

COMMUNITY-BASED TOURISM POLICY IMPLEMENTATION STRATEGY OF THE BONO TOURISM AREA IN PELALAWAN REGENCY, RIAU PROVINCE

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Abstract

The focus of this research was the Community-based Tourism Policy Implementation Strategy of the Bono Tourism Area in Pelalawan Regency Riau Province. This research aims to explain and analyze the effectiveness and the factors that influence the effectiveness of the Community-based Tourism Policy Implementation Strategy of Bono Tourism Area. Furthermore, this research used qualitative method with data collection techniques in the form of observation, in-depth interviews and literature study with the theory used was Grindle's theory (1980), and for CBT with Suansri's theory (2003). The results have shown that the policy implementation Strategy CBT for Bono Tourism Area in Pelalawan Riau Province is in accordance with the research focus related to Policy Content, Policy Context and CBT Principles as one of the factors to describe the effectiveness of Policy Implementation Strategy CBT in developing the Bono Tourism Area for improving the economy and welfare of local communities. Furthermore, the novelty of the recent research divided into each dimension. They are Communication in Policy Content, Responsibility and Rights in Policy context and Cultural Principle in CBT Principle. In order to run Policy Implementation Strategies effectively. Maintaining the Local Cultural Uniqueness indicator is significant.

Keywords: Policy implementation, Policy Content, Policy Context, Community-based Tourism

Introduction

Community Based Tourism (next called CBT) ie draft development something destination tour through empowerment public local , where public join in share in planning , management , and delivery voice form decision in its construction (M et al., 2024) . Apart from that , CBT is also used as a development strategy area object tour in a area tourism , which is one The method form Tourism Awareness Group (next called Pokdarwis) in a village tour or tourist village (Junaedi et al., 2021) . Deep strategy development based tourism community like Pokdarwis This is a development strategy tourism that delivers role dominant to public as well as community For manage development tourism, esp in control nor manage source Power productive, so expected development area tour Can walk with maximum in accordance with hope.

CBT is used as one of the form paradigm new development tourism that carries principles development sustainable (*sustainable development*) for the sake of achievement prosperous society (Sasongko et al., 2020) . According to writer, development tourism uses role as well as

public expected capable For increase opportunities and opportunities for society so they can enjoy benefit development the in a way direct. Additionally, tourism the can increase foreign exchange for the country as well Regional Original Income (next called PAD) for area, so can give field Work new as well as income addition for public local.

Then one potency nature owned by the Regency Pelalawan namely the Bono Tourism Area which consists of Ogis Beach and Bono Waves Alone. Ogis Beach is beach sandy enough white wide and capable functioned as place race motorbikes or place play kite when wait Bono's wave crashed to lips beach . Meanwhile, Bono is wave river located in the District Teluk Meranti, precisely at the Muara (Kuala) Kampar River in the Regency Pelalawan and at the Estuary (Kuala) of the Rokan River in Rokan Hilir Regency. In study environment Mechanics Fluid (*Environmental Fluid Mechanics*), Bono called Tidal or *bore/ eagir /eager/ eygre* . By scientific *The Bono Wave* is meeting tidal currents with current river from Upstream towards estuary (Downstream). Sea water flow come in and meet with the water of the Kampar River so happen wave with sufficient speed high , so produce voice like voice thunder and sound wind tight . During the high tide season (usually happen when season rain , that is around November and December) the water flow of the Kampar River is sufficient big . When it's in season the come so The waves of the Kampar River (which stretches from edge one river to edge other rivers) can reaches 4-6 meters. Wave the can cover the entire river body . This matter is one of incident enough nature rare and rare happen . The tourists will watched A wonder amazing nature form wave big (which is appropriate is in the middle sea), but in the Bono Tourism Area , waves the can enjoyed in a freshwater rivers and can utilized For *surfing* by surfers local nor abroad . Currently , the Bono Tourism Area is one of the icons object tour mainstay in the Regency Pelalawan , Riau Province even national , but until study This done Not yet There is maximum increase from aspect development and development that can make traveler interested and feeling comfort in the process of travel tourism For enjoy the Bono Tourist Area .

In Plan Strategic District Regional Apparatus Pelalawan Riau Province is included in Regulation Regent Regency Pelalawan Number 60 of 2021 concerning Procedures for Distribution and Determination Details of Village Funds for Each Regency Village Pelalawan Rahun Budget 2021 (next called Regional Regulation Regency Pelalawan No.16 of 2021). In Article 9 numbers roman XVII set that the Department of Tourism , Youth and Sports (hereinafter called Disparpora) is one of them device areas in the Regency Pelalawan handles it or manage related things with tourism , youth and sports in the Regency Pelalawan . Related with development tourism and development area tourism in the Regency Pelalawan , Disparpora has create a work program based on mission Regency Pelalawan , one of them is develop tourist area based participation society and culture Malay as glue of the country (Advanced Tourism and Culture), through Several programs include improvement programs Power pull destination tourism , management program area strategic tourist districts and marketing programs tour .

