

Development of Natural Tourism Objects in Kampar District (Case Study of Natural Bathing Tourism Objects in Pantai Cermin Village, Rumbio Jaya District, Kampar Regency)

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ABSTRACT

The purpose of this study was to determine the development and attractiveness of the natural baths of Sulem flora in terms of developers and tourists, the factors that support and the impact of developing Sulem flora natural baths as a tourist destination in Kampar Regency. This study uses the theory of Social Practices from Bourdieu. This study uses a qualitative research method with a case study approach. Source of data from interviews with informants and related documents. The sampling technique used purposive sampling. Data collection techniques using observation, interviews and documentation. Data validity uses source triangulation. Data analysis using an interactive model. The results showed that the development of the Sulem Flora Natural Bath has improved the quality of tourism management and services, marked by an increase in the number of tourist visits to the Sulem Flora Natural Bath. The development of the Sulem Flora Natural Baths was also accompanied by the habitus of the people of Pantai Cermin Village from their participation as food selling tours in tourist areas, parking area managers, workers at the Sulem Flora Natural Baths by using economic capital, social capital, cultural capital and symbolic capital. The participation of the people of Pantai Cermin Village to develop tourism can be seen in the decisions they fought for and fought for in their area as a tourist area, in the production of practices that could support the development of the Flora Sulem Nature Bath and also in improving the welfare and quality of life of the community. local community.



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1. INTRODUCTION

Law Number 10 of 2009 concerning tourism mandates that one of the objectives of tourism activities is an effort to preserve nature, the environment and resources based on the principles of preserving nature and the environment, empowering local communities and ensuring integration between sectors, between regions, between central and regional which is a systematic unit within the framework of regional autonomy and integration among stakeholders. One of the principles of Law Number 10 of 2009 is also to provide benefits for people's welfare, justice, equality, proportionality with the aim of increasing economic needs, alleviating poverty, overcoming unemployment and improving culture and environmental sustainability. At the present time tourism in Indonesia has developed from mass tourism to a pattern of individual or small group travel, which is more flexible in travel and tourists can interact more highly with nature and culture of

society, in line with the shift in the form of international tourism at the beginning of the decade eighties (Fandeli, 1999 in Demartoto, 2014).

Tourism is a whole of related elements which consist of tourists, tourist destinations, travel, industry and so on which constitute tourism activities. According to Devy, HA, and (Soemanto, 2017), tourism is a collection of interconnected elements which include tourists, tourist destinations, travel, business, and other related activities. Tourism is the mainstay of the main source of foreign exchange because Indonesia is a country that has various types of tourism, for example natural, social and cultural tourism which spread from Sabang to Merauke. In addition to storing millions of natural tourist charms that are so beautiful, Indonesia is also rich in cultural tourism as evidenced by the many historical relics and the diversity of arts and cultural customs of local communities that attract local and foreign tourists, so that with the many potentials it has, it makes Indonesia a a tourist destination. Pendit (2003), Tourism can also provide a direct impetus to the progress of development or improvement of ports (sea or air), roads, local transportation, hygiene or health programs, pilot projects for cultural facilities and environmental sustainability and etc. All of which can provide benefits and pleasure for both the community within the area of the area concerned and for visitors from outside. Tourism can also provide encouragement and contribution to the implementation of development projects in various sectors for countries that have developed or advanced economies, where in turn the tourism industry is a reality in the midst of other industries.

Husserl tried to examine and analyze the individual's inner life through the experiences that occurred within him. And according to Husserl, experience also involves other people because it is possible to occur when someone directs experience to individuals towards certain objects that make up an experience (Bachtiar, 2006). The development of tourism objects which are the main drivers of the tourism sector requires the cooperation of all stakeholders consisting of the community and government, direct cooperation from the business sector and from the private sector. In accordance with its duties and authorities, the government is a facilitator who has a role and function in making and determining all policies related to the development of tourism objects. The existence of a tourist object is the most important link in a tourism activity, this is because the main factor that makes visitors or tourists visit tourist destinations is the potential and attractiveness of these tourism objects. According to Mac Channell (1976) in the book *Sociology of tourism* by (Pitana & Gayatri, 2005) The main focus of concern is that tourists are people who are relaxed, who travel, are free from various obligations and tourism is seen as an institution that has a certain function in modern society, namely returning society to a situation of harmony and balance.

