

The Development Strategy of Batang Koban Tourism Object in Kuantan Singingi Regency through Sustainable Approach

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Abstract: The arrival of domestic and international tourists in Indonesia tends to improve year by year. Otherwise, the growth of tourists' arrival to Riau rovince especially to Kuantan Singingi Regency is lower than the growth of domestic and international tourists' arrival. It is caused by the lack of competitiveness and sustainability of the tourism object which contains of eight aspects. They are attractiveness, human resources, accessibility, regulation, marketing strategy, institutional, environment, and business climate. This research aims at improving the development strategy of local tourism object especially Batang Koban Waterfall to be competitive and sustainable. Qualitative method used to analyze the data of interview results from the society and the person who involved in developing the tourism object. The result of this research is expected can be able to help the society in developing the potency of tourism object in Kuantan Singingi Regency as well as determine the best design to develop the local potential tourism object. So, the supporting strategy should be appropriate with the priority sequences such as human resources development, sustainability tourism development, stakeholder's commitment, and marketing strategy development.

1 INTRODUCTION

Constitution No. 10, 2009, about tourism, describes that the development of tourism is needed to support the equal distribution of business opportunity and obtain the benefit, and capable of facing the local, national, and global life changing challenge.

The development of tourism is generally directed as the main sector in supporting the economy growth, local revenue growth, empowering society economy, expanding the employment and business opportunity, increasing product recognition and marketing in order to gain the society prosperity. The development of tourism object should be a whole well-planned development. So, the local society can gain the optimal benefit.

Kuantan Singingi Regency is represented by the Tourism Department of Kuantan Singingi Regency has tried to implement the procedure of tourism management. It needs a right strategy based on the internal and external environment.

Kuantan Singingi is one of regencies in Riau Province which has many developeable tourism objects. One of them is Batang Koban Waterfall. It is

located in Lubuk Ambacang Village, Districts of Hulu Kuantan, Kuantan Singingi Regency. It offers a cool and refreshing climate. There are so many green trees with 204 kinds of birds breeds. There are also rare birds found such as Cica Matahari and Poksai Kuda (Garrulaz ruffirons) which almost extinct.

Batang Koban Waterfall is very unique with the seven levels of the waterfall. It also has the adventure spot for the adventurers. It is about 37 kilometers from the center of the Kuantan Singingi Regency. It takes 3.5 hours from Pekanbaru, the capital city of Riau Province to Taluk Kuantan city. It continues to Lubuk Jambi as long as 1 hour trip. After getting Lubuk Jambi market, there will be a sign to get the tourism object of Batang Koban Waterfall.

There is a problem found related to the facility and access to get the location. In another word, the concept of Batang Koban tourism object should be well-mapped so the appropriate program can be determined to develop it. Every tourism object has its own attractiveness. (Bambang, 2013) says that there should be three tourism attractiveness for tourism object, they are; a) natural tourism attractiveness, it defines to all tourism object with the beuty and the

unique of natural view such as beach, lake, etc. b) cultural tourism attractiveness, it refers to human creation as well as historical heritage or cultural value in society life such as ritual ceremony, customs, art performance, literary arts, and arts. c) particular tourism attractiveness, it is developed by the activities to satisfy the specific tourist's desire such as animal clan, fishing park, golf, etc.

The tree of tourism attractiveness should be developed above is defined as the power for the tourism object to lead the changing to be the potential local tourism industry and able to improve the society's prosperity. Based on the problem above, the researcher was interested to conduct a research entitled "The Development Strategy of Batang Koban Tourism Object in Kuantan Singingi Regency through Sustainable Approach".

2 LITERATURE REVIEW

2.1 Tourism Development Strategy

According to Marpaung (2002), strategy is a process of determining the value and decision making in resources utilization that produces the commitment for related organizations towards the future actions. Goes along with it, Chandler in Rangkuti (2002: 3) says that strategy is a tool for gaining the company goal in long term period, sustainable program, and resources priority allocation. Strategy can be defined as an integrative general plan designed to empower the tourism organizations to reach the goal through on-time resources utilization despite of facing the risk from the competitors.

