



Tourism Statistic of Riau Province - 2020 -



Chapter 1

Introduction

1.1 Background

The development of tourism so far is aimed at making the tourism sector one of the mainstay sectors in foreign exchange earnings, expanding business opportunities, increasing community income and regional income. Riau Province continuously develops various tourism objects to make them become the very attractive tourism destination in Sumatera and it can attract visitors either domestic or foreign tourists. Riau has many potential tourism objects either in Pekanbaru as the capital city or in the Regencies and Cities. These tourism objects include shopping, culinary, natural and cultural tourism. Tourism development in this province is growing and quite promising. The big of Riau Tourism Potential can provide opportunities for higher revenue from local revenue (PAD). The joint and integrated efforts carried out by the government with the community and business community enable this potential to be managed and developed in order to further increase tourism economic activity.

Basically, tourism sector involves a very broad and cross-sectorial aspect including economic, artistic and cultural issues as well as the strategic environment, which are agreed upon as one of the characteristics and assets of the region. All of this needs to be recorded, informed and formulated into a national tourism policy that capable of optimizing its potential for economic purposes without sacrificing its conservation efforts.

In line with demands for transparency and public accountability, regional tourism policies must be open in nature that is easily understood and accessed by the public and business community. For that purpose, accurate, reliable, and consistent data which covers aspects related to the tourism sector are needed. Besides that, in order to see the principle of benefit to the wider community, it is necessary to present clear and comprehensive information in the form of reports that are easy to understand. The presentation of a complete and comprehensive

analysis and report can only be done through the preparation of a data system specifically for the tourism sector and this is an option that is in line with the demands of society so far.

The concept of tourism involves various sectors (across sectors) so that the economic impact on growth, equity, income, employment opportunities and investment patterns is expanding. The types of activities related to tourism and the impacts they are created, have not been clearly identified and are still under discussion. This lack of clarity allows a sectorial economic policy or analysis related to tourism to overlap, or be missed to take into account. This can have an impact on policies that are less sensitive, wasteful, and less sharp analysis.

To find out the development of tourism, one of which can be seen through indicators of guest visits to tourist attractions and hotel room occupancy rates. Most of the data is available in publication of Riau Province Tourism Statistics 2020. This publication is expected to be used as a reference material in planning and evaluation by both the government and the private sector.

1.2 The Role of Tourism in Development

The condition and development of tourism is very much influenced by economic development. With a developed economy, adequate income, and the availability of good facilities, tourism in Riau Province will be able to develop positively. However, the opposite relationship can also occur, namely tourism development can boost the rate of economic development. Tourism activities generate "demand" for goods and services, which in turn stimulate production growth.

In a modern economy, where the balance of supply and demand for goods and services is the focus of economic stability, "lack of demand" occurs more frequently and becomes an obstacle. Therefore, the "demand" generated by tourism is expected to be a driving factor for the growth of the domestic

production sector, because if it is not achieved what will happen is a boost to imports. Law No. 10 of 2009 concerning Tourism in article 4 explains that tourism aims to:

- a. Increasing economic growth;
- b. Improving people's welfare;
- c. Eradicating poverty
- d. Overcoming unemployment;
- e. Preserving nature, environment and resources;
- f. Promoting culture;
- g. Elevating the image of the nation;
- h. Cultivating the love of the country;
- i. Strengthening national identity and unity; and
- j. Strengthening friendship between nations

Tourism has a very important role in various strategic aspects of national and regional economic development. Tourism activities and tourist expenditures on travel, recreation, staying at hotels, and the use of other entertainment facilities, both carried out by domestic tourists and foreign tourists will provide income in related sectors. In addition, tourist demand for goods and services will stimulate growth in domestic production and national / regional income, either directly or indirectly.

In an effort to create the widest possible employment opportunity for the working age population, tourism activities have an important role. The construction and operation of star hotels as well as inns, restaurants, new tourism objects, souvenir shops and tourism services, are able to provide meaningful business opportunities and work opportunities. This phenomenon is in line with

the government's efforts to reduce unemployment and underemployment, which are not only an economic problem but also a sensitive socio-political problem. What cannot be ruled out is the impact of tourism in improving people's welfare and improving income distribution. Tourism activities that rely on regional natural and cultural wealth can be used as a means of equal distribution of business opportunities and increased income, especially for people living in remote areas. Thus, the areas like this need to be supported by adequate economic infrastructure and facilities, and become priority areas for major development. Therefore, in the context of regional development, the location of tourism objects can be a center of growth and a driving force for the regional economy. In other words, tourism can be a mainstay in bridging development for underdeveloped areas that lack of economic advantages but have tourism potential.

1.3 Scope of Activities

The scope of the preparation of Riau Province Tourism Statistics 2020 is as follows:

- a. The activities covered are tourism activities in the Riau Province.
- b. Tourists covered in this activity include:
 - Riau Province residents who travel in Riau Province tourism destination
 - Tourists from other provinces in Indonesia visiting Riau Province (inbound domestic tourist)
 - International tourists visiting Riau Province

CHAPTER II

METHODOLOGY

2.1 Methodology

1) Data Collection

Data collection in this tourism statistics publication is a combination of three methods, namely registration, survey and data compilation.

1) Registration of Hospitality Business.

Registration of the hotel business is carried out in early 2019 for all hotels / accommodation services in Riau Province. The data collected includes: name of hotel / accommodation, address, number of rooms, beds, workers, visitors and hotel classification. This listing is to compile a directory of hotels / accommodation services and to get an overview of hotels / accommodations in Riau Province.

2) Survey

All star hotels in Riau Province were enumerated, namely 95 hotels, while for non-star hotels were enumerated 84 hotels as samples. The data collected included the number of guests who came to stay (check-in) and guests who left both from within the country and from abroad. Data collection is carried out every month to see specific hotel developments, such as: room occupancy rate, bed occupancy rate, domestic guest and guest composition and length of stay.

3) Compile Data

To find out the number of tourists visiting tourist objects in Riau Province, the data is obtained from the monthly reports of the number of visitors to tourist attractions / museums from the relevant agencies.

b. Presentation

Data derived from learning outcomes in the field are then processed and presented including:

1) Overview of Accommodation Services

It contains information regarding the development of the number of hotels / accommodations, the number of rooms, the number of beds provided and the workforce. In addition, a brief description of the hotel / accommodation is given both in terms of distribution by regency / city, hotel classification and room group.

2) Tourist Attraction

It contains information on tourist attractions and museums visited by both domestic and foreign tourists.

3) Indicators

It contains indicators that are commonly used to assess hotel / accommodation performance are presented, such as: room occupancy rate, bed occupancy rate, average length of stay, and the level of double occupancy over rooms (guest per room / GPR). In addition, the development of these indicators is presented along with a brief analysis.

2.2 Data Sources

The data used in the Tourism Statistics analysis here uses primary data collected through direct interviews with selected respondents and secondary data from administrative records of business units engaged in tourism and from government agencies.

Data source:

- VHTL Survey Data
- VHTS Survey Data
- Tourism Services Updating Survey Data
- TPK (Hotel Room Occupancy Rate) Data
- VIOT (Inbound-Outbound Tourism) Survey Data of Riau Province Immigration Office
- National Tourism Profile Survey Result
- Passenger Exit Survey (PES) Result
- Mobile Positioning Data (MPD)

2.3 Concept and Definition of Tourism

Some of the concepts and definitions used in Riau Province Tourism Statistics 2020 publication include:

a) Domestic tourists

Domestic tourists is an Indonesian resident who travels within Indonesia's geographic area (domestic travel) for less than 6 months and is not for the purpose of going to school or work (earning wages / salary), and the nature of the trip is not routine, with the following criteria:

- i. Those who travel to commercial tourism objects do not consider whether to stay or not stay at commercial hotels / inns and whether the trip is more or less than 100 km pp.
- ii. Those who do not travel to commercial tourism objects but stay at commercial hotels / inns, even though the travel distance is less than 100 km pp.
- iii. Those who do not travel to commercial tourism objects and do not stay at commercial hotels / inns, but the travel distance is more than 100 km pp.

b) Foreign tourists

In accordance with the recommendations of the World Tourism Organization (WTO) and the International Union Office Travel Organization (IUOTO), the definition of a foreign tourist is anyone who visits a country outside of his / her place of residence, driven by one or more needs without intending to earn an income at the place visited. Foreign tourists are basically divided into two groups: (1) Tourist, namely visitors who have stayed in the destination country for at least 24 hours, but not more than 6 (six) months, with the aim of (a) vacationing, recreation and sports, (b) business, visiting friends and family, on missions, attending meetings, conferences, visits for reasons of health, study, and religion (2) Excursionist, namely visitors who stay in the destination country for less than 24 hours, including cruise passengers who visited a

country by cruise ship for tourist purposes, more or less than 24 hours but still stay on the vessel concerned.

2.4. National Tourist Expenditure Structure

The expenditures recorded in the data collection of domestic tourists are all expenditures made by residents of Riau Province who travel either in the Riau Province or outside Riau Province.

In order to obtain the spending structure of National Tourists, a Special Survey of Nusantara Tourists in 2018 and 2019 was carried out with respondents covering the concept of travel, namely people who stay at commercial accommodation or visit commercial tourism objects or travel > 100 km pp. The value of expenditure for consumption of foreign tourists is obtained from the Passenger Exit Survey (PES) results.

The details about the expenses in question include costs for:

1. Accommodation
2. Food, beverages and tobacco
3. Transportation; land transportation, water transportation, air transportation
4. Fuels and lubricants
5. Rent a vehicle
6. Vehicle repair services
7. Travel packages
8. Tour guide
9. Performance, entertainment / recreation services
10. Museum and Cultural Services
11. Shopping / souvenirs
12. Others

All details of the costs above are all expenses incurred by residents while traveling, whether paid for them or paid by other parties. This includes the obligations that must be paid by residents who are traveling and have enjoyed goods or services during the trip but payment for the goods or services is made after completing the trip. Even in concept, travel expenses also include expenses

incurred before traveling but will be used in travel, such as buying food supplies to be enjoyed during the trip. In this case, this includes expenses incurred after a trip that is still related to the trip that has been made, such as photo printing costs.

2.5. Expenditure Structure for International Tourists

In concept, the counting of foreign tourists is carried out based on the recommendations of the World Tourism Organization (WTO), namely through the UPT-immigration. Not all foreigners who come to Indonesia are foreign tourists, but foreigners who have lived in Indonesia for more than 6 (six) months are already registered as residents of Indonesia. If they want to return to their home countries then return to Indonesia, they are not recorded as tourists when they return to Indonesia. .

They do not use visa document but Exit Reentry Permit (ERP) or Multiple Exit Reentry Permit (MERP). Otherwise, not all Indonesian citizens come from abroad are not considered as foreign tourists. For those who have lived abroad for more than 6 (six) months or intending to stay for more than 6 months, they are recorded as foreign tourists when they come to Indonesia.

To detect which ones are foreign residents and which are not, from the recording of their UPT Immigration reports, they have been separated into the group of Overseas Residents for those who use ordinary passports including TKI (Indonesian Workers). However, we need to scrutinize whether the TKIs that come to Indonesia will be back again to abroad or not because if they are not , they will not be classified as tourists anymore. Meanwhile, those who use official passports and diplomatic passports are not separated between those who domiciled outside the country or in Indonesia. For this reason, only an estimate of the percentage for official passport holders is 10 percent for tourists and for diplomatic passport holders 50 percent are foreign tourists. Their average expenditure while in Indonesia. To obtain this average expenditure, it is obtained from the results of the Passenger Exit Survey (PES) conducted by the Ministry of Tourism and Creative Economy and the Riau Provincial Tourism Office.

Ideally, the calculation of tourism foreign exchange, whether received or issued, is as done in calculating the export and import of goods through the Goods Export Declaration (PEB) or Goods Import Declaration (PIB) document. Every item that comes in and out of the country and abroad must fill out a list of PEB or PIB that states the type of goods, volume and value of said goods. Meanwhile, the recording of human coming and going to and from abroad must fill out an E / D Card. The E / D Card must be filled in by every person who enters Indonesia, where the contents include: nationality, country of residence, gender, purpose of visit, and type of work. The main objective in this PES is to find out the average expenditure of foreign tourists while in Indonesia by country where they live in addition to their average length of stay in Indonesia.

2.6 Concepts and Definitions

Museum is a place to preserve / store historical objects or works of art.

Hotel is a business that uses all or part of a special provided building, where everyone can stay and eat and get services and other facilities with daily payments. The existing restaurant must be under the hotel management.

Star Hotel is a hotel that has met the requirements / criteria as star hotel according to the terms / conditions of the Directorate General of Tourism.

In 1987 the Directorate General of Tourism and the Central Bureau of Statistics conducted a hotel classification survey which aimed to find criteria to determine hotel class. Hotels which according to the assessment team have met the predetermined requirements are categorized as star hotels, while those that have not met the requirements are categorized as non-star hotels. These requirements include:

- a. Physical requirements which include hotel conditions, location and so on.
- b. The form of service provided.
- c. Workforce qualifications used include education, employee welfare and so on.
- d. Sports and recreation facilities available.
- e. Number of rooms available.

Budget hotels are hotels that have not met the requirements as star hotels as stipulated by the Directorate General of Tourism but have met the requirements / criteria as hotels set by the local Regional Tourism Office.

Youth Hostel is an effort to provide lodging services for adolescents as accommodation in the context of tourism activities with the aim of recreation, expanding knowledge / travel experience.

A tourist cottage (Home Stay) is a business providing lodging services for the public with daily payments, which is carried out by individuals using part of their residence.

Other accommodation is the provision of lodging services that are not included in one of the above.

Room occupancy rate is the number of room nights occupied divided by the number of available room nights multiplied by 100 percent.

The level of use of a bed is the number of nights the bed is used divided by the number of nights of beds available multiplied by 100 percent.

The average length of stay for guests is the number of nights the bed is used divided by the number of guests who come to stay.

The double occupancy rate of a room is the ratio between guest nights or bed nights with the number of nights the room is occupied. Occupancy rate double top rooms represent the average number of guests occupying one room sold.