Kampar Regency is one of the areas in which there are various types of natural wealth that have the potential to be developed. One of them is natural wealth in the form of natural bathing tours in the Pantai Cermin Village which is famous for the Sungai Lembu (Sulem) Flora Natural Baths. Pantai Cermin Village is a village tourism area because the area has natural tourism, one of which is superior is the existence of the Flora Sulem Natural Bathing Tourism Object which has continuously experienced development as a result of the tourism object development activities carried out at the tourist object. According to Oka Yoeti (In Iskandar et al., 2021), Tourism is a human activity that is carried out consciously which receives alternate services between people within a country itself or abroad, including the settlement of people from other regions temporarily looking for satisfaction diverse and different from what he experienced, where he got a permanent job.

This development is marked by the increasing number of tourist visits in the last five years. In addition, the increasingly incessant development, addition, renovation and management of infrastructure facilities supported by the increased quality of tourism object services has made the Natural Baths Tourism Object a leading tourist destination in Kampar Regency (Risman et al., 2021). According to the opinion of Murphy, Hudson and Timothy (In Iskandar et al., 2021) community-based tourism or community-based tourism is an understanding related to the certainty of benefits obtained by the community and the existence of assistance planning efforts that defend local communities and other groups that have an interest or interest in tourism local government, and tourism governance that provides greater control over the welfare of local communities. In general, the function of tourism awareness groups in tourism is as an activator of Tourism Awareness and Sapta Pesona in tourist areas and as a relationship between the City or Regency

Regional Government in an effort to grow and develop Tourism Awareness in the regions (Rahim, 2012)

2. RESEARCH METHOD

This research was carried out at the Flora Sulem Nature Bath tourism object which is located in the Pantai Cermin Village Tourism Area, Rumbio Jaya District, Kampar Regency from April 5 to June 12 2023. According to Amirin in (Idrus, 2009), the research subject is someone or something about it want to get information. Meanwhile, Suharsimi Arikunto in Muhammad Idrus argues that the limitations of research subjects are objects, things or people where data for research variables is attached and questionable. This study uses a qualitative research method with a case study approach. According to (Bungin, 2013) that the main data source or primary data is the main source that can provide information, facts and descriptions of events desired by research or the first source where a data is generated. By using a case study type of research, this research intends to provide a description of the Development of Natural Tourism Objects and Attractions as a Tourist Destination Area in Kampar Regency by taking the research location in the Natural Bathing Tourism Object located in Pantai Cermin Village. In this study, it will be described in general regarding the tourism potential contained in Pantai Cermin Village, and will specifically describe the tourism potential contained in the Natural Bathing Tourism Object as a tourist destination in Kampar Regency.

The sampling technique used in this research is purposive sampling. (Ansori, 2020) argues that purposive sampling is a sampling technique with certain considerations. Meanwhile, the data collection techniques used are observation, interviews and documentation. While the validity of the data used source triangulation, the source triangulation carried out in this study was by comparing the results of observations with the results of interviews, then comparing the results of the interviews with documents related to the research theme, so that using source triangulation would direct researchers in collecting mandatory data to use various data sources available.

The data collected includes potential, natural beauty and types of natural resources which are superior in Natural Bath Tourism Objects. Researchers in collecting data by observing/assessing directly in the field. In addition to data regarding natural resources at the Natural Bathing Tourism Object. Other criteria that are the subject of observation by researchers are recreational activities, environmental cleanliness, safety and comfort of the location as well as management and service quality of the Flora Sulem Natural Bathing Tourism Object, all of which the researchers managed to obtain by conducting open interviews with tourism object managers, visitors to tourism objects, related agencies, and the community around the tourist attraction.

Primary data is data taken from primary data sources or the first source in the field. In other words, primary data is information or results of activities obtained or carried out directly from the results of interviews with informants or resource persons in the field who are the data sources. Therefore, in this study, the primary data included tourists who visited the Sulem Flora Natural Baths Tourism Object, the people of Pantai Cermin Village who live close to the Sulem Flora Natural Baths Object, Tourists in the Sulem Flora Natural Baths Tourism Object, Managers of the Natural Baths Tourism Object. Flora Sulem and lastly the Pantai Cermin Village Government.

The secondary data that the researchers managed to get from literature studies were in the form of reports, papers, related books and information about tourist objects obtained from government agencies in the form of topographical data, monographic data or social data of the community and the general condition of the research location. In conducting this research, the researcher collected data using interview, observation and documentation methods to obtain information regarding the development of objects and natural tourist attractions as tourist destinations in Kampar Regency, by taking the research location at the Flora Sulem Natural Baths tourist attraction.

