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Submission date: 29-Feb-2020 09:31AM (UTC+0800)

Submission ID: 1266306345

File name: P3.pdf (7.91M)

Word count: 7580

Character count: 40334

COMMUNITY-BASED TOURISM IN INDONESIA: A STUDY ABOUT CORPORATE SOCIAL RESPONSIBILITY CONTRIBUTION IN DEVELOPMENT OF TOURISM IN PEKANBARU CITY

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Abstract

Indonesia as the largest archipelagic country in the world which has 17,508 islands with a coastline of 81,000 km, has enormous coastal and marine resource potential. Tourism is one of the concurrent government affairs as a matter of choice in law 23 of 2014 concerning regional government. Tourism is an activity that directly touches and engages the community, thus bringing various benefits to the local community and its surroundings. Riau Province as a city that is considered as an oil city apparently also has a lot of tourism potential that can be developed to help increase Riau Province's Original Revenue, The Riau Province's tourism potential as many as 59 destinations with 7 destinations that have won championships at the National level, Riau Province also has 219 large companies and 17435 small companies that can be used as supporters of tourism development using Corporate Social Responsibility funds. The purpose of this study was to find out and analyze tourism development based on Community Based Tourism (CBT) with the contribution of Corporate Social Responsibility (CSR) in Pekanbaru City. This research is a type of qualitative research. The source of this research data is primary data obtained from the results of interviews with informants and key informants. Data analysis is done by data reduction, data presentation, and conclusion drawing. Based on the results of the study, it was concluded that out of the 5 indicators that were examined, tourism development was based on Community Based Tourism (CBT) with the contribution of Corporate Social Responsibility (CSR) in Riau Province.

Keywords: Tourism Development, Corporate Social Responsibility, Community Based Tourism

1. Introduction

The data shows that the world tourism industry is growing rapidly, marked by an increase in the number of tourists who travel around the world. The data from the World Tourism Organization shows that international tourist arrivals grew by an incredible 7% in 2017 to reach a total of 1,322 million, according to the UNWTO World Tourism Barometer. This strong momentum is expected to continue in 2018 at a level of 4% -5% (UNWTO, 2004).

Judging from a juridical perspective, as mandated in Law No. 10 of 2009 concerning tourism and Law number 50 of 2011 concerning the National Tourism Master Plan that the trend of the development of world tourism from year to year shows very rapid development.

Indonesia as the largest archipelagic country in the world which has 17,508 islands with a coastline of 81,000 km, has enormous coastal and marine resource potential. Tourism is one of the concurrent government affairs as a matter of choice in law 23 of 2014 concerning regional government. Tourism is an activity that directly touches and engages the community, thus bringing various benefits to the local community and its surroundings. Even tourism is said to have extraordinary breakout energy, which is able to make local people experience metamorphose in various aspects. Tourism has many benefits for the people even for the State, the benefits of tourism can be seen from various aspects/aspects, namely the benefits of tourism in terms of economics, socio-culture, environment, social values and knowledge, and opportunities and employment opportunities.

The Global Code of Ethics for Tourism has been created in order to promote equitable, responsible, and sustainable world tourism (UNWTO, 1999).

Likewise with Indonesia, it has a diversity of flora and fauna, archaeological sites and history, as well as art and culture, all of which are potential resources for the development and improvement of tourism. The following data shows an increase in foreign tourist arrivals in Indonesia from 2014 to 2017.

Table 1.1
Visits Statistics of Foreign Tourists Who
Visiting Indonesia (2014-2017)

Year	Number of Foreign Tourists (Thousand People)	% Enhancement
2014	9.435.411	-
2015	10.406.759	10,29%
2016	11.519.275	10,69%
2017	14.039.799	21,88%

Source: Processed from the Center for Foreign Tourist Statistics of the Ministry of Tourism of the Republic of Indonesia, 2018.

The data in Table 1.1 shows that in the period between 2014 and 2017, the number of foreign tourists visiting Indonesia, although it fluctuated, always increased every year. In 2017 the number of foreign tourists visiting Indonesia reached 14,039,799 people, an increase of 21.88% from the previous year, namely 2016.

Riau province nicknamed "Bumi Lancang Kuning" is very strategically located in allied countries, so the government and its people practice that the Province of Riau will take a strategic role in the field of economy and culture. The agreement between the government and the community is outlined in the Riau 2020 Vision, in which Riau aims to be the center of Malay economic growth and culture in the Southeast Asian landscape in 2020. Azam is a dream based on the front-facing Riau Province with the Straits of Melaka, which is the busiest strait in this world. In addition, the diversity of art culture and Malay customs in the district/city as the epicenter of culture became the main capital to make Riau the center of Malay culture in the Southeast Asian landscape. In addition, the position of the Siak River as a trade route for the city of Pekanbaru has played an important role in increasing the city's economic growth.