CHAPTER III

RIAU TOURISM PROFILE

Tourism is one of the economic activities that has a very important role in driving the economy of the people in Riau Province. The situation of economic, social and political stability of a country or region has a major influence on tourism activities. The occurrence of turmoil in an area will be counterproductive to tourism development. In an effort to create the wide range of job opportunity for the working age population, tourism activities have an important role. The development and operation of star hotels as well as inns, restaurants, new tourist objects, souvenir shops and tourism services, are able to provide business opportunities and work opportunities to reduce unemployment and underemployment, which is not only an economic problem but also sensitive socio-political issues. Furthermore, an increase in the number of tourist visits, both foreign and domestic tourists, will increase the demand for the number of businesses and the number of accommodation business rooms in several areas in Riau Province as one of the priorities in economic development, on the grounds that this sector has advantages and potential in creating employment opportunities, expanding employment opportunities, as a sector capable of maintaining and preserving the socio-cultural and environmental sustainability of the community.



Tourism has always been a conversation that attracts many various groups, from the economic observers, competent officials in handling tourism to entrepreneurs (investors) who are involved in the tourism business. To see the level of development of the tourism sector can be measured from several indicators that influence it, and some of them are by see the development of the number of hotels, hotel room occupancy rates (TPK), the number of guests staying, the average length of stay and tourist visits.

3.1. Hotel Development and Other Accommodations

Accommodation services have an important role, in addition to other sectors in supporting the development of the tourism sector. The existence of accommodation services for tourism objects that have been developed further reinforces the existence of these tourist objects, as well as for other new tourist objects. Visits of tourists, both foreign and domestic require adequate facilities, especially hotels or inns and tourists that visit Riau Province as well. The availability of adequate hotel rooms and other accommodation will make tourists feel comfortable and impressed.

Table 1. The total of businesses in accommodation, rooms and beds according to the district/city of Riau province in 2015-2019

Years	Total			Average worker	
	Accommodation businesses	Rooms	beds	businesses	Rooms
(1)	(2)	(3)	(4)	(5)	(6)
2015	358	13.623	21.549	16,5	0,5
2016	357	14.138	21.957	16,5	0,5
2017	496	18.264	27.106	18,9	0,4
2018	501	17.830	26.178	13,40	0,4
2019	503	17.943	26.315	15,43	0,4

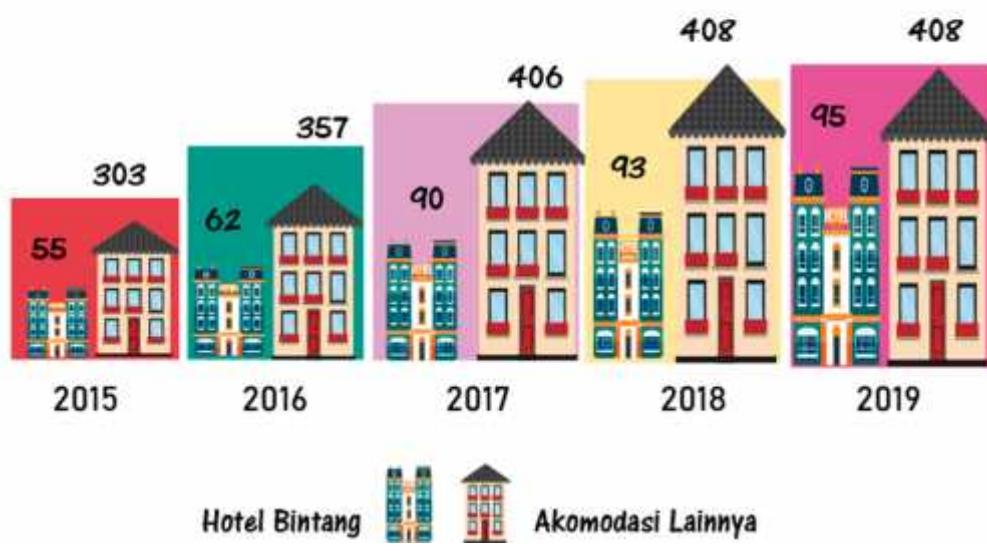
Source: Tourism Service Updating Survey 2015-2019

The development of the hotel business in Riau Province over the last five years can be seen in table 1. In 2015 there were 358 accommodation businesses with 13,623 rooms and 21,549 beds. The number of accommodation businesses continues to increase until 2019; Riau Province has 503 accommodation businesses with 17,943 rooms and 26,315 beds.

The number of hotels / accommodations in Riau Province in 2019 increased by 0.39 percent compared to 2018, from 501 units in 2018 to 503 units in 2019. The increase in the number of hotels / accommodations is in line with the increase in the number of rooms and beds. The number of rooms in 2019 was 17,943 rooms or an increase of 0.63 percent compared to 2018, which was 17,830 rooms. Meanwhile, the number of beds in 2019 was 26,315 or an increase of 0.52 percent compared to the previous year, namely 26,178 units.

Of the 503 hotels / accommodations in 2019, 18.89 percent of them were categorized as star hotels, namely 95 hotels with 8,314 rooms and 11,855 bedrooms. Meanwhile, 81.11 percent was categorized as other accommodation, namely 408 accommodations with 9,629 rooms and 14,460 beds.

Figure 1. The total of hotel/services in Riau Province, in 2015-2019



Judging from its distribution, there are 2 regions out of 12 districts / cities in Riau Province that do not have star hotels, namely Kuantan Singingi and Indragiri Hulu Regencies. If we look at the number of star hotels in 2019, Pekanbaru City is in first place with 66 star hotels, 6,180 rooms and 8,692 beds. Then in second place is the City of Dumai which has 8 star hotels with 668 rooms and 953 bed units respectively.

Table 2. The total of businesses in accommodation, rooms and beds according to the district/city of Riau Province in 2015-2019

District/ City	Total of Service			Total of Rooms			Total of Beds		
	Star	Other Accommodation	TOTAL	Star	Other Accommodation	TOTAL	Star	Other Accommodation	TOTAL
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(3)	(10)
Kuantan Singingi	-	20	20	-	336	336	-	619	619
Indragiri Hulu	-	38	38	-	742	742	-	1.348	1.348
Indragiri Hilir	1	69	70	36	1.049	1.085	56	1.496	1.552
Pelalawan	1	18	19	109	397	506	166	608	774
Siak	4	16	20	189	512	701	248	893	1.141
Kampar	4	12	16	343	189	532	515	327	842
Rokan Hulu	1	25	26	68	563	632	109	939	1.048
Bengkalis	5	42	47	396	937	1.333	567	1.545	2.112
Rokan Hilir	2	40	42	168	1.092	1.260	314	1.437	1.751
Meranti Islands	3	18	21	157	389	546	235	557	792
Pekanbaru	66	82	148	6.180	2.700	8.880	8.692	3.573	12.265
Dumai	8	28	36	668	723	1.391	953	1.118	2.071
RIAU	95	408	503	8.314	9.629	17.943	11.855	14.460	26.315

Source: VHTL Survey of Riau Province 2019

Then, in Bengkalis Regency which has 5 star hotels units with 396 rooms and 567 units of beds. Siak and Kampar districts both have 4 star hotels. Although they have the same number of hotels, Kampar Regency has more rooms and beds in star hotels than Siak Regency. Kampar Regency has 343 rooms and 515 bedrooms, while Siak Regency has 189 rooms and 248 bedrooms.

Meranti Islands Regency has 3 star hotels with 157 rooms and 235 bedrooms, and Rokan Hilir Regency has 2 star hotels with 168 rooms and 314 beds.

Furthermore, every regency/city has 1 star hotel. They are Indragiri Hilir Regency with 36 rooms and 56 bedrooms, Pelalawan Regency with 109 rooms and 166 bedrooms, and Rokan Hulu Regency with 68 rooms and 109 bedrooms.

The spread of other accommodation or non-star hotel is equal than the spread of star hotels. Pekanbaru City is still at the top of the list with 82 units of other accommodations or 20.10 percent of the total other accommodations in Riau Province, followed by Indragiri Hilir Regency with 69 units (16.91%), Bengkalis Regency with 42 units (10.29%), Indragiri Hulu Regency 38 units (9.31%), while the number of other accommodations in other districts / cities is less than 7 percent.

In 2019 there was an increase in the number of star hotels in Dumai City from 6 star hotels to 8 star hotels. The increasing numbers of hotels are 4-star hotel and 2-star hotel as can be seen in table 3. Thus, if detailed according to the hotel classification of the 95 star hotels in Riau Province, 3 hotels are 5 star hotels, 15 hotels are 4 star hotels, 39 hotels are 3 star hotels, 31 hotels are 2 star hotels, and 7 hotels are 1 star hotels. Besides star hotels, Riau Province also has 408 other accommodation businesses with 9,629 rooms and a total number of beds 14,460 that most of them are budget hotels.

Table 3. The Total Of Businesses In Accommodation, Rooms And Beds According To The District/City Of Riau Province In 2015-2019

Classification of Accommodation	2018			2019		
	Businesses	Rooms	Beds	Businesses	Rooms	Beds
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Star Hotel	93	8.169	11.700	95	8.314	11.855
Star 5	3	574	754	3	574	754
Star 4	14	2.079	3.112	15	2.130	3.180
Star 3	39	3.423	4.924	39	3.467	4.934
Star 2	30	1.835	2.550	31	1.885	2.627
Star 1	7	258	360	7	258	360
OTHERS ACCOMODATION	408	9.661	14.478	408	9.629	14.460
TOTAL	501	17.830	26.178	503	17.943	26.315

Source: Riau Province VHTL Survey 2019

Table 4. The Total of Accommodation Businesses according to rooms and beds according to the district/city of the Riau Province in 2015-2019

Districts/City	Stars						Others Accommodation	Total
	1	2	3	4	5	All Class		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Kuantan Singingi	-	-	-	-	-	-	20	20
Indragiri Hulu	-	-	-	-	-	-	38	38
Indragiri Hilir	1	-	-	-	-	1	69	70
Pelalawan	-	-	1	-	-	1	18	19
Siak	-	4	-	-	-	4	16	20
Kampar	1	-	2	-	1	4	12	16
Rokan Hulu	-	-	1	-	-	1	25	26
Bengkalis	-	2	3	-	-	5	42	47
Rokan Hilir	-	1	1	-	-	2	40	42
Kepulauan Meranti	-	2	1	-	-	3	18	21

Pekanbaru	5	18	28	13	2	66	82	148
Dumai	-	4	2	2	-	-	28	36
RIAU	7	31	39	15	3	95	385	503

Accommodation business to support the tourism industry plays a role in creating jobs. The increase in the number of hotels / accommodation in Riau Province are followed by a large absorption of labor. In 2019, the number of workers absorbed was 7,860 people, which means the average worker per business was 15 people. When compared to 2018, there was an increase in the number of workers by 17.06 percent from 6,715 people. Although the number of star hotels is less than other accommodation businesses, they are able to absorb more workers. Star hotels are able to absorb 4,644 workers or around 59.08 percent of the total workforce in the accommodation business, while other accommodation absorbs 3,216 workers or 40.92 percent of the total workforce in the accommodation business in Riau Province.

Tabel 5. The Total of Businesses in Accommodation, Rooms and Beds According to the District/City of Riau Province in 2015-2019

Classification of Accommodat ion	Kinds of Profession							Total
	Direct or	Manag er	Assista nt manag er	Supervis or	Technic al	Administrat ion	Other s	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
BERBINTANG	70	290	137	503	2.846	300	498	4.64 4
Stars 5	3	24	23	86	199	23	14	372
Stars 4	10	78	40	156	689	86	159	1.21 8
Stars 3	36	160	62	216	1374	129	218	2.19 5
Stars 2	15	21	12	43	467	44	105	707
Stars 1	6	7	-	2	117	18	2	152
OTHERS ACOMODATI ON	160	264	55	98	1.764	445	430	3.21 6
2019	230	554	192	601	4.610	745	928	7.86 0
2018	275	480	156	499	3.857	606	842	6.71 5

Source: Riau Province VHTL Survey 2019

Table 5 above shows that in the star hotel group, the largest employment is in 3-star hotels, namely 2,195 people or about 45.60 percent, followed by 4-star hotels, which absorb 1,218 workers. Meanwhile, 1 star hotel absorbs the minimum workforce, namely 152 people. Most of the workers working in the accommodation business in Riau Province in 2019 worked in technical fields, namely 4,610 workers or around 58.65 percent of the total workforce in the accommodation business. Technical workers are needed in large numbers because they are tasked with handling areas of work that are directly related to company / business operations. Technical workers consist of marketing / public relations workers, maintenance / repair workers, receptionists / information, cooks, bar staff and restaurants. Out of 4,610 people of these, 61.74 are technical workers who work in star hotels and 38.26 percent are technical workers who work in other accommodation businesses.

The type of work that absorbs the next largest number of workers is workers in other fields, namely 928 people or around 11.81 percent of all workers in the accommodation business. Other workers perform tasks that support company / business operations, such as telephone operators, laundry, security and gardeners. In addition, there are as many as 70 people who are directors at star hotels and 160 people are directors in other accommodation businesses. While the rest work as manager as many as 554 people, assistant manager as many as 192 people, and supervisors as many as 601 people, and administrative workers as many as 745 people.

When viewed from the distribution of workers according to education level, the most distributed workers are workers with high school / high school education backgrounds. The percentage of the number of workers is above 60 percent for each hotel class classification, even at 2-star hotels there are 87.55 percent. Meanwhile, the distribution of workers with a university education background was mostly found in 5 star hotels, namely 18 percent, then in 1 star hotel 17.8 percent, in 4 star hotels there was 13.8 percent. Whereas in other star hotels, it is less than 10 percent as can be seen in table 6.

In non-star hotels / other accommodation businesses, the educational background of the workers is mostly graduated from high school / high school, which is 78.08 percent, followed by the education level of junior high school and university with the same level of 8.43 percent, and diploma education level of 5.07 percent.

6. The total Accommodation Bussiness Worker According to Accommodation and Education Level Classification in Riau Province, 2019.