Some of these programs implemented with stage exhibitions and promotions tourism , increase development application nor information tourism Regency Pelalawan , held *events* tour Sailboats and Jungkatel , Bekudo Bono Festival which is form support implementation *events* tourism , culture , youth and sports by Disarpora . Apart from that , it is also done development nor enhancement to means infrastructure tourism , procurement equipment means maintenance activity tourism , as well as build infrastructure his supporters as well as give donation A *Jetsky* to Pokdarwis .

Pokdarwis in the Bono Tourism Area was formed based on Regent's Decree Number: KPTS.821/DPPPO/2021/941 and made as umbrella law for Disarpora implement their program in develop tourist area based participation deep society study This called as CBT. Bono Tourism Area programs expected synergize with enhancement wisdom culture local in the end can impact to enhancement economy public as part from development tourist .

When the author do pre-survey to location study there is data that since In 2015 there were a number of stages that have been done done Disarpora in implementation of work programs Field Tourist . Implementation of work programs the started with exists implementation development facilities and infrastructure in the Bono Tourism Area, but Still Lots found lack like development yet 100% complete or not optimal, in fact something collapsed like seen from table as following :

Table. 1.1
Stages Development of the Bono Tourism Area

No	Infrastructure	Year	Condition	Note
I	II	III	IV	V
01	Viewing tower	2015	Collapse	2 pieces
02	Performing Arts	2015	Abandoned	1 piece
03	Gazebo	2015	Not completed	2 pieces
I	II	III	IV	V
04	Walk to beach Ogis	2018	Shrubs	1.5km
05	Viewing tower	2019	Overgrown bush thicket	1 piece
06	Toilet, bath general	2019	Collapse	1 piece

Source : Disarpora , 2023

Apart from that , development is also being carried out infrastructure supporter other with method involve public local like educate sons and daughters resident local as guide tourism in the

Bono Tourism Area , so they can with fluent explain all the advantages of the Bono Tourism Area , incl culture local to tourists (okay traveler national nor traveler international), gift freedom care and maintenance existing facilities , facilitate land parking in soil society , make House they as *homestay* for tourists who stay overnight , train manage culinary local , make *souvenirs* and others.

As for the findings principal issues raised in article This is for knowing the strategy for developing the Bono Tourism Area is problem related Not yet availability a number of facility general , not yet its effectiveness management *homestay* and yet effective pattern development of tourism MSMEs linked with draft CBT policy , so objective from study This is For analyze and explain implementation CBT policy for the Bono Tourism Area in the Regency Pelalawan Riau Province ; For study and analyze factor inhibitor that causes Not yet its effectiveness implementation CBT policy for the Bono Tourism Area in the Regency Pelalawan Riau Province as well For analyze and explain implementation strategies CBT policy for the Bono Tourism Area in the Regency Pelalawan Riau Province .

Method

Study This is study type descriptive that is emphasize collection facts and identification of data in the field with objective For explain and analyze implementation CBT policy that has not walk with effective as well as implementation strategies CBT policy in the Bono Tourism Area in the Regency Pelalawan Riau Province from dimensions content policy, dimensions context policies , as well as what are the principles of CBT just running effective . Study This use approach method qualitative and nuanced approach phenomology . As for internal data sources study This use primary data sources (interested parties made informant research that can give various information factual and current for study this is related with implementation strategies CBT policy in the Bono Tourism Area) and secondary data sources (review documentation , archives policy , as well as report activities are processed and presented For compile draft or plan technical research , disclosure object and locus study as well as various related matters with excavation analysis object and focus study).

Then operational parameters in study This refer to 6 Content Policy (Ohoira et al., 2023) namely : *Interested Affected* (interests that influence programs/ policies); *Type of Benefits* (type the benefits will be generated); *Extent of Change Envisioned* (level desired changes) ; *Site of Decision Making* (position maker decision); *Program Implementor* (who program implementer); *Resources Committed* (source Power committed); 3 Context Policy from Grindle (Syafriзал & Marto, 2021) namely : *Power, interests, and strategies of actors involved* (power , interests and strategies of the actors involved); *Institution and regime characteristics*; (character institutions and regimes); *Compliance and responsiveness* (compliance and power responsive); and 5 Principles of CBT by Suansri (Musleh, 2023) namely : principles economics , principles social , principles culture , principles environment and principles politics .

Data collection techniques use procedures deep data collection study involving qualitative four type of strategy that is observations , interviews , documents and audio and visual material . More Next , technique data analysis was carried out with interactive and taking place in a way continuously in the form of data *reduction* (summarizing), data *display* (presentation) and *conclusion drawing verification* (drawing). conclusion and verification).

