



ANALYSIS OF TOURISM DEVELOPMENT ON REGIONAL ECONOMIC DEVELOPMENT IN SIAK REGENCY, RIAU PROVINCE, INDONESIA

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ABSTRACT

This study aimed to analyze the impact of tourism development on regional economic development in Siak Regency. The study was conducted in Siak Regency on Analysis of Tourism Development in Siak Regency, Riau Province. The analytical method used in this study is multiple regression analysis and simple linear regression analysis with 100 respondents. The results showed that the development of tourism has a positive and significant impact on the development of the Siak Regency.

KEYWORDS: *Tourism development, regional development*

1. INTRODUCTION

The development of tourism in an area will bring many benefits to the community economically, socially and culturally. However, if the development is not well prepared and managed, it will cause various problems that are detrimental to the community. To ensure that tourism can develop properly and sustainably and bring benefits to humans and minimize the negative impacts that may arise, the development of tourism needs to be preceded by an in-depth study, namely by researching all supporting resources. The resources referred to consist of natural resources, cultural resources, and human resources (Wardiyanta, 2006).

The tourism objects in Siak Regency are the Royal Palace of Siak Sri Indrapura, the high Koto grave, the high density hall, Kato ship, Green Pool, the artificial Marhum tomb, the artificial Tangsi, the Mayang glass princess tomb, the tomb of Sultan Syarif Kasim II, the Great Mosque, Siak Bridge, Lake Emerald, Dragon Sakti Lake, Sultan Syarif Kasim II

Forest Park, Mempura River, Siak River, Mempura Argotourism and To Pe Kong Temple.

The number of tourist visits to the Siak Palace between 2013 and 2017 is unpredictable and unstable (up and down). In 2014, the number of tourist visits declined from 31,505 in 2013 to 30,484 in 2013. Then there was an increase of 34,723 people in 2015. Then there was an almost double rise of 53,042 people in 2016. But it decreased to 45,976 people again in 2017. This is because it is influenced by some factors, such as the target market conditions, the choice of the wrong marketing strategy, the sum of budget costs and less than the total promotional activities previously identified. For this reason, management must be more selective in carrying out its promotions to be more efficient and more effective.

Objective of the study

This study aimed to analyze the impact of the development of tourism on regional economic



development in Siak Regency, Riau Province, Indonesia

2. RESEARCH METHODOLOGY

Penelitian ini menurut jenis data dan analisisnya dapat dikelompokkan menjadi dua hal utama yaitu data kualitatif dan kuantitatif. Penelitian ini dilaksanakan di Kabupaten Siak. Data yang dibutuhkan dalam penelitian ini adalah program dan upaya-upaya yang telah dilakukan oleh pemerintah, masyarakat dan swasta dalam pengembangan objek wisata di Kabupaten Siak. Selain itu, dibutuhkan juga data mengenai tingkat kesejahteraan masyarakat dan sumbangan objek wisata dalam pembangunan wilayah Kabupaten Siak. Data primer bersumber dari masyarakat melalui wawancara dengan pihak yang berkompeten. Sedangkan data sekunder diperoleh dari dokumentasi lembaga/instansi yang berhubungan dengan penelitian. Yang menjadi populasi dalam penelitian ini adalah seluruh masyarakat di lokasi objek wisata Kabupaten Siak yang berjumlah 184.720 rumah tangga (RT). Sampel diambil dengan cara *probability sampling* sebanyak 99,96 orang.

Untuk menganalisis hipotesis pengaruh pengembangan objek wisata terhadap pengembangan wilayah Kabupaten Siak menggunakan analisis regresi linier sederhana.

3. LITERATURE REVIEW

Regional Planning Theory

Planning is essentially a conscious, organized and ongoing effort to choose the best alternatives from some alternatives to achieve certain goals (Conyers in Safi'i, 2007). Safi'i (2007) defines planning as a process for preparing systematically with an awareness of the use of limited resources but is oriented to achieving goals effectively and efficiently, where to achieve the objectives requires accurate policy formulation. Riyadi and Bratakusumah (2003) define regional planning as a development planning process that is intended to make changes towards a better development direction for a community, government, and environment in a particular area, by utilizing or utilizing various available resources, and must have a comprehensive, complete orientation, stick to the priority principle.

