

The Impact of Tourism on Social, Economic and Cultural Conditions in Kecamatan Siak

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Abstract: This study aimed to identify the impact of tourism on social, economic and cultural conditions in Kecamatan Siak. The research method was quantitative deductive by using the Likert scale. Population in this research was Kecamatan Siak residents. The number of samples were 382 families with stratified sampling method. The results showed that tourism had positive and negative impacts on development in Kecamatan Siak. (1) The positive impact on the social sector with the highest value was to strongly agree on the increase of the relations and good communication techniques. The negative impact with the highest value was to agree on an increase in social deviations such as commercial sex, drug use and destruction of tourist attractions (2) The positive impact on the economic sector with the highest value was to strongly agree on the increase in of local businesses. The negative impact with the highest value was that there would be an increase in prices of local goods and basic goods. (3) The positive impact on the cultural sector with the highest value was to strongly agree on the increase in tourism human resources. The negative impact with the highest value was agreeing on the occurrence of consumptive lifestyle.

1 INTRODUCTION

Today, tourism is an alternative sector in the development in Riau. This is due to the decline in the prices of oil palm which has caused a reduction in the contribution of the oil mining sector and palm plantations in the development of Riau. Tourism has an important role, along with the shifting of economic structure to the service sector.

Siak district is a district that intensively promotes its region as a tourist destination. This is accordance with the vision of kabupaten Siak in years 2016-2021. The Kabupaten Siak vision is "Creating the developed and prosperous district of Siak in a religious and malay cultured society and creating Kabupaten Siak as a tourism destination in Sumatra"(Heriawan, 2004; Irianto, 2011; Kurniawan, 2015). From this vision, Kabupaten Siak established itself as a tourism destination in Sumatra. Through the tourism sector, it will certainly has an impact on regional development in Kabupaten Siak, such as economic growth, increased employment, increased community income, changes in social life(Akil, 2002; Cohen, ; Foster, 2000).

After 1 year of establishing the vision of Kabupaten Siak, it is interesting to identify the performance of the tourism sector in Kecamatan Siak. Therefore,

the objectives in this study were: (1) to identify the impact of tourism on the social conditions of the people in Kecamatan Siak; (2) to identify the impact of tourism on the economic conditions of the people in Kecamatan Siak; (3) identify the impact of tourism on the cultural conditions of the people in Kecamatan Siak(Mill, 2009; Pitana and Gede, 2009; ?).

2 LITERATURE REVIEW

The various impacts of tourism on the social, economic and cultural sectors have been examined by the following authors.

3 METHOD

The research paradigm pointed in this study was the rationalistic paradigm. Rationalistic paradigm believes that a reliable source of knowledge is the mind, in which empirical functions only to confirm knowledge obtained from the mind ((WTO), 1980; Geriya, 2004; Kodhyat, 1982).

The method of this study was a quantitative de-

Table 1: Impact of tourism on social, economic and cultural.

No	Objectives of re-search	Authors	Impacts of tourism
1	Impacts on Social Tourism	Positive Impacts (Mill, 2009) (Yoeti, 1982) (Foster, 2000) (WTO, 1980) (Pitana et al, 2005)	-The emergence of new values and norms -The existence of new social structures and relationships -There is an interpersonal relationship between community members -Family modernization -Broaden people’s insights and perspectives on the outside world
		Negative Impacts (Mill, 2009) (Richardson et al, 2004) (Foster, 2000) (Yoeti, 1982) (WTO,1980) (Pitana et al, 2005)	-Increased crime, local consumerism and prostitution -Increased social deviations -Emerging consumptive-oriented mental attitudes giving rise to pathology social like prostitution, using drug and drug trafficking
2	Impacts on tourism economy	Positive Impacts (Mill, 2009) (Cohen, 1984) (Leiper, 1990) (WTO, 1980) (Pitana et al, 2005)	-Open new jobs -Improve the standard of living and income of the community -Assist the existence of local businesses -Improve managerial skills and community skills that spur other economic activities -Encourage someone to be an entrepreneur, for example: -craft traders, surfboard rentals, food suppliers. -Increase community income and government revenue -Providing economic benefits to the community through -Restaurant / tourist market
		Negative Impacts (Mill, 2009) (Manthieson et al, 1982) (Pitana et al, 2005)	-Increase the price of goods local and basic ingredients -Increase in people’s income goes up and down -There is regional imbalance and the income gap between several groups in the community -Loss of control of the local community over economic resources
3	Impacts on tourism culture	Positive Impacts (Sihite, 2000) (Smith, 1977) (Butcher, 2003) (Geriya, 1996). (Subadra,2006) (Pitana et al, 2005)	-Preservation of culture local -The development of local culture -The recognition of local culture by tourists -The emergence of cultural creativity and innovation
		Negative Impacts (Sihite, 2000) (Richardson et al,2004) (WTO,1980) (Pitana et al, 2005)	-Additional stresses occur residents due to new arrivals from outside the area -The emergence of commercialization -The development of consumptive lifestyle -Disruption of the environment -Cultural pollution

ductive research method. The quantitative approach was conducted through questionnaires.