Election informant as deep data sources study This is use sample purposively based on principles mastering subject problems , have data as well willing give information complete and accurate . name list informant study This can seen in table as following :

Table. 2.1
Informant Names Study

No	Name	Job / Position
01	Aswinda Hari Harahap , SE	Head of Division. Tourist Disparpora Regency . Pelalawan
02	Praise Tri Astuti	Staffbid . Tourist Disparpora Regency . Pelalawan
03	Ali Mursyidin , S.IP	Kasie. District PPM Meranti Bay
04	Abu Samma , SE	Head of Teluk Meranti Village
05	Khairil	Chairman Pokdarwis Meranti Bay (Bono)
06	Junaidi	Chairman Bono Tourism Center

Source : Observation Results , 2023

Research Results

Implementation Policy CBT Bono Tourism Area in the Regency Pelalawan Riau Province

Effectiveness Implementation CBT Policy for the Bono Tourism Area in the Regency Pelalawan Riau Province can seen from indicator dimensions content policies and indicators dimensions context policy as well as CBT principles , which can analyzed and presented as following :

Dimensions Content Policy

Interested Affected

Interest Affected is related with various influencing interests something implementation policy . Indicator This argued that something policy in its implementation Certain involve Lots interests , and the extent of interests the bring influence to its implementation . In terms of This the owning party the interests in question is Disarpura Regency Pelalawan and Pokdarwis Bono or Pokdarwis Meranti Bay which is A organization or group based tourism community (CBT) in Bono Village, a village tourism in the work area Disarpura Regency Pelalawan .

Based on results observation author, interests Disarpura Regency Pelalawan as well as Pokdarwis Bono or CBT in implement CBT policies are widespread in field programs tourist that is improvement program Power pull destination tourism, management program area strategic tourist districts and marketing programs tour. As for interests Disarpura Regency Pelalawan in implement its policy done with approach *Top Down* (with only give help to Pokdarwis in tourism events activities certain just). Therefore that , society only Can move in development tour limited to certain events . Meanwhile , still from results observation , interest public local want more things from That like involved in activity tourism (with make or build facilities and those who manage them is public related), meaning There is interest society that hasn't fulfilled by Disarpura Regency Pelalawan . This matter caused No harmonious synergy between Disarpura with public local. In other words, deep development tourist local area, community want they involved in implementation policy in other words society want implementation policy the done with approach *Bottom Up* .

Although so based on results interview with Mr Khairil (Chairman Pokdarwis Bono Teluk Meranti), can identified that public local has involved in development of the Bono Tourism Area however only " used " at *events* certain only (when Bono Wave is there), however after *events* the finished public No involved Again in activity tourism in the Bono Tourism Area . Temporary that, society wish that the Bono Tourism Area can always interesting For visited by tourists national nor international. Ambition the based on because object tourism in the Bono Tourism Area , right? only Just a Bono wave but there are also, objects tour support other namely Bono Village and Ogis Beach . Ogis Beach Alone is the beach is wide and has sand beach colored white , so with its beauty can Can enjoyed by tourists approaching arrival blow Wave nor Bono wave on the lips beach the . Condition of Ogis Beach moment This the more wide Because abrasion that occurs in the area surroundings fringe river . Even Because abrasion the tower look at it first Once built in 2015 by Disarpura collapsed and disappeared without used . Sand wide beach That always used by tourists For play sand , ATP races and races bicycle motorbike with route from side one beach to side another beach while wait coming blow Wave nor Bono Wave. However, it's very unfortunate because it's not in the Bono Tourist Area yet own means infrastructure support like

place parking , gazebo for take cover from ray sun and relax wait Wave or Wave Bono, public toilets , prayer rooms , shops / stalls culinary .

Based on results interview nor results observation writer that , then has found exists different interests between Disarpora and Pokdarwis , though Already attempted For bridge matter the However business the not yet effective . Therefore That between Disarpora and Pokdarwis must more intensive intertwine communication so that various difference interest between both of them can bridged and minimized .

Types of Benefits

Indicator *Types of Benefits* This endeavor For show or explain that in something policy must there is a number of type demonstrated benefits impact positive from implementation policies created and implemented .

Based on results observation author , before In 2021, the Bono Tourism Area will have two Pokdarwis mentioned with Pokdarwis Air (special activity manage water tourism in the form of tour Bono Wave . Management held start from promotions , travel, hotels and equipment rental like *jetski* and *speedboard* used bring traveler until at location Bono wave located in the middle of the river. Therefore that , Pokdarwis Air only on duty when Bono season or in *events* annually , that is , in months mid year until end year . In other words, all over activity tourism in the Bono Tourism Area is managed by Pokdarwis Air, temporarily Disarpora Regency Pelalawan only role help provide means in accordance with existing budget as well as include Pokdarwis Air moment *an event* was held annual) and Pokdarwis Darat (role or manage activity tourist land like become *tour guide* surrounds Bono Village, the community that owns it House with page wide utilized For place parking nor selling food light . Apart from that , there is a number of public make his house For *homestay* share traveler when visit traveler busy and eager stay overnight . Usually, this happens, when Disarpora stage various *events* former tourism held at Ogis Beach. But because Now Ogis Beach's situation is not conducive as place carry out *events* caused facility general No there is , then *events* the held in the courtyard of the Teluk Meranti District Head Office . During *events* held Disarpora open available *stands* utilized by the community member Land Pokdarwis for trade with provide culinary typical of the Bono Tourism Area such as pineapple syrup , smoked fish and so on). However , since Second year 2021 Pokdarwis the put together by the Regent .