The city of Pekanbaru is a city that is considered as the city of oil also has a lot of tourism potential that can be developed to help increase the original revenue of Riau Province, the tourism potential of Riau Province, among others:

Riau Province has 12 City Regencies and, based on data from 12 City Regencies in Riau Province, has 58 Potential and 45 Development Guidelines. And

12 locations that have the potential for tourism development direction, Pekanbaru City is the location that has the most potential development direction, namely 8 Development Directions. This shows that Pekanbaru City has a wide range of potential Tourism Resources that can be developed and developed. So that it can become a Leading Tourism Destination in Riau Province, especially Pekanbaru City to attract tourists visiting the city of Pekanbaru so that it can have an impact on the increase in Regional Original Income in Pekanbaru City. This is an interesting issue to examine how the Tourism Development Strategy in Pekanbaru City. Furthermore, based on the pre-survey information obtained by the author from the Promotion Department of Riau Province Tourism, in 2017 Riau Province became the overall winner of Anugrah Pesona Indonesia (API) as a prestigious tourism event at the national level by winning seven categories including:

Table 1.2
Riau Province Tourism Achievement in 2017

NO	CATEGORY	NAME	PLACE NAME	RATING
1	Popular Traditional Foods	Bolu Berendang	Indragiri Hilir	First
2	Most Popular Traditional Drinks	Laksamana Mengamuk	Pekanbaru	First
3	Most Popular Shopping Objects	Pasar Bawah	Pekanbaru	First
4	Most Popular Tourism Festival	Bakar Tongkang	Rokan Hilir	First
5	Most Popular Historic Site	Pacu Jalur	Kuantan Singingi	First
6	Most Popular Cultural Attractions	Istana Siak	Siak	Second
7	Most Popular Surfing Places	Bono	Pelalawan	First

Source: Riau Province Tourism Office 2018

Based on Table Data 1.2, it can be seen various tourism achievements that have been achieved by Riau Province. Pekanbaru City gets the highest rank by winning first place in the Most Popular Traditional Beverage category and Most Popular Shopping Object so it is not possible for other Pekanbaru City tourism

potential to get achievements in if tourism is appropriately developed, tourism will become a leading tourism destination for Indonesia and Riau in particular. With the existence of national-level tourism achievements achieved by the Riau Province to become the General Champion of the Enchantment of Indonesian Charm in 2017, figures of tourists visiting Riau Province increased from the previous year, seen from the number of Foreign Tourists, Archipelago and Length of Stay in Riau Province in 2014- 2017 has increased even exceeding the target set by the Riau Province Tourism Office, with the following data:

Table 1.3
Foreign Tourist Visit Statistics, Archipelago and Length of Stay Visiting Riau Province Year (2014-2017)

YEARS	COUNTRY TRAVELERS		ARCHIPELAGO TRAVELERS		STAYED	
	(person)		(person)		(person)	
	REALIZATION	TARGET	REALIZATION	TARGET	REALIZATION	TARGET
1	2	3	4	5	6	7
2014	42.579	48.663	3.802.050	3.724.813	3,17	2,89
2015	54.437	51.430	4.487.592	3.927.781	3,00	2,92
2016	66.130	54.388	5.827.913	4.178.022	3,53	3,05
2017	102.645	57.516	6.534.683	6.015.082	3,54	3,40
2018		60.824		6.550.120		3,75
2019		64.332		6.828.150		3,90

Source: Riau Province Tourism Office.

Based on data Table 1.3, it can be seen that foreign tourists, archipelago, and length of stay experience an increase of almost twice as much as exceeding the target set by the Riau provincial government. As in 2017, foreign tourists visiting the Riau Province amounted to 102,645 people, while the target the set amounted to 57,516 people. Then from 2016 to 2017 also experienced an increase in 66,130 people in 2016 increased to 102,645 people in 2017. This is an issue that Riau Province has the opportunity to have Tourism Destinations Featured tourism that can be more developed again and requires the right strategy in the development of

tourism.

It can be seen from the 18 entrance doors for foreign tourist arrivals in Indonesia, six entrances have high growth, including Ngurah Rai, Kuala Namu, Sam Ratulangi, Lombok, Pekanbaru, and Adi Sucipto. In this case, Riau is one of the six entrances that have the highest growth in Indonesia.