Guun(1994)states that in developing the tourism, we have to involve three sectors; business sector, non-profit sector, and governmental sector. The better understanding and involving these sectors have, the better development of tourism will be achieved. Business sector is the sector which provides all the tourists' needs such as transportation, hotel and accommodation, food and beverage, entertainment, etc. non-profit sector is organization such as youth organization, professional organization, non-profit organization with a big role and attention to the tourism development. Governmental sector is the sector which makes and implements the regulation and constitution of tourism. In tourism sector, the government played the important role besides regulation such as in establishing the national park, protecting the nature and culture. They also attract the tourist to visit.

Based on the concepts above, it can be conclude that development strategy in this research is a whole comprehensive and integrative plan from the government, individual, society, and academics to observe the obstacle, internal and external environment of Batang Koban Waterfall as the sustainable tourism destination. So, it can be formulated the appropriate strategy to realize Batang Koban Waterfall as the competitive and sustainable tourism destination.

2.2 Sustainable Tourism Development

Sustainable development approach aims at stopping the disintegration, trying and providing as many as cultural options for the next generations. It is known as the sustainable development. Sustainable development has three main elements; ecology sustainable, social sustainable, and economy sustainable.

The tourism development can be seen from three dimensions, environment, economy, and social. They should be paid attention by all the society. Environment is divided into natural environment, agricultural environment, wild animals, artificial environment, and the natural resources must be maintained and preserved. So, the tourism relates to the environment can be maintained the sustainability.

Pitana (2002: 53) states that the ecology and economy sustainability of tourism is not enough. It also needs a cultural sustainability because it is one of the important resources in tourism development.

The development of sustainable tourism can be reached if the utilization all the resources do not get through its own regeneration capability. There are six principles of sustainable tourism development. First is protecting the quality of environment. Second is giving benefit to the local society and tourists. Third is protecting the relationship between tourism and environment. Fourth is protecting the harmony between local society, tourism need and environment. Fifth is creating the dynamic condition based on the carrying and capacity. Sixth is stakeholders has to work together based on the same mission to realize the sustainable development (Burns, 1997)

Sustainable tourism is absolutely a tourism activity aims at preserving natural resources (ecology) and socio-cultural at its own tourism destination.

Constitution No. 10, clause: 2, 2009, about tourism states that tourism implementation should be based on the continuity principle, sustainability principle, and participative principle.

There are three indicators of sustainable development; economy aspect, it refers to the effort implemented to increase the economy growth and change the pattern of production and consumption to be balance; socio-cultural aspect refers to the effort of solving the population problem, public service improvement, public health, education, etc; environment aspect refers to the effort of conserving and preserving the natural resource, decreasing and preventing the pollution and waste problem (Ridwan, 2012)

Brundtland (1987) in Ridwan (2012) concludes that development oriented on the sustainability. So, it can be perceived from generation to the next generation. It also needs a well collaboration because it cannot be handled by a single authority as well as the sustainable tourism development such as tourism destination.

2.3 Planning Theory

Planning is an effort conducted to think about future (purpose) rationally and systematically by utilizing the available resources and regarding the obstacle and limitation effectively and efficiently (Paturisi, 2008).

Tourism planning is a process of decision making relates to the future tourism destination and attraction. It is a dynamic process in deciding a goal by considering various alternative actions systematically to gain the goal and its implementation towards the best option and evaluation. Planning process considers the environment such as politic, physic, social, and economy as the united components.

There are several requirements and factors as the basic consideration in deciding a planning (Paturisi, 2008);

- a. Logic: understandable and appropriate with the fact
- b. Flexible in following the development dynamics
- c. Objective: it is based on the systematic and scientific purpose and goal
- d. Realistics: it can be implemented and having periodical planning

In managing a tourism object, there should be an appropriate plan to reach the aim of development. According to Inskeep (1991), there are several approaches in a plan. They are:

1. Sustainable and flexible approach. Even though it is based on the policy and plan, tourism planning is defined as the continuous process appropriate with the monitoring and feedback aspects in the framework of protecting the outcome goals and basic policy of tourism development.

