



Development of Tourism Village Potential in Teluk Jering Hamlet, Kenidai Village, Tambang District, Kampar Regency

Bambang Supeno^{1*}, Burhan², Fahmi Oemar³, Helwen Heri⁴, Agus Seswandi⁵,
Nia Anggraini⁶

^{1,2,3,4,5} Universitas Lancang Kuning

⁶Universitas Persada Bunda Indonesia

Corresponding Author: Bambang Supeno bambang.supeno@unilak.ac.id

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ABSTRACT

This community service project enhanced the capacity of tourism operators in Pulau Cinta, Teluk Jering, through structured mentoring on ecotourism management. Activities included preparation, socialization, module development, and mentoring sessions. Key topics covered sustainable ecotourism practices, organizational structure, and operational management. Results showed improved understanding, better organizational frameworks, increased operational efficiency, and enhanced practical skills. Active discussions and stakeholder collaboration contributed to sustainable ecotourism development. To ensure long-term impact, continuous mentoring, digital marketing integration, and financial management training are recommended for Pulau Cinta's sustainable growth

INTRODUCTION

The tourism industry holds significant potential for increasing national income, creating jobs, and strengthening the economy (Naibaho et al., 2023); (Sobhani et al., 2022). As a result, tourism has become a priority program for the government (Suwarno et al., 2022). One of the rapidly growing tourism models is ecotourism, which prioritizes environmental conservation while promoting economic and socio-cultural benefits for local communities (Suwarno et al., 2022); (Zukhri, 2024). In line with Minister of Home Affairs Regulation No. 33 of 2009, ecotourism development must actively involve local communities and generate positive economic impacts (Zhang & Zhang, 2021); (Rahmawati et al., 2024).

Recent literature underscores the importance of sustainability in ecotourism practices. For instance, Sobhani et al. highlight the necessity of evaluating sustainability indicators in protected areas to ensure that ecotourism contributes positively to both environmental conservation and local economies (Kumar et al., 2023). Similarly, Zukhri emphasizes the role of community-based ecotourism in fostering collaboration among residents, government agencies, and NGOs, thereby generating economic opportunities while preserving local culture and nature (Awaloedin et al., 2024). This collaborative approach is crucial, as it not only enhances the economic viability of ecotourism but also promotes environmental stewardship and cultural preservation (Saputra et al., 2024).

However, several challenges hinder the implementation of sustainable tourism, such as limited skills and knowledge in tourism management (Masrum et al., 2023; Kim et al., 2021). This issue has been highlighted in recent studies, which emphasize the necessity for enhanced training and education within the tourism sector to address these gaps (Erol et al., 2022); (Carlisle et al., 2023). For instance, (Carlisle et al., 2023) and (Ercik, 2024) have pointed out that insufficient managerial competencies hinder the effective execution of sustainable practices in tourism. A clear example is Pulau Cinta in Teluk Jering, Kampar Regency, which is currently being developed by the local community. Despite its promising infrastructure and natural potential, the destination faces management and human resource development issues.

Thus, capacity-building initiatives for local communities in tourism management are essential to accelerate ecotourism growth in Pulau Cinta. With proper management, this destination can become an alternative source of regional income and stimulate local tourism innovation.

IMPLEMENTATION AND METHODS

The community service activity described employs a structured approach to enhance ecotourism management among local stakeholders. The methods utilized in this initiative can be categorized into several key stages, each supported by relevant literature that emphasizes the importance of community engagement, training, and sustainable practices in tourism management.

1. Preparation: This stage involved preparing all necessary equipment, conducting literature studies, and coordinating with the implementation team to ensure smooth execution. This initial phase involved gathering necessary equipment, conducting literature reviews, and coordinating with

the implementation team to ensure a smooth execution of the program. The significance of thorough preparation in community service activities is underscored by Sulistiani, who notes that effective communication and planning are essential for successful tourism management initiatives (Sulistiani, 2024).