The study area in this study was Kecamatan Siak and the population was the residents in Kecamatan Siak (Subadra, 2006; Yoeti, 2006). The number of samples were determined by the Slovin formula with a percentage of inaccuracy of 5%. The sample selection was performed by stratified sampling method. The number of samples were 382 families with the following details.

Table 2: The number of samples in Kecamatan Siak.

No	Kelurahan	Number of Respondents
1	Kampung Dalam	134
2	Kampung Rempak	86
3	Langkai	28
4	Merempan Hulu	23
5	Rawang Air Putih	15
6	Suak Lanjut	33
7	Buantan Besar	28
8	Tumang	35
		382

The method of this study was a quantitative deductive research method. The quantitative approach used was Likert scale. The collected data was categorized with Likert scale, namely Strongly Agree, Agree, Quite Agree, Disagree and Strongly Disagree. Each category from strongly agree to strongly disagree was given score of 5,4,3,2,1.

After being given score, then from the results of the questionnaire, the total score was searched by the formula:

$$Totalscore = TxPn \tag{1}$$

Where, T = Total number of respondents who voted Pn = Likert score choice. After getting the total score, then the total score was percentaged with the formula:

$$\%Index = \frac{totalscore}{y} \times 100 \tag{2}$$

Where, Y = highest likert score multiplied by total respondents. After getting the percentage index, then

Table 3: Impact of tourism in Kecamatan Siak on social.

Indicators	Total Score	Percentage	Category
Positive Impacts			
1. There has been a change in the positive value of society such as an increase in the application of religious values due to tourism activities in the Kecamatan Siak.	1321	69,1%	Agree
2. There has been changing in behavior to a positive norm in better ways, habits, and behavior of the people due to tourism activities in Kecamatan Siak.	1547	81%	Strongly Agree
3. There was a change in employment opportunities from the agricultural sector to the service sector due to tourism activities in Kecamatan Siak.	1321	69%	Agree
4. There has been an increase in relations or communication and good communication techniques for community members due to tourism activities in Kecamatan Siak.	1702	89%	Strongly Agree
5. There has been an increase in solidarity / sense of kinship towards the community due to tourism activities in Kecamatan Siak.	1633	87%	Strongly Agree
6. There has been a modernization of agricultural methods and the sale of community crops due to tourism activities in Kecamatan Siak.	1389	73%	Agree
7. There has been an increase in community insight due to tourism activities in Kecamatan Siak.	1563	82%	Strongly Agree
8. There is tolerance towards other ethnics / ethnic groups due to tourism activities in Kecamatan Siak.	1479	77%	Agree
9. There has been a looseness of parental treatment for children (discipline) due to tourism activities in Kecamatan Siak.	1288	67%	Agree
10. There is an increase in interpersonal relations or mutual help to the community due to tourism activities in Kecamatan Siak.	1598	83%	Strongly Agree
11. There has been an increase in organization / social institutions such as activities, community regularity due to tourism activities in Kecamatan Siak.	1598	83%	Strongly Agree
12. There was an increase in public awareness of the cleanliness and comfort of the environment due to tourism activities in Kecamatan Siak.	1577	82%	Strongly Agree
Negative Impacts			
1. There has been an increase in crime due to tourism activities in Kecamatan Siak.	1078	53%	Quite Agree
2. There has been an increase in social deviations such as juvenile delinquency, destruction of tourist attractions due to tourism activities in Kecamatan Siak.	1302	68%	Agree

they are grouped into intervals, as shown in Table 4.

Table 4: The percentage index category.

Likert Scale	Percentage
Strongly Agree	0-19,9%
Agree	20-39,99%
Quite Agree	40-59,99%
Disagree	60-79,99%
Strongly Disagree	80-100%

4 RESULTS AND DISCUSSION

From the results of the study, tourism had positive and negative impacts on the development in Kecamatan Siak.

4.1 Impacts on Social Tourism

Tourism activities in Kecamatan Siak have a very positive impact or have enormous benefits in the social field for the community. The highest value of benefits was strongly agreeing to increase relations or communication and good communication techniques

Table 5: Impact of tourism in Kecamatan Siak on economy.