Based on results observation writer the can concluded that in has developed the Bono Tourism Area looks exists business implement CBT concept with involve public local (via formation Pokdarwis), however Not yet effective , because development of the Bono Tourism Area only realize its benefits for party Disarpora and not fully obtained for traveler nor Pokdarwis . This matter can proven from results interview with Mr. Aswinda Hari Harahap (Kabid Tourist Disarpora Regency Pelalawan) which states with it was formed Pokdarwis so has help party Disarpora For run one of the work programs .

More further , no emergence expediency certain for Pokdarwis nor traveler on implementation policy development of the Bono Tourism Area using the concept of CBT is caused Because Pokdarwis That myself who doesn't use opportunities that have been facilitated

Disparpora that is lack of interest For follow , practice nor realize science and knowledge that has been given from various training as well as counseling related development of the Bono Tourism Area , p This delivered by Mrs. Puji (Staff Field Tourist dysparpora). In other words, based on results interviews , observations and observations field , then has found benefit implementation CBT policy in the Bono Tourism Area , however expediency the Not yet materialized in a way comprehensive (for Disparpora , Pokdarwis nor tourists). For That Disparpora need change method nor method original counseling and training in the form of a tutorial in the room become form applicative like comparative study to area existing tours succeed implement this CBT policy so that Can made comparison or comparison Pokdarwis Bono Teluk Meranti.

Extent of Change Envisioned

Indicator *Extent of Change Envisioned* This explain the extent of the desired change from A policy must be own scale , degrees or clear levels . This matter caused something policy in the form of a program with objectives change attitudes and behavior group target relatively more difficult implemented rather than just a program give help credit or help rice to group poor society.

As for policy or work program created Disparpora in develop tourist based community (CBT) is with form Pokdarwis and aspires realize exists change degree in society local , like exists enhancement economy public local with utilise conditions and situations in the Bono Tourism Area with give knowledge related management business House eating , counseling making *souvenirs* , guidance technical How method change and make House personal they become *homestays* and so on . More further , for implement exists change degrees particular to society local the Disparpora has give convenience to Pokdarwis manages it development tourism in the Bono Tourism Area , however Pokdarwis respond convenience the with as is . In other words, Pokdarwis like No own intention For carry out policy or existing programs made the with truly . Based on results interview delivered by Mrs. Puji (Staff Field Tourist Disparpora), the " unwillingness " of the community the happen Because habit , character nor *Money oriented* inherent *mindsets* strong among the people in the Bono Tourism Area , so difficult For realize achievements degrees desired changes .

Then from party Subdistrict Teluk Meranti is Mr. Ali Mursyidin (Kasi PPM Subdistrict Teluk Meranti) stated For realize degrees desired change , society local must own thinking wide for development of the Bono Tourism Area , namely with No only just proud Because exists visit traveler to their village but also think so that you can give rise to and make potency their village tour as source economy new . But p This new Can happen if 20% - 50% of the people of Bono Village move in the field economy creative . And based on from observation writer in the field public local in the Bono Tourist Area no too enthusiastic with way that has been given . Next , from results interview with Mr. Ali Mursyidin (Kasi PPM Subdistrict Teluk Meranti) can also be done concluded that besides the problem from pattern think *money oriented* which is inherent in society local , things that become constraint biggest second is Because area Bono's tour will be " alive " live seasonal only (ie in range September to February - Bono's wave will be come at noon

day and in range March to August - Bono Wave will come at night day), so visit traveler will increase over the range time above and beyond months the traveler seldom visit to the Bono Tourist Area . However , according to writer if phenomenon unique nature in the Bono Tourism Area is something matter The main thing presented by the Bono Tourism Area , then matter That No can made reason For No realize activity tourist support provided by the Bono Tourism Area , namely with manages Bono Village and Ogis Beach in a way OK , right as well as seriously , so can realize degrees desired and possible changes utilized public local in range time September to February as well as March to August .

Site of Decision Making

If indicator *Site of Decision Making* linked with implementation CBT policy in the Bono Tourism Area , can identified with exists delegation authority from Regent to the sub-district head or even to the inner village head matter making nature of decisions local or situational for example decision For make facility public like page created citizens land parking , manufacturing shops small and so on . Then based on results interview with Mr. Abu Samma (Lurah Teluk Meranti) can identified that location maker decision depends from party level maker decision , so decision taken has in accordance with desired hope . More further , based on results interview with Mr. Aswinda Hari Harahap (Kabid Tourist Disparpora Regency Pelalawan) stated that For management of the Bono Tourism Area implemented directly by Pokdarwis , but still coordinate with party Subdistrict and for needs means infrastructure Pokdarwis still need Disparpora For help they . In other words, Pokdarwis is the party given authority For managing the Bono Tourism Area effectively direct However with still under supervision Disparpora and at any time Disparpora Can utilise Pokdarwis For implementing tourism programs like various tourism *events* and festivals other.