2. **Socialization:** A socialization session was held to determine the schedule and ensure the readiness of participants for the mentoring activities. A socialization session was organized to establish a schedule and ensure participant readiness for the mentoring activities. This aligns with the findings of Putri et al., who emphasize the role of community meetings in enhancing awareness and participation in tourism development (Putri et al., 2023). Such socialization efforts are crucial for fostering a collaborative environment among stakeholders.
3. **Module Development:** A structured mentoring module was designed to provide guidance on ecotourism management, covering fundamental concepts, strategies, and best practices. A structured mentoring module was created to guide participants on ecotourism management, covering essential concepts, strategies, and best practices. This approach is supported by Purwanto, who highlights the importance of structured training programs in enhancing local governance and management capabilities in tourism (Purwanto, 2022).
4. **Implementation:** The mentoring activities were carried out by the implementation team from the Master of Management Program, Universitas Lancang Kuning, consisting of experienced lecturers and practitioners. The involvement of skilled professionals in mentoring roles is critical, as noted by Kafetzopoulos, who emphasizes the need for knowledgeable individuals to lead and support tourism initiatives (Kafetzopoulos, 2024).
5. **Mentoring Sessions:** These sessions covered several key areas:
 - **Ecotourism Management Training:** Interactive discussions with partners on sustainable ecotourism practices, reflecting the findings of Yulianto et al., who advocate for practical training to enhance community engagement in tourism management (Yulianto et al., 2022).
 - **Organizational Structure Development:** Assistance in forming a structured ecotourism management team, including vision, mission, roles, and responsibilities. Assistance was provided in forming a structured ecotourism management team, which is vital for establishing clear roles and responsibilities, as highlighted by (Isma et al., 2023).
 - **Operational Management:** Practical training on daily operations, visitor management, and sustainable tourism practices, reinforcing the need for hands-on experience in tourism management (Khuza'i et al., 2023).
6. **Partner Participation:** The partners played an active role in scheduling mentoring visits and fully engaging in ecotourism management training sessions. This collaborative approach is supported by Khuza'i et al., who stress the importance of community participation in tourism program management (Jayawinangun et al., 2024).

This structured approach ensured effective program execution and strengthened ecotourism management capabilities among participants.

RESULT AND DISCUSSION

The implementation of ecotourism management mentoring in Pulau Cinta, Dusun Teluk Jering, has yielded several positive outcomes. The results highlight the effectiveness of the applied methods and the engagement of local stakeholders.

1. Increased Understanding of Ecotourism Management:

- Participants gained a clearer comprehension of ecotourism as a form of responsible tourism that prioritizes environmental sustainability, cultural preservation, and economic benefits for local communities. The discussions emphasized the three core pillars of ecotourism:
 - a. Conservation of Natural Resources: Strategies to minimize ecological footprints, protect biodiversity, and promote sustainable use of resources.
 - b. Community Involvement and Empowerment: Encouraging local participation in tourism activities, ensuring fair economic benefits, and promoting indigenous knowledge.
 - c. Educational and Experiential Aspects: Providing visitors with meaningful experiences that highlight local ecosystems and cultures while fostering responsible travel behavior.

Through case studies and interactive discussions, participants were able to differentiate ecotourism from mass tourism, recognizing its unique value in sustainable development.

- Improved Awareness of Environmental Conservation.
One of the key takeaways from the discussion was a heightened awareness of environmental conservation and its direct impact on tourism sustainability. Participants learned about:
 - a. The importance of waste management in tourist destinations, including strategies such as the "Leave No Trace" principle and recycling programs.
 - b. Methods for reducing carbon footprints, including the promotion of eco-friendly accommodations, renewable energy use, and sustainable transportation.
 - c. Best practices in habitat preservation, such as limiting visitor numbers in sensitive areas and implementing eco-trails to prevent environmental degradation.

By engaging in group discussions and real-life examples, participants developed actionable strategies to implement conservation efforts within their own ecotourism initiatives.

- Community-Based Tourism Management.
The discussion also highlighted the role of community-based tourism (CBT) in ecotourism development. Participants explored ways to:
 - a. Establish structured community-led tourism organizations with clear roles and responsibilities.

- b. Foster partnerships between local businesses, tour operators, and environmental agencies to enhance sustainable tourism operations.
- c. Implement revenue-sharing models that benefit both conservation efforts and local livelihoods.

Participants examined successful CBT models from other regions and brainstormed ways to adapt these models to their own ecotourism projects. This led to increased confidence in developing sustainable tourism initiatives that align with both environmental conservation and community empowerment.

2. Establishment of Organizational Structure:

One of the key outcomes of the mentoring program was the successful formation of a structured ecotourism management system in Pulau Cinta, Dusun Teluk Jering. This structured approach ensures that ecotourism initiatives are managed efficiently and sustainably by clearly defining roles and responsibilities among stakeholders.

During the discussions, participants worked collaboratively to establish key management roles within the ecotourism organization. These roles included positions such as tourism coordinator, environmental conservation officer, visitor management team, financial administrator, and marketing specialist. Each role was assigned specific responsibilities to ensure smooth day-to-day operations, enhance accountability, and promote better coordination among team members. The establishment of these structured roles helps prevent mismanagement, duplication of efforts, and inefficiencies in running ecotourism activities.

Additionally, the program guided participants in developing a clear vision, mission, and goals for future ecotourism development. The vision statement was designed to reflect sustainable tourism growth, environmental conservation, and community empowerment. The mission focused on promoting responsible tourism, preserving local culture, and improving the economic well-being of the community. Meanwhile, the strategic goals were set to align with long-term sustainability, including enhancing visitor experiences, expanding ecotourism activities, improving infrastructure, and maintaining ecological balance.

