

Strategy of Coastal Communities Development Based on Bono Tourism Development (Tidal Bore) in Pelalawan Regency

Ahmad Hidir¹

¹⁾ Lecturer of Social and Political Science Faculty, Riau University

ABSTRACT

This research has two objectives, they are: (a) to formulate suitable empowerment effort for local people around Bono tourism area as early step to advance and prepare them in facing tourism in their area and (b) to formulate anticipatory step towards the existence of resistance from local people as impact of their economic urgency. The location of the research is purposively chosen in sub district teluk Meranti in Pelalawan regency because the condition of this area which has already been main Bono tourism development (tidal bore). This research applies qualitative approach in order to understand individual phenomenon in searching, finding and describing people's behavior in terms of their readiness in facing tourism development in their area. The collected data then analyzed with interactive model. The result of the study found that people were not fully ready with the development of bono tourism and there is cultural shock in the community. So it will be understandable that then there is resistance potential in the community. That is why community empowerment model become urgent to be formulated and need to be applied in order to make people ready and to anticipate constructive resistance towards bono tourism development.

Keyword: *tourism, bono, resistance, people empowerment, economic*

INTRODUCTION

The result of the study about the strategy of bono (tidal bore) tourism development which was done by Hidir, et al in 2013 found that the problems in teluk meranti are diversification of tourism object and integrated management based on the power social, politic, economic and culture of government in teluk meranti. Teluk meranti has bono natural tourism attraction. It needs integrated exploration and management. This alternative potential is developed based on assumption that has been formed. The topography of teluk meranti has to be mapped into many areas, such as housing area, hotel area, parking area, city forest, water catchment, river border, open area, hill area, rapid area, business center and food plant development area. Those are alternative potential that needs to be saved, revitalized, developed, renewed and created. Tourism development pattern must be based on community empowerment model. This model is based on assumptions of teluk meranti area and the chance of tourism development. It needs to be developed a model of integrated tourism development that is based on community empowerment model. The basic considerations are aspects of: (1) environment conservation and (2) community empowerment.

According to Siradj (2009), community is one of the main pillar of tourism development because basically there are 3 pillar of tourism:

1. Government, by making policy about tourism development that is followed by all regulation.
2. Private, which is professionally provide service for tourism development.
3. Community that its awareness about the importance of tourism has to be built and also improve creativity that can create many fresh creations which can attract attention then it can be tourism allure.

It has to be admitted that tourism development in this community is not an easy thing. Although socially the existence of Indonesian people actually have become special attraction for tourism whether for their customs, art creation in many aspects of life and also environmental treasures and their history that is very rich and becomes world's pride. The difficulties in establishing those creations are:

1. Stigma and views that tourism can affect life in negative way or it can be bad effects in the process of people's moral formation.
2. Overreaction to tourists especially to foreign tourists especially from security and health side. So excessive alertness can make the situation less conducive for foreign tourists when they visit a tourism object.
3. The awareness of people to protect and to give service for tourists has not been raised. For example by greeting the tourists or just giving smile so incidents of insecurity still happen in many tourism objects.
4. Attitude and perspective that tourism is promising for the establishment of prosperous community, as it proven in many countries are not formed yet.

From the finding of study that was done by Hidir, et al and from two above references, community empowerment as tourism support is a necessity. So to get closer to that direction, community should start from themselves. At least they can start from their houses, they can tidy up their living room or all of their houses parts so they will be ready to welcome and meet the guests who come and they will feel comfortable and feel warm. So as their front yard, they can make their front yard tidy and unsightly.

It is also important to provide various kind of delicious and traditional foods to make the guests (read: local tourists or foreign tourists) stay longer and feel comfortable. Unique and delight entertainment is also can be shown in order to make the tourists stay longer. These can be in certain limit is different from the origin of the tourists. From the result observation of the previous study found that there is a relation among social and physical environment also facilities and infrastructure in the development of tourism in teluk meranti.