The capital of the many potentials of Tourism and Achievements that have been achieved in the City of Pekanbaru at the National Level, it is time for Pekanbaru City to pay more attention to the Tourism Development Strategy in Pekanbaru City. So that it can be an advantage in increasing Pekanbaru City's Original Revenue Due to the development of the tourism sector in a country will attract other sectors to develop also with products needed to support the tourism industry such as agriculture, livestock, plantations, folk handicrafts, increased employment opportunities, and so forth. One strategy that needs to be introduced and encouraged in various regions in Indonesia is the Tourism Development Strategy Based on Corporate Social Responsibility.

The Corporate Social Responsibility Program has begun to emerge in Indonesia as the Law No. 40 of 2007 concerning Limited Liability Companies, and Law No. 25 of 2007 concerning Investment have been ratified, while the contents of the Act relating to Corporate Social Responsibility, namely : In article 74 of Law Number 40 of 2007, it reads:

1. Companies that carry out their business activities in the field of and/or related to natural resources must carry out Social and Environmental Responsibility.
2. Social and Environmental Responsibilities as referred to in paragraph (1), are the obligations of the Company, which are budgeted and calculated as the costs of the Company. The implementation of which is carried out by observing dignity and fairness.
3. Companies that do not carry out the obligations, as referred to in paragraph (1), are subject to sanctions following the provisions of the legislation.
4. Further provisions regarding Social and Environmental Responsibility are regulated by Government Regulations.

Whereas in Article 25 (b), the Investment Law states that every investor must

carry out corporate social responsibility.

From the two articles above, we can see how the Indonesian government is trying to regulate the obligation to implement Corporate Social Responsibility by companies or investors. It continued with Regional Regulation No. 6 of 2012 concerning corporate social responsibility in Riau province and Guidance on Social Responsibility ISO 26000 as a guide to International Standards for Corporate Social Responsibility to support the company to exist.

One city that applies CSR-based Tourism development is the City of Surabaya. According to Indrianto's research (2015, p. 179), the involvement of 5 companies directly in Surabaya tourism development, namely Telkom and Pertamina in revitalizing the City Park (Bungkul Park and Dolog Roundabout Park), Radio Suara Surabaya ("Surabaya City Guide" Free Magazine), "Cheers" Bottled Drinking Water and Blue Bird Taxi voluntarily attach the "Sparkling Surabaya" logo to beverage product packaging and the rear glass of the taxi fleet operating in the Surabaya area and surrounding areas. This inspires the tourism sector CSR is not only material assistance but also company support to socialize and popularize Surabaya tourism to the broader community.

Elkington, as cited in Suharto (2009, p. 107), suggests three basic principles of CSR called the 3P concept or triple bottom line, namely:

1. Profit

Companies must remain oriented to seek economic benefits that allow them to continue to grow.

2. People

The company must have concerned about human welfare. Some companies develop CSR programs such as providing scholarships for students around the company, establishing educational and health facilities, strengthening local economic capacity, and even companies that design various social protection schemes for residents.

3. Planet

The company cares about the environment and the sustainability of biodiversity. Some CSR programs that are grounded in this principle are usually in the form of greening the environment, providing clean water facilities, improving settlements, developing tourism (ecotourism), and others.

From the above concept, it is clear that Tourism Development is the principle of the Implementation of Corporate Social Responsibility, Pekanbaru City, besides having a lot of Tourism Potential, which is also famous for the Oil City, which has many Large and Medium Industry companies.

Based on data from Riau Province has a Large and Medium Industrial Company totaling 219 Industries in 2014. The classification of processing industry companies in the Riau Provincial Statistics Agency, though, is solely based on the number of workers who work. Furthermore, this can be a potential to support tourism development based on Community Based Tourism (CBT) with the contribution of Corporate Social Responsibility (CSR) in Riau Province. This is supported again by the issuance of Riau Province Regional Regulation Number 6 of 2012 concerning Corporate Social Responsibility in Riau Province as the form of support for the implementation of Corporate Social Responsibility obligations by companies in Riau Province.

Riau Province has various achievements that have been achieved in the field of tourism, this is also supported by the many potentials that can be developed in each district of the city and the support of many companies in Riau Province to assist in the development of tourism. But the phenomenon that researchers get from 219 large and medium industries is only 2 companies that implement CSR in the tourism sector, besides that other phenomena based on information from the Riau provincial tourism office from 5 actors of tourism development to community actors become the weakest actors in tourism development in Riau Province .