Indicator *Site of Decision Making* Already implemented with effective. Taking decisions made by level or level , begins from level highest until level Lowest . This matter must maintained Because will make implementation CBT policy in the Bono Tourism Area becomes effective.

Program Implementors

Indicator This explain that For operate something policy or the program must supported with exists executor competent and capable policies for success something policy . In research This actors involved in implementation of this program is source Power man field tourist Disparpora , party sub-district , party sub-districts and Pokdarwis That myself , because parties that's what is related as executor CBT policy in the Bono Tourism Area . This matter in accordance with Mr Aswinda's statement Harahap Day (Head of Division Tourist dysparpora). On the other hand , Mr. Ali Mursyidin (Kasi PPM Subdistrict Teluk Meranti), stated that implementing the program consists from actors who are in *Top Management* up to until to *Low Management*, or more specifically from party maker policy until to party group target from policies made .

More further , based on results interviews , observations and observations field found that actor executor CBT policy begins from actor Disparpora , District , Village and Pokdarwis Enough

effective . This matter because of each actor role in accordance with role and also collaborate as well as coordinate . Although thereby commitment of each actor executor policy or the program must more improved Again so that with awareness Alone without must accompanied with honorarium or bonus ready carry out CBT policy for the Bono Tourism Area with full enthusiasm and dedication .

Resources Committed

Indicator *Resources Committed* This explain is A policy supported by sources adequate power. Implementation policy must supported by sources resources that support its implementation walk with Good . As for form source Power the Can form building , employees or HR, materials, finance , data or information that can processed .

Related with source power used in implementation CBT policy in the Bono Tourism Area can be identified based on results interview with Mr Abu Samma (Lurah Teluk Meranti) who was more put forward use source Power in the form of material (consisting of from consists beaches , waves , villages, etc.) , human resources (employees or the people involved) as well as data about excellence in the Bono Tourism Area . Temporary That results interview with Mr. Aswinda Hari Harahap (Head of Tourism Disparpora Regency Pelalawan) neither Far different , that besides three source Power the he add there is source Power in the form of funds (required budget) , sources Power form information (description statement idea nor pregnant signs mark promotion and aesthetics something object tour like brochures , *banners*, banners and so on), source Power facilities (in the form of existing facilities and infrastructure) .

Based on results observation indicator *Resources Committed* has implemented “ enough effective ”. This matter because No found *homestay* as well as seller culinary original public local . Even if information provided Head of Division Tourism , Kasi PPM Subdistrict and related Village Heads *homestay* and culinary state Correct has is in the Bono Tourist Area , however from results observation proven that method procurement *homestay* No in a way still , however held with utilise House personal public local people who “ accidentally ” have room empty and the host party become provider culinary For guests ' meal tourists . According to writer , will more Good If *homestay* facilitated in the Bono Tourism Area made in a way specifically , so privacy traveler more awake and able feel comfort after go through long journey from place origin For until to the Bono Tourist Area . Likewise , facilities for local SMEs so that they can established For sell various type type culinary local , *souvenir* nor product special belongs to the Bono Tourism Area.

Context Policy

Power, Interest and Strategies of Actors Involves

Power, Interest and Strategy of Actors Involved is explanatory indicators that in something policy need Strength is also considered or power , interests as well as the strategies used by the actors involved To use expedite the way implementation something implementation policy . Based on results interview with Mr Ali Mursyidin (Head of District PPM Section Teluk Meranti) and Mr Abu Samma (Lurah Kelurahan Meranti Bay) as well results observation can identified

indicator *Power, Interest and Strategy of Actor Involves* in walking Enough effective . This matter can proven that Pokdarwis only works as extension hand from Disarpora . Pokdarwis Not yet Can operate training provided with develop business culinary For support development of the Bono Tourism Area , so needed attention nor action from Disarpora For do more coaching intensive to motivate and guide public local .

Institution and Regime Characteristics

Indicator *Institution and Regime Characteristics* is explanatory indicators environment Where something policy the implemented also has an impact to success , then in part This want to explained characteristics from something institutions that will join in influence something policy . Based on results interview with Mr. Ali Mursyidin (District PPM Section Head Teluk Meranti) and Mr. Aswinda Hari Harahap (Kabid Tourist Disarpora Regency Pelalawan) or results observation so indicator *Institution and Regime* work Enough effective . This matter proven Because moment study This drafted, implemented CBT policy for developing the Bono Tourism Area for use approach *Top Down*, temporary That results study show implementation this CBT policy more effective held with approach *Bottom Up* because CBT has more characteristics put forward nor prioritize role and empowerment public in manage or develop tourist. More Furthermore, in CBT there are also collaboration between actors involved, so If happened difference characteristics institutions, the can minimized based on duties and obligations of each party .