METHOD

The research location is in sub district teluk meranti in pelalawan regency. The selection of location is by purposive sampling because it is adjusted with the condition of the area which becomes the main development of bono tourism (tidal

bore). Generally, the communities are dominated by people who work in fishery and plantation sector.

The subject of the research is the people of teluk meranti whose jobs are traditional fishermen. Beside the people, the researcher will interview some key informant, such as the head of village, the head unit of sub district department of fisheries, local government of sub district, the department of fisheries and marine, the head of area development board, the department tourism of pelalawan regency and community figures.

The data analysis will use qualitative approach. Qualitative approach is used to understand the individual phenomenon in searching, finding and describing people's behavior in terms of fisheries. The data is collected by using interactive model analysis. The steps are data collection, data reduction, data presentation and conclusion of the result by the cycle or simultaneously.

RESULT AND DISCUSSION

The concept of community empowerment basically stressed on the utilization of power and strength that have already exist and owned by the people to achieve output, outcome, impact and benefit that have bigger value than the resources that have been taken out as an input. That is why, the empowerment effort will not be effective without the step to identify and to recognize power and strength that are owned by the empowered people. In this early step, the researcher tries not only limit the identification on the positive power and strength but also the researcher will try to find and recognize what are the strength, the weakness and or threat also opportunity that are owned by the people of teluk meranti in order to develop bono tourism.

Based on the report in year 1, existing condition of society in the context of bono tourism development in teluk meranti is as bellow.

Table 1. Existing condition of people in Teluk Meranti

Aspects	Problems	Possible to be intervenor
Social and culture	Cultural shock because of the great number of foreign tourists who come to teluk meranti Permissive culture of the society that has not suitable with the context	Government through Toga, Toma and custom institution
Human resources	Life skills of the people in teluk meranti is still low Work orientation and work ethic of the people is still low Education level is still low	Government, Business/corporate, NGO's

economic	The majority of the people work as farmer The business capital is limited The threat of capitalist economy by the invasion of foreign investor Available jobs are still limited and homogeny	Government, Business/corporate
environment	Environment pollution from people residue material Irregular landscape makes the level of water catch from Kampar river is reduced Other natural potential in teluk meranti have not been organized and processed well Accessibility that is still difficult to reach	Government, Business/corporate, NGO's

Existing condition that is faced by the people of teluk meranti shows that factually, the people of teluk meranti are not ready towards international tourism development. Factual data shows that there are more weakness and threat that are faced by the people of teluk meranti than the strength and opportunity. The researcher is not intended to identified the problem by using SWOT technique but the researcher tries to adopt SWOT technique to identify what is actually become the power and strength of teluk meranti people that are ready to be empowered in term of bono tourism development.