Based on the above issues, this study focuses on "Community Based Tourism in Indonesia (Study of the Contribution of Corporate Social Responsibility in the Development of Tourism in the City of Pekanbaru)".

1.1 Research Question

Based on the Background Description above, the researcher will focus on the study of this research on research problems, namely:

How is tourism development based on **Community Based Tourism (CBT)** with **the contribution of Corporate Social Responsibility (CSR)** in Pekanbaru City?

1.2 Research Method

Material collection techniques from library research (library research) where the data obtained in the form of secondary data, namely data that has been processed and arranged to get a conception of theory, opinion or conceptual thinking and previous research related to the object of research obtained from books, writings scientific and other scientific works. In the initial stage of data collection, there is a risk inventory for all data relevant to the topic of discussion.

The data obtained were arranged systematically and then analyzed using qualitative analysis, the analysis of sentences, and descriptions. After the data is obtained, then it is arranged systematically, and then the qualitative analysis is expected to be able to reach the explanation discussed.

2. Literature Review

2.1 Tourism Development Planning.

Some reasons why planning is needed in tourism development, as explained by Yoeti (2002, pp. 5–6) are as follows:

- a. Give direction.
- b. Guiding collaboration.
- c. Creating coordination.
- d. Establish progress.
- e. To minimize risk.
- f. Encouraging implementation.

The **Global Code of Ethics for Tourism** has been created in order to promote equitable, responsible, and sustainable world tourism (UNWTO, 1999).

2.2 The Concept of Tourism Development

To explain the development of tourism, Selo Soemardjan, as cited in Spillane (2001, p. 133), states: Tourism development must be an overall planning development, so that optimal benefits can be obtained for the community, both economically, socially, and culturally.

Sustainable tourism should make optimal use of environmental resources, respect the socio-cultural authenticity of host communities, and ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders. Sustainable development tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus-building (UNWTO, 2004).

2.3 The concept of Corporate Social Responsibility

Understanding of CSR, according to Philip Kotler and Nancy Lee, CSR is a company committed to advance the community through business practices and provide contributions from the company's resources carried out through good assessment (Kotler & Lee, 2005: 3).

As an intent term, the CSR concept has been known for more than two thousand years - i.e., in India in the period of Chandragupta (Muniapan & Dass, 2008). In the Roman Empire, the values which are today incorporated into the CSR term have been much appreciated. Although CSR, as has been the term, has been introduced already during the 1950s (Bowen, 1953).

Broadly speaking, according to Nuryana (in Suriyana, 2008, p. 31), CSR is an approach where companies integrate social care in their business operations and their interactions with stakeholders (stakeholders) based on the principle of voluntary and partnership.

Climate change is both a global threat and a development issue. Tourism contributes to human-induced climate change. According to UNTWO, It shares of tourism in the emission of CO₂ was 4.95% (as cited in Nizic, 2010).

Aspects contained in the Triple Bottom Line, namely Profit, People and, Planet (Suharto, 2009, p. 107).

2.3.1. Profit

Profit is the most important element and becomes the goal of every business form and is the main focus of all activities because companies must remain oriented to seek economic benefits that allow them to continue to operate and develop.

2.3.2. Planet

The company cares about the environment and the sustainability of biodiversity. Some CSR programs that are based on this principle are usually in the form of greening the environment, providing clean water facilities, improving settlements, developing tourism (ecotourism), and others.

2.3.3. People

The company must have concerned about human welfare. Some CSR programs are often designed by companies including providing scholarships for students in the environment around the company, establishing education and health facilities, strengthening local economic capacity and so on

The Triple Bottom Line is a synergy of three elements, which are the basic components of the basic implementation of Corporate Social Responsibility. The Triple Bottom Line is often used as a reference in the Corporate Social Responsibility program. CSR must be applied consistently in balancing aspects that can create sustainable development, namely balancing economic, social and, environmental aspects.

Teguh Pambudi (2006, p. 12), mentions that Corporate Social Responsibility programs can be grouped into three aspects, namely:

2.3.4. Social Program

Social programs are corporate programs that carry out philanthropic activities to build communities and improve people's lives.

2.3.5. Environmental Program

The environmental program is a company program that aims to safeguard ecosystems and the environment to be protected from damage and minimize pollution due to company activities.

2.3.6. Economic Program

At this time, the company in its activities no longer tries to increase the maximum profit value but must be able to provide economic progress for stakeholders.

2.4 Concept of Community-Based Tourism (CBT)

Suansri (2003, p. 14) defines CBT as tourism that takes into account environmental, social, and cultural sustainability aspects.