Compliance and Responsiveness

Compliance and Responsiveness is something felt important in the implementation process something policy that is compliance and response from the executors , then those who want to explained in point This is extent of compliance and response from executor in respond something policy . In research This obedience and power responsive will seen from HR competencies , opportunities develop self nor method motivate HR. Based on results interview with informants namely Mr. Aswinda Hari Harahap (Kabid Tourist Disarpora Regency Pelalawan) and Mr. Abu Samma (Lurah Kelurahan Teluk Meranti), then can identified in principle they give same answer namely internal human resources organization must own competence to do so obedient and empowered responsive tall in operate A policy or programs. However, the not yet effective Because the results obtained in HR development is not as expected . This matter caused from the HR aspect myself who doesn't consistent operate results training For development self them and seriousness carry out activities which constitute factor motivation For doing business in the Bono Tourism Area . Therefore that is necessary more effort maximum from Disarpora like multiply activity training and improving supervision through unit Work existing , so that results training the can held as it should be , so objective organization Can achieved .

Principles *Community Based Tourism*

Principles of Economics

Economic Principles viewed from direction policy Disarpura Regency Pelalawan that is increase tourist area through role society and progress culture Malay , its realization tour superior area , improve Power competitive tourist through development object quality and sustainable tourism , as well increase Power pull tourist through promotion and marketing object tour nature , tourism culture , and agro tour with utilise various media available , as can seen in the table following This :

Table 4.1.

Indicator Principles of Economics

No	Indicator	Sub Indicator	Level of success
1	The emergence of funds development community	HR Management Tourist attraction	Community HR Already utilize community funds as is
		Development Facilities and infrastructure	There are no development funds community used For development facilities and infrastructure.
		Community Empowerment and Training Manage Object Tour	Community follow training No truly
		Marketing tourist through activities / <i>events</i> tourist	Community obtain development funds community
2	Its creation field Work sector tourist	HR management Power pull tour	Community HR Not yet utilise with optimal field existing work
		Development facilities and infrastructure	Community Not yet maximum utilise opportunity existing work
		Facilitation & Coaching Tourism Business	There are contradictions understanding benefit facilitation and coaching business tourist
3	Emergence income public local	HR management Power pull tour	Community HR Not yet utilise emergence income public local
		Development	Facilities and infrastructure

		facilities and infrastructure	No support
		Training and Empowerment in manage object tour	Community follow training No truly
		Marketing tourist through activities / <i>events</i> tourist	There is income public local But No maximum

Source : Modification Field , 2023

Base it table the can seen There is three indicator principle economics used For see implementation strategic plan in the field that is emergence of development funds community , creation field Work sector tourism , emergence income public local . By general , results interviews and observations show third indicator implementation principle economics (with various sub-indicators) . can identified that there are sub indicators that haven't yet accomplished nor Enough implemented and carried out as it should be .

Principle Social

Principle Social seen from target policy Disarpura Regency Pelalawan that is increase tourist area through role society and progress culture Malay , its realization tour superior area , improve Power competitive tourist through development object quality and sustainable tourism , as well increase Power pull tourist through promotion and marketing object tour nature , tourism culture , and agro tour with utilise various media available as can seen in the table following This

Table 4.2.

Indicator Principle Social

No	Indicator	Sub indicators	Level of success
1	There is Enhancement Quality of Life	Increasing the Role of the Community in Development Tourist	seen it yet enhancement quality life public local which is significant
2	Enhancement Pride Community	Development Destination Tourist	People are aware potency bono tourism and effort give service although with all limitations
		Follow Exhibition / Promotion Tourist	Society is enough proud with exists promotion which is conducted Disarpura

Source : Processed Field , 2023

Based on table the can seen there are two indicators principle social media used For see implementation strategic plan in the field that is exists enhancement quality life and improvement pride community . By general , results interviews and observations show that second indicator implementation principle social (with various sub- indicators) . can identified Not yet seen exists enhancement quality life society , he discovered sufficient society proud with potency Bono's tourism and endeavor give service to traveler although with all limitations and supports exhibition / promotion tours undertaken Disarpora , so the Bono Tourism Area is located in the area place stay they are known to the public wide even until to abroad . Although what is being promoted the Still own Lots lack .