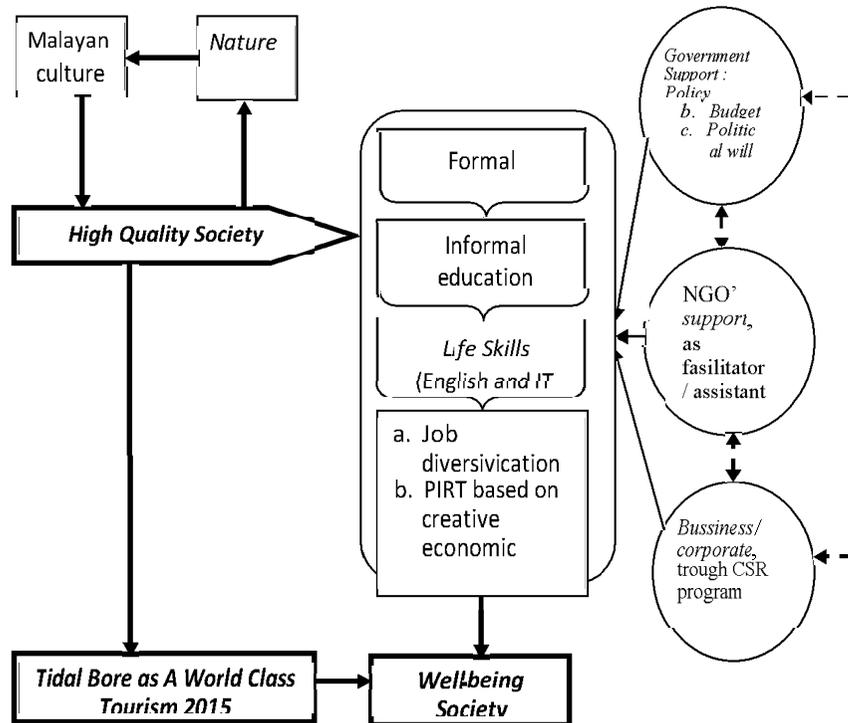
It is unfortunate that from human resources aspect especially the people, have not shown added value for the process of bono tourism development in teluk meranti. The factual and real strength and opportunity that is used is the nature resources, that are bono wave and many form of the beauty natural scenery in teluk meranti. These nature resources actually have not been managed and processed well. Besides that, actually the culture value and culture manifestation in teluk meranti can be attraction as long as they are managed to support the nature tourism of bono. Various kinds of Malayan culture that is still pure and still run by the people if they are packed with the right packaging it will become possible in the future can bring teluk meranti become bali in sumatera island.

The problem is the people in teluk meranti is still become the object of bono tourism development, whereas they should be the subject of bono tourism development. The people are as placed in position of taken for granted of all the forms of development, changes and other dynamics of bono tourism area development. So it will not be surprising if the main point of the finding in year 1 from this study is stressed on the urgency of the development of bono tourism that based on community empowerment.

The output of this study tries to give community empowerment model in the
 ing from the situation

analysis and problem identification above, the model of community empowerment is done as a form of self preparation of teluk meranti people in facing tourism development in their area.

Model of community empowerment in facing the tourism development in Teluk Meranti.



Education factor becomes basic capital that has to be improved soon and has to be increased in quality in the composition of teluk meranti people. The low education level becomes its own inhibiting factor that makes the development of bono tourism has not been maximum. The low education level often makes the reception of teluk meranti people towards new things that are actually positive become negative in their impression. This condition makes the people finally against those new things.

Low formal educaton of teluk meranti people also makes the development of bono tourism put foreign people (outside teluk meranti area) in the process as main ts who come to teluk

meranti. In the end, the people of teluk meranti only will be "audience" of the fanfare of teluk meranti development into international level of tourism object. This condition is cannot be allowed to continue because finally it can marginalize the local people.

A problem, no matter how hard it is, only can be solved if the problem root is recognized. Referring to the result of the research, low education level of teluk meranti people is contradictive and contra productive with the effort bono tourism development itself. Whereas in fact, the people agree that their area with its many natural beauty asset needs to be polished and touched from intervenor because from their ability is not qualified to do that.

Community empowerment effort that is recommended in this study stressed on how to increase people's individual capacity in teluk meranti so that they can be more competitive and ready to be main actor in the development of bono tourism. Capacity building is urgent to be done by targeting on education as problem root and center point towards the empowerment of better teluk meranti's people in the future.

That is why to prepare the people of teluk meranti in facing the development of bono tourism, capacity building that is done covers two things, they are: (a) improvement of people's formal education level and (b) increase facilities (institutions) and accessibility towards formal education.

By increasing the quality and the quantity of formal education, it is expected that it will give skill and expertise for the people of teluk meranti. The ability to speak English is absolutely necessary and urgent for the people of teluk meranti considering that most of the tourists who visit there are foreign tourists and they cannot speak Indonesian, moreover Malayan or minang language (most of teluk meranti's people more proficient to speak Malayan and minang language). Besides that, the ability to operate IT (Information and Technology) especially computer and or laptop (including the applications) is also must be possessed by the people of teluk meranti. In this case, young generation can take this position to improve their self quality in facing the tourism development in teluk meranti. The question is why IT? Because the majority of the tourists who come are information people type who although their purpose to come to teluk meranti is for vacation but they still need data and information. In short, they still search the need for IT during their vacation.