Accommodation Classification	Education												Total		
	University			Diploma I/II/III			Senior High School			Junior High School					
	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(11)	(12)	(13)	(14)	(15)	(16)	(17)

STAR HOTEL	29 4	224	5 1 8	42 3	17 8	60 1	2.8 04	666	3.4 70	50	5	55	3.5 71	1.0 73	4.6 44					
Star 5	45	22	6 7	45	19	64	198	43	241	0	0	0	288	84	372					
Star 4	90	78	1 6 8	15 0	69	21 9	686	99	785	43	3	46	969	249	1.2 18					
Star 3	11 9	96	2 1 5	19 3	79	27 2	136 5	341	1.7 06	2	0	2	167 9	516	2.1 95					
Star 2	21	20	4 1	32	9	41	462	157	619	4	2	6	519	188	707					
Star 1	19	8	2 7	3	2	5	93	26	119	1	0	1	116	36	152					
OTHER ACCOMMODATION	16 0	111	2 7 1	83 80	16 3	1.6 44	867	2.5 11	18 0	91	27 1	2.0 67	1.1 49	3.2 16						
2019	45 4	335	7 8 9	50 6	25 8	76 4	4.4 48	1.5 33	5.9 81	23 0	96	32 6	5.6 38	2.2 22	7.8 60					
2018	38 4	263	6 4 7	36 9	15 6	52 5	3.8 14	1.3 88	5.2 02	19 6	14 5	34 1	4.7 63	1.9 52	6.7 15					

Source: Riau Province VHTL Survey 2019

The workers in the accommodation business in Riau Province are mostly male, namely 5,638 people or about 71.73 percent of 7,860 people, while the remaining 28.27 percent or 2,222 people are female workers. This can also be seen from each district / city which turns out to have more male workers than female workers. Kuansing Regency has a male worker percentage of 57.8 percent which is a percentage the lowest compared to other districts / cities in Riau Province, while the highest percentage of 83.22 percent occurred in Kampar Regency.

Tabel 7. The Total Of Accommodation Bussiness Worker According To Gender And Regencies/City In Riau Province, 2018-2019

Regencies/ City	2018			2019		
	Gender		Total	Gender		Total

	Male	Female		Male	Female	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Kuantan Singingi	35	26	61	38	41	79
	113	76	189	125	84	209
Indragiri Hilir	255	105	360	331	107	438
Pelalawan	117	73	190	111	76	187
Siak	91	63	154	135	83	218
Kampar	238	48	286	224	55	279
Rokan Hulu	95	67	162	109	80	189
Bengkalis	318	167	485	327	172	499
Rokan Hilir	216	115	331	311	125	436
Meranti Islands	153	64	217	154	81	235
Pekanbaru	2.775	995	3.770	3.314	1.115	4.429
Dumai	355	155	510	459	203	662
RIAU	4.761	1.954	6.715	5.638	2.222	7.860

Sumber: Survei VHTL Provinsi Riau Tahun 2019

The accommodation business in Pekanbaru City is the largest employer of labor among other districts / cities in Riau Province, with a total of 4,429 people or around 56.35 percent, consisting of 3,314 (74.83%) male workers and 1,115 (25.17%) female workers. With the number of accommodation businesses in 2019 of 148 businesses, the average worker per business in Pekanbaru City is 30 people.

A fairly large labor absorption in the accommodation business also occurred in Dumai City, namely as many as 662 people or 8.42 percent of the total workers in Riau Province, which consists of 459 male workers and 203 female workers. With 36 accommodation businesses, the average worker per business in Dumai City is 18 people. The area that absorbs the least labor in the accommodation sector is Kuantan Singingi Regency. This is because the district only has 20 accommodation businesses with a total of 79 workers, so that the average worker per business is only 4 people.

Tabel 8. Number of Workers in the Accommodation Business by Education Level and District / City in Riau Province, 2019

District/ City	Educational Stage				Total
	University	Diploma I/II/III	SMA	≤ SMP	
(1)	(2)	(3)	(4)	(5)	(6)
Kuantan Singingi	4	1	66	8	79
Indragiri Hulu	19	18	136	36	209
Indragiri Hilir	46	5	337	50	438
Pelalawan	15	25	146	1	187
Siak	29	5	142	42	218
Kampar	33	7	228	11	279
Rokan Hulu	16	9	152	12	189
Bengkalis	36	30	411	22	499
Rokan Hilir	30	11	361	34	436
Meranti Islands	5	9	212	9	235
Pekanbaru	517	596	3.238	78	4.429
Dumai	39	48	552	23	662
RIAU 2019	789	764	5.981	326	7.860
2018	646	525	5.203	341	6.715

Source: Riau Province VHTL Survey 2019

When viewed from the level of education, most workers in the accommodation business in all districts / cities in Riau Province are dominated by workers with a high school education level, namely 76.09 percent. There are about 19.76 percent of workers with a higher education than Senior High School, consisting of Diploma I / II / III 9.72 percent and the Bachelor 10.04 percent. Meanwhile, workers with junior high school education and below were 4.15 percent. When compared to 2018, the percentage of workers with junior and senior high school education levels decreased, on the other hand, workers with diploma and university education levels had increased.

When viewed from each district / city in Riau Province, the region that absorbs labor / workers with the highest high school education level is Meranti Islands Regency, which is 90.21 percent of the 235 workers. While the areas that absorb labor / workers with a low level of education are mostly in Siak Regency. In this district, 19.27 percent of accommodation workers have the highest education at the junior high school level. Meanwhile, in Pekanbaru City, which is the provincial capital, employment with low education is only about 1.76 percent.

Workers in accommodation businesses who are Indonesian citizens are broken down according to paid workers and unpaid workers. Paid workers are grouped into permanent workers and contract / non-permanent workers. In 2019, there were 3,620 people with the status of permanent workers or around 46.06 percent, while contract or non-permanent workers totaled 4,027 people or around 51.23 percent spread across all types of accommodation business classifications. However, there were still unpaid workers such as owners and family workers, amounting to 213 people or around 2.71 percent. These unpaid workers are only found in other accommodation businesses such as budget hotels, youth lodgings, tourist lodges and other accommodation services.

Star hotels earns 41.27 percent of the total number of permanent workers and 78.07 percent of all contract / non-permanent workers in the accommodation business in Riau Province, while other accommodation earns 58.73 percent of permanent workers and 21.93 percent of contract / non-permanent workers.

Table 9: Number of Workers in Accommodation Business in Riau Province according to Accommodation, Nationality, Worker Status and Gender Classification, 2019

ACCOMMODATION CLASSIFICATION	WORK CITIZENSHIP				TOTAL	
	STATUS OF INDONESIAN WORKERS					
	PAID		NOT PAID	FOREIGN WORKERS		
	PERMANENT	NON PERMANENT				

	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT	M	F	TOT
STAR	1.12	373	1.49	2.45	694	3.14	4	2	6	-	-	-	3.57	1.06	4.64
Star 5	78	12	90	214	68	282	-	-	0	-	-	-	292	80	372
Star 4	423	107	530	546	142	688	-	-	0	-	-	-	969	249	1.21
Star 3	341	143	484	1.33	373	1.71	-	-	0	-	-	-	1.67	516	2.19
Star 2	252	104	356	266	85	351	-	-	0	-	-	-	518	189	707
Star 1	27	7	34	86	26	112	4	2	6	-	-	-	117	35	152
OTHERS ACCOM MODATI	1.35 1	775	2.12 6	592	291	883	120	87	207	-	-	-	2.06 3	1.15 3	3.21 6
TOTAL	2.47 2	1.148	3.62 0	3.04 2	985	4.02 7	124	89	213	-	-	-	5.63 8	2.22 2	7.86 0

Source: Riau Province VHTL Survey 2019

In general, when viewed from the total number of workers in the accommodation business in Riau Province, it can be seen that the number of workers in 2019 was 7,860 people, an increase of 17.05 percent from 2018 which amounted to 6,715 people. Both permanent workers, contract workers, and unpaid workers have increased from 2018. From the table 9 above shows that the proportion of permanent workers is smaller than contract / non-permanent workers. This is influenced by the number of contract workers in Pekanbaru, which is far more than the number of permanent workers. The city of Pekanbaru, which has the most accommodation businesses compared to other districts or cities in Riau Province, employs 2,774 contract workers or 67.92 percent of all contract workers. In Riau Province. Meanwhile, the number of permanent workers is 1,635 people or around 45.91 percent of all permanent workers who work in accommodation businesses in Riau Province.

Table 10. The Number of Worker on Accommodation Business According to Worker Status and Regencies / City in Riau Province

District/ City	Workers Status				Total
	Permanent	Contract	Not Paid	Foreign Workers	
(1)	(2)	(3)	(4)	(5)	(6)
Kuantan Singingi	63	1	15	-	79
Indragiri Hulu	180	12	17	-	209
Indragiri Hilir	244	115	79	-	438
Pelalawan	126	60	1	-	187
Siak	136	69	13	-	218
Kampar	109	158	12	-	279
Rokan Hulu	92	80	17	-	189
Bengkalis	312	177	10	-	499
Rokan Hilir	318	105	13	-	436
Meranti Islands	87	142	6	-	235
Pekanbaru	1.655	2.754	20	-	4429
Dumai	298	354	10	-	662
RIAU 2019	3.620	4.027	213	-	7.860
2018	2.982	3.538	194	1	6.715

Source: Riau Province VHTL Survey 2019

3.2 Room Occupancy Rate

In addition to the number of hotels or accommodations, both star and non-star, indicators that can be used to determine the development of the hotel industry are the Room Occupancy Rate (TPK) of hotels / accommodations, the number of rooms sold / used, the number of guests staying both foreign and domestic, and average length of stay for guests.

Table 11. Hotel Room Occupancy Rates (TPK) According to Accommodation Classification in Riau Province, 2015-2019

Years	Star						No Star	Total
	1	2	3	4	5	All Classes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2015	42,66	43,19	46,14	34,75	37,31	46,52	41,95	43,81
2016	46,68	41,45	49,93	50,34	48,83	46,23	44,54	44,11
2017	44,30	44,29	49,43	46,52	45,44	47,24	38,96	42,55
2018	33,43	42,73	49,26	52,15	58,52	48,72	36,70	42,47
2019	47,72	47,87	50,14	50,66	49,65	49,60	31,40	40,46

Source: Riau Province VHTL Survey 2019

In 2019, the ROR for hotels and accommodation in Riau Province as a whole was 40.46, which means the average number of rooms used every night was 40.46 percent of the total number of rooms available. When compared to 2018, the ROR decreased from 42.47 percent. The ROR for all accommodation business classes fluctuated during the 2015-2019 period, but the ROR for star hotels was always higher than the ROR for non-star hotels. ROR for star hotels for all classes is 46.52, then decreased in 2016 to 46.23 percent then increased until in 2019 it reached 49.60 percent.

If viewed according to star hotel class, in 2019 the highest ROR was experienced by 4-star hotels, amounting to 50.66 percent, which means that the average number of rooms occupied every night was mostly experienced by 4-star hotels, namely 50.66 percent. On the other hand, the lowest ROR was experienced by 1-star hotels, namely 47.72 percent. However, in the period 2015-2017, the highest ROR was most often experienced by 3 star hotels.

The ROR for non-star hotels has never been higher than the ROR for star-rated hotels as seen in table 11 above. From 2016, the ROR for non-star hotels has always decreased until 2019. The highest ROR was in 2016, namely 44.54 percent and the lowest ROR occurred in 2019 which is 31.40 percent.

Table 12. Hotel Room Occupancy Rates (TPK) According to Accommodation Classification in Riau Province, 2015-2019

District/ City	ROR		
	Star	No Star	Total
(1)	(2)	(3)	(4)
Kuantan Singingi	-	24,74	24,74
Indragiri Hulu	-	25,45	25,45
Indragiri Hilir	73,60	48,13	50,76
Pelalawan	54,50	51,49	52,39
Siak	33,56	20,65	23,86
Kampar	32,67	30,25	31,70
Rokan Hulu	44,21	23,71	25,55
Bengkalis	36,81	34,79	35,36
Rokan Hilir	31,54	26,47	27,15
Meranti Islands	39,93	29,54	33,66
Pekanbaru	52,24	40,02	49,24
Dumai	48,59	24,56	33,95
RIAU	49,60	31,40	40,46

Sumber: Survei VHTL Provinsi Riau Tahun 2019

In general, it can be seen that in 2019, the ROR for star-rated hotels was higher than the ROR for non-star hotels in all regions in Riau Province. If seen from the total ROR for star and non-star hotels, the region with the highest ROR is Pelalawan Regency, which is 52.39 percent, which is divided into the ROR for star hotels of 54.50 percent and the ROR for non-star hotels of 51.49 percent. The lowest combination of star and non-star hotels is Siak district, 23.86 percent, divided into the ROR for star hotels by 33.56 percent and the ROR for non-star hotels by 20.65 percent.

Pekanbaru City as an area that has the highest number of hotel / accommodation businesses, both star and non-star hotels, compared to other regions in Riau Province, has a ROR for star-rated hotels of 52.24 percent and ROR for non-star hotels by 40.02 percent. Meanwhile, Kuantan Singingi and Indragiri Hilir Districts as an area that does not have star-rated hotels have RORs of 24.74 percent and 25.45 percent, respectively.

Table 13. Number of Domestic and Foreign Guests Staying at Hotels according to the Classification of Accommodation and Regencies / Cities in Riau Province, 2019

District/ City	Total of Passengers Domestic + Foreign Workers		TOTAL
	Star	No Star	
(1)	(2)	(3)	(4)
Kuantan Singingi	-	91.435	91.435
Indragiri Hulu	-	102.047	102.047
Indragiri Hilir	5.923	52.836	58.759
Pelalawan	17.345	76.835	94.180
Siak	35.242	65.418	100.660
Kampar	43.296	28.505	71.801
Rokan Hulu	12.995	119.075	132.070
Bengkalis	49.987	139.643	189.630
Rokan Hilir	33.057	168.558	201.615
Meranti Islands	34.572	37.757	72.329
Pekanbaru	1.759.949	506.173	2.266.122
Dumai	111.752	117.029	228.781
RIAU 2019	2.104.119	1.505.309	3.609.428

Source :Riau Province Accommodation Service Statistic 2019

The number of guests who come and stay at hotels or other accommodations in the Riau Province, both Indonesian and foreign nationals, is 3.61 million people. 58.30 percent or 2.10 million people choose to stay at star hotels and 41.70 percent or 1.51 million people stayed at non-star hotels.