3. RESULTS AND DISCUSSIONS

The tourist object in Pantai Cermin Village which has experienced quite rapid development as a result of the development in the area is the Flora Sulem Natural Bathing Tourism Object which is currently a leading tourist destination owned by Pantai Cermin Village and is one of the most visited tourist objects. by tourists throughout 2020 in Kampar Regency. The Flora Sulem Natural

Bathing Tourism Object has several management units that have a role to manage and serve tourists and their function is to support the sustainability of tourism activities within the Sulem Flora Natural Baths Tourism Object.

These units include the counter unit which is responsible for providing and selling entrance tickets to tourist attractions, the infrastructure unit which is responsible for maintaining all facilities within the tourist attraction, the restaurant unit is responsible for managing food stalls within the tourist attraction, the music unit is responsible for tourist attractions in the form of musical entertainment, a cleaning unit that functions to maintain the cleanliness of the entire tourist object environment and a security unit that is responsible for the security of all tourism activities within the Flora Sulem Natural Bathing Tourism Object.

The level of tourist visits affects the amount of income that can be generated by a tourist attraction. An increase in the number of tourist visits will not necessarily increase the amount of income for the tourism object itself. This can be seen from the difference in the increase in the rate from the following year, whether it is significant or not. obtained from year to year will certainly increase. Likewise, if the difference in the number of increases in tourist visits is not too large, the total income from year to year will of course experience a balanced trend and even decrease regardless of the various internal factors that influence it.

The developments that have been experienced by the Sulem Flora Natural Bathing Tourism Object as a result of tourism development activities in the area are not only sufficient for some groups or groups to feel the benefits, but all levels of society also feel the positive impact of the tourism object development activities in their area. . Because with the growing development of tourism objects which are characterized by the large number of tourist visits and the income that can be generated by these tourism objects will also bring positive benefits, namely encouraging economic progress of the tourism community so that what is the main goal of developing tourism objects is to improve the welfare and quality of life of local communities. can be fulfilled.

The increasing completeness of infrastructure facilities and quality of service in the Flora Sulem Natural Bathing Tourism Object is one of the other reasons behind the increasing number of tourists coming to tour in this tourist area regardless of its main attraction, namely the beauty and clarity of the water at the Sulem Flora Natural Bath. which is supported by its cool and attractive nature, making the Flora Sulem Natural Bathing Tourism Object one of the leading tourist destinations for Kampar Regency.

Without the participation and involvement of the local community directly in tourism development activities in an area where there are potential resources to be developed, it is felt that it will be quite difficult for these tourism objects to develop. With the participation and involvement of the surrounding community to be directly involved in all tourism activities within the tourism object, in addition to playing a role in being able to advance the tourism object itself, it is the surrounding community who will also directly experience the results obtained from the successful development of the Sulem Flora Natural Bathing Tourism Object which is located in their area.

With the development of the Sulem Natural Bathing Tourism Object and the increasing number of visits made by tourists who come from various regions, it is hoped that the habitus owned by the people of Pantai Cermin Village can be utilized as much as possible so that they are able to survive in obtaining capital (economic capital). , social capital, cultural capital and symbolic capital) to then maintain and develop it within its domain to achieve prosperity and a better quality of life.

The habitus of the people of Pantai Cermin Village was formed in line with the development activities of the Flora Sulem Natural Bathing Tourism Object. This can be seen from some of the people of Pantai Cermin Village who do not yet have a livelihood who still choose to become food traders in the Sulem Flora Natural Bathing Tourism Object. Meanwhile, along with the development of the Sulem Flora Natural Bathing Tourism Object which is marked by the increasing quality of management and service which has a direct effect on the increasing number of tourist visits at the Sulem Flora Natural Bathing Tourism Object, it has made the people of Pantai Cermin Village who previously had the main livelihood as a farmer forming a new habitus.

Therefore, along with the practice of developing tourism objects in their environment, farmers in Pantai Cermin Village who form their new habitus can be seen from their participation in

participating in the tourism sector by trading food and drinks in the Sulem Flora Natural Bathing Tourism Object area every weekend apart from to increase their income, they also do this to support tourism activities in their environment.

The involvement of the people of Pantai Cermin Village in tourism activities in their environment, both as traders, parking area managers and those who open a gazebo rental business, is a form of decision that they have chosen to participate in supporting tourism development activities in their area as well as a form of their support for the sustainability of the activity. tourism in the natural bathing area of Flora Sulem which is around them. The decision that has been taken by the people of Pantai Cermin Village to get involved in tourism development activities within their area will also form a new habitus that can affect their community life.