2. Systematic approach. Tourism is defined as an interconnected system and planned as well by utilizing systematic analyzing technique.
3. Wholistic approach. All aspects of tourism development involve the institution elements, socio-economic implication, and environment which is analyzed and planned as well.
4. Integrated approach. It is related to a systematic and wholistic approach. Tourism is developed as an integrated system for itself and for all the plan and main pattern of area development.
5. Environment and sustainable development approach. Tourism is planned, developed, and managed. It is a cultural resources and natural actions which is needed to preserve for the sustainable use. Carrying capacity is an important technique of environment and sustainable development approach.
6. Society approach. It refers to the maximum involvement of local society in planning and process of tourism decision making and the participation of society in tourism management development and socio-economic benefit.
7. Implementation approach. Tourism development policy, plan, and recommendation is formulated to be implemented and realistic, and the implemented technique is considering to the whole policy and planning formulation with implementation technique, involving a development and action program or strategy in detail.
8. Systematic Planning Process Application. A systematic planning process is implemented in tourism planning based on the logical activity order. Tourism is developed and planned as an integrated activity system which presents its own area characteristics, lead the cultural insight sustainability, offering the quality experiences to the tourists, and become a business profit activity.

3 METHOD

The method of the research is qualitative which describe the natural object. The researcher is the key instrument of the research. It used purposive sampling with triangulation data collecting technique. The technique of data analysis was inductive/qualitative and the finding of the research emphasized on the meaning (Sugiyono: 2007, 15). This approach used to describe the potential tourism of Kuantan Singingi Regency as the attractive tourism object, and the involvement of stakeholders in Batang Koban Tourism Object management system.

Population is a generalization area consisted of object or subject with the quantity or particular characteristics decided by the researcher to be studied and concluded (Sugiyono, 2012).

Sample is a part of population taken as the data resources and represents the whole population. Pertaining to the huge number of Batang Koban society and the sample determination obstacle, the researcher used purposive sampling technique.

Purposive sampling technique is a non probability sampling based on the level and area randomly. It means that the sample is determined by the category and appropriate with the characteristics. So, the researcher divided the subjects of the research into government and society

4 FINDINGS AND DISCUSSIONS

4.1 Batang Koban Tourism Object Potency in Kuantan Singingi

Seven Level Batang Koban Waterfall is located in Lubuk Ambacang Village, Districts of Hulu Kuantan, Kuantan Singingi Regency, Riau Province. Batang Koban represents the fall of water through the seven level canyons and flow into Kuantan River. It offers a cool and refreshing climate. There are so many green trees with 204 kinds of birds breeds. There are also rare birds found such as Cica Matahari and Poksai Kuda (Garrulaz ruffirons) which almost extinct.

Batang Koban Waterfall is very unique with the seven levels of the waterfall. It also has the adventure spot for the adventurers. It is about 37 kilometers from the center of the Kuantan Singingi Regency. It takes 3.5 hours from Pekanbaru, the capital city of Riau Province to Taluk Kuantan city. It continues to Lubuk Jambi as long as 1 hour trip. After getting Lubuk Jambi market, there will be a sign to get the tourism object of Batang Koban Waterfall.

For enjoying and watching the charm of each level of the Batang Koban waterfall, you have to walk on the track under the tree surrounding the tourism object. This activity will absolutely give the fun adventure sensation in nature. For getting the location of waterfall from level one to level seven, there are some natural obstacles with its' own challenge offered. It will give an extraordinary adventure for the tourists. The beautiful of waterfall can be enjoyed from the first to the seventh level. The leafy jungle will protect the tourists from the sun burning.

First level is very interesting with the 5 meters height. The water flow to the big rocks and directly goes to the Batang Kuantan River. The second level

has got 3 meters height. It has a heavy flow creating a kind of pool with the steep rocks. But, it is safe for the tourists who want to take pictures. Third level of the waterfall has got 3 meters height with the natural sculptures surrounding the canyon. The fourth level is the main spot for the tourists to feel the cool natural waterfall. This waterfall is very deep with assembled rope to help the swimmers. The fifth level of the waterfall has got 5 meters height. The sixth level and seventh level of the waterfall have got about 30 meters height with high sculpture rocks. It makes the water such fall from the sky.

Tourism sector in Kuantan Singingi Regency of Riau Province is one of economy service sectors with good prospect. Unfortunately, it still has lack of expected development. In this globalization era, tourism development is the main priority in supporting the local regency growth. The tourism development is not only for international tourists but also for domestic tourists' affairs. Tourism development is absolutely for improving the utilization of object and tourism attractive such as beautiful natural richness, flora and fauna diversity, cultural arts, historical heritage, ancient objects, and cultural pluralism.