By formalizing an organizational structure, the local ecotourism group now has a strong foundation for long-term success. The clear distribution of responsibilities ensures that tasks are handled effectively, while the established vision and mission serve as guiding principles for future ecotourism development in Pulau Cinta. This structured approach fosters better governance, improves operational efficiency, and ensures that ecotourism activities remain sustainable, well-managed, and beneficial to the local community.

3. Improved Operational Efficiency:

The mentoring program significantly enhanced operational efficiency in managing ecotourism activities in Pulau Cinta, Dusun Teluk Jering. One of the

key achievements was the development of clear operational guidelines, which serve as a structured framework for managing daily tourism activities, ensuring consistency, and improving service quality.

During discussions, participants identified key operational areas that required standardization, including visitor management, environmental conservation efforts, safety protocols, and financial administration. As a result, they developed standard operating procedures (SOPs) for tasks such as guiding tourists, maintaining cleanliness, managing entry fees, handling emergencies, and promoting responsible tourism practices. These guidelines provide a structured approach to operations, reduce inefficiencies, and ensure smooth execution of tourism activities.

The program facilitated greater collaboration among local stakeholders, including tourism operators, local businesses, community groups, and environmental organizations. This increased cooperation led to improved coordination in maintaining tourism facilities, organizing community-driven tourism events, and addressing challenges collectively. Stakeholders also developed shared responsibilities for tasks such as infrastructure maintenance, waste management, and visitor engagement, ensuring that all aspects of ecotourism operations run efficiently.

By implementing clear guidelines and fostering teamwork, participants were able to create a more organized, efficient, and sustainable tourism management system. The structured approach minimizes operational challenges, enhances the visitor experience, and ensures long-term sustainability of ecotourism in Pulau Cinta.

4. Enhanced Practical Skills:

The mentoring program significantly improved the practical skills of participants by incorporating hands-on training in various aspects of ecotourism management. This approach ensured that theoretical knowledge was effectively translated into real-world applications, allowing participants to gain direct experience in handling tourism operations.

One of the key areas of improvement was in tourism operations management. Participants engaged in practical exercises related to visitor handling, hospitality services, site maintenance, and environmental sustainability. Through role-playing and field practice, they learned how to interact professionally with tourists, provide guided tours, and manage tourism facilities efficiently. These training sessions also covered emergency response protocols, waste management techniques, and sustainable resource utilization to ensure that tourism activities align with ecotourism principles.

Service quality and visitor management strategies improved as a result of the training. Participants developed skills in delivering excellent customer service, managing visitor flow, and creating engaging tourism experiences. They also learned how to implement visitor feedback mechanisms to continuously refine and enhance tourism services. As a result, a more structured and visitor-friendly approach was adopted, leading to a better overall experience for tourists and a more positive reputation for Pulau Cinta as an ecotourism destination.

By applying the skills gained through hands-on training, participants became more confident and capable in managing daily tourism activities. The emphasis on practical learning ensured that they were well-equipped to maintain high operational standards, enhance visitor satisfaction, and promote sustainable tourism growth in the region.

The results demonstrate the importance of structured mentoring in enhancing community-based ecotourism. The engagement of local stakeholders played a crucial role in ensuring the program's sustainability. The interactive nature of the mentoring sessions allowed participants to actively discuss challenges and solutions, leading to better adaptation of ecotourism management practices. The development of a formal organizational structure has established a foundation for future growth. Clear role definitions and operational guidelines ensure that ecotourism initiatives remain well-coordinated and effectively managed. Overall, the mentoring and training sessions have provided long-term benefits by empowering the local community with the knowledge and tools necessary to sustain ecotourism initiatives. Continuous support and follow-up activities will be essential in ensuring ongoing development and improvement in the region.



Figure 1. Activities with the Community Service Team

CONCLUSIONS AND RECOMMENDATION

Conclusions:

The results of the community service activities conducted can be concluded as follows:

1. The support from Pulau Cinta tourism business actors for this activity was very positive.
2. The mentoring materials were aligned with the needs of tourism business operators.
3. Business operators responded positively to the socialization and mentoring provided.

4. There was an increase in business operators' understanding of tourism management.
5. Pulau Cinta tourism business operators were able to implement tourism management by utilizing local wisdom in visitor services and actively providing information about Pulau Cinta.

Implications for Future Implementation:

To optimize the outcomes of community service activities in the future, the following are recommended:

1. Continuous mentoring and evaluation should be conducted to assess the understanding and implementation of tourism management based on local wisdom.
2. Future community service efforts should focus on utilizing information technology, particularly digital marketing (e-commerce), to increase the number of tourist visits.
3. Further mentoring on financial management for Pulau Cinta ecotourism is necessary to ensure the sustainability and growth of the tourism sector in the region.

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