If viewed by region, the number of all guests, both domestic and foreign guests, mostly came and stayed at hotels or other accommodation businesses in Pekanbaru City, which were 2.27 million guests or 62.78 percent of all guests who came and stayed in Riau Province in 2019. Then, Dumai City has contribution of 6.34 percent, and the contribution of regencies / other areas under 6 percent. Even Kampar and Indragiri Hilir regencies, respectively, are only 1.99 percent and 1.63 percent of the total guests who come and stay overnight in the Riau Province.

Table 14. Number of Domestic and Foreign Guests Staying at Hotels According to Accommodation Classifications in Riau Province, 2015-2019 (000)

Years	Star						No Star	TOTAL
	1	2	3	4	5	All Class		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2015	84,6	41,5	406,5	139,3	101,4	773,3	547,8	1.355,9
2016	73,6	93,3	311,7	171,8	79,8	730,3	597,9	1.328,2
2017	116,3	321,7	978,2	341,1	177,7	1.934,9	2.341,7	4.276,7
2018	25,9	372,8	802,8	371,2	109,4	1.682,1	1.424,6	3.149,0
2019	90,9	489,2	762,2	478,3	107,2	2.104,1	1.505,3	3.609,4

Source: Riau Province VHTL Survey

In 2019, the number of all guests who are domestics and foreigners has increased by 14.62 percent from 3.1 million guests in 2018 to 3.6 million guests. Just like the previous year, guests who came and stayed this year preferred 3-star hotels for places to stay. From the table above, it can be seen that there are around 762.2 thousand guests staying at 3-star hotels or around 36.22 percent of all guests staying at star-rated hotels, then next is 2-star hotels with 489.2 thousand guests (23.25 %), 4-star hotels with 478.3 thousand (22.73%) guests, 107.2 thousand (5.09%) 5-star and 1-star hotels (4.32%) and 90.9 thousand (4.32%) respectively) guest

Table 15. Number of Domestic and Foreign Guests Staying at Hotels According to Accommodation Classifications in Riau Province, 2015-2019 (000)

District/ City	Total of Guest of Domestic		TOTAL
	Star	No Star	
(1)	(2)	(3)	(4)
Kuantan Singingi	-	91.435	91.435
Indragiri Hulu	-	101.967	101.967
Indragiri Hilir	5.918	52.660	58.578
Pelalawan	11.331	76.740	88.071
Siak	35.140	65.416	100.556
Kampar	43.296	28.505	71.801
Rokan Hulu	12.995	119.075	132.070
Bengkalis	49.438	137.223	186.662
Rokan Hilir	33.057	168.558	201.615
Meranti Islands	34.381	37.737	72.118
Pekanbaru	1.740.377	504.385	2.244.762
Dumai	102.977	116.857	219.833
RIAU	2.068.911	1.500.557	3.569.468

Source: Riau Province VHTL Survey 2019

If viewed by region, the largest number of domestic guests came and stayed at hotels or other accommodation businesses in the area of Pekanbaru City, which were 2.24 million guests or 84.12 percent of all domestic guests who came and stayed in Riau Province in 2019. These guests are scattered in star and non-star hotels in Pekanbaru City. From the table above, it can be seen that 1.74 million guests (54.52 percent) prefer to stay at star-rated hotels while the rest stay at non-star hotels. Dumai City is the second largest area after Pekanbaru City, but as can be seen in table 15 above; there is a very large difference in the number of Indonesian guests from Pekanbaru City and other regions. The number of Indonesian Citizen Guests staying at hotels / accommodation businesses in Dumai City is 219.8 thousand guests. While the regions that have the

minimum number of Indonesian guests staying is Meranti Islands Regency, which is 72,118 guests. Unlike the conditions in Pekanbaru City, when viewed from each regency / city in Riau Province, it turns out that domestic guests who come and stay overnight in the district / city others prefer to stay at non-star hotels.

Most of the guests who come and stay at the hotel / accommodation business in Riau Province are domestic guests. Domestic guests who come to Riau Province stay at both star and non-star hotels. In 2019, more than 3.5 million people who are domestic guests come and stay at various hotels / accommodations in Riau Province. When compared with the previous year, this number has increased by 13.36 percent from 3.1 million people in 2018. Domestic guests who stay at star hotels are around 2 million or 57.96 percent of guests and who stay at non-star hotels around 1, 5 million or 42.04 percent of guests.

Table 16. Number of Domestic and Foreign Guests Staying at Hotels According to Accommodation Classifications in Riau Province, 2015-2019 (000)

Years	Star						No Star	TOTAL
	1	2	3	4	5	All Classes		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
2014	123,0	175,5	1.246,1	161,6	102,2	1.808,4	1.246,2	3.054,6
2015	95,7	92,2	332,0	175,1	108,2	803,2	510,7	1.313,9
2016	153,1	171,5	740,5	297,7	180,4	1.543,2	2.399,2	3.942,4
2017	115,2	320,1	960,0	333,2	171,3	1.899,8	2.339,9	4.239,7
2018	29,4	371,6	823,0	393,8	106,5	1.724,4	1.424,5	3.148,8
2019	100,9	506,1	832,3	499,3	130,3	2.068,9	1.500,5	3.569,4

Source: Riau Province VHTL Survey 2019

When viewed from the classification of star hotels, 3-star hotels are preferred by domestic guests to stay. Table 16 above shows 832.3 thousand domestic guests or about 40.23 percent staying at 3-star hotels, then 506.1 thousand guests (24.46%) stayed at 2-star hotels, then 499.3 thousand guests (24.13%) stayed at 4-star hotels. While 5-star

and 1-star hotels each had 130.3 thousand (6.30 %) and 100.9 thousand (4.88%) domestic guests. The number of domestic guests staying at non-star hotels in 2019 was more than in 2018. There was an increase of 5.34 percent from 1.42 thousand guests to 1.50 thousand domestic guests. From year to year, the number of domestic guests staying at non-star hotels is always less than the number of domestic guests staying at star hotels.

Table 17. Number of Foreign Guests Staying at Hotels according to the Classification of Accommodation and Regencies / Cities in Riau Province, 2019

District/ City	Total Of Foreign Guest		TOTAL
	Star	No Star	
(1)	(2)	(3)	(4)
Kuantan Singingi	-	-	-
Indragiri Hulu	-	80	80
Indragiri Hilir	5	176	181
Pelalawan	6.014	95	6.109
Siak	102	2	104
Kampar	-	-	-
Rokan Hulu	-	-	-
Bengkalis	549	2.420	2.968
Rokan Hilir	-	-	-
Meranti Islands	191	20	210
Pekanbaru	19.572	1.788	21.360
Dumai	8.775	172	8.947
RIAU	35.208	4.752	39.959

Source: Riau Province Accommodation Service Statistic 2019

Besides domestic guests, there are also foreign guests who come and stay at hotels / accommodations spread across Riau Province. In 2019, there were 39.96 thousand foreign guests who came and stayed in Riau Province. Table 17 above indicates that there are 4 (four) districts / cities in Riau Province where there are no foreign guests staying at hotels or other accommodation businesses, namely Kuantan

Singingi Regency, Kampar Regency, Rokan Hulu Regency, and Rokan Hilir Regency. The area that has the most foreign guests is Pekanbaru City, namely 21.36 thousand foreign guests or around 53.45 percent of the total number of foreign guests who come and stay in Riau Province.

Table 18. Number of Foreign Guests (WNA) Staying at Hotels according to the Classification of Accommodation and Regencies / Cities in Riau Province, 2019

Years	Star						No Star	TOTAL
	1	2	3	4	5	All Class		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2015	0,6	0,2	14,7	2,9	7,4	44,0	0,2	44,2
2016	0,7	0,3	23,3	4,3	4,5	13,8	1,4	15,2
2017	0,9	1,6	18,2	7,7	6,3	34,9	1,8	36,8
2018	0,0	1,1	15,4	8,5	2,8	27,9	132,5	160,5
2019	0,0	1,2	10,8	13,5	3,5	35,2	4,8	39,9

Source : Riau Province Accommodation Service Statistic 2019

Based on table 18 above, it can be seen that the number of foreign guests who came and stayed in Riau Province in 2019 was 39.9 thousand guests. A total of 35.2 thousand foreign guests or around 88.11 percent choose star hotels as their place to stay and another 4.8 thousand (11.89%) stayed at non-star hotels. Foreign guests who choose to stay at star hotels mostly chose 4-star hotels to stay, namely 13.5 thousand guests or about 46.55 percent, followed by 3-star and 5-star hotels.

3.3 Length of Stay

Besides ROR and the number of guests staying, an indicator of the accommodation business performance that is no less important is the average length of stay of hotel guests. The longer Guests staying overnight, it is hoped that the more

money they spend will increase the income from the accommodation business and other related businesses.

Table 19. Average Length of Stay of Domestic and Foreign Guests according to the Classification of Accommodation and Regency / City in Riau Province, 2018-2019

District/ City	2018			2019		
	Length of Stay (days)			Length of Stay (days)		
	Star	No Star	TOTAL	Star	No Star	TOTAL
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Kuantan Singingi	-	1,02	1,02	-	1,01	1,01
Indragiri Hulu	-	1,14	1,14	-	1,07	1,07
Indragiri Hilir	4,87	2,39	2,48	4,26	2,14	2,36
Pelalawan	3,36	1,29	1,66	2,13	1,56	1,67
Siak	1,79	1,07	1,35	1,50	1,47	1,48
Kampar	2,15	2,08	2,09	1,66	1,51	1,60
Rokan Hulu	-	1,39	1,39	1,75	1,04	1,11
Bengkalis	1,84	2,18	2,05	1,67	1,52	1,56
Rokan Hilir	1,20	1,18	1,18	1,28	1,23	1,23
Meranti Islands	1,63	2,03	1,77	1,42	1,46	1,44
Pekanbaru	1,47	1,31	1,42	1,42	1,30	1,39
Dumai	1,63	1,27	1,52	1,63	1,21	1,41
RIAU	1,53	1,43	1,48	1,46	1,31	1,40

Source: Riau Province VHTL Survey 2019

The accommodation business with the longest average guest staying in 2019 occurred in Indragiri Hilir Regency, which was 2.36 days or slightly decreased compared to the previous year which was 2.48 days. The average length of stay of guests at star hotels in Indragiri Hilir district is also the longest average guest stay

among other districts / cities, reaching 4.26 days. Then, Pelalawan Regency only has 1 star hotel with an average guest length of stay of 1.67 days. On the other hand, Kuantan Singingi Regency does not have one Star hotels are regions that have the shortest average length of stay of guests, namely 1.01 days. However, when viewed according to the hotel classification, the average length of stay at the hotel varies between regions in Riau Province.

In 2019, the average number of domestic guests and foreign guests who came to stay was 1.40 days or slightly decreased compared to the average stay in 2018 which was 1.48 days. When compared between star and non-star hotels, the average length of stay of guests is longer at star-rated hotels, namely 1.46 days. The longest average stay occurred at 5-star hotels, namely 1.81 days, followed by 4-star hotels with an average guest staying 1.49 days. Meanwhile, in non-star hotels, the average length of stay for guests is 1.31 days.

Table 20. Average Length of Stay of Guests (Domestic and Foreign) by Accommodation Classification in Riau Province, 2015-2019 (days)

Years	Star						No Class	TOTAL
	1	2	3	4	5	All Classes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2015	1,27	1,99	1,72	1,24	1,63	1,64	1,73	1,58
2016	1,36	1,85	1,63	1,77	1,94	1,58	1,46	1,47
2017	1,82	1,62	1,69	1,72	1,75	1,70	1,57	1,63
2018	1,98	1,37	1,53	1,56	1,84	1,53	1,43	1,48
2019	1,40	1,30	1,48	1,49	1,81	1,46	1,31	1,40

Source: Riau Province VHTL Survey 2019

The average length of stay for domestic guests in the last 3 years has always decreased. In 2017, the average length of stay of domestic guests was 1.62 days, and then decreased to 1.49 days in 2018, and 1.38 days in 2019. In the past 5 years, the average length of stay of domestic guests at star-rated hotels has always been higher

than the average length of stay at non-star hotels Table 20 shows that in 2019, the average length of stay of guests in country in star hotels is 1.43 days, longer than the average length of stay at non-star hotels of 1.31 days.

Table 21. Average Length of Stay of Domestic Guests by Accommodation Classification and Regency / City in Riau Province, 2018-2019

District/ City	2018			2019		
	Length of Stay (Days)			Length of Stay (Days)		
	Star	Non-Star	TOTAL	Star	Non- Star	TOTAL
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Kuantan Singingi	-	1,02	1,02	-	1,01	1,01
Indragiri Hulu	-	1,13	1,13	-	1,07	1,07
Indragiri Hilir	4,87	2,38	2,47	4,26	2,15	2,36
Pelalawan	3,52	1,29	1,54	1,70	1,56	1,58
Siak	1,77	1,07	1,34	1,49	1,47	1,48
Kampar	2,15	2,08	2,09	1,66	1,51	1,60
Rokan Hulu	-	1,39	1,39	1,75	1,04	1,11
Bengkalis	1,83	2,16	2,03	1,66	1,53	1,56
Rokan Hilir	1,20	1,18	1,18	1,28	1,23	1,23
Meranti Islands	1,63	2,03	1,77	1,42	1,46	1,44
Pekanbaru	1,47	1,38	1,44	1,41	1,30	1,38
Dumai	1,57	1,25	1,47	1,52	1,20	1,35
RIAU	1,52	1,46	1,49	1,43	1,31	1,38

Source: Riau Province Accommodation Service Statistic 2019

The average length of stay for domestic guests in 2019 varied among regions in Riau Province, from 1.01 to 2.36 days. In general, the longest average length of stay for domestic guests occurred in Indragiri Hilir Regency, namely 2.36 days. In Indragiri Hilir Regency, the average length of stay for guests at star and non-star hotels is 4.26

days and 2.15 days, respectively. This figure represents the longest average length of stay of guests among all regions in Riau Province. In contrast, the shortest average length of stay occurred in Kuantan Singingi Regency, which only has non-star hotels, namely 1.01 days.

