Factors Affecting the Success of Tourism Village Development in Kampung Bandar, Pekanbaru City

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ABSTRACT: Research was conducted in Kampung Bandar, Pekanbaru City, to identify the factors influencing the success of Tourism Village development and to assess the economic impact of tourism activities. Data analysis was carried out using path analysis, involving 60 participants, including visitors, vendors, and government representatives. The research findings indicate that the factors influencing the success of tourism village development are accessibility, attractions, and the tourism market. There is a significant correlation between the success of tourism village development and the economic impact of Kampung Bandar Tourism Village in Pekanbaru City.

KEYWORDS: Tourism Village, Development, Success

INTRODUCTION

Tourism villages are tourist destinations or destinations, which integrate tourist attractions, public facilities, tourism facilities, accessibility, and are presented within a structure of community life that is in harmony with prevailing customs and traditions. According to J. Spilane (1997), the factors that attract tourists to visit tourist destinations include the natural beauty with its various variations, climatic conditions, culture and attractions, history and legendary elements, ethnicity with its unique characteristics, and accessibility, which refers to ease of access.

The Provincial Government of Riau has programmed the development of tourism in the Long-Term Development Plan for Riau Province from 2005 to 2025. The Pekanbaru City Government stated in Mayor's Decree No. 303 of 2022 that the uniqueness and authenticity of tourism in the Kampung Bandar sub-district of Senapelan, Pekanbaru City, need to be preserved through heritage, culture, and community activities as attractions. However, Kampung Bandar Tourism Village has not shown significant progress, as it ranks only within the top 300 in the Ministry of Tourism and Creative Economy (Kemenparekraf) Jadesta of 2022, despite offering various types of attractions, including historical, cultural, religious, Malay cuisine, traditional art performances, and local wisdom.

According to research by Suroyo, Putra, and Ibrahim (2021), the development and preservation of heritage tourism objects in Bandar Senapelan still need improvement. Trade activities at the old port during the Siak Sultanate era under Dutch colonial rule no longer function. Some historical remains, such as old warehouses and ancient buildings, remain unattended, creating an impression of poor preservation. Tourist needs, such as hotels and accommodations, are sufficient for the number of visitors. However, some supporting facilities, like public toilets and public transportation, require more significant improvements. Based on these considerations, the researcher was motivated to conduct a study with the title "Factors Affecting the Success of Tourism Village Development in Kampung Bandar, Pekanbaru City.

RESEARCH METHODOLOGY

The research was conducted in the Kampung Bandar sub-district of Senapelan, Pekanbaru City, from February 2023 to November 2023. The research used a survey method with a quantitative approach. The subjects interviewed as respondents were individuals who were present or happened to be in Kampung Bandar Tourism Village, Pekanbaru City, totaling 60 people. The variables used in this study are Natural Beauty (X1), Heritage (X2), Accessibility (X3), Attractions (X4), Tourism Market (X5), Development Success (Y), and Economic Impact (Z).

To identify the factors that lead to the success of tourism village development in Kampung Bandar, Pekanbaru City, closed

questionnaires were used in interviews. The results of the questionnaires were analyzed descriptively using a Likert scale. The data analysis method used to observe the relationships and influences between variables in the study is the path analysis method.

RESULTS & DISCUSSION

Natural Beauty Factor

To assess the significance of the relationships between variables X1 and Y, X2 and Y, X3 and Y, X4 and Y, X5 and Y, please refer to the table below.

Table 1. Significance Values of Variables X1 with Y, X2 with Y, X3 with Y, X4 with Y, X5 with Y

Coefficients:

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Eror	Beta		
1	(Constant)	1,383	1,815		0,762	0,449
	Natural Beauty	0,035	0,061	0,054	0,567	0,573
	Heritage	0,036	0,075	0,048	0,478	0,635
	Accessibility	0,334	0,117	0,369	2,861	0,006
	Attractions	0,222	0,071	0,314	3,123	0,003
	Tourism Market	0,217	0,099	0,221	2,193	0,033

a. Dependent variable: Success of the Tourist Area

Based on Table 1, the significance value of the natural beauty variable is 0.573 (> 0.05), which leads to the conclusion that the natural beauty variable does not have a significant partial effect on the success of the tourist area. During interviews, both government officials and visitors mentioned the presence of a considerable amount of litter in the Kampung Bandar Tourist Area. Even though there is some attractive photo spots in the area, piles of garbage are still observed and need to be cleaned up.