Furthermore, if the people can expertise IT, it can be media to promote tourism in teluk meranti. For example, social media such as facebook and twitter. Actually, the use of social media as media of promotion has already been done in twitter, such as in accounts: @bonosurfing, @wisatabono, @pelalawan2rism, etc. but if it seen from the recent update and the number of the follower, those accounts have not been managed optimally. Whereas, those accounts actually can be effective promotion media, considering most of bono tourists are young people who accustomed with technology.

With supporting life skills, people can create many kinds of new jobs besides farming. Job diversification created by people of teluk meranti and for the people of teluk meranti (or furthermore for people outside teluk meranti) significantly can spur the people's creativity and innovation to create new things that can be sold to tourists of bono. This creativity and innovation is not only in form of tangible things but also such as establishing

world level network that cover and data people who plan to surf in bono. This virtual link which can coordinates and communicates complete information for prospective tourists and connects one tourist with the others virtually.

All forms of above community empowerment are directed to the improvement of prosperity level of teluk meranti so they can be more prosperous than their condition now so the philosophy of tourism development which is developed is that bono tourism can be word level tourism icon which can create prosperity for people of teluk meranti.

However, all forms of above community empowerment will not run well without the presence of the parties who will be intervenor, whether as facilitator, implementer or just as donor or trigger of the course of a community development activity. Government can give it support in form of policy, budget and also political will (related to political will, has been discussed in the year 1 report). The role of private sectors can be applied in form of Corporate Social Responsibility program of each corporate. The importance of Non Government organization (NGO) involvement has not been glanced yet. NGO can act as facilitator and assistant for the course of that community empowerment. Intended NGO is WALHI, which understand the steps and forms of nature tourism development which environment friendly and consider environment conservation. Government and private can cooperate directly or indirectly by giving support through this NGO. So the NGO that will move and go down to the community is NGO which has MoU with government and private that commit to the development of the development of Bono.

However, during the process of community empowerment to prepare people to face the tourism development often collide with the values and interests of community itself. In the end it will create resistance from the community towards the empowerment. To anticipate the resistance from community it is actually depends on the role of government as the authority to manage its citizens. Before the people are given many kinds treatments, government needs to build effective communication with the community to discuss, settle and affirm what are the rights of teluk meranti's people (In context of bono tourism development).

Affirmation of the basic rights of teluk meranti's people will bore both moral and legal responsibility. Moral responsibility is related with how far the awareness of teluk meranti's people towards environment and all the potentials. Legal responsibility is in form of the implementation of formal obligations which have been agreed by the people in their capacity as citizens who are obedient and subject to public policies from the government.

CONCLUSION AND RECOMMENDATION

The pattern of tourism development must be relied on community empowerment model based on the assumptions about teluk meranti area and the opportunity of tourism development. It needs to be developed a model of integrated tourism development which rely on the community empowerment model. Basics considerations are aspects of (1) environment conservation and (2) community

It is recommended that the development of tourism needs political device. That is why political will from the government of pelalawan regency as effort to develop potential need to be realized through the authority of legislative and executive also support and role from the community.

Local regulatn about tourism and tourism development license need attention. The implementation of city tourism programs must be integrated. Teluk meranti has qualified potential in tourism development. That is why to develop the area of teluk meranti on the landscape and city planning need attention as ecological, socio cultural and spiritual responsibility that are intended for common benefit.