Principle Culture

Principle Culture seen from target policy Disarpora Regency Pelalawan that is increase tourist area through role society and progress culture Malay , its realization tour superior area , improve Power competitive tourist through development object quality and sustainable tourism , as well increase Power pull tourist through promotion and marketing object tour nature , tourism culture , and agro tour with utilise various media available as can seen in the table following This :

Table 4.3
Indicator Principle Culture

No	Indicator	Sub Indicator	Level of success
1	Honor Different Cultures	Preservation Culture Fishing	Society is nature normal just No displays peculiarity culture certain
		Organizer Tradition Bekudo Bono	Society is nature normal just No displays peculiarity culture certain
2	Cultural Development Local	Making Profile Culture Tour	Society is nature normal course , profile culture No too Far different Good character nor its peculiarity

Source : Processed Field , 2023

Based on table the can seen there are two indicators principle culture used For see implementation strategic plan in the field that is honor different cultures and development culture local . By general , results interviews and observations show that second indicator implementation principle culture (with various sub- indicators) . walk ordinary just and naturally course , this

thing caused Because there is difference culture in the Bono Tourism Area and Ogis Beach with the surrounding area No too seen . Society tends to nature normal course , no There is appeared peculiarity culture certain . But deep act , speak say hello and get dressed still in a way polite . This , too, is appropriate with profile culture tour in a way general that is to typical public Indonesia in general that is cheap smile , friendly suave , full family , polite and so on . In terms of This Disarpura only role as director and supervisor moment *events* culture held as activity tourism in the Bono Tourism Area and Ogis Beach .

Principle Environment

Principle environment seen from target policy Disarpura Regency Pelalawan that is increase tourist area through role society and progress culture Malay , its realization tour superior area , improve Power competitive tourist through development object quality and sustainable tourism , as well increase Power pull tourist through promotion and marketing object tour nature , tourism culture, and agro tour with utilise various media available as can seen in the table following This :

Table 4.4

Indicator Principle Environment

No	Indicator	Sub Indicator	Level of success
1	Development <i>Carrying Capacity Area</i>	Community Empowerment in Manage Object Tour	Don't any Development <i>Carrying Capacity Area</i>
2	System Disposal Environmentally Friendly Waste	Provision Equipment Cleanliness Object Tour	System disposal rubbish Not yet friendly environment
3	Concern Importance Conservation	Development Tourist Attraction Objects	A little very concern public

Source : Processed Field , 2023

Based on table the can seen There is three indicator principle environment used For see implementation strategic plan in the field that is Development *Carrying Capacity Area*, System Disposal Environmentally Friendly Waste and Concern Importance Conservation . By general , results interviews and observations show that third indicator implementation principle environment (with the various sub- indicators) are identified walk with properly and running No as expected .

Principle Political

Principle political seen from target policy Disparpora Regency Pelalawan that is increase tourist area through role society and progress culture Malay , its realization tour superior area , improve Power competitive tourist through development object quality and sustainable tourism , as well increase Power pull tourist through promotion and marketing object tour nature , tourism culture , and agro tour with utilise various media available as can seen in the table following This:

Table 4.5

Indicator Principle Political

No	Indicator	Sub Indicator	Level of success
1	Improvement Efforts Participation Local Community	Increasing the Role of the Community in Development Tourist	Society is enough respond various effort overcome obstacle management of the Bono Tourism Area
2	Improvement Efforts Power Community	Development Destination Tourist	Community own power in guard safety traveler

Source : Processed Field , 2023

Based on table the can seen there are two indicators principle politics used For see implementation strategic plan in the field that is Enhancement Local Community Participation and Improvement Power Community . By general , results interviews and observations show that indicator enhancement participation public local Already held although Not yet as it should be , because results training and empowerment public in managing the Bono Tourism Area is not fully implemented by Pokdarwis . More further , indicators enhancement power community Already road as it should Because of course There is authorization or The power held by Pokdarwis and Balawista in managing the Bono Tourism Area .

Factors Inhibiting Strategy Implementation Policy *Community Based Tourism*, Effective Bono Tourism Area in the Regency Pelalawan Riau Province

Content Policy

By general inhibiting factors from indicator content policy that is First ; Implementation Policy fail Because Still he said vaguely fill policy , like objective No detailed , means infrastructure application priority or policy program too general or No There is The same very . Second ; Lack of internal regulations as well external from policy will implemented . Third ; There are significant deficiencies in the existing policy implemented . Fourth ; There are deficiencies source Power servant like time , costs , funds and people . Observation results show that one indicators that cause No walking function mover creation conducive climate for its growth and development development tourism and improvement well-being public local in the Bono Tourism

Area is No there is a specific target , if at all There is only stay just a target without There is seriousness in his achievements . This matter cause budgeted budget No used with maximum . Furthermore authority Pokdarwis limited only as executor activity or *events* tourist certain just .

Context Policy

A policy public will effective when can implemented and have benefit positive for member public or target policy . By general , results interview with Head of Division Tourism Disarpura , Head of Teluk Meranti Village and Chairman Bawista Pokdarwis Meranti Bay can identified that No its effectiveness implementation the CBT policy in the Bono Tourism Area is caused Because its implementation only limited to activity or *events* tourist certain just like Bekudo Bono is just that Can carried out during the high bono season just . Outside there are minimal activities and visits traveler decrease even minimal . Less than optimal activity tourism , less means infrastructure in the Ogis Beach area has also improved factor inhibitor effectiveness implementation CBT policy in the Bono Tourism Area . Apart from that , there is difference desire between Pokdarwis and Disarpura and because lack of communication between the parties also becomes factor inhibitor effectiveness of implementation strategies CBT policy in the Bono Tourism Area .