Visitors enjoy spending time in the garden near the host's residence by the river. This is because there are protective trees and a beautiful garden, making visitors feel comfortable enjoying the riverside atmosphere. They can rest or socialize with friends and family.

According to Andini and colleagues' research in 2022, lush greenery and children's play areas can be highly attractive features for a tourist area..

Heritage Factor

From Table 1, it can be observed that the significance value of the Heritage variable is 0.635 (> 0.05). This leads to the conclusion that the Heritage variable does not have a significant partial effect on the success of the tourist area.

The heritage area that is historically visited by many visitors is the place of worship at the Grand Mosque of Pekanbaru, which provides a comfortable environment. According to government officials and traders, Rumah Singgah Tuan Kadi is one of the factors that attract tourists to visit. This is because the location of Rumah Tuan Kadi is often used for various activities.

According to Pitani and Diarta (2009) as cited in Sinaga et al. (2022), historical buildings must be maintained in terms of cleanliness, and all facilities and infrastructure must be cared for by the community to become one of the historical tourist attractions in the tourist area. According to the research by Putri, Santoso, and Sulistyarso (2020), a lack of promotion in heritage tourist areas creates a perception among tourists that these areas lack appeal.

Accessibility Factor

As per Table 1, the significance value of the Accessibility variable is 0.006 (< 0.05), indicating that the Accessibility variable has a significant partial effect on the success of the tourist area. The availability of access routes to the tourist area can result in a variety of visitors coming to the tourist area. According to interviews with government officials, visitors, and traders, the time taken to reach the location from the city center, which is less than 15 minutes, is a highly supportive indicator that attracts visitors or makes them visit the tourist area.

According to Magribi (1999) in the research by Lestari, Sayekti, and Ismono (2018), accessibility is a measure of ease, including time, cost, and effort in moving between places or areas in a system. In brief, Tamin (2000) states that the indicator of accessibility can be represented by the distance indicator. This aligns with the research conducted by Wiseza (2017), which concluded that one of the factors supporting the development of the Bukit Khayangan tourist attraction is accessibility.

Based on the results of a community questionnaire, 85% of the respondents felt that the road access to Kampung Bandar Kota Pekanbaru was good. There are various modes of transportation that can be used and accessed to reach the tourist location. According to Prasiasa (2013), various modes of transportation are one of the supporters and drivers of tourism destination development. Octavia (2015) also states that accessibility is one of the main elements in the attraction product because it transforms potential markets into real markets.

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Attraction Factor

From Table 1, it can be seen that the significance value of the Attraction variable is 0.003 (< 0.05), concluding that the Attraction variable has a significant partial effect on the success of the tourist area. The uniqueness found in a tourist area attracts visitors to that area, whether it's natural uniqueness or attractions displayed in the village. From the questionnaire results in the Kampung Bandar area, attractions such as the Quantung Cruise floating restaurant and the Sungai Siak/Jantan River Festival have successfully piqued visitor interest. Additionally, traders state that attractions and activities by artisans making handicrafts in the Kampung Wisata Kampung Bandar area have drawn the interest of visitors. Thus, it is expected that visitors who witness the crafting process directly will be inclined to make a purchase.

The community must participate in conducting activities in the Kampung Wisata Kampung Bandar to ensure the successful development of Kampung Bandar tourism proceeds as expected. Activities/attractions carried out in the Kampung Bandar Kota Pekanbaru area include the annual Petang Megang, the River Siak Festival, and the Sunday evening art activities. Such activities should be enhanced and scheduled regularly to attract visitors to the tourist area. According to Syah (2014), one of the strategies for tourism development is providing guidance to the community, such as creating souvenirs or tourist attractions.