Indicators	Total Score	Percentage	Category
Positive Impacts			
1. There has been an increase in employment due to tourism activities in Kecamatan Siak.	1561	82%	Agree
2. There was an increase in income and living standards of the people due to tourism activities in Kecamatan Siak.	1515	79%	Strongly Agree
3. There has been an increase of local businesses due to tourism activities in Kecamatan Siak.	1564	89%	Agree
4. There has been an increase in community's economic activities (community skills products) due to tourism activities in Kecamatan Siak.	1576	82%	Strongly Agree
5. There was an increase in self-employed people as a result of tourism activities in Kecamatan Siak.	1495	78%	Strongly Agree
6. There was an increase in regional income (PAD) due to tourism activities in Kecamatan Siak.	1477	77%	Agree
7. There is an increase in the incomes of hotels and restaurants or tourist markets due to tourism activities in Kecamatan Siak.	1545	81%	Strongly Agree
Negative Impacts			
1. There has been an increase in the cost of building facilities and infrastructure due to tourism activities in Kecamatan Siak.	1230	64%	Agree
2. There is an increase in prices of local goods and basic goods due to tourism activities in Kecamatan Siak.	1285	67%	Agree
3. There is a gap of income due to tourism activities in Kecamatan Siak..	1180	62%	Agree
4. There has been uncontrolled economic resources due to tourism activities in Controlled Siak.	1214	63%	Agree

for the community members. Meanwhile, the negative impact of tourism activities on the social sector with the highest value was to agree on an increase in social deviations such as promiscuity (commercial sex), drug use and destruction of tourist attractions due to tourism activities in Kecamatan Siak. Table 3 shows the total score, percentage and social impact categories of tourism in Kecamatan Siak.

4.2 Impacts on Tourism Economy

The tourism activities in Kecamatan Siak have a very positive impact or have many benefits in the economic field for the community. The benefits that have the highest value was strongly agreeing to increase the existence of local businesses due to tourism activities in Kecamatan Siak. The negative impact of tourism activities on the economic sector with the highest value was that there would be an increase in prices of local goods and basic goods due to tourism activities in Kecamatan Siak. The Table 5 shows the total score, percentage and economic impact categories of tourism in Kecamatan Siak.

4.3 Impacts on Tourism Culture

Tourism activities in Kecamatan Siak have a very positive impact or have many benefits in the cultural field for the community. The highest value of benefits was strongly agreeing to increase tourism HR due to tourism activities in Kecamatan Siak as shown in Table 6.

5 CONCLUSION

The negative impact of tourism activities on the cultural field with the highest value was agreeing on the occurrence of consumptive lifestyle due to tourism activities in Kecamatan Siak. The table 6 shows the total score, percentage and cultural impact categories of tourism in Kecamatan Siak. Employment, increase in Tourism Human Resources, increase in encouragement to preserve the environment, increase in encouragement to preserve traditional culture, etc. The negative impacts such as increase in social deviations such as promiscuity (commercial sex), drug use and destruction of tourist attractions, increase in prices of local goods and basic goods, consumptive life patterns.

Table 6: Impact of tourism in Kecamatan Siak on culture.

Indicators	Total Score	Percentage	Category
Positive Impacts			
1. There has been an increase in the maintenance of cultural monuments due to tourism activities in Kecamatan Siak.	1473	77%	Agree
2. There has been an increase in encouragement to preserve traditional culture due to tourism activities in Kecamatan Siak.	1599	84%	Strongly Agree
3. There has been an increase in encouragement to preserve the environment due to tourism activities in Kecamatan Siak.	1633	85%	Strongly Agree
4. Cultural exchanges occur due to tourism activities in Kecamatan Siak.	1424	74%	Agree
5. There has been an increase in cultural creativities and innovations due to tourism activities in Kecamatan Siak.	1587	83%	Strongly Agree
6. There has been an increase in Tourism Human Resources due to tourism activities in Kecamatan Siak.	1683	86%	Strongly Agree
Negative Impacts			
1. There has been a disturbance of the Culture and Religious System due to tourism activities in Kecamatan Siak.	887	46%	Quite Agree
2. There has been commercialization due to tourism activities in Kecamatan Siak.	1044	54%	Quite Agree
3. There has been consumptive life patterns due to tourism activities in Kecamatan Siak.	1285	67%	Agree
4. There has been the disruption of the environment due to tourism activities in Kecamatan Siak.	1128	59%	Quite Agree
5. There has been an occurrence of cultural pollution due to tourism activities in Kecamatan Siak.	989	52%	Quite Agree

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