



Arrangement of the Buluh Cina Natural Tourism Area Teratak Buluh Village Kampar Regency

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Abstract

Buluh Cina Taman Wisata Alam (TWA) has a beautiful natural atmosphere, surrounded by lush forests, trees, lakes and residential areas. Before the Covid 19 pandemic, this place was busy with tourists, especially on holidays. TWA Reed Cina reopened with new normal conditions after the Covid 19 outbreak hit. Seeing the current condition of TWA Buluh Cina, there are no signboards, there is a lot of rubbish, it is necessary to improve the layout of the area so that the number of visitors will be busy again. With the large number of visitors increasing the standard of living of the local community, developing MSMEs can directly create jobs. The arrangement of the Chinese Reed TWA which was carried out began with the observation stage in the field, to gather what information could be done to organize the Chinese Reed TWA area and prepare activity plans. Activities carried out include installing signboards and cleaning the Buluh Cina TWA area. The aim is to make the area more organized, visitors are more comfortable and can more easily travel to the TWA Buluh Cina location. This activity involves the STT Pekanbaru academic community, the government (district or village authorities) and the local community.

Keyword: *Arrangement of Tourist Areas, Buluh Cina*

1. Introduction

Riau Province is one of the provinces in Indonesia which is actively trying to advance the region through tourism potential. Efforts are made to increase tourism in various regions in Riau province through their respective uniqueness and characteristics to attract tourists and visitors to these locations. One of them is the Buluh Cina Nature Tourism Park Area which is located in Teratak Buluh Village, Kampar Regency, Riau Province. This location has its own uniqueness compared to other tourist areas in Riau Province, especially in Kampar Regency. In this area, apart from being a protected forest, there are also elephants which are used as an attraction for visitors and are well cared for by the management. This tourist area originates from the land of the Buluh Cina Village community which was donated to the Buluh Cina Nature Tourism Park without compensation. The TWA Buluh Cina area is only about 40 minutes from Pekanbaru City. This area was determined based on the Decree of the Minister of Forestry Number 3587/Menhut-VII/KUH/2014 dated 2 May 2014, with an area of 963.33 ha. Buluh Cina Nature Tourism Park has attractive natural scenery for tourists with a variety of rich flora and fauna with the Buluh Cina TWA forest ecosystem which is dominated by lowland forests and freshwater swamps. To get to this location you can use land transportation.

The tourism sector is one that can be relied upon to increase the economic rate of a region. Indonesia has a diversity of culture and art which is certainly very interesting to visit. Tourists both from abroad and within the country visit this area, besides enjoying the beautiful natural scenery, they also see the diverse flora and fauna. Therefore, the tourism sector needs to be encouraged and improved because it can increase regional income and improve the economy. Local communities, especially through micro, small and medium enterprises (MSMEs), can also advance the area by improving supporting facilities, including transportation and roads that can make it easier for tourists to visit the place.

There is quite a lot of tourism potential in Buluhcina Village, such as: natural tourist parks, fish farms and fishing activities in rivers, smoked fish processing industries and rattan crafts. Activities that can be supporting factors include natural environment preservation activities, socio-cultural preservation activities, economic preservation activities, accommodation, provision of parking lots, food stalls and places to eat, accessibility to villages, provincial policies. Meanwhile, inhibiting factors include a lack of clean water, public toilets, accessibility within the village, and village tourism policies and so on. Several planning strategies for developing nature-based and environmentally friendly tourism that can be carried out in Buluh Cina Village include: preparing a planning strategy for developing tourism in Buluhcina Village as green tourism, establishing an organization/institution managing tourism in Buluhcina Village by the Buluhcina Village government, improving facilities and Buluhcina Village tourism infrastructure is in accordance with green tourism principles, provides outreach and knowledge to the community regarding green tourism-based tourism and involves the government, stakeholders and the community, in order to participate in participatory development for Buluhcina Village tourism [1].

Since the Covid-19 outbreak broke out, TWA Buluh Cina has been closed to tourists. After reopening to the public, infrastructure and facilities need to be renovated and reorganized. Then it is necessary to clean around the location and provide directional signs so that visitors can easily find the place they want to go. The Covid-19 pandemic has an impact on all industries in Indonesia and the world, including the tourism industry. The impact of Covid-19 on tourism is very large because the tourism industry in Indonesia is linked to other industries, namely hotels, transportation, micro, small and medium enterprises (MSMEs), especially those that produce souvenirs and culinary delights, restaurants, travel agencies and tour guides [2].

