ICFBE 2020

The 4th International Conference on Family Business and Entrepreneurship

COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT

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ABSTRACT:

Riau Islands is one of the provinces in Indonesia that has exotic and potential tourist attractions. Batam and Bintan are one of the tourist magnetism in Riau Islands. This study aims to examine the participation of local people in tourism growth. Researchers collected primer data through interviews with representative of local government, stakeholders in tourism industry and communities. The result show that local government has programs for tourism expansion such as empowerment of local communities, conduct cultural activities, build facilities and infrastructures. Even though local government has created tourism establishment programs but local community participation is also an important factor for sustainability of tourism development.

Keywords: *Community participation, tourism development, Riau Islands*

Introduction

Indonesia has many beautiful islands those can be used as potential tourist attractions. There are many place those provide interesting beach, coral, water sports and other lovely tourist magnetism. The various kinds of natural beauty that can be enjoyed in Indonesia are an attraction for local and international tourist. Tourism sectors is one of the sectors that supports the socioeconomic development. The growth of tourism sector will influence the progress of regional socioeconomic. It can increase the level of household income, business and employment through community – based tourism. This sector has great potential to be developed. The number of tourists visiting is always increase and it means tourism can be used as the opportunity to develop Indonesian economic. The sustainability of tourism can be achieved through the existence of community participation. (Sasongko, et.al, 2019; Singgalen, et.al, 2019; Thetsane, 2019).

Community based tourism can be define as the utilization of the local potential in tourism sector. By empowering communities and ask for their participation as perpetrators of tourism, the development of tourism will be higher. (Singgalen, et.al, 2019) The idea of

community-based tourism (CBT) is a new model in tourism development. CBT is more related to the impact of tourism on local communities and environmental resources. Community-based tourism use tourism as a vehicle to strengthen the capabilities of rural/local organizations and society. This method will positively correlate with the increasing of the community revenue (Sasongko, et.al, 2019) Therefore, in general, CBT consists of 4 (four) main dimensions, namely community involvement, community development, community economic empowerment, and environmental conservation

Riau Islands is one of the provinces in Indonesia that is located at the entrance to the Malacca Strait from the east and also borders the business and financial center in Asia Pasific, Singapore (www.kepriprov.go.id). Riau Islands is the 32nd province in Indonesia, which include Tanjungpinang, Batam, Bintan, Karimun, Natuna, Anambas and Lingga Regency. Potential mineral and energy

resources like oil and natural gas, tin, bauxite, iron sand, also granite, sand, and quartz are the commodities in Riau islands. Riau islands also have fertile land for crops and horticulture such as coconut, coffee, pineapple, palm and gambier. The potential area that surrounded by the sea is also an advantage for Riau islands. The beaches and the islands make Riau islands become popular for tourists. Batam and Bintan are cities those attract many tourists in the Riau Islands. Batam is the island's most contiguous to Singapore and Johor (Malaysia) while Bintan is the nearest island to Singapore. Bintan island is also known as the second biggest city after Batam. There are many resort, luxurious hotel and interesting activities those appeal local and foreign tourists. Penyenget, the colonial graveyard, chinese pagodas, banyan tree temple are some of the famous sites visited by tourists. These very attractive tourism potentials also invite foreign investors to open their businesses here. (www.indonesia-tourism.com). This study aimed to describe the implementation of community participation in Batam and Bintan regional tourism development.

Literature Review

Sharpley and Telfer (2002) in Thetsane (2019) explained that many local goverment decision are made by foreign tour companies and service providers, which often do not pay attention to the local communities' concern. When local communities are involved in the management of tourism strategies, their traditional lifestyles and values will be respect and the sustainability of tourism will be achieved. (Mitchell&Reid (2001), Sheldon&Abenoja (2001) in Thetsane (2019)

Active participation in tourism could be seem in empowerement of esteem, pride, confidence and interpersonal skill of community members(Cole, 2006). The goals of this involvement program is to produce an enabling environment needed by stakesholder, especially local citizens who have been susceptible to negative impact of tourism in their area. Involving local communities in decision making and strengthening their capabilities to act for themselves through human and social capital invesment also power distribution are needed (Michael, 2009).