When compared to 2018, the average length of stay for domestic guests in Riau Province was shorter in 2019, from 1.49 days to 1.38 days. The average length of stay for domestic guests at star-rated hotels in 2019 was 1.43 days, while the average length of stay for domestic guests at non-star hotels was 1.31 days.

When viewed from the star hotel class, the highest average length of stay for domestic guests occurs at 5-star hotels, on the other hand, the shortest average length of stay for domestic guests occurs at 2-star hotels compared to other star hotel classes.

Table 22. Average Length of Stay of Domestic Guests by Accommodation Classification in Riau Province, 2015-2019 (days)

Year	Star						Non-Star	TOTAL
	1	2	3	4	5	All Classes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2015	1,28	2,33	1,75	1,15	1,57	1,60	1,55	1,56
2016	1,32	1,64	1,51	1,54	1,84	1,55	1,33	1,45
2017	1,83	1,61	1,67	1,69	1,71	1,68	1,57	1,62
2018	2,02	1,37	1,51	1,55	1,81	1,52	1,46	1,49
2019	1,40	1,30	1,46	1,44	1,77	1,43	1,31	1,38

Source: Riau Province Accommodation Service Statistic 2019

The average length of stay for foreign guests who came to Riau Province in 2019 was 2.56 days, relatively higher than the average length of stay for domestic guests, which was 1.38 days. When viewed among regions, the average length of stay of foreign guests in 2019 varies considerably. Starting from the shortest period of 1.17 days that occurred in Indragiri Hilir Regency to the longest which was 4.09 days which

occurred in Siak Regency. Meanwhile, the average length of stay of foreign guests in Pekanbaru City is 2.53 days. The average length of stay of foreign guests in Bengkalis and Meranti Islands does not reach 2 days as can be seen in table 23.

Table 23. Average Length of Stay of Foreign Guests by Accommodation and Regency / City Classification in Riau Province, 2018-2019

District/ City	2018			2019		
	Length of Stay (Days)			Length of Stay (Days)		
	Star	Non-Star	TOTAL	Star	Non- Star	TOTAL
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Kuantan Singingi	-	-	-	-	-	-
Indragiri Hulu	-	10,19	10,19	-	2,57	2,57
Indragiri Hilir	-	8,00	8,00	1,00	1,18	1,17
Pelalawan	3,15	-	3,15	2,94	2,00	2,93
Siak	4,06	-	4,06	4,15	1,00	4,09
Kampar	11,23	-	10,47	-	-	-
Rokan Hulu	-	-	-	-	-	-
Bengkalis	3,22	16,34	4,98	2,50	1,11	1,36
Rokan Hilir	-	-	-	-	-	-
Meranti Islands	1,59	-	1,59	1,50	1,64	1,51
Pekanbaru	2,24	1,02	1,13	2,66	1,09	2,53
Dumai	2,16	17,18	2,25	2,83	1,96	2,81
RIAU	2,39	1,06	1,30	2,75	1,18	2,56

Source: Riau Province Accommodation Service Statistic 2019

Table 24 shows that the average length of stay of foreign guests in Riau Province in 2019 was 2.56 days, an increase of 96.92 percent compared to the average length of stay of foreign guests in 2018, which was 1.30 days. The average length of

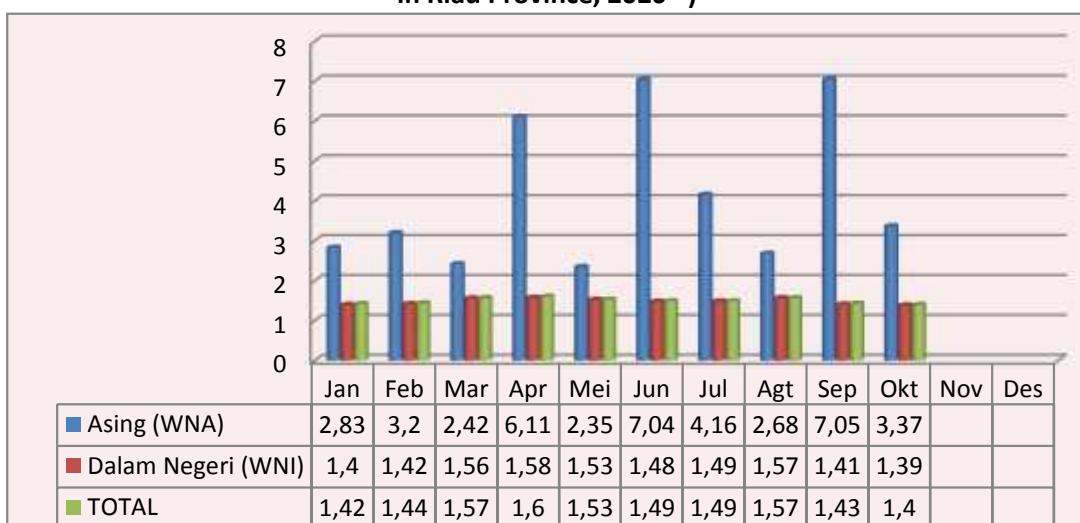
stay of foreign guests at star-rated hotels is relatively higher than in non-star hotels. In non-star hotels, foreign guests stay an average of 1.18 days, while at star hotels it reaches 2.75 days. The average length of stay of foreign guests at non-star hotels in 2019 showed an increase compared to the previous year. In contrast to 2018 where the longest average stay of foreign guests occurred in 5 star hotels, in 2019 star hotels, the average length of stay of foreign guests was the highest. This occurs in 4-star hotels, which is 3.08 days. Efforts must be made to increase the average number of lengths of stay for guests in order to increase tourism industry income.

Table 24. Average Length of Stay of Foreign Guests by Accommodation Classification in Riau Province, 2015-2019 (days)

Years	Star						Non-Star	TOTAL
	1	2	3	4	5	All Classes		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
2015	5,77	2,49	2,99	3,46	2,72	3,01	3,47	2,07
2016	3,69	3,73	3,06	2,81	3,72	3,14	2,99	3,14
2017	1,28	2,92	2,93	2,65	2,99	2,83	2,19	2,79
2018	2,75	2,16	2,48	2,04	3,07	2,39	1,06	1,30
2019	1,00	1,62	2,47	3,08	3,24	2,75	1,18	2,56

Source: Riau Province Accommodation Service Statistic 2019

Figure 2. Average Length of Stay of Foreign and Domestic Guests at Star Classification Hotels in Riau Province, 2020 *)



Source: Official news of Tourism Development and National Transportation Statistic, Jan – Oct 2020^{)} until October*

From 2020 to October 2020, the development of the average length of stay of foreign and domestic guests at star hotels in Riau Province each month can be seen in Figure 25. From this figure shows that the average length of stay of foreign and domestic guests in January-October 2020 ranges from 1.40 to 1.60 days. The shortest average length of stay for guests occurred in October, namely 1.40 days, while the longest was in April, namely 1.60 days. When compared between the average length of stay of foreign guests and domestic guests, the average length of stay of foreign guests is longer than that of domestic guests.

3.4 RESTAURANT

The next supporting companies for the tourism industry are restaurant companies and other food and beverage services. These food and beverage facilities are very important in supporting the services provided by a tourist destination, therefore they need to be managed professionally. Business actors in this field need to find out the standard quality of restaurant products desired by tourists.

Table 25. Average Number of Workers, Number of Available Seats, and Average Guests per Day in Medium and Large Scale Restaurants in Riau Province, 2014-2018

Years	Average Number of Workers (person)	Average Available Seating per Business	Average Guest per Day per Business
(1)	(2)	(3)	(4)
2014	21	147	205
2015	18	133	190
2016	-	-	-

2017	15	76	85
2018	22	99	110

Source : Statistic of Food And Beverage Providing 2017

Note : VREST Survey is not held in 2016

In the last 5 years, there were only 4 years of data series available, namely 2014, 2015, 2017, and 2018. On average, the number of seats available for each business experienced an increase in 2018 compared to the previous year, from 76 seats into 99 seats.

The average number of guests per day from each medium and large scale restaurant business has increased from 85 people in 2017 to 110 people in 2018. The highest average occurred in 2014, which reached 205 people and the lowest occurred in 2017, namely 85 people.

The number of workers per business in 2018 increased compared to 2017 from 15 people per business to 22 people. Workers in medium and large-scale restaurant companies / businesses are dominated by male workers approximately 2,604 people or around 65.76 percent, while female workers are 1,356 people or around 34.24 percent.

Picture 3. Percentage of Medium and Large scale of Business Workers / Restaurant Companies by Gender, 2015-2018



Source: Food and Beverage Provider Statistic 2018

When compared to 2017, the percentage of male workers in 2018 has increased from 62.79 percent to 65.76 percent and conversely the percentage of female workers has decreased from 37.21 in 2017 to 34.24 percent in 2018. In the 2015-2018 period, the number of male workers was always more than female workers as can be seen in Figure 3.

Types of work in the food and beverage supply business, including manager, service division, production, marketing, administration and human resources. The distribution of the amount of labor absorbed in each type of work can be seen in Figure 4.

The type of work as a servant absorbs the most workforce, namely around 50.03 percent. Next is the production section absorbing 34.29 percent of the workforce. Then the type of work as a manager was 5.53 percent. The administration and human resources section absorb 3.43 percent of the workforce, while the lowest is the type of work in the marketing department, which is only 0.70 percent.

Picture 4. Profile of Type of Work in Food and Beverage Supply Business, 2018



Source : Statistic of Food and Beverage Provision 2018

If you look at the source of income received by the food and beverage supply business in 2018, as much as 99.07 percent of the revenue came from the main income of the business, such as sales of food and beverages including cigarette sales. Meanwhile, income from other activities, such as renting out buildings / spaces, profits from the sale of goods / raw materials, etc. only amounted to 0.93 percent. The average revenue of food and beverage supply businesses / companies in Riau Province in 2018 was 4.78 billion per year.

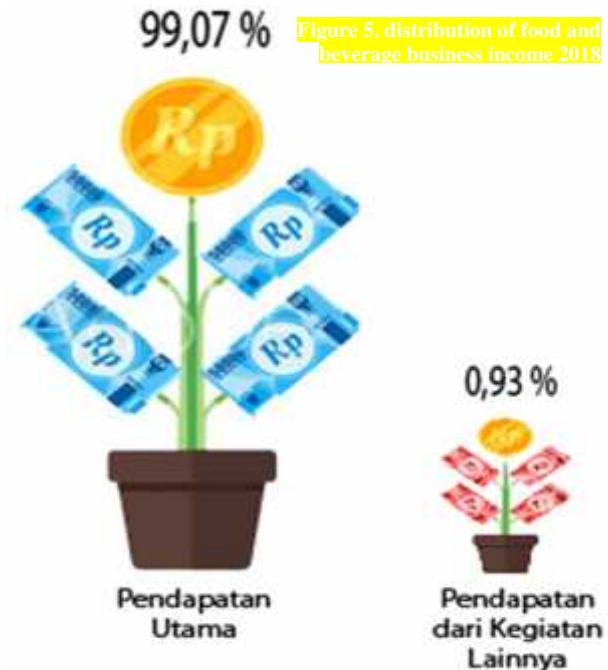
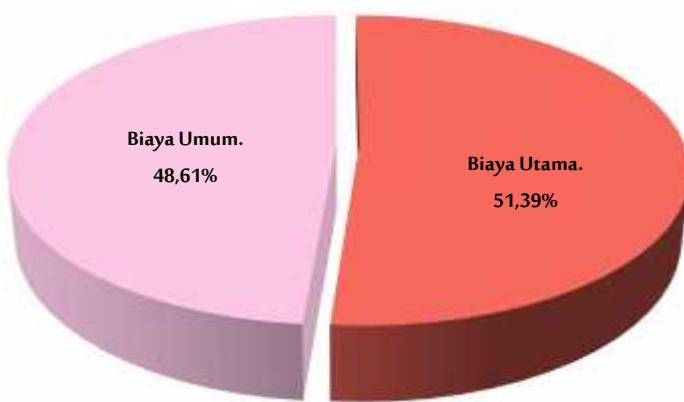


Figure 6. Distribution of Expenditures on Medium and Large Scale Food and Beverage Businesses in Riau Province, 2018 (%)



Source : Food and Beverage Provision Statistic 2018

In 2018, the average food and beverage supply company / business expenditure was 3.52 billion per business. The largest expenditure is used for the purchase of food

and beverages to be processed and prepared food which will be resold, which reached to 51.39 percent of the total expenditure. While the remaining 48.61 percent is general costs which include costs for wages and salaries, purchase of fuel, electricity, gas and water, transportation / delivery costs, rent, services, etc.

3.5 TOURISM

A tourist is any person who visits a place outside his or her daily residence for a certain period, driven by one or several goals without the intention of earning an income at the place visited, such as on vacation, recreation and sports and business, visiting friends and family, missions, attend meetings, conferences, visits for health, study and religious reasons. Tourists can be divided into foreign tourists, domestic tourists, and national tourists.

Inbound tourist / visitor (foreign tourists) are people who travel outside the usual country of residence and the length of trip is less than 12 months in the country visited for the purpose of traveling not to work or earn income.

Domestic tourists are Indonesian residents who travel in the territory of Indonesia not for work or school with a trip duration of less than 6 months to commercial tourism objects (by paying), and / or staying in commercial accommodation, and / or travel distances. more than 100 km pp which is not an everyday environment.

Outbound/national tourists are Indonesian residents who travel abroad not to work or earn income abroad and stay for no more than 6 months for the purpose of visits including vacation, work / business, health, education, missions / meeting. / congress, visiting friends / family, religion, sports, and others.

3.5.1 FOREIGN TOURISM

The number of foreign tourist arrivals to Indonesia from all entrances during 2019 was recorded at 16, 11 million visits or an increase of 1.88 percent when compared to foreign tourists in 2018 which recorded 15.81 million visits. The number of foreign tourists visiting Riau Province directly from 2014 to 2019 shows quite fluctuating conditions. From 2014 to 2016, the number of foreign tourists coming to

Riau Province has always increased, but in 2017 the number of foreign tourists began to decline.