The ten basic principles must be the foundation, direction and basic principles of tourism development that sustainability is guaranteed. Suansri (2003, pp. 21–23) conveyed the main aspects of developing CBT in the form of five dimensions, namely:

1. The economic dimension with the Sub Indicator is in the form of funds for community development, the creation of jobs in the tourism sector, the emergence of income from local people from the tourism sector.
2. The social dimension with the Sub Indicator increases the quality of life, increases the pride of the community, and equitably distributes roles between men and women, the young and old generation, builds strengthening community organizations.
3. The cultural dimension with the Sub Indicator is in the way of encouraging the community to respect different cultures, help develop cultural exchanges, and develop a culture closely embedded in the local culture.
4. Environmental dimensions with Sub Indicators study carrying capacity areas, regulate waste disposal, increase awareness of the need for conservation.
5. In political circles with Sub Indicators increase the participation of the local population, increases broader community power, guarantees rights in natural resource management (SDA).

3. Result and discussion

The Riau Province Tourism Office is the leading sector in the realization of the Riau Province's Vision and Mission. Of course, in the effort to realize this vision and mission, tourism development requires integration/integration of human resources

and other resources to be able to answer the demands of the development of tourism both nationally and internationally. The Vision of the Riau Province Tourism Office is as follows: "Superior Tourism Based on Malay Culture" with the Mission as follows:

1. Developing Competitive and Sustainable Tourism Destination Areas Supported by Malay Culture as Wealth and Local Wisdom.
2. Improving the Quality of Tourism Human Resources.
3. Increasing Stakeholder Participation and Cooperation.
4. Implementing Development of Sharia Charm and Tourism.

The vision here is a way of looking ahead that is an articulation of the image, value, direction, and purpose that will be a guide in achieving the future of the Culture and Tourism Office of the City of Pekanbaru to remain consistent and exist, anticipatory and innovative, as well as productive. Thus, the vision is a picture that challenges the future conditions that the Pekanbaru City Culture and Tourism Agency wants to realize in the long run. Referring to the conception of the vision above and referring to the vision of Pekanbaru City 2021, namely "The realization of Pekanbaru City as a Center for Trade and Services, Education and Malay Culture Center Towards a Prosperous Society Based on Faith and Faith", Pekanbaru City Culture and Tourism Service has the desire to support efforts to achieve the vision of Pekanbaru City which will be set forth in this Strategic Plan. Therefore, the vision of the Department of Culture and Tourism of Pekanbaru City 2021 was determined as follows: "The realization of the City of Pekanbaru became the center of Malay culture and the Malay-style Tourism City based on Faith and Faith."

To support the achievement of the Vision and Mission, the Riau Province Tourism Office has the desire to develop tourism using the Community Based Tourism model in collaboration with companies in Riau Province.

From the results of interviews and observations that I got together with the Head of the Riau Province Tourism Office, Head of the Pekanbaru City Tourism Office, head of the Pekanbaru City tourism destination, head of the Tourism Destination Assessment & Development Section, the five dimensions of the Community Based Tourism development were as following:

3.1 Economic dimension

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The economic dimension with the Sub Indicator is in the form of funds for community development, the creation of jobs in the tourism sector, the emergence of income from local people from the tourism sector. So far, the funds for the development of tourism in the city of Pekanbaru are used from the Regional Cost Revenue Budget. In addition, the government has collaborated with companies by implementing CSR-based tourism development, namely Telkomsel. It is providing space for youngsters in Riau and Pekanbaru, specifically as a tourist destination for young people, with creating arena loops at MTQ after such as freestyle BMX, skateboarding, doodle art, fun games and dance, including wall climbing. In addition, BRI also provides approximately Rp. Three hundred million for tourism development Singgah Siak Tuan Kadi house Pekanbaru City as a historical tourism place in Pekanbaru. However, the development of this model is only done by the city of Pekanbaru in these two places and there is still a lot of potential for tourism development in the city of Pekanbaru which has not been touched by CSR funds. Most of the companies in the Riau Province district channel CSR funds for education, infrastructure, and religion, not for tourism development. This is what makes the development of Pekanbaru City tourism slow to develop. Meanwhile, the development of tourism using funds that are limited to the city of Pekanbaru. It can also create jobs in the tourism sector. It can be seen as in the arena loop at full MTQ when a community event also opens up a place to sell and get quite a lot of sales in the loops arena at the full MTQ. In addition, the people who sell not only come from the city of Pekanbaru but also from the Regency even from different provinces, for example, West Sumatra, Jambi, and Medan. This makes local people's income increase from the tourism sector.

