuning Context. In *IOP Conference Series: Earth and Environmental Science* (Vol. 156, No. 1, p. 012057). IOP Publishing.
- [11] Peraturan Menteri Dalam Negeri Nomor 33 Tahun 2009 Tentang Pedoman Pengembangan Ekowisata Di Daerah.
- [12] Peraturan Daerah Kabupaten Siak Nomor 12 Tahun 2012 Tentang Rencana Induk Pengembangan Pariwisata Daerah Kabupaten Siak.