The number of foreign tourist visits to Indonesia through the Riau entrance in 2019 was recorded at 328.59 thousand visits. When compared to 2018, there was an increase in the number of visits by 116.12 percent from 152.04 thousand visits. Tourists who visit these enter through several entrances. A total of 34.42 thousand were foreign tourists who came to Indonesia through the entrance to Sultan Syarif Kasim II Airport in Pekanbaru, Riau Province, or 10.47 percent of all foreign tourists who were registered as entering from Riau entrances. When compared to 2018, the number of foreign tourists visiting through Sultan Syarif Kasim II Airport in Pekanbaru has increased by 15.59 percent. The contribution of the number of foreign tourists visiting Indonesia through the entrance to Sultan Syarif Kasim II Airport is indeed not that big when compared to Soekarno-Hatta in Jakarta and Ngurah Rai in Bali.

Visits of foreign tourists to Riau Province can have a significant impact on economic, social and environmental aspects. In the economic aspect, visits by foreign tourists can make a significant contribution to a country's foreign exchange earnings. Expenditures made by foreign tourists are one of the foreign exchange earnings from tourism activities.

Table 26. Number of International Tourists Visiting Indonesia by Entrance, 2018-2019

Entrance	2018		2019		Grow (%)
	Visit	Share (%)	Visit	Share (%)	
(1)	(2)	(3)	(4)	(5)	(6)
Ngurah Rai, Bali	6.025.760	38,11	6.239.543	38,74	3,55
Soekarno Hatta, Jakarta	2.814.586	17,80	2.419.196	15,02	-14,05
Batam, Kepri	1.887.284	11,94	1.947.943	12,09	3,21
Tanjung Uban, Kepri	522.399	3,30	634.735	3,94	21,50
Kualanamu, Medan	229.586	1,45	244.530	1,52	6,51

SSK II, Riau	29.776	0,19	34.419	0,21	15,59
Others	4.300.914	27,21	4.586.58	28,48	6,64
Indonesia	15.810.305	100,00	16.106.954	100,00	1,88

Source : *Overseas Expenditure Statistics 2018 - 2019*

Malaysia is listed as the country that contributes the most foreign tourists to Indonesia who enter through the Riau gate. Foreign tourists from Malaysia spend an average of USD 495.16 in each visit to Indonesia. The next highest number of foreign tourists were tourists from Singapore whose average expenditure per visit to Indonesia spent USD 849.77 as can be seen in Figure 6 below.

In general, the average expenditure for foreign tourists to Indonesia in each visit in 2019 was USD 1,145.64 in 2019. These expenses include accommodation costs of 38.55 percent, food and drink expenses of 21.25 percent, shopping for souvenirs. and so on by 14.63 percent, while for local transportation and local tour packages, respectively 13.91 percent and 1.55 percent.

Figure 7. Average Expenditure of International Tourists per Visit to Indonesia by Country of Origin, 2019 (USD)



Source : *International Tourists Expenditure Statistics 2019*

Figure 8. Distribution of Expenditure for International Tourists, 2019



Source : International Tourists Expenditure Statistics 2019

The largest contribution to the number of foreign tourists entering Riau Province is from Mobile Positioning Data (MPD). To complement the number of foreign tourists visiting through border posts that have not been recorded by immigration due to location reasons or due to lack of manpower, for border areas also make use of Mobile Positioning Data (MPD). Throughout Indonesia, there are 20 regions which are border areas recorded through the MPD. The only area in Riau Province that was recorded through this MPD is Bengkalis Regency. It was recorded that there were 272.81 thousand foreign tourists who entered Indonesia through MPD in 2019. When compared with 2018, the number of foreign tourists recorded through MPD in 2019 increased by 165.25 percent from 102,850 visits.

Table 27. Number of International Tourists Visiting Riau Province Directly by Entrance, 2014-2020 *

Year	Sultan Syarif Kasim II	Dumai	Bengkalis	Others/ Meranti	MPD	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)
2014	27.382	15.231	4.061	905	-	47.579
2015	27.810	13.100	7.301	6.226	-	54.437
2016	32.810	12.433	8.327	12.560	-	66.130
2017	37.116	13.634	8.065	1.681	-	60.496
2018	29.776	12.890	5.615	908	102.850	152.039
2019	34.419	16.872	4.364	131	272.808	328.594
2020*)	6.793	5.928	809	-	54.062	67.324

Source : International Tourists Expenditure Statistics 2019

Note : *) until September 2020

Tourists who visit areas in Riau Province directly, not only enter through Sultan Syarif Kasim II Airport, but also through the entrance to Dumai Port, Bengkalis Port, and several other sea ports in Riau Province. In 2019, there was an increase in the number of foreign tourists entering from Dumai Port by 30.89 percent from 12.89 thousand visits in 2018 to 16.87 thousand visits in 2019. In contrast, the number of foreign tourists visiting the Port of Bengkalis has decreased by -22.28 percent from 5.61 thousand in 2018 to 4.36 thousand in 2019. The number of foreign tourists visiting entering through the Port of Meranti has experienced a very high decline, reaching -85.57 percent compared to 2018, from 908 visits to only 131 foreign tourists visiting.

If you look at the situation from 2020 to October, the number of guest houses entering through Riau Province has experienced a very drastic decline. From 328.59 thousand visits in 2019 to 67.32 thousand visits in 2020, a decrease of 79.51 percent. This was due to the Covid-19 pandemic.

In early January 2020, countries around the world were attacked by the Corona or Covid-19 virus which originated from Wuhan City, China. The rate of transmission of this virus is so high and fast that it quickly becomes a pandemic outbreak. Several countries immediately implemented a lockdown status to save their citizens. Indonesia began to suffer from this virus in mid-March 2020, so that in January-February 2020, foreign tourist visits were still normal, as can be seen in Figure 7 above, the number of foreign tourists visiting was 3.19 thousand and 2.36 thousand, respectively. However starting mid-March 2020, the number of foreign tourists began to fall to 1.23 thousand visits, then from April to October 2020 there were only 6 foreign tourists visiting. This is because even though the government does not apply a lockdown status, it still takes a policy of implementing the PSBB (Large-Scale Social Restrictions), which is carrying out all activities at home. The discussion regarding COVID-19 and its impacts will be discussed in the next chapter.

Based on Figure 9, it can be seen that the pattern of foreign tourist visits to Riau Province through Sultan Syarif Kasim II Airport in Pekanbaru City during 2018-2019 shows quite fluctuating conditions. The highest number of foreign tourist visits in 2019 occurred in December which reached 4.04 thousand visits and the lowest number of

visits occurred in May, namely 2.4 thousand visits. As for the conditions in 2020, the data is available until October.

Figure 9. Development of the Number of Foreign Tourists Every Month through the Entrance of SSK II, 2018-2020 *



Source : international Tourists Visit Statistics 2018 – 2020

*) until October 2020

Figure 10. The Development of International Tourist Number Every Month Through Dumai Port Entrance, 2018 – 2020*)



Source : international Tourists Visit Statistics 2018 – 2020

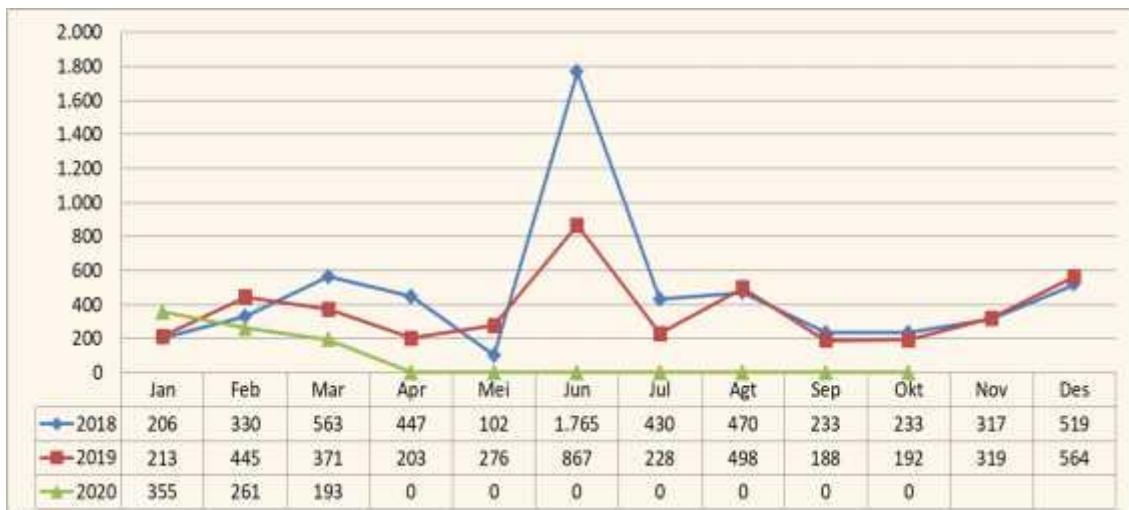
*) until October 2020

Dumai Port is one of the entrances for foreign tourists to Riau Province. In 2018 and 2019, it can be seen from the graph above that the number of foreign tourists

entering fluctuated quite a bit but had a similar pattern, namely experiencing a very high increase in numbers in June compared to May. This is because school children enter the holiday season, which is usually used for vacation / recreation and so on. Then in July, it experienced a very high decline compared to June, then it rose again in August, then decreased in September to October and again rose in November and December. In 2019, the highest number of incoming foreign tourists occurred in June, reaching 2.68 thousand foreign tourists visiting, but when compared to June 2018 there was a decrease of -13.61 percent from 3.11 thousand visits. During 2020 to October, there was a very large decrease in foreign tourists compared to the previous year due to the Covid-19 pandemic. The development of the number of foreign tourists entering through this port can be seen in Figure 10.

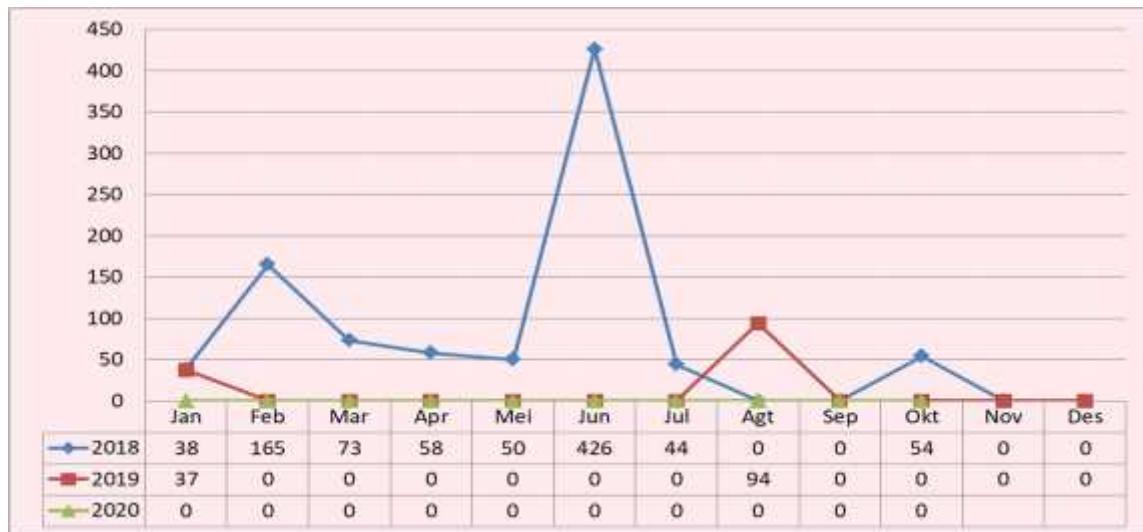
The entrance for foreign tourists to Riau Province next is Bengkalis Port. The number of foreign tourists entering through this port is not as busy as at Dumai Port. In 2019, the highest number of incoming foreign tourists also occurred in June, reaching 867 foreign tourists visiting, but when compared to June 2018 there was a significant decrease of -50.88 percent from 1.76 thousand visits. Meanwhile, the smallest number of incoming foreign tourists in 2019 occurred in September, namely 188 visits. During 2020 to October, the recorded foreign tourists entering through this port were only in January, with 355 visits, then in February there were 261 visits, and March there were 193 visits. Meanwhile, from April to October no foreign tourists have been recorded as a result of the Covid-19 pandemic.

Figure 11. Development of the Number of Foreign Tourists Each Month through the Entrance of Bengkalis Port, 2018-2020^{*)}



Source: International Tourist Visit Statistic 2018 – 2020
 *) until October 2020

Figure 12. Development of the Number of Foreign Tourists Every Month through the Entrance of the Port of Meranti, 2018-2020



Source: International Tourist Visit Statistic 2018 – 2020
 *) until October 2020

Apart from Dumai Port and Bengkalis Port, Riau still has other entry points for foreign tourists, namely through Meranti Port. The number of foreign tourists entering through this port is very small or far below the tourists who enter through Dumai Port and Bengkalis Harbor. The number of foreign tourists entering in 2019 was much reduced compared to 2018 as can be seen in the graph below. In fact, there were only 2 months of recorded incoming foreign tourists in 2019, namely 37 visits in January and 94 visits in August. During 2020 to October, not a single foreign tourist entered through this port as can be seen in Figure 12 below.

The fluctuation in the number of foreign tourist visits to Riau Province must continue to receive more serious attention, so that every year it is expected that the number of foreign tourist visits will always increase, especially at main gates such as Sultan Syarif Kasim II Airport in Pekanbaru City and Dumai Sea Port. One of the efforts to attract the attention of foreign tourists is by promoting attractive tourist destinations in Riau Province abroad.

The number of foreign tourist visits will affect the development of tourism activities, especially in Riau Province. With the increase in the number of foreign tourist visits to Riau Province, it is hoped that tourist expenditure will increase so as to encourage better regional economic dynamics.