Regional planning in various countries is not the same, depending on the economic life and the problems faced. Historically there have been at least three regional planning approaches (Jayadinata, 1999), namely:

1. Regional planning that focuses on urban problems that are social in nature.
2. Regional planning that focuses on areas where the population is largely unemployed

and in a state of industrial stagnation (special areas).

3. Regional planning that takes into account rural areas, with land development for the agriculture and recreation sector (rural and regional planning).

Tourism Development

According to Wahab (2003) tourism concerning economic growth is one of the new style industries that can provide rapid economic growth in terms of employment opportunities, income, the standard of living and inactivating other production sectors in tourist-receiving countries. Whereas Damanik and Weber (2006) state that from an economic standpoint, tourism emerges from four main elements that are closely interrelated or in a relationship in a system, namely:

- a. Demand or need
- b. Offering or meeting the needs of the tour itself
- c. Markets and institutions play a role in facilitating both
- d. Actors or actors who move the three elements.

Normatively, Law Number 10 of 2009 on tourism (article 1), gives an understanding of tourism is everything related to tourism (travel activities or part of the activities carried out voluntarily and is temporary to enjoy tourist objects and attractions) including exploitation objects and attractions of the tourist attraction and businesses related to the said field. Freuler in Yoeti (2003) formulates the notion of tourism by providing a limitation that is "Tourism in the modern sense is a phenomenon of the present era which is based on the need for health and changing of air, a conscious assessment and fostering love for the beauty of nature and in particular caused by increased association. various nations and classes of human society as a result of the development of commerce, commerce and the improvement of the means of transportation".

The success of tourism development is determined by three factors, as stated by Yoeti (2003), as follows: 1). The availability of tourist objects and attractions, 2). The availability of accessibility facilities, namely facilities and infrastructure, to enable tourists to visit an area or tourist area, and 3) The occurrence of amenities, namely tourism targets that can provide convenience to the community.

Tourism Regional Planning

According to the Law of the Republic of Indonesia Number 10 of 2009, a tourist area is an area with a certain area that was built or provided to meet tourism needs and become a tourist-target. This



tourism area can be in the form of a nature reserve or cultural preservation which is managed in such a way and becomes a tourist destination.

Gunn (2004) argues that a good and successful tourism area is optimally based on four aspects, namely:

- a. Sustain the environment
- b. Improving the welfare of the people in the region
- c. Guaranteeing visitor satisfaction
- d. Increasing the integration and unity of community development around the area and its development zone

Spillane (1994) groups major players in the

tourism industry into 3 (three) major categories, namely:

- a. Those who seek satisfaction or well-being through their trips (tourists or guests).
- b. Those who live and live in communities that are "tools" for tourism (host hosts or residents).
- c. Those who promote and become its intermediaries (tourism business or brokers).

According to Kotler et al. (1993), the main actors in the development of a tourist location are as shown in Table

Table 1
Main Actor in the Development of Tourist Attraction Locations

No.	Main actor	Related Institutions
1.	Public Sector Actors	<ul style="list-style-type: none"> - Regional Head / Governor - City Planning Department - Department of Business Development - Government tourism office - Department of Transportation - Department of Information (Community Information) - Infrastructure (Transportation, Education, Sanitation)
2.	Private Sector Actors	<ul style="list-style-type: none"> - Real Estate Developers and related agencies - Financial Institutions (Banking, mortgages, other insurance) - Electricity and Gas Infrastructure - Trade Councils and other local business organizations Health and industrial facilities (hotels, restaurants, supermarkets, etc.) - Tour packages and travel agents - Trade union - Taxi company - Architect
3.	Regional Actors	<ul style="list-style-type: none"> - Regional Economic Development Agency - Regional Tourism Management Board - Regents and other Local Government Members
4.	National Actors	<ul style="list-style-type: none"> - Government Police Chief - Ministers - National Trade Union
5.	International Actors	<ul style="list-style-type: none"> - Ambassador and Consulate - International Trade Council

Source: Kotler, 1993



According to Hidayat et al. (1999), the development of tourism in Indonesia is influenced by the following factors: socio-political stability, security stability, and economic stability. According to Wahab (2003) conveyed six factors support the growth of tourism, such as increased leisure time, technological development and urbanization, the progress of transportation, economic welfare, cultural factors, and increased government attention.