Community participation can be defined as citizen power that can be seen in decision making process, implementation and evaluation phases (Arnstein, 1969 in Singgalen,et.al, 2019). The decision making stage was indicated by participation of community in preparation or planning meetings. The implementation stage can be classified in the form of thought contributions, material and action as the member of this project. In evaluation stage is a final stage where all of members able to give feedback or input for improving the quality of next project. In this stage, the more opportunity for the members to be actively involved in the project, the greater impact they will have. If all of the citizens are able to enjoying the result,

it can be defined as the succesful project. Arnstein (1969) in Singgalen, et.al (2019) stated that the participation of communities consisted of eight levels such as manipulation, therapy, informing, consultation, placation, partnership, delegated power and citizen control. In tabel 2.1. we can see that the level of community participation are vary. In level 1 and 2, there is no participation of the local citizens, all of the establishment program were fully regulated and implemented by the goverment. Moreover in the informing, consultation and placation level, the regulations was a mere socialization. Local people's ideas were heard but not always used or implemented. Furthermore in the next level (partnership, delegated power and citizen control level) there was reciprocity between goverment and local communities. This was the level of participation that reflected power in society.

Tabel 2.1. Level of Community Participation by Arnstein (1969)

Number	Ladder of Participation	The Nature of Equality	Depth of Power Sharing
1	Manipulation	Game by Government	No participation
2	Theraphy	Just so that the People are not angry / socialization	
3	Informing	Just a one-way notification / socialization	Tokenism / just justification to look convincing
4	Consultation	Society heard, but not always used his advice	
5	Placation	Community suggestions are accepted but not always used or used	
6	Partnership	Reciprocity negotiated	Level of Power is in the Society
7	Delegated Power	Communities are given the power (part or all of the program)	
8	Citizen Control	Fully controlled by the society	

Source: Singgalen, et.al (2019)

There are some development researchs about communication participation. This is the normative typologies of community participation proposed by Tosun (2006) cited by Michael (2009) as the comparison of forms those proposed by Pretty (1995) and Arnstein (1969).

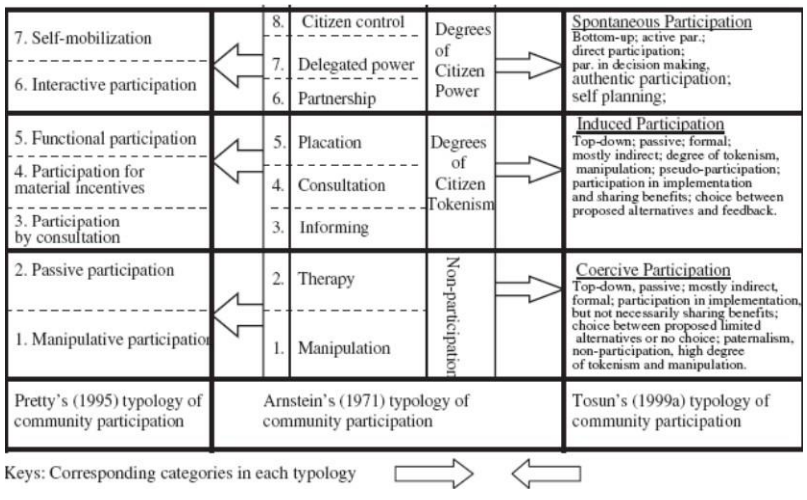


Figure 2.1 Normative typologies of community participation
Source: Michael (2009)

Many researchers agreed that in tourism development and planning, goverment must examine local communities' point of view. By giving them opportunities to involve, local communities are going to actively participate in managing their resources and preserving local culture (Gunawijaya, 2019). In general community based tourism consist of four

dimensions that is community involvement, development, economic empowerment and environmental conservation (Sasongko, et.al.,2019). The Effectiveness of community engagement strategies required trust-building strategies and an intimate understanding of community concerns and social structures (Teo & Loosemore, 2017; Leisher et al., 2012; Partingtong & Totten, 2012; Singgalen, et.al.,2019).