Table 28. Number of Foreign Tourist Visits through Sultan Syarif Kasim II Door by Nationality Each Month, 2019-2020^{*)}

Nationality	In 2019					In 2020									
	TW. I	TW. II	TW. III	TW. IV	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Agt	Sept	Oct
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Malaysia	4.680	4.367	2.858	6.098	18.00	1.75	1.52	830	0	0	0	0	0	1	0
Singapore	854	860	442	973	3.129	321	135	54	0	0	0	0	2	1	0
China	222	209	641	212	1.284	81	16	6	0	0	0	0	0	0	0
USA	96	117	42	76	331	14	35	3	0	0	0	0	0	0	0
India	236	277	123	274	910	92	52	26	0	0	0	0	0	0	0
Australia	90	74	56	111	331	65	10	4	0	0	0	0	0	0	0
Taiwan	52	64	51	36	203	20	9	1	0	0	0	0	0	0	0
UK	47	41	24	66	178	12	25	2	0	0	0	0	0	0	0
Philippine	35	44	65	52	196	11	20	3	0	0	0	0	0	0	0
South Korea	49	34	23	64	170	34	13	1	0	0	0	0	0	0	0
Japan	37	46	26	48	157	7	11	9	0	0	0	0	0	0	0
Arab Saudi	2	4	7	15	28	9	0	0	0	0	0	0	0	0	0
Others	2.110	1.943	3.835	1.611	9.499	770	502	300	0	0	1	0	0	1	0

Source : Monthly Statistics Report (Pekanbaru Immigration Regional Office)

^{*)}until October 2020

Foreign tourists who enter through the door of Sultan Syarif Kasim II in 2019 are dominated by Malaysian citizens who reach 18 thousand visits or around 52.31 percent of all foreign tourist visits to Riau Province through Sultan Syarif Kasim II Door during 2019. Then it followed by foreign tourists visiting Singaporean and Chinese nationals with a contribution of 9.09 percent and 3.73 percent respectively. This is presumably due to the geographical proximity factor. In addition, the arrival of the number of foreign tourists from Malaysia is also due to the historical relationship between Malay families.

To complement the number of foreign tourists visiting through border posts that have not been recorded by immigration due to location reasons or due to lack of manpower, for border areas also make use of Mobile Positioning Data (MPD). Throughout Indonesia, there are 20 regions which are border areas recorded through the MPD. The only area in Riau Province that was recorded through this MPD is Bengkalis Regency.

Figure 13. Number of Foreign Tourist Visits Based on Mobile Positioning Data (MPD) of Bengkalis Regency in Riau Province, 2018-2020



Source : International Tourist Visit Statistic 2018 – 2020
*)until September 2020

Based on the number of foreign tourists who come to Riau Province through Bengkalis Regency obtained from Mobile Positioning Data (MPD), we can find out the amount of foreign exchange potential that can be contributed by Riau Province. In 2019, the number of foreign tourists recorded through MPD was 272.81 thousand foreign tourists, if multiplied by the average foreign tourist expenditure in general, namely USD 1,145.64 (see Figure 7), the foreign exchange potential contributed by Riau Province to the country was USD 312.54 million. Meanwhile, from 2020 to September, the number of foreign tourists recorded through the MPD was 54.06 thousand foreign tourists, so that the potential foreign exchange that could be contributed by Riau Province was USD 61.94 million.

3.5.2 NUSANTARA TOURISM

The growing condition of the national economy encourages the increasing number of Indonesians to take tourist trips or what is commonly called domestic tourists, especially for the purposes (destinations) of areas in Riau Province. The following is an overview of domestic tourists traveling to Riau Province. This data is obtained from the results of the National Tourist Profile Survey conducted by the Ministry of Tourism and Creative Economy together with the Central Statistics Agency.

Table 29. Number of Indonesian Tourists Visits According to Destination Province,
2014-2019

Year (1)	Domestic Tourist To Riau (2)	National Tourist Destination Apart From Riau (3)
2014	4.136.531	247.100.731
2016	4.030.132	261.096.264
2017	4.122.201	267.598.036

2018	4.778.397	298.625.491
2019	3.819.555	279.106.299

Source : National Tourist Statistics 2014 – 2019

Note : No Domestic Tourist Survey in 2015

Based on data from the results of the National Tourist Profile Survey 2019, it is known that the number of domestic tourists visiting Riau Province during 2019 was 3.82 million visits, or a decrease of -20.07 percent when compared to the number of domestic tourists visiting the Province. Riau in 2018 which reached 4.78 million visits. Meanwhile, the number of domestic tourists visiting other regions throughout Indonesia during 2019 reached 279.11 million visits.

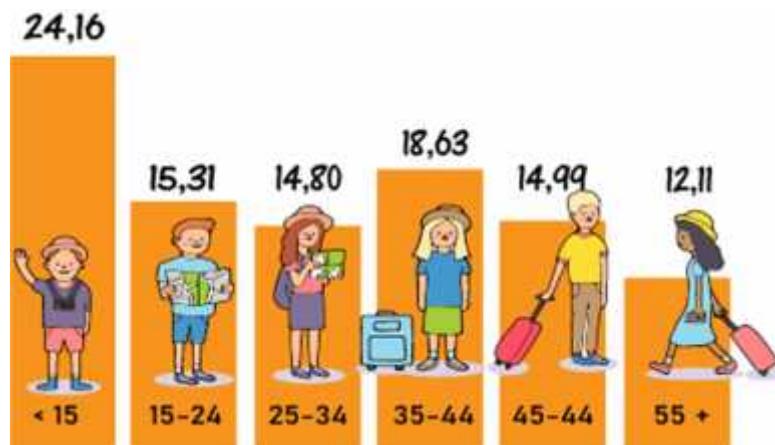
Figure 14. Distribution of Indonesian Tourists to Riau Province by Gender, 2019



Source : National Tourist Statistics 2019

Based on data from the 2019 National Tourist Profile Survey, the number of domestic tourist visits to Riau Province made by male residents and female residents is almost equal. Male National Tourists accounted for about 50.90 percent of all trips made to Riau Province, while 49.10 percent were made by female residents.

Figure 15. Distribution of Indonesian Tourists to Riau Province By Age Group, 2019 (%)



Source : National Tourists Statistics 2019

When viewed from the age group of domestic tourists visiting Riau Province, the population who most visit Riau Province was in the age group of 15 years and under, namely 24.1 percent, followed by residents in the 35-44 year age group, namely 18.63 percent. Meanwhile, the population in the age group 55 years and over was recorded as the least amounting to only 12.11 percent as can be seen in Figure 15.

Figure 16. Distribution of Indonesian Tourists to Riau Province According to Main Activities 2019 (%)



Source : National Tourist Statistics 2018-2019

When viewed from the main activities of domestic tourists visiting Riau Province, in 2019 more than 43 percent of the main activities were working or doing business. When compared with the previous year, there was a decrease from 44.15 percent, Then, 23.48 percent of local tourists that are attending school/college, slightly decreasing from 2018 which amounted to 23.75 percent. The domestic tourist whose main daily activities are taking care of the household slightly increased in 2019 to 19.86 percent from 18.85 percent in 2018. The domestic tourist who performs other main activities (doing hobbies, sports, etc.) is 13.35 percent in 2019, while in 2018 it was 13.25 percent.

Table 30. Distribution of Indonesian Tourists to Riau Province by Type of Main Employment, 2018-2019

Type of Main Work (1)	2018 (2)	2019 (3)
Agriculture, Animal Husbandry and Fisheries	40,54	42,09
Mining and Exuviation	1,19	0,79
Processing Industry	5,85	5,05
Electricity and Gas	0,69	0,80
Water Supply and Waste Treatment	0,20	0,85
Contraction	4,76	3,66
Trading	13,78	13,93
Transportation	3,27	3,74
Accommodation and Beverage Provide	2,58	3,17
Information and Communication	0,40	0,33
Financial Services and Insurance	1,19	2,30

Real Estate	0,30	0,30
Education Services	9,12	7,27
Health Services	2,18	2,56
Government and Defense Services	8,23	7,84
Art, Entertainment and Recreation	0,20	0,33
Others Services	5,55	5,00
TOTAL	100,00	100,00

Source : National Tourist Statistics 2018 - 2019

The table above shows that local tourists visiting Riau Province in 2019 mostly worked in the agriculture, livestock and fisheries sectors is approximately 42.09 percent, an increase compared to 2018 (40.54%). Then local tourists who work in the trade sector are the second largest, namely 13.93 percent in 2019, an increase from 2018 (13.78%). Furthermore, local tourists working in the Government and Defense Services sector amounted to 7.84 percent in 2019, a decrease compared to 2018, namely 8.23 percent.

Table 31. Distribution of Indonesian Tourists to Riau Province by Main Occupation, 2018-2019

Type of Main Work	2018	2019
(1)	(2)	(3)
Manager	5,75	7,62
Professional	14,87	12,32
Technician / Assistant Prof.	5,55	4,89
Administrative Personal	3,96	5,02
Sales Business Personnel	15,66	14,30
Farmer	28,84	30,29
Processing Workers, Machine	4,16	2,61

Operators and Assemblers			
TNI/POLRI/Government	of	1,29	0,54
Employee/BUMN			
Worker/Helper		19,92	22,40
TOTAL		100,00	100,00

Source : National Tourist Statistics 2016-2019

The table above shows the distribution of domestic tourists visiting Riau Province according to the main occupation. It turns out that more than 30 percent of local tourists visiting Riau Province in 2019 have the main job as farmers or an increase has occurred compared to 2018 (28.84%). The next main type of work is labor / assistant, which is 22.40 percent in 2019, higher than in 2018, which is 19.92 percent. The smallest distribution of domestic tourists is those who have worked as TNI / POLRI / Government Employees / BUMN, which is only 0.54 percent in 2019, down from 1.29 percent in 2018.

Based on the composition of the population who traveled to Riau Province during 2019, more than 70 percent of trips were made by residents who came from Riau Province itself or commonly known as local tourists. In 2019, local tourists in Riau Province reached 77.79 percent, when compared to 2018 there was a decrease from 68.26 percent. Then followed by residents living in surrounding provinces such as West Sumatra Province and North Sumatra Province, which respectively are around 8.78 percent and 5.62 percent of all domestic tourists visiting Riau Province. The percentage of domestic tourists from these two provinces also experienced a decline compared to 2018. In contrast, tourists from the Riau Islands Province experienced an increase in 2019 to 4.14 percent from 1.71 percent in 2018.

Table 32. Distribution of Number of Indonesian Tourists Trips to Riau Province by Province of Origin, 2016-2019

Originally of Province	2016	2017	2018	2019
-------------------------------	------	------	------	------

(1)	(2)	(3)	(4)	(5)
Riau	63,85	62,60	68,26	77,79
West Sumatera	14,16	14,86	11,86	8,78
North Sumatera	13,08	14,47	13,15	5,62
Jambi	1,30	1,42	1,27	0,59
Riau Islands	1,47	0,82	1,71	4,14
Other Provinces	6,15	5,83	3,76	3,09
TOTAL	100,00	100,00	100,00	100,00

Source : National Tourist Statistics 2016-2019

Table 33 below shows that the total average expenditure of domestic tourists to Riau Province from year to year is always increasing. In 2016, the total average expenditure of domestic tourists to Riau Province per visit was 790.95 thousand rupiah, and continues to increase until in 2019 it reaches 1.09 million rupiah for each trip.

When viewed from the composition of the types of expenditure in 2019, it can be seen that most of the average domestic expenditure is used for transportation costs, which is 342.55 thousand rupiah, then the next largest expenditure is for shopping or buying souvenirs of 284.74 thousand rupiah, it turns out that shopping expenses exceeded the expenditure on food, beverages & cigarettes / tobacco which was 272.04 thousand rupiah. Meanwhile, the least amount spent was for entertainment, recreation & cultural services, which was 31.1 thousand rupiah as can be seen in table 33.

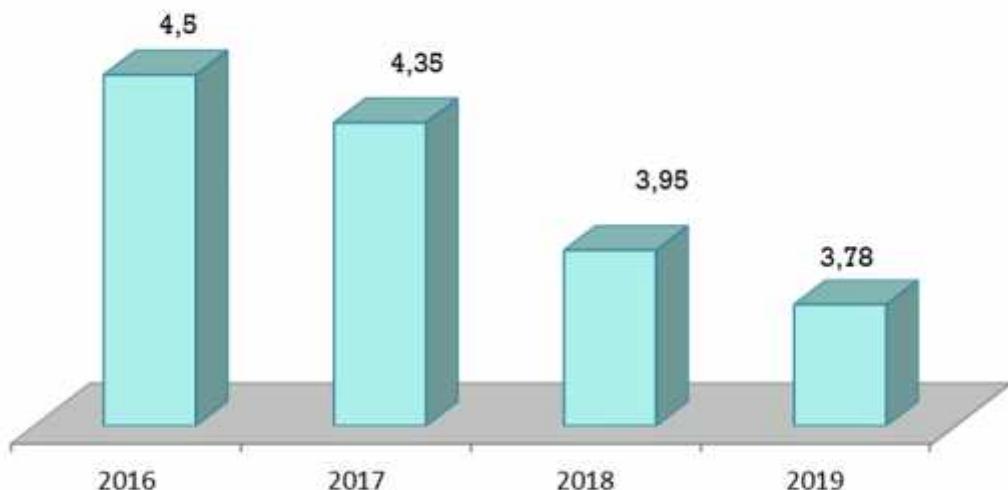
Table 33. Average Expenditure of Indonesian Tourists to Riau Province by Type of Expenditure, 2016-2019 (000 Rupiah)

Type of Expenditure	2016	2017	2018	2019
(1)	(2)	(3)	(4)	(5)
Accommodation	79,77	32,33	61,86	43,43
Food, Drink and tobacco	221,27	291,70	325,17	272,04

Transportation	278,13	206,55	275,30	342,55
Entertainment, Recreation and Cultural Services	19,26	21,26	25,78	31,1
Shopping and Souvenirs	136,35	213,68	230,81	284,74
Others	56,16	47,84	74,74	114,71
TOTAL	790,95	835,96	993,67	1.088,57

Source : National Tourist statistics 2016-2019

Figure 17. Average Length of Visit by Indonesian Tourists to Riau Province, 2016-2019
(days)



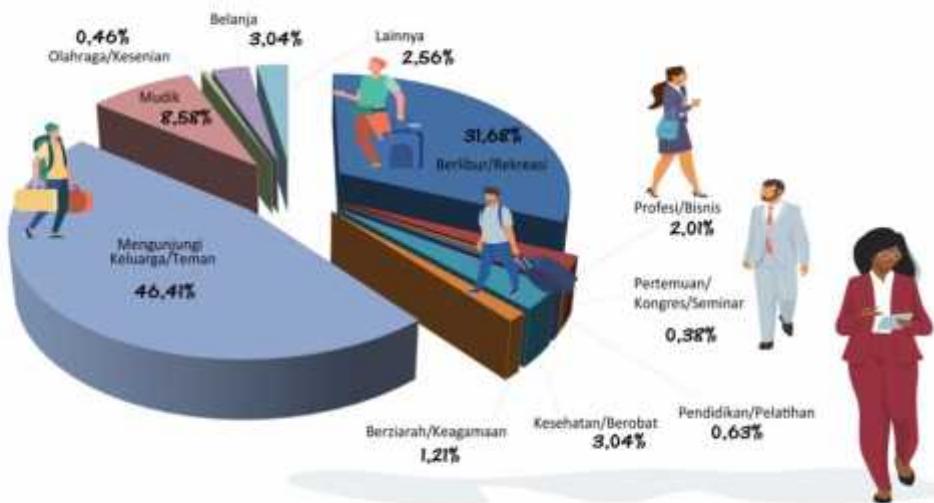
Source : National Tourist Statistics 2016-2019

Based on the results of the Archipelago Tourist Survey, it shows that in the 2016-2019 period, the average length of stay of domestic tourists visiting areas in Riau Province has always decreased. In 2016 the average length of visit for domestic tourists was 4.5 days. Then in 2017, the average length of visiting domestic tourists to Riau Province fell to 4.35 days, then in 2018 the average length of stay was 3.95 days and in 2019 it became 3.78 days.