Opening a trading business in the area which is a tourist destination is a habit that is owned by some residents whose homes are close to the Sulem Flora Natural Bathing Tourism Object, the decision to choose to trade is a choice made by local residents as a form of impact from the existence of a tourist attraction. now it is starting to be widely known and visited by many tourists who come from various regions, especially the Pekanbaru City area.

Apart from being a source of capital for them, the developments that have taken place in the Flora Sulem Natural Bathing Tourism Object have also opened up employment opportunities for the people of Pantai Cermin Village. The development activities carried out within the Flora Sulem Natural Bathing Tourism Object have also begun to change the way of life of the people of Pantai Cermin Village, especially in their economic field. Many people from Pantai Cermin Village did not have permanent jobs, but now, along with the development of these tourism objects, they choose to trade around the Flora Sulem Natural Bathing area and make their trading business in the area their permanent livelihood.

The new habit that has been developed by the people of Pantai Cermin Village is in line with the developments that have occurred in the Flora Sulem Natural Bathing Tourism Object which is also supported by the capital owned by the people of Pantai Cermin Village. These capitals include economic capital, in the form of livelihoods or various types of businesses they have; social capital, in the form of networks or relationships that exist between individuals or groups in society; cultural capital, in the form of being polite and courteous among fellow members of the community as well as using correct and polite grammar; symbolic capital, in the form of symbolic material including land in the form of fields or plantations, houses, vehicles and various types of businesses, while symbolic titles are in the form of positions as village heads, hamlet heads, RW heads, RT heads and various other types of invisible symbols.

The various dimensions that emerged in the development activities of the Flora Sulem Natural Bathing Tourism Object which also directly influenced the development of the Sulem Flora Natural Bathing Tourism Object included supporting dimensions in the form of, this tourist attraction has natural potential which is an attraction for tourists, namely in the form of clear water which is a source of the spring comes from ground water and is supported by the natural environment in a cool and natural tourist attraction and is supported by various facilities provided by the manager of the Flora Sulem Natural Bathing object including natural bathing facilities, gazebos, prayer rooms and so on; Accessibility is easy for tourists to reach because it has two main routes, namely through the upper road which has a fairly high and uphill road contour, while the lower road is a flat path that can be accessed by tourists quite easily.

Meanwhile, the dimension that hinders the development of the Flora Sulem Natural Bathing Tourism Object is the lack of government movement in providing assistance and training for the community in producing products or preparations typical of Pantai Cermin Village. While the obstacles seen from the community are the lack of awareness and involvement of the community to get involved in the development of the Flora Sulem Nature Bath Tourism Object. Another obstacle is the absence of local handicrafts which are typical souvenirs that can be purchased and brought home by tourists when visiting the Sulem Flora Natural Bathing Tourism Object.

The development of the Flora Sulem Natural Bathing Tourism Object also raises various impacts as a result of tourism development activities within the Sulem Flora Natural Bathing Object area. The various impacts that arise in the development activities of the Flora Sulem Natural Bathing Tourism Object can be broadly divided into three namely economic impacts, socio-cultural

impacts and environmental impacts. The economic impact is in the form of opening new jobs for the majority of the people of Pantai Cermin Village who do not yet have a steady livelihood and have provided additional income for the people of Pantai Cermin Village who participate by becoming traders in the Sulem Flora Natural Bathing Tourism Object; The socio-cultural impact is in the form of the formation of various organizations in the field of tourism such as Karang Taruna and the Sulem Traders Group whose activities are all oriented towards the development and progress of the Sulem Flora Natural Bathing Tourism Object; While the environmental impact of the development activities of the Sulem Flora Natural Bathing Tourism Object is that it can foster a sense of loving more the potential of existing resources in the Pantai Cermin Village environment and using them wisely to improve the welfare and quality of life of all people in Pantai Cermin Village.

The lack of assistance and training that should be carried out by various related parties in the area which is a tourist destination has made local people not yet aware of the opportunities they can do to make their lives change for the better with the development of tourism in the area where they live.

Communities in areas that have become tourist destinations will usually be directly involved in building and developing all aspects of tourism in their area. This often happens because usually local people will usually care for and manage what tourism potential exists in their area so that it becomes a tourist destination visited by many tourists.

The results of this study theoretically support Bourdieu's Social Practice Theory. Where the people of Pantai Cermin Village have Habitus and Capital that can be utilized in the realm of fighting and struggle in Pantai Cermin Village to then produce practices that can support tourism development activities in their area and improve the welfare of local people who live in areas that become tourist destinations.