Research Method

Qualitative approach was used in this research. Researchers used primary and secondary data. Researchers got primary data by in- dept interview with the representative of local goverments, stakeholders and local people in Batam and Bintan. The respondents were determined based on their contributions or experience in local tourism development. The secondary data were obtained from goverment record, website, newspaper and journals. All data was analyzed by descriptive analysis techniques.

Results and Discussion

Tourism Attractions in Batam and Bintan

Before receiving special attention from the central government, Batam was an empty island in the form of a wilderness that was almost lifeless. However, there are several groups of people who first inhabited this island. They work as fish catchers and grow crops. They are not at all involved in changing the physical form of this island which is a stretch of wilderness. In the 1970s Batam began to be developed as a logistical and operational base for the oil and gas industry by Pertamina. Then based on Presidential Decree No. 41 of 1973, the construction of Batam was entrusted to a government institution called the Batam Island Industrial Development Authority or now known as the Batam Concession Agency (BP Batam). In order to carry out the vision and mission to develop Batam, various modern infrastructure with international standards and various other facilities were built, so that they are expected to be able to compete with similar regions in the Asia Pacific. (www.batam.go.id)

Batam and Bintan are areas that actually attract many local and foreign tourists because of their natural potential. There were an increasing in the number of visitor who come to Batam and Bintan in 2018 and 2019. The highest enhancement always occured on December where many tourists want to celebrate New Year's eve here. Apart from the fine golf courses that attract golf enthusiasts, Batam also attracts water sports enthusiasts with the many sports club and resorts along the Nongsa Coast and Waterfront City. Fun outdoor activities the whole family could enjoy. Travelers also can visit Ranoh, Tanjung Pinggir beach, Ocarina Batam Theme Park, Nagoya, Batam Center, Barelang bridge and other attractive places. Many foreign visitors come from Singapore, Malaysia, other country in Asia and Europe. (www.batam.go.id)

Bintan regency was previously the Riau islands regency that has been known several centuries ago. Bintan regency currently consist of 240 islands but only 39 of them those are already inhabited while the rest have been used for agricultural and plantation activities. Bintan also has many attractive places and activities those entrance tourists. In recent years, Bintan has also become a world-class Sport-Tourism destination attracting thousands around the world to compete in its marathons, triathlons, extreme sports and golf challenges. The Bintan Resorts have been a home for the world-renowned yearly Triathlon in the past years. Most of the visitors from Singapore or Malaysia enter Bintan by sea. The stunning Bintan Resorts is one of the chief tourist attractions in Bintan. Located on the northern tip of the island, this spectacular resort stretches along the sandy white coast of South China Sea.

Bintan Resorts hosts several exclusive beach resorts and championship golf courses and offers a variety of recreational facilities and attractions that are located within this integrated resort. Bintan Resorts is the perfect tropical escape for those of you who love to indulge in rejuvenating spa treatments, fresh delicious seafood, and unbeatable beach views. Choose your favorite hotel and enjoy a unique experience with your loved ones. Penyengat Island, Trikora beach or Senggarang and Sebung Village are also the place that should be visited when you go to Bintan. (www.bintantourism.com; www.indonesiatravel.com)

Community Participation in Tourism Planning

Based on the result of interview with local goverment representatives and secondary data in the form of ebook Rencana Kerja Dinas Kebudayaan dan Pariwisata, researchers got information that local goverment tried to create tourism cultivation programs. They tried to build a good relationship with PHRI (Perhimpunan Hotel dan Restoran Indonesia) and other stakeholders. Local goverment (Dinas Kebudayaan dan Pariwisata) tried to make strategic planning (Rencana Kerja) to increase the number of visitors such as the embodiment of sapta charm that provides convinience for tourists, mapping the destinations that can be visited, continous promotion to new market in China and Midle East, implementation of scheduled tourism events, program for the preservation and development of cultural arts, managing homestay and upgrading the services for overseas visitors. Local

goverment socialize these programs to the public through official website. Goverment has also scheduled a coordination meeting with the tourism support sectors.