Principle *Community Based Tourism*

By general all CBT principles (principles economic , social , cultural , environmental and political) have factor inhibitor . However , factors inhibitor that's essentially it located from interest and understanding from *policy maker* (maker policy) and *target of policy* (target policy). One of for example when dysarpura carry out training about culinary , management *home stay* , making souvenirs and so on aim For increase economy and welfare public local area bono tourism . At first public local and members Pokdarwis welcome good and full enthusiastic because basically they of course want enhancement economy and welfare life them , but after follow training or coaching about entrepreneurship they No continue in the life they everyday , p This caused by the lack of original business capital in thinking public will provided by Disarpura . This is the factor inhibitor effectiveness of implementation strategies CBT policy for the Bono Tourism Area .

Implementation Strategy Policy *Community Based Tourism*, Effective Bono Tourism Area in the Regency Pelalawan Riau Province

Core Strategy

This strategy separate function direction and function implementation ; function services and functions enforcement rules , so every organization can For direct with create mechanism new To use define goals and strategies. Change method look development and development paradigms and strategies tourist with put forward role public will become vain If No supported with

strengthening and empowerment organization public (bureaucracy) as perpetrator at a time facilitator empowerment public in development tourism in a area tour . Therefore that , writer assume and argue at least must There is strengthening and empowerment organization public or bureaucracy moreover formerly when want to implement policy or action program development and/ or development tourist based public . The goal is for it to happen change or transformation development tourist based public accomplished with effective .

Consequence Strategy

Aspects that can make it effective implementation this CBT policy is performance or function from the implementer , namely Pokdarwis and Disarpura Regency Pelalawan . Empowerment public in implementation this CBT policy as endeavor Disarpura For increase economy public local through Pokdarwis with create a solution program is action real from Integrated Disarpura direct to Pokdarwis which is in the Bono Tourism Area with stage training and guidance about culinary , *homestay* , souvenirs , as effort development activity economy public local can trigger growth economy . This thing form correlation from this CBT policy program from various approach that delivers consequence for enhancement effectiveness implementation CBT policy for the Bono Tourism Area.

Customer Strategy

Possible strategy done is with shift accountability or accountability to leader going to to accountability or accountability to traveler with do survey satisfaction to tourists who come from outside the Bono Tourist Area and want comfort in enjoy journey tour they . Satisfaction traveler This can materialized with understand standard service to traveler as group a must goal filled by Disarpura as organization government . As has been displayed previously implementation CBT policy in the Bono Tourism Area is still in effect found Not yet in full facility general , management *homestay* yet in accordance standard , completeness facility for SMEs you can reduce satisfaction visiting tourists to the Bono Tourist Area . Next strategy can done with shift involvement public local in the area the original Bono tour become object changed become subject perpetrator development and development tourism (start from planning , implementation , reporting and evaluation). This matter expected give rise to responsibility for public local to himself yourself and believe it Can solve problem in implementation CBT policy for the Bono Tourism Area .

Control Strategy

Control Strategy works For control organization on to organization bottom and society local as recipient benefits , so expected can create more system effective in create control or supervision in implementation CBT policy in the Bono Tourism Area . Control strategy This can done through empowerment source Power man in organization with push authority taking decisions at level certain . Government territoriality (district and sub-district) is given authority at a time involve public place in development area tourism in the work area .

Cultural Strategy

cultural strategy that can done with method build , direct and awaken as well as carry out culture or habit For Work hard and disciplined tall in all aspect life . Eliminate and keep away culture of lazy work and expectations help from parties certain . Minimize cultures that don't support This can done with a strategic approach humanism like change lazy habits , guarding and directing feelings and thoughts original society only want to get help become think Can stand alone , disciplined and productive something useful . Together develop habit new , strengthen positive behavior with shaping and redirecting bond emotions , hopes , fears fail , have dream . So that member public The local Bono Tourism Area also participated support bond emotion new This with build mission together about the future . The process of awareness , habituation and experience new This No only involve Disparpora just but also Pokdarwis , figures public nor religious leaders .

Conclusion

Implementation No CBT policy for the Bono Tourism Area yet walk effective . This matter caused by based tool For measure success has there is various difference like difference understanding interests , benefits , degrees change , creation decisions , program implementers , Human Resources , characteristics institutions , compliance and power responsive . Then factor inhibitor in implementation strategies CBT policy for the Bono Tourism Area can be seen from content policy (in a vague way fill policy , like objective too general, means infrastructure implementation of the program does not Specific . There are deficiencies source Power like time , costs , funds and human resources). Whereas obstacle from context policy (program only limited to *events* tourist specific and carried out in season certain , so activity tourist limited). More further, implementation strategy effective Bono Tourism Area CBT policy in the Regency Pelalawan , Riau Province , can done with several strategies , namely core strategy, consequence strategy, customer strategy , control strategy and cultural strategy .

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