REFERENCES

- Alma, Buchari., *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung 2007,
- Andreassen, Tor Wallin & Lindestad, Bodil., *Customer Loyalty and Complex Services: the impact of corporate image on quality, customer satisfaction and loyalty for customer with varying degrees of service expertise*, 1998, International Journal of Services Industry Management, Vol. 9 No. 1, pp. 7-23.
- Buck, E., *Paradise Remade: The politic of Culture and History in Hawaii*, Temple University Press, Philadelphia 1993
- Chalik, H.E.A., *Pengetahuan Pariwisata*, Cet. Ke 3, Yayasan Bakti Membangun, Jakarta 1996
- Chambers, Robert, *Pembangunan Desa Mulai Dari Belakang*, LP3ES Jakarta, 1987,
- Cohen, Erik, *The Sociology of Tourism: Approaches, Issues, and Findings*, Annals of Tourism Research, Printed in Great Britain, 1984
- Desky, M.A., *Pengantar Bisnis Biro Perjalanan Wisata*, Yogyakarta, Cet. Kedua, Penerbit Adicita. 2001
- Friedman, John, *Empowerment, the Politics of Alternative Development*, Blacwell". Oxford, USA. 1992.
- Ife, James William., " *Community Development, Creating Community Alternatives (Vision, Analysis and Practice)*", Longman., Australia.. 1995
- Kartasmita, Ginandjar., *Administrasi Pembangunan, Perkembangan Pemikiran dan Praktiknya di Indonesia*. LP3ES, Jakarta. 1997
- Kotler, Philip, Armstrong, *Manajemen Pemasaran Hotel dan Restoran*, Penerjemah Adi Zakaria Afiff, Penerbit FE UI Jakarta, 1999
- Kotler, Philip, John Bowen and James Hakens, *Marketing for Hospitality and Tourism*, Prentice Hall, Upper Sadie River, NJ 7458, Singapore , 1999
- Kuncoro, Mudrajad, *Pembangunan Ekonomi Rakyat di Pedesaan, Sebagai Strategi* akarta. 1999.

- Macaulay, Steve & Cook, Sarah. *How to Improve Your Customer Service*. Gramedia Pustaka Utama, Jakarta, 1996.
- Malik, Rahman, *Pembangunan Pariwisata: Potensi dan Tantangan*, Alaf Riau, Pekanbaru, 2011
- Mc. Intosh., Robert A., *Tourism, Principles, Practice, Philosophy*, Grid. Inc, Columbus, 1999
- Milles, Methew, B. dan A. Michael Huberman, *Analisis Data Kualitatif*. UI-Press, Jakarta. 1992
- Moleong, Lexy J.. *Metodologi Penelitian Kualitatif*. PT. Remaja Rosdakarya, Bandung. 1990
- Mutis, T. *Ekonomi Pengetahuan dalam Manajemen Kodeterminasi : Suatu Taktik Jitu untuk Memenangkan Persaingan*, Grasindo, Jakarta. 1998
- Pranarka, A.M.W. dan Prijono, Onny, S. *Pemberdayaan, Konsep, Kebijakan dan Implementasi*. CSIS, Jakarta. 1996
- Rukminto, A. Isbandi, *Pemikir-Pemikir dalam Pembangunan Kesejahteraan Sosial*. Fakultas Ekonomi Universitas Indonesia, Jakarta. 2002
- Siradj, Ahmad Zacky , *Peran Masyarakat Dalam Pengembangan Pariwisata* , Makalah Rapat Fasilitasi Pengelolaan dan Pengembangan Kawasan Kepentingan Umum Ditjen Pemerintahan Umum Depdagri, 11 Juni 2009.
- Sumodinigrat, Gunawan, *Pembangunan Daerah dan Pemberdayaan Masyarakat* PT. Bina Parawira, Jakarta. 1997.
- Swasta, Basu dkk., *Pengantar Bisnis Modern*, 2000, Edisi 3, Penerbit Liberty, Yogyakarta.
- Tabrani, *Peran Dinas Kebudayaan Dan Pariwisata Provinsi Riau Dalam Meningkatkan Kunjungan Wisatawan Mancanegara Ke Riau*, Tesis Program Magister Sosinlgi FISIP I Universitas Riau, 2010.