Public-private partnership program has been run since a couple years ago. Local goverment gave official permit for private companies running their business in tourism sector. There are some foreign private companies those open their business in Batam and Bintan area. (Akbar & Ikhsan, 2019) As the result of interview with representatives stakeholders, in formulating a tourism development strategy, local goverment also invite these private sector to involve local citizens. They work together to construct local community empowerment programs. Certification and training programs for local people such as batik weaving and entrepreneurship have been planned well. Local people involvement in tourism planning process provided an opportunity to the citizens to express their ideas and expectations associated with the development of tourism so that the implementation of these development programs could answer the needs of local community (Singgalen, et.al, 2019; Dragouni et al., 2017;Wray, 2011).

Community participation in tourism planning stages indicated a power at the community level. It could be seen from the partnership in planning, delegation of powers to the community in order to make decisions in planning, as well as community control or freedom to convey the aspirations of plotting the direction of development.

Community Participation in Implementation Process

In implementation process, local people involvement can be define as public awareness to boost the implementation of the tourism cultivation program.(Stukas & Dunlap, 2002; Adeyemo & Bada, 2017) According to in-depth inteview with local communities and stakeholders in Batam and Bintan area, community participation in implementation process stages indicated quite power existed in community. It could be seen from the cooperation of local goverment, private companies or stakeholders and local citizens in Batam and Bintan.

Local citizens in Batam and Bintan area quite support the tourism cultivation program in a way of being tour guide, renting out boat for foreign tourists from Singapore or Malaysia, actively participate in developing culinary business. By the training held by goverment and private stakeholders, many local people involve in tourism sectors. There are many local

citizens that work in restaurants, resorts or hotels. Some people make boat rental as their livelihood and they can get a lot of money from local or foreign tourists that enter Batam and Bintan by sea.

Based on interview with representative foreign private company that run their business in Bintan area, the empowerment program that was held by them bring out many new potential competencies of local people. They are able to improve their confidence and show up their capabilities such as speak English, hospitality, being tour guides, managing homestay and optimization of mangrove forest. These upgrading programs, strengthening their awareness, understanding and concern to nature and cultural preservation. All of these abilities also can increase their selling value in the workplace. Some representatives local communities stated that by participate in tourism development program they get financial or economic enhancement. Several local people become entrepreneurs by selling traditional cake or souvenir.

Community Participation in Evaluation Process

Although participation of local community is quite running well in implementation stages but both stakeholders and local communities still expecting the goverment's role in developing tourism sector. Community participation in the evaluation process was needed in order to update the direction and policy of the local tourism development and to remain the relevant to the needs of the community and the condition of the local attractions. (Singgalen, et.al, 2019; Adeyemo & Bada, 2017; Karta, et.al, 2019) Some local people and stakeholders report the lack of evaluation conducted by local goverment. There were some unresolved problem

which received less attention from goverment. These unresolved issues ultimately become a barrier to development. Feedbacks or criticism conveyed by the communities are not used to improve further development programs. As we know, Batam and Bintan are not only used as tourism area. Local communities and stakeholders also often giving suggestion for goverment to improve infrastructure that supports tourism and maintaining environment hygine. The other suggestion that has been delivered was about local souvenirs that represent Batam and Bintan. Batam and Bintan have no enough local souvenirs that represent their local culture. The community participation in evaluation process still need to be improved. We can conclude that although some of communities' suggestions heard by goverment but not those suggestions are not used. By increasing the community participation in evaluation stages, local goverment is able to update their regulations or policies that relevant with current condition and local people's needs.

Conclusion and Implications

Based on the result of this research, actually community participation in Batam and Bintan area is quite running well. Community participation in planning and implementation stages had been successfully executed. In order to improve the sustainability of tourism in Batam and Bintan area, local goverment must pay attention to all stages of community participation. Local goverment must work up the community involvement in evaluation stages. At the same time supporting factors such as coordination, transparency, accountability and partnership are also need to be considered.

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