In front of the Pekanbaru Mayor's Residence or the Green Open Space (RTH) Tunjuk Ajar, Pekanbaru Festnight has been held with various children's play facilities. It is hoped that the Kampung Bandar area can also organize tourist attraction activities that can draw visitors to the area. Scheduled and routine activities can foster and contribute to the creative economic growth of the community, thus improving the economy of Pekanbaru (Pekanbaru, 2022).

Tourism Market

The Path Analysis results in Table 1 indicate that for variable X5, the Tourism Market, the Sig. is 0.033, which is smaller than <0.5, demonstrating that the Tourism Market variable significantly affects the Success of Tourism Area Development.

Near the Kampung Bandar tourist area, there is a tourism market that offers traditional food and souvenirs that visitors can purchase as mementos. Residents of Pekanbaru and visitors from other cities often visit this tourism market, whether for a leisurely stroll or to buy souvenirs and other gifts.

The tourism market closes at 6:00 PM, so it is necessary to organize a night market in Kampung Bandar Kota Pekanbaru with a set operational schedule. This is to attract visitors who want to shop for souvenirs or enjoy culinary tourism in the evening.

According to the research by Siswoko and Sunarta (2022), visitors at the Medan Night Market perform culinary and leisure and recreation activities, thus increasing the income of traders in the tourist area. The Tourism Market contributes a high original local revenue (PAD) to Pekanbaru through cultural heritage tourism (Pekanbaru, 2022).

Success of Tourism Area Development:

Table 2. The Path Analysis results demonstrate the degree of the relationship between the variables Beauty of Nature (X1), Heritage (X2), Accessibility (X3), Attraction (X4), Tourism Market (X5), and the Success of Tourism Area Development (Y).

Model	R	R Square	Adjusted R Square	Std.Eror Of The Estimate
1	,919ᵃ	0,845	0,830	1,55934

a. Predictors: (Constant), Tourism Market, Heritage, Attraction, Beauty of Nature, Accessibility

From Table 2, we can see that the R-Square value is 0.845, which means that the combined influence (the overall contribution) of variables X1, X2, X3, X4, X5 on variable Y is 84.5%. The remaining 15.5% is the contribution from other variables not included in the study. So, based on the results of the path analysis or path analysis, it can be concluded that the variables Beauty of Nature, Heritage, Accessibility, Attraction, and Tourism Market have a very strong or highly influential relationship with the success of the tourist area.

Table 3. Results of the path analysis to assess the level of relationship between the variables Accessibility (X3), Attraction (X4), Tourism Market (X5) and the variable Success of Tourism Area Development (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.917ᵃ	0,841	0,832	0,25819
a. Predictors: (Constant), Tourism Market, Attraction, Accessibility.				

Based on Table 3, we can see that the R-Square value is 0.841, which means that the simultaneous influence (the overall contribution) of variables X1, X2, X3, X4, X5 on variable Y is 84.1%. The remaining 15.9% is the contribution from other variables not included in the study. So, based on the results of the path analysis or path analysis, it can be concluded that the variables Beauty of Nature, Heritage, Accessibility, Attraction, and Tourism Market have a very strong or highly influential relationship with the success of the tourist area.

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Based on the path diagram of model 2, it is known that variable X3 has a direct influence on Y of 0.400, variable X4 has a direct influence of 0.345, and variable X5 has a direct influence on Y of 0.241.
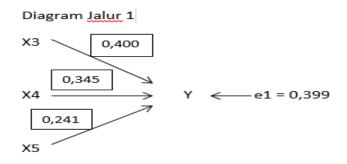

Figure 1. Path Diagram 1

From Figure 1, it can be observed that the standardized coefficients Beta for Accessibility are 0.400, for Attraction are 0.345, and for the tourism market is 0.241. This aligns with the coefficient values shown in Table 3. Based on Table 1, in model 1 of the five variables under study, it is known that their individual effects on the success of tourism area development vary. The Beauty of Nature and Heritage variables do not have an individual influence on the success of tourism area development. However, the Accessibility, Attraction, and Tourism Market variables individually impact the success of tourism area development. This is indicated by the significance values of these three variables being less than 0.05, and the calculated t-values are greater than the tabulated t-values.