3.2 Social Dimension

The social dimension with the Sub Indicator increases the quality of life, increases the pride of the community, and equitably distributes roles between men and women, the young and old generation, builds strengthening community organizations. The community is the spearhead of the success of tourism development and development, so it needs to be empowered. Community empowerment in tourism aims to enhance the role of the community as tourism actors not only as spectators, to improve the standard of living and quality of life of the community itself. With the improvement in the quality of life of the people in Pekanbaru City, it is hoped that the Community

can be more active and courageous in managing tourism development in their respective regions. Based on data from researchers, the Capital of Riau Province is focusing on the development and structuring of the city to attract business investors to boost the economy and attract tourists. Seen by the establishment of high-rise buildings, construction of roads and bridges. With the rampant development carried out by the city government of Pekanbaru, the government also plans to maintain and shape tourist areas by preserving the inheritance in Pekanbaru. The Pekanbaru City Government has declared several Kelurahan as tourist villages in accordance with the Decree of the Head of Culture and Tourism Office No. 84 of 2010, the Pekanbaru City Government through the Culture and Tourism Office together with the community formed a tourism awareness group (POKDARWIS). It was directly supervised by the Head of Culture Service and Tourism and members of the local community. Members of POKDARWIS consist of four groups, namely craftsmen, traders, culinary, and students. With the establishment of POKDARWIS, tourism potential is also mapped, namely the potential of natural tourism, cultural tourism, and special tourism.

Four sub-districts are used as tourist villages, namely Kampung Dalam Village, Kampung Bandar Village, Tebing Tinggi Okura Village, and Sago Village. The four sub-districts have tourism potentials such as the natural panorama of the peak river bank and plug-in festival lights found in Kampung Bandar Village and shopping tours in Kampung Dalam Village. The Tourism Awareness Group (POKDARWIS) was formed in each village to improve the management of tourist villages so that tourism potential can be utilized to the fullest. Currently, the Pekanbaru City government, through the Office of Culture and Tourism in developing tourism villages, is more focused on improving the community mentality of awareness of the establishment of tourism villages through the Tourism Awareness Group program (POKDARWIS). This was stated directly by the Head of the Recreation and Entertainment Section of Pekanbaru City Culture and Tourism Office, Sarkawi, S.Pd MM. Related to its development since the issuance of the Decree of the Head of Pekanbaru's Culture and Tourism Office Number 84 of 2010, which means it has been going on for six years, the obstacles faced in general are a matter of security guarantees for visitors from both domestic and foreign villages.

This is one of the Social Dimensions on tourism development in Riau Province that needs to be improved again in order to increase the pride of the people with their own culture. Furthermore, the role of the community in Riau Province generally still does not realize the importance of tourism, for themselves or the region. For this reason, an understanding must be given to the community to take an active role in tourism so that it will provide an impression to tourists that the services they receive while in a tourist place are excellent, and this will create an idea that they will return. So, this can build a strengthening of community organizations in Riau Province.

3.3 Cultural Dimension

The cultural ⁷ dimension with the Sub Indicator is in the form of encouraging the community to respect different cultures, help develop cultural exchanges, and develop a culture firmly embedded in the local culture. The culture in Riau Province has a characteristic as a Malay culture. Customary and Malay culture governs the behavior and activities carried out by the people who live and come from this area. Starting from the Riau Province's traditional house, the conventional house of the Riau region named Selaso Jatuh Kembar. This house is the residence of the datuk, traditional stakeholders. The house room consists of: a large room that is used for beds, cross-legged rooms, platforms, and kitchens. House poles, roof fins, attics, stairs, and bases are all carved. The engraving has different styles from one to the other. This custom room is also equipped with Customary Hall, which is used for custom meetings and deliberations. Besides, Riau also has many traditional clothes and different in each district of the city. The dances in Riau also vary, such as Tanda Dance, Lamb Joged Dance, Tanda Sebati Dance, Makan Sirih Dance, and Japin Dance. Besides, this dance is unique in its movements; the costumes and equipment used also have a strong meaning associated with Malay culture in Riau. In addition, Riau Province also has many external tribes such as the Malay, Sakai, Dalam Anak, Hutan, Bonai, Laut, Talang Mamak. Which only has in Riau Province. The language used also has its own unique use of the Malay language (with various accents of each region/district). This has become the capital for the development of tourism in Riau Province. So far the community has been quite good at respecting the different cultural cultures in each district of the City and being a pride for the people of Riau.