Tourist attractions will develop if their sustainability is maintained, for this reason it needs the support of various parties, including visitors, local residents, government, village officials and various parties. Tourism is an industry that is developing very quickly and is quite promising because it can increase regional income, foreign exchange and open direct employment opportunities and improve the welfare of the surrounding community[3]

The tourism sector is an effective means to get to know, study and understand a country, its people and its culture. Tourism enthusiasts, both local and foreign, who visit a tourist destination are motivated to witness and see the beauty of nature, including nature reserves and the various arts and culture on offer.

Tourism facilities at TWA Buluh Cina such as information boards showing directions on roads are still minimal, so they need to be equipped. The Pekanbaru College of Technology Community Service Program made and installed directional signs to make it easier for TWA Buluh Cina visitors to reach the tourist locations there. There are two main stages in implementing the program, namely the stages of making and installing signs and cleaning. Implementation of activities to determine the point and number of signposts through location surveys and discussions with village officials and local traditional institutions[4]

Indonesia has thousands of islands with beautiful nature and this is a special attraction for tourists who can support tourism development, this condition is an advantage for the government to make tourism a leading industry because it can increase state revenue. With a variety of cultures being one of the attractions of cultural tourism that can attract foreign tourists to travel to Indonesia [5]. Tourism is one of the economic sectors whose development is significant and contributes to improving welfare and increasing income [6], [7] Tourism is a trend and the main sector of national development, in line with the development of Indonesia's economic structure [7], [8].

Directions or tourism information boards are among the tourism facilities for tourism development. The unavailability of direction signs causes visitors to be confused and have difficulty finding tourist sites, especially for tourists who come independently without being accompanied by a tour guide [4], [9], [10].

Hygiene processing is a very important issue for the sustainability of a healthy life, therefore it is necessary to promote a clean culture and environmental awareness [11].

2. Materials and Method

The method of community service activities carried out by the Pekanbaru College of Technology starts from counseling, discussions and field actions by being directly involved in arranging the tourist park

area and cleaning the location from rubbish. Activities are carried out in the form of practical work orientation in the field directly using the method:

1. Presentation of objectives
2. Discussion, budget planning, implementation time planning
3. Implementation of activities to prepare the materials and equipment used such as: boards, saws, paint, brooms and so on can be seen in **Figure 1**.



Figure 1. (a) preparation of materials for making direction signs. (b) cleaning preparation

3. Results and Discussion

Community Service Activities were carried out by the Pekanbaru College of Technology PKM Team which consisted of students and campus community members and was assisted by village officials and the local community. This activity is divided into two groups. The first group was tasked with making directional signs and installing boards and arranging the location according to its layout and function. The second team is tasked with cleaning the area around the Chinese reed tourist attraction.



Figure 2. Activity PKM



Figure 3. (a) Installed directional signs (b) Site cleaning

The activity ran smoothly and received support from village officials and the community around TWA Buluh Cina. It is hoped that this Community Service Activity will be a stimulus to keep the environment clean and tidy. Having a love for the environment is a motivation to protect and care for the surrounding environment so that the environment becomes comfortable.



Figure 4. Lokasi setelah dibersihkan

In **figure 3(a)**. Directional signs have been installed neatly. In **figure 3(b)**. Cleaning was carried out in the area around the TWA Buluh Cina location from rubbish to make it look cleaner and more comfortable. Cleaning is carried out collaboratively by sweeping the area. This activity can increase solidarity and a sense of concern for the environment as well as public awareness of environmental cleanliness. A clean environment will of course be more comfortable and peaceful. In **Figure 4**, the tourist attraction area has been cleaned and appears to be well organized and looks more comfortable than before it was cleaned.

4. Conclusion

The end of this activity is expected to provide optimal benefits for related parties such as the management of TWA Buluh Cina, local government agencies at sub-district/village level and the community in the form of creating an organized and promoted tourist area so that it can be used as a source for developing tourist infrastructure in the area. . So that it can improve the economy of the surrounding community

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