Without the participation and involvement of the local community directly in tourism development activities in an area where there are potential resources to be developed, it is felt that it will be quite difficult for these tourism objects to develop. With the participation and involvement of the surrounding community to be directly involved in all tourism activities within the tourism object, in addition to playing a role in being able to advance the tourism object itself, it is the surrounding community who will also directly experience the results obtained from the successful development of the Sulem Flora Natural Bathing Tourism Object which is located in their area.

The development of the Flora Sulem Natural Bathing Tourism Object was carried out by the "Pantai Cermin" Village community physically, namely by adding and repairing several facilities and infrastructure that support tourism activities at the Sulem Flora Natural Bathing Tourism Object. While non-physical development is carried out by forming several units including counter units, infrastructure, cleaning, music, security and food stalls which all have roles and responsibilities for managing the continuity of object activities and providing services to tourists visiting the Natural Bathing Tourism Object. Sulem Flora.

The development of the Flora Sulem Natural Bathing Tourism Object faces various obstacles. These obstacles include:

- a. There are no processed or handicraft products that are the hallmark of the Sulem Flora Natural Bathing Tourism Object.
- b. Lack of assistance and training provided to local communities so that the creativity of Human Resources in Pantai Cermin Village is not maximized.

The success of development activities in the tourism sector, especially those carried out in areas that have assets in the form of tourist destinations that have the potential to be developed, cannot be separated from the institutional role contained within the area itself. Institutions contained in the area have the authority to plan and supervise all activities related to tourism within the tourist area, besides that these institutions are also fully responsible for the management and sustainability of the tourism object itself.

This also applies to the development of the Flora Sulem Natural Bathing Tourism Object which is located in the Pantai Cermin Village Tourism Area, Rumbio Jaya District, Kampar Regency. Development and management activities carried out by the people of Pantai Cermin Village which also involve various parties ranging from the local government, village government to

local communities which have started since 2020 until now have brought major changes to the tourism object itself which is physically marked the Sulem Flora Natural Baths tourism object which has experienced an increase in terms of development and various improvements have been made which also have a direct impact on the increasing number of tourist visits in the area of this tourist attraction.

This is also inseparable from the institutional role that the Flora Sulem Nature Bath has in managing all services and planning programs related to the development of tourism objects as well as direct supervision of all tourism activities within the tourism object. Of all the institutional roles and related partnerships that work together to strengthen and support tourism object development activities, the role of local communities who are close to these tourist destinations is a key element in the successful development of the Sulem Flora Natural Baths Tourism Object.

4. CONCLUSION

The potential of the Flora Sulem Natural Bathing Tourism Object in Pantai Cermin Village includes a water discharge that is not too heavy with not high cliffs and is supported by a green tourism object environment in the plantation area and is clean so that it looks very natural. Facilities and infrastructure that support tourism activities at the Flora Sulem Natural Bathing Tourism Object include swimming spots, gazebos, prayer rooms, clear water, food stalls, has two main routes to get to tourist objects which are equipped with counters for ticket sales and parking facilities. for tourists. The strategy adopted in developing the Flora Sulem Natural Bathing Tourism Object is to make policies that have been planned by the people of Pantai Cermin Village and supported by the Village Government, Regional Government and tourism actors in the area. Policies that have been formed include: Tourism actors include traders, parking area managers and employees of the Flora Sulem Natural Bathing Tourism Object. Only people from Pantai Cermin Village can do so. Promotion of the Flora Sulem Natural Bathing Tourism Object area.

The development carried out by the Village Government and the Village-Owned Enterprise "Pantai Cermin" received various responses from tourism actors in the Flora Sulem Natural Bathing Tourism Object area. Tourist actors in the Sulem Flora Natural Bathing Tourism Object area are food traders, gazebo owners and parking lot managers who consider that the development carried out is in accordance with what is expected. This is because tourists visiting tourist attractions are increasingly crowded and the Flora Sulem Natural Bathing Tourism Object itself is increasingly well known. Other responses also emerged from tourists who thought that development at the Flora Sulem Natural Bathing Tourism Object was already better than before, as evidenced by the more complete facilities and infrastructure, better service and the increasing number of food vendors in the Sulem Flora Natural Bathing Tourism Object area.

The development of the Flora Sulem Natural Bathing Tourism Object was carried out by the people of Pantai Cermin Village physically by adding and repairing several facilities and infrastructure that support tourism activities at the Sulem Flora Natural Bathing Tourism Object. While non-physical development is carried out by forming several units including counter units, infrastructure, cleaning, music, security and food stalls which all have roles and responsibilities for managing the continuity of object activities and providing services to tourists visiting the Natural Bathing Tourism Object. Sulem Flora.

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