But for the development of cultural exchanges in every region of the city still needs to be improved. This is in need of the role of the government to be able to provide regulations related to cultural developments in Riau Province. In addition, the role of the Company in this can also be by helping to highlight the characteristics of Riau's chaos in every activity and activity carried out by the company. For the culture of development closely embedded in this local culture, the Sub Indicators have not been implemented in Riau Province. However, this has become a plan by the Riau Provincial government, namely in one of the Riau Province Missions, to improve the quality of Tourism Human Resources. With the provision of education to the community around the district, which is considered to be potential for tourism and is hereby expected that the third Sub Indicator can be carried out correctly.

3.4 Environmental Dimensions

Environmental dimensions with Sub Indicators study carrying capacity areas, regulate waste disposal, increase awareness of the need for conservation. Riau Province Environment. The term carrying capacity is translated from the word carrying capacity. In the field of tourism, the issue of carrying capacity is a dilemma for the development of tourism in an area. On the one hand, the high number of tourist visits is one illustration of the progress of the tourism sector in a field. At least that is what has been believed by many people.

On the other hand, the number of tourists who exceed the carrying capacity of the environment will cause various problems, including environmental damage and inconvenience for tourists. For regions that have tourist objects and attractions in the form of historical heritage sites and/or conservation areas, the issue of carrying capacity must be a severe and primary concern for all parties, especially stakeholders. This problem is indeed a kind of simalakama fruit. This is because, on the one hand, tourism industry players try to increase the number of tourist visits. While on the other hand the number of tourists must be limited so as not to exceed the environmental carrying capacity of historical heritage sites and/or conservation areas so as not to cause damage or it can even threaten the survival of the site and/or the conservation environment in the long term. As in Siak Regency, Siak Palace has won the second place in the Most Popular Historic Site in Indonesia at the Grace

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of Indonesia (API) as a prestigious tourism event at the National level in 2017. It has anticipated this initiative by increasing the awareness of all parties. Especially stakeholders, to continue exploring the various potential tourist attractions that are diverse and then developed and packaged into tourist products that are worthy of being offered to tourists is one possible effort. As the transfer of the Kato, Ship Siak Sultanate is an iron ship with coal fuel owned by the Sultan of Siak. This ship was placed next to the Siak Bermadah Stage, and then later, it was moved to the Siak Palace Complex since 2009.

After being moved to a new place, the Kato Ship is more well-maintained and beautiful. Accompanied by two lush mangosteen trees, it adds to the beautiful and serene atmosphere. This ship is similar to the type of tugboat ships that are now milling around the Siak River. The Kato ship is 12 m long and weighs 15 tons. The Kato Ship Monument, located on the edge of the Siak River, is a historical monument that can be remembered for future generations. And now, the Kato ship is one of the additional tourism destinations that many people visit when visiting the Siak palace area. For the Sub Indicators regulating waste disposal at tourism destinations has been well resolved. It can be seen that each tourism destination has a proper landfill, and is supported by differentiating waste disposal from organic and non-organic so that it can be recycled by the local community. The sub-indicator of concern for the need for increased conservation can be seen in Rokan Hilir District, Jemur Island. The island in Rokan Hilir Regency holds many tempting natural charms. This uninhabited island has pristine natural conditions. Besides, the island is also home to thousands of newly hatched turtle children. On this island, there is also a shuttle speed boat that takes tourists to see the island directly. Head of the Riau Province Pariwisata Service said that currently, the one who manages transportation there is the private sector. He said it was an advance in private concern for natural tourism in Riau. However, for Jemur Island, it is not suitable for mass tourism, it is better to be used as conservation tourism because there is a habitat for sea turtles. He was worried that if there were too many people and activities on the island, the turtles would not even lay eggs anymore and damage the conservation area.

3.5 Political Dimension

In political circles with Sub, Indicators increase the participation of the local

population, increases broader community power, guarantees rights in natural resource management (SDA). The implementation of the development will not run well if all existing communities do not actively participate in implementing the plans that have been set. It is impossible to achieve it if an integrated unity between the city and the government does not go hand in hand — also, the desire and carrying out in development. Therefore, the results of development after being accepted by the community must always be maintained. So, what has been issued by the government is not a waste. One's mindset plays a vital role in improving the welfare of the community. The mindset between urban and rural communities is undoubtedly different.