Coefficient Values for Accessibility, Attraction, and the Tourism Market on the Success of Tourism Area Development

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
2	(Constant)	0,368	0,263		1,401	0,167
	Accessibility	0,363	0,113	0,400	3,213	0,002
	Attraction	0,284	0,078	0,345	3,638	0,001
	Tourism Market	0,276	0,111	0,241	2,479	0,016
a. Dependent Variable: Success of Tourism Area Development						

On the other hand, in model 2 (after trimming by eliminating the variables of natural beauty and heritage), all three variables, namely accessibility, attraction, and the tourism market, individually affect the success of tourism area development. Therefore, the regression equation obtained is as follows:

$$Y= 0,368 + 0,363YX_2 + 0,284YX_3 + 0,276YX_4 + 0,399$$

Based on this regression equation, it is known that accessibility, attraction, and the tourism market collectively have a positive impact on the success of tourism area development. If there is no increase in the values of accessibility, attraction, and the tourism market variables, the value of tourism area development success is 0.368. However, if there is an increase of one score, it will result in an increase of 0.363 for the accessibility variable, 0.284 for the attraction variable, and 0.276 for the tourism market variable.

The success factors for community-based tourism in village development are as follows: 1. Uniqueness of Location: The primary attraction leading to tourism activities is the uniqueness of the location, which can be physical, historical, or cultural in nature. 2. Community Involvement: Active participation of the local community as the main actors in tourism is crucial. 3. Facilitation of Funds Based on Tourism Independent PNPM Embryo: This involves the development and facilitation of funds through the PNPM Mandiri Pariwisata program, aligned with the evolving activities in the tourism village. 4. Key Figures: Key individuals who play a significant role in mobilizing the wider community to participate in tourism efforts. These individuals should possess effective leadership skills. 5. Links: The establishment of partnerships and relationships with key stakeholders who contribute significantly to the development of the tourism village. This can include central and regional governments, among others (Putri and Manaf, 2013).

Economic Impact of the Development of Kampung Wisata Kampung Bandar, Pekanbaru City.
Based on interviews with souvenir vendors in the Tourism Market, the average income during regular times is around Rp. 30,000,000

per month. During school holidays or weekends, it increases to around Rp. 50,000,000 per month, and during the fasting month, it can reach Rp. 90,000,000 per month. For clothing vendors in the tourist market, the average income on regular days is about Rp. 20,000,000 per month, increasing to around Rp. 45,000,000 per month when there are many visitors, and during events, it can reach Rp. 60,000,000 per month. The average income for food vendors around the Siak River on regular days is approximately Rp. 4,000,000 per month, increasing to around Rp. 6,000,000 per month when it is crowded, and during activities, it can reach Rp. 10,000,000 per month.

The development of the tourism area can contribute to the region's genuine income, create business opportunities and job prospects, and simultaneously help preserve natural and biological diversity. Tourism development as one of the sectors of development becomes relevant if it aligns with the region's potential. Therefore, tourism development must be based on sustainability criteria, meaning that development can be ecologically supported in the long term, economically viable, ethically and socially fair to the community (Charter for Sustainable Tourism, 1995).

CONCLUSION

The Tourist Village of Pekanbaru City is a historic place with economic value as a tourist village. Factors influencing the success of the development of the Tourist Village of Pekanbaru City are accessibility, attractions, and the tourism market, accounting for 84.1%. The income of souvenir vendors in the Tourism Market increases during school holidays or weekends and during the fasting month. For clothing vendors in the tourist market, income increases during events. The income of food vendors around the Siak River increases during activities/events.

For the successful development of the Tourist Village of Pekanbaru City, the aspect of natural beauty needs to be enhanced by adding greenery along the Siak River and maintaining the cleanliness of the Siak River, as well as adding photo spots (Instagrammable), making it attractive for tourists to visit. To further increase visitors to the Tourist Village of Pekanbaru City, tourism heritage promotion through social media and heritage-related events and competitions need to be conducted.

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