Batang Koban tourism development or Batang Koban seven level waterfall in Kuantan Singingi Regency done by the Tourism and Culture Department of Kuantan Singingi Regency was influenced by internal and external factors. Facility of Batang Koban seven level waterfall in Kuantan Singingi Regency needs a well management.

"Government' attention about Batang Koban waterfall tourism potency begins in 2005 by developing the facility and continuing in 2006. Unfortunately, it was stopped from 2006. In 2018, the government of Kuantan Singingi Regency allocated fund for waterfall development and facility". (Interview result from the head of Tourism Destination and Tourism and Culture Department of Kuantan Singingi Regenci, 16th of July, 2019).

Informan says that facilities and infrastructures in Batang Koban waterfall are not developed maximally as well as the public facilities. Government is expected to be able to give budget to improve and complete the facilities needed in Batang Koban Waterfall.



Figure 1: Batang Koban Waterfall Condition in Level 3

(Guun, 1994) states that in developing the tourism, we have to involve three sectors; business sector, non-profit sector, and governmental sector, and the better understanding and involving these sectors have, the development of tourism will be better. Business sector is the sector which provides all the tourists needs such as transportation, hotel and accommodation, food and beverage, entertainment, etc. non-profit sector is organization such as youth organization, professional organization, non-profit organization with a big role and attention to the tourism development.

Based on the concepts above, it can be conclude that development strategy in this research is a whole comprehensive and integrative plan from the government, individual, society, and academics to observe the obstacle, internal and external environment of Batang Koban Waterfall as the sustainable tourism destination. So, it can be formulated the appropriate strategy to realize Batang Koban Waterfall as the competitive and sustainable tourism destination.

One of tourism development factor is planning. Planning is a basic process used to choose the purpose and decision making activity. Planning means using human resources, natural resources, and other related resources.

Planning is an activity to maximize the whole effectiveness from an organization as a system based on the purpose. The most important aspect of planning is development process and destination improvement for solving the problem found. Decision should be made at each point in the planning.

4.2 Development Strategy of Batang Koban Tourism Object

According to (Ndraha, 1999) high quality human resources is a human resources which able to create neither comparative value nor competitive-generative-inovative value with the high energy use such as intelligence, creativity, and imagination. Based on the above statement, we have to know that human resources are all power comes from the human and can be used for organization. Human resources is human with sourced and power.

This idea is relevant to the conceptual framework which says that resources should be increased. The purpose of human resources management consists of a) society purpose, it refers to the social responsibility towards the society needs and challenge and it also decrease the negative effect from the organization claim; b) organizational purpose, it refers to the human resources management in giving contribution to organization activity and admit the human resources management as the tools to assist organization in reaching the goal; c) functional purpose, it keeps the human resources management to give the qualified service for the organization's needs; d) individual purpose, it helps the officers to reach her/his own purpose.

Human resources have contribution in developing the organization. So, the development of an organization is determined by the quality and capacity of human resources. Central government and local government need quality and qualified human resources in implementing service to the society and improve their district by improving the local competitiveness. In improving the quality of public service implementation and improving the local competitiveness, it needs human resources and able to see the local potency to create innovation in utilizing the local potency.

Human resources is the only one of resources with a mind, feeling, willingness, capacity, skills, knowledge, motivation, effort, and work. All of the human resources potency influences the organization's efforts to achieve the goals. It means that the formulation of plan will be vain if there is no concern on the human resources.

In conclusion, if there is no quality and qualified human resources, there will be no policy can be implemented effectively and efficiently. Human resources is the most important factor influences Batang Koban Waterfall tourism object facility management implementation in Kuantan Singingi Regency. The lack of human resources number also cannot reach the goal.

5 CONCLUSIONS

Based on the above discussion, it can be concluded that; 1) the development strategy of Batang Koban tourism object in Kuantan Singingi Regency enable to be developed as the national tourism object considering to the natural beauty and waterfall; 2) society participation towards the Batang Koban Waterfall development in Kuantan Singingi Regency support the realization of waterfall tourism object; 3) the lack of facilities and infrastructures of Batang Koban Waterfall cannot support the development of tourism object; 4) government is the key of sustainable tourism development of Batang Koban Waterfall in Kuantan Singingi Regency

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