Like most people in the Bono tourism village, Pelalawan Regency, many have thought that the development of tourism in their communities will harm nature or even on their own social lives. They fear that by changing their village into a tourist village, it will harm them. The number of tourists or people who go in and out of their communities will have a detrimental effect on their lives, adversely affecting the development of children and destroying nature around the village. This makes the government difficult because they do not want to be too involved with everything related to tourism activities. As in the Bono area, they fear if later people who come will do damage such as littering or doing things that are not following social norms. Thus, when we visit this area, we can feel inadequate infrastructure, no lodging, the absence of bath and toilet facilities, roads that are still relatively poor, and there is still a lack of participation of residents in utilizing this tourism. However, even though the government does not remain silent and will provide education about tourism destinations that have great potential to be developed with the uniqueness of this tour. So that later, the community can realize that with village tourism will bring them to a remarkable impact.

The previous statement is also in contrast to the participation of residents in the area of Bengkalis Regency. Likewise, the community of Rupert, which is known as primitive, is not what the outside community imagines. Even though they do not live in a big city, they can still accept migrants who enter their territory. The proof is, the public can provide lodging facilities commonly known as homestays. The community can make visitors feel at home while on this island that has beautiful white sand. This is a favorite place for tourists to stay while in Rupert. Because the price per room is

relatively low, there are 20 houses in North Rupert. Each homestay has wood and brick walls, but on average with wood walls. The facilities are in the form of fans, cupboards, and clean beds.

4. Conclusion

4.1 Conclusion

Based on the results of research and analysis carried out by the authors in the field, the authors can draw conclusions about the development of tourism based on Community Based Tourism (CBT) with the contribution of Corporate Social Responsibility (CSR) in Riau Province as follows:

1. Tourism development based on Community Based Tourism (CBT) with the participation of Corporate Social Responsibility (CSR) in Riau Province is still not going well. This is because of the 219 companies in Riau Province only has two companies run tourism development based on Community Based Tourism (CBT). This also should be with Contribution to Corporate Social Responsibility (CSR), namely Telkomsel that provides space for youngsters in Riau and Pekanbaru, individually as a tourist destination for young people. By creating arena loops at full MTQ such as freestyle BMX, skating boarding, doodle art, fun games, and dance, including wall climbing. Also, BRI provides approximately Rp. Three hundred million for tourism development Singgah Siak Tuan Kadi house Pekanbaru City as a historical tourism place in Pekanbaru.
2. The Social Dimension on tourism development in Riau Province has not gone well. This is because there are still people who are embarrassed to use their local languages. The need to be addressed and raised again to increase the pride of the people with their culture. Furthermore, the role of the community in Riau Province generally still does not realize the importance of tourism, for themselves or the region. For this reason, an understanding must be given to the community to take an active role in tourism so that it will provide an impression to tourists that the services they receive while in a tourist place are outstanding, and this will create an idea that they will return. So that this can build a strengthening of

community organizations in Riau Province.

3. For Dimensions, the culture of the development of cultural exchanges in each district of the city is quite well run but needs to be continually improved. This requires the role of the government to be able to provide regulations related to cultural developments in Riau Province. Besides, the role of the Company can also be helping to highlight the characteristics of Riau's chas in every activity and activity carried out by the company.
4. The Environmental Dimension on the implementation of Carrying capacity in Riau Province has gone quite well because there are already several districts that have implemented this system but need to be re-socialized to other communities to understand and apply it. Then the additional drainage sub-indicator has gone well, and there is even a separation of organic and non-organic waste. Furthermore, for the conservation area, it has run quite well with the existence of several districts that have implemented this system
5. The Political Dimension of the participation of the local population in Riau Province has gone quite well. Some regions of the local people have participated in the development of tourism, but need to be improved so that all districts have residents who care about the development of tourism in their respective regions.

4.2 Suggestion

Based on the results of analysis and conclusions, the authors suggest efforts that need to be made in supporting tourism development based on **Community Based Tourism (CBT)** with **the contribution of Corporate Social Responsibility (CSR)** in Riau Province as follows:

1. The government provides regulations for companies to issue CSR funds in the field of Tourism for tourism development. While also providing education to the community around tourism destinations so they can care and be proud of supporting tourism development based on **Community Based Tourism (CBT)** with **Corporate Social Responsibility Contributions (CSR)** in Riau Province.

2. Companies are more concerned and aware that giving CSR funds to tourism will have a significant potential impact on the company because this is an effective way of promoting the company to local communities and outside communities who come to the destination to get to know the company.
3. The community can support and collaborate with the government to protect the environment, directly participate actively in tourism development based on Community Based Tourism (CBT) with the contribution of Corporate Social Responsibility (CSR) in Riau Province.

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