Regional Economic Development

Regional economic development (Tarigan, 2006), states that development is an increase in overall community income that occurs in the region, namely an increase in all added value that occurs.

The development includes three interrelated activities (Jayadinata, 1992), namely: First, it causes an increase in prosperity and an increase in income and welfare as a goal, with the emphasis of attention on the biggest layer (with the smallest income) in society. Second, choose the appropriate method to achieve these goals. Third, restructuring the community to create strong socio-economic growth.

Todaro (1998) in the context of national and regional development, development carried out as an economic development, this can be justified because development does not only mean the emphasis on acceleration and increase in per capita growth as an index of development, but development is a multidimensional process which includes reorganization and renewal of all economic and social systems and activities in the welfare of people's lives.

Based on the description above it can be explained that development is a broad process involving social, economic, physical, political, cultural dimensions and so on. The most influential is the economic dimension. Economic progress is an essential component of development, although not the only one. Therefore development is usually interpreted as economic development, which is defined as a process that causes per capita income of the population to increase in the long run (Sukirno, 1985).

4. RESULT

Geographically, Siak Regency is strategically positioned as the Sumatra Eastern Cross lane bordering neighboring Regencies and Provinces. Administratively the boundaries of Siak Regency are as follows:

- Northside is bordered by Bengkalis Regency and Meranti Islands;
- The south side is bordered by Kampar Regency, Pelalawan and Pekanbaru City;
- Westside is bordered by Bengkalis Regency, Rokan Hulu, Kampar, and Pekanbaru City;
- Eastside is bordered by Bengkalis Regency, Pelalawan and Meranti Islands.



Figure 1
Map of the Siak Regency Administration Area

Effect of Tourism Object Development on Regional Development

To determine the development of the region caused by the development of attractions can be seen from the coefficient of determination.



Tabel 2
Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.714 ^a	.509	.504	.68353

- a. Predictors: (Constant), Development of Tourism
b. Dependent Variable: Regional Development

The result of the calculation of the value of R Square is 0.509. This means that 50.9 percent of the development of the region can be explained by the independent variable development of attractions, while the remaining 49.1 percent is explained by other influences not included in this study.

To test the partial regression coefficient individually from each independent variable can be seen in Table 3

Tabel 3
Test Statistics-t

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.577	.578		4.456	.000
	Tourism development	.639	.063	.714	10.085	.000

- a. Dependent Variable: Regional development

In Table 3, the statistical test t obtained tourism development variables have a probability level of 0,000, thus it can be concluded that $P = 0,000 < \alpha = 0,05$, then reject the hypothesis H_0 and accept the hypothesis H_a which states the tourism development variables have a positive and significant effect towards regional development.

Based on Table 3 and the above description, a simple linear regression equation can be arranged as follows:

$$Z = 2,577 + 0,639 Y$$

The multiple regression equation models mean:

1. A constant value of 2.577 which means that if there is no independent variable value, in this case, the development of a tourist attraction is equal to 0 (zero) then the value of regional development will be 2.577 one unit score.
2. The development of a tourist attraction (Y) has a value = 0.639, which is positive means it has a direct effect, which means that each addition or increase in the value of one unit score of the object of tourism development will increase the value of regional development by 0.639 per one unit score.

5. DISCUSSION

Manurung (2011) concluded that the contribution of the development of rural tourism

Hypothesis:

H_0 : the development of tourism objects partially does not significantly influence the development of the region

H_a : tourism object development partially has a significant positive effect on regional development

objects influences the welfare of the community. This is due to the community earning income from the opportunity to get a job by building hotels, inns, and restaurants and opening a business by trading / selling food, drinks, souvenirs, so able to sustain the life of the community itself. The development of rural tourism objects plays a role in increasing the Simalungun Regency's Original Revenue, due to the increased contribution of trade, hotel and restaurant development, and the development of services. The results of subsequent studies by Jalil, et al., (2013) showed that the number of foreign tourists or international tourists had a positive effect on economic growth in Pakistan. Bojanic and Lo (2016) find that tourism is very influential in economic growth in most countries, especially countries consisting of islands. The island nation has more tourism objects so that the income from taxes and levies obtained through these attractions can boost regional economic growth.