When viewed according to the purpose of the main visit to Riau Province in 2019, the longest average length of visit for domestic tourists is that of domestic tourists

who aim to go home or return to their hometown, reaching 7.20 days. Then domestic tourists who intend to visit friends / family, spend an average of 4.78 days. Unlike the previous years which combined the goals of going home with visiting friends / family into one group, in 2019 these two goals were made into different groups.

Figure 18. Distribution of the Number of Indonesian Tourists Trip to Riau Province by Purpose of Visit, 2019



Source : National Tourist Statistics 2019

Figure 18 shows that there are various kinds of destinations for domestic tourists to visit Riau Province. Most domestic tourists visiting Riau Province in 2019 aim to visit friends or family with a percentage of 46.41 percent of all domestic tourists traveling to Riau Province. Then followed by domestic tourists who aim for a vacation or recreation to tourist attractions or entertainment places, namely about 31.68 percent. There are 8.58 percent of Indonesian tourists who aim to go home to homecoming. In addition, there are those who aim for health / treatment (3.04%), shopping (3.04%), related to the profession / business (2.01%). Meanwhile, local tourists who wanted to go

on pilgrimages or carry out religious activities were about 1.21 percent, then tourists who carried out education / training activities were only 0.38 percent, and only about 0.38 percent held meetings / congresses / seminars.

Table 34. Average Length of Visit by Indonesian Tourists to Riau Province by Purpose of Main Visit (days), 2018-2019

Main of Visit Purpose	2018	2019
(1)	(2)	(3)
Recreation	1,80	1,74
Business	4,87	3,18
Congress	4,00	2,46
Education	3,56	4,60
Healthy	6,27	4,08
Religious	2,32	3,39
Visited of Family or Friend	5,15	4,78
Homecoming		7,20
Sports/Art	2,00	1,48
Shopping	1,75	1,59
Others	4,85	2,68
TOTAL	3,95	3,78

Source: National Tourist Statistics 2018-2019

Table 34 shows that domestic tourists who intend to seek treatment or due to health factors in 2019 spent an average of 4.08 days or decreased compared to 2019 which reached 6.27 days. Meanwhile, domestic tourists who intend to take a vacation / recreation only visit 1.74 days on average, a slight decrease compared to 2018 for 1.80

days. It is hoped that in the following year the facilities and infrastructure in tourism areas can be improved so that the average length of visiting tourists for the purpose of vacation can increase.

From the explanation above, vacation / recreation is one of the main goals of tourists visiting Riau Province. Of all domestic tourists who aim for vacation / recreation / tourism, most of them conduct city and rural tours, which is about 59.68 percent or decreased from 61.65 percent in 2018. In addition, culinary tourism is the next choice of tourism, which is 13.86. percent or an increase compared to 2018 which amounted to 9.90 percent. Maritime Tourism also experienced an increase from the previous year, from 6.23 percent in 2018 to 6.83 percent in 2019 as can be seen in table 35.

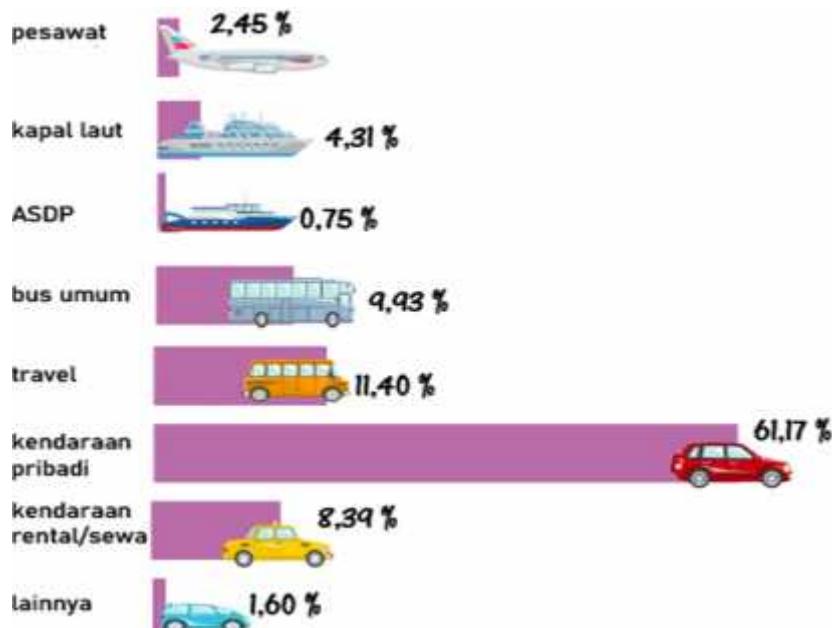
Table 35. Distribution of Indonesian Tourists Conducting Tourism Activities, 2018-2019

Tourism Activities	2018	2019
(1)	(2)	(3)
Marine Tourism	6,23	6,83
Eco Tourism	0,69	2,26
Adventure Tourism	1,30	0,24
History/Religious Tourism	6,18	4,69
Art Tourism	0,09	0,98
Culinary Tourism	9,90	13,86
City/Countryside Tour	61,65	59,68
MICE Tourism	0,09	0,60
Sport and Healthy Tourism	2,08	2,67
Integrated Tourism Object	11,80	8,19
TOTAL	100,00	100,00

The mode of transportation used by domestic tourists in order to travel to Riau Province in 2019 is dominated by land transportation. The use of land transportation

modes is an option because most domestic tourists visiting Riau come from adjacent provinces and from Riau residents themselves.

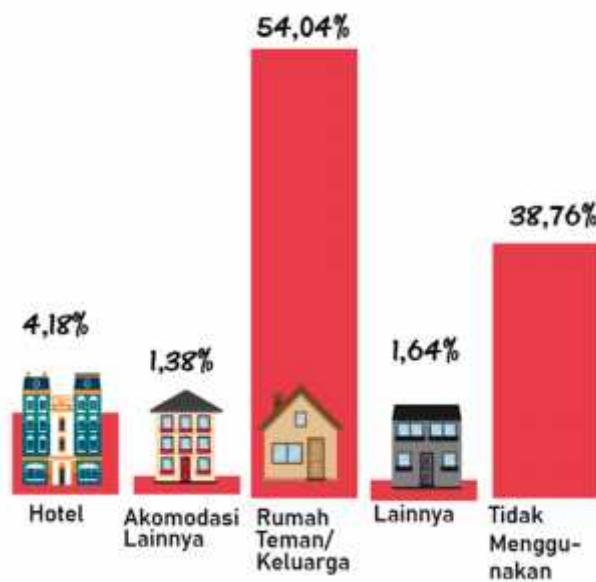
Figure 19. Distribution of Number of Indonesian Tourists Trip to Riau Province by Mode of Transport, 2019 (%)



Source : National Tourist statistics 2019

In the picture above, it can be seen that domestic tourists visiting Riau Province in 2019 mostly use private vehicles (61.17%). The cost and convenience factors are of course the main reasons that tourists prefer this mode of transportation. Apart from private vehicles, travel modes (11.40%) and public buses (9.93%) are the next alternatives chosen by domestic tourists to visit Riau Province. Not a few also domestic tourists who use rental / rental vehicles amounting to 8.39 percent. The use of water transportation is 5.06 percent, while the use of airplanes is only 2.45 percent of all trips to Riau.

Figure 20. Distribution of the Number of Trips of Indonesian Tourists to Riau Province by Accommodation Used, 2019



Source : National Tourist Statistics 2019

Approximately 54.04 percent of domestic tourists who visited Riau Province in 2019 stayed with friends or family. Meanwhile 38.76 percent did not use any accommodation. This is because tourists visiting Riau Province decide not to spend the night for various reasons, for example, the distance is not too far from their place of origin, to save costs, and so on. Domestic tourists who stay at hotels and other accommodations are 5.56 percent. It is hoped that in the following years the number of foreign tourists using hotels and other accommodations can increase, so that the tourism sector in Riau Province can continue to grow.

Table 36. Distribution of Domestic Tourists to Riau Province According to Media /
Main Information Sources Used, 2018-2019 (%)

Main Media/Sources of Information (1)	2018 (2)	2019 (3)
	2018 (2)	2019 (3)
Official Website	0,32	1,19
Social Media	6,34	11,17
Other Media Internet	1,07	1,50
Television/Radio	0,05	0,21
Printing	0,38	0,16
Family/Friends	85,71	67,63
Travel Agent	1,88	0,79
Others	4,25	17,36
TOTAL	100,00	100,00

Source : National Tourist Statistics 2019

At the moment there are many ways to get information about anything. Likewise for domestic tourists visiting Riau Province, there are various ways used to get all the information about Riau Province, for example regarding popular tourist objects, places to eat that are being hit, etc. Table 36 above shows that 67.63 percent of local tourists visiting Riau Province in 2019 prefer friends / relatives / family as the main source of information they want to know. When compared to 2018, it seems that many people have started turning to social media for information. It can be seen that the percentage of using social media as the main source of information has increased from 6.34 percent in 2018 to 11.17 percent in 2019.

CHAPTER IV

RIAU TOURISM IN COVID-19 PANDEMIC

The spread of the Coronavirus Disease 2019 (COVID-19) outbreak is increasingly widespread and has encouraged various countries to carry out disease containment through activity restrictions. The activity restriction policy aimed at reducing the level of the outbreak has had a negative impact on the global economy. The world economy is even predicted to grow negatively in 2020. The performance of manufacturing and services will weaken sharply, causing millions of people to lose their jobs. Fiscal and monetary authorities took ultra-accommodative policy measures, on a scale that exceeded the era of the global financial crisis. On the one hand, this policy was able to withstand a deeper economic downturn and create financial market stability. However, on the other hand, it also contains risks that need to be scrutinized and mitigated. Going forward, authorities in various countries, especially developing countries, need to maintain fiscal sustainability, credibility of monetary policy, and continue structural reforms to strengthen economic resilience in facing various risks going forward.

4.1 The COVID-19 Pandemic Weakens the World Economy

The spread of the Coronavirus Disease 2019 (COVID-19) outbreak has infected almost all countries in the world. The "new epidemic" which was originally thought to be localized in Wuhan City through lockdown, has actually spread rapidly throughout the world. The number of positive cases increases exponentially. From dozens of patients in January 2020 to more than six million at the beginning of June 2020 (WHO, 2020). After the determination of COVID-19 as a pandemic, many countries carried out disease containment through travel restrictions and physical contact, even lockdowns.

The restriction policy suppressed the spread of the virus, but triggered a sharp decline in the world economy. Australia, Japan, Germany, South Korea, New Zealand, Singapore, China, and Vietnam are some of the countries that have had success in suppressing the spread of the virus through activity restriction policies. However, this policy caused disruption in the supply chain, reduced production activities and public consumption, increased unemployment, and corrected economic growth (Scheeweiss, Murtaugh, and Bloomberg Economics, 2020). The economic performance of a number of countries corrected sharply in

the 1st Quarter of 2020 (Q1-20), thus growing negatively. The contraction in economic growth was experienced by China, the Euro Area, England, Japan, the Philippines, Thailand and Singapore, which reached its lowest record since the Global Financial Crisis (GFC). Only a few countries were able to avoid negative growth even though they continued to have sharp corrections such as the US, India, Indonesia, Turkey and Vietnam. Containment Measures puts pressure on the global manufacturing and service sector. The tourism sector was hardest hit, with the recovery process expected to be very gradual. According to the United Nations World Tourism Organization (UNWTO), the international tourism sector contracted 22% during Q1 2020, and has the potential to drop by 60% -80% throughout 2020. The application of travel tires also disrupts the aviation, travel and hospitality industries. The International Aviation Association (IATA) estimates that there is a potential loss of up to USD314 billion in the aviation industry in 2020 due to the COVID-19 pandemic. Airline companies postpone aircraft maintenance, postpone / cancel investment plans, ask employees to leave unpaid leave, and make significant dismissals (KPMG, 2020).

4.2 Policies to Address the Impact of COVID-19

The significant economic downturn due to COVID-19 has prompted aggressive steps by world authorities. In addition to policy measures to strengthen the health sector, the authorities are also paying attention to efforts to overcome the impact of the economic downturn by launching various stimuli. The policy targets are also very broad ranging from households, corporations, MSMEs, and even local governments, as well as