Arianti (2014) conducted a study on "The Effect of Tourism Development on the Economy and Spatial of Bukit Tinggi City (Approach to Input-Output Analysis)." This research was conducted using an input-output analysis method to analyze the effect of tourism development and its relationship to other developments in the economy of the city of Bukit Tinggi. Furthermore, spatially, it will also be seen



how the development of tourism affects the pattern and design of the city of Bukit Tinggi. The effect of tourism development on the economy of Bukit Tinggi shows that tourism development plays a role of 40.86 percent on total demand when the business sector is divided into agricultural and mining production, industrial development, tourism development, and service development. The relation between the development of tourism and other developments can be seen from the index of distribution power and the degree of sensitivity, all developments related to tourism activities have a distribution index of > 1 . But the Sensitivity Index > 1 is only present in the development of wholesale & retail trade and transport, while hotel production, restaurant, and entertainment & leisure have an index < 1 . The multiplier effect of all developments related to tourism activities has a relatively large influence on the multiplier effect of manufacturing, household income, and labor force. The analysis of financial input scenarios indicates that tourism development will have a greater impact on the economy of the City of Bukit Tinggi if more financial input is provided to tourism development, both in the form of government spending and investment. The presence of attractions around the city center has shaped the development of the city, where tourism-related activities and companies are interested in being located close to tourist attractions. Nevertheless, the pattern of urban development in the east, north, and south of the city is more affected by the presence of the road network.

To promote economic development with balanced growth in tourism, the government can be expected to play a decisive role and can be used as a catalyst for the development of other sectors in stages. As has happened in other industries, there are government policies in the tourism sector that have a direct impact and some that have an indirect impact. Apart from the above, there is a likelihood that government economic policy will have a direct impact on other sectors but may have an indirect impact on the tourism sector.

In the development of tourism must be a development that plans as a whole, so that optimal benefits for the community can be obtained, both in terms of economic, social and cultural. The plan must integrate tourism development into an economic, physical and social development program of the Siak Regency Government. Also, the plan must be able to provide a government policy framework, to encourage and control tourism development. The role of the Siak Regency government in developing tourism in broad outline is to provide infrastructure (not only in physical form), expand various forms of facilities, coordinate activities between government officials and the private sector, regulate and promote the general abroad. Tourism potential in Siak

Regency must be developed, so what needs to be considered is transportation facilities, infrastructure conditions and tourism facilities.

In tourism in Siak Regency, a good product style for example: a) The object itself must be interesting to be witnessed or studied., b) Has a peculiarity and is different from other objects, c) Infrastructure to the place is well maintained, d) fasilitas Available facilities : something to see, something to do, something to buy, e) *f* If necessary, it is equipped with accommodation facilities and other things deemed necessary.

We therefore need art to process tourist objects in such a way that these attractions, with all the facilities available, can make the area an attractive tourist destination to visit. The development of tourism is strongly influenced by developments in travel and development in general. The development is accompanied by the development of various attractions and, at the same time, the tourism sector will respond to its development in the form of tourism services and facilities. Regional tourism can lead to an evolutionary process that is the same as the product cycle.

The development of tourism can also be accomplished by promoting tourism products and the environment and this must be in line with the image to be created or the place to be held. The tourism environment incorporates the culture and nature in which the tourism product is located Since practices, customs and behavior patterns of a culture are often one of the strong elements in shaping the image of tourism.

The role of the government in the development of tourism objects in Siak Regency, namely: a) Infrastructure investment and maintenance in general shall be prepared by the government for the economic interests of all sectors, not just the tourism sector. Only a small part of the infrastructure for tourism activities is developed by the tourism sector, b) tourism development facilities and c) tourism marketing.

6. CONCLUSION

The development of attractions has a positive and significant effect on the development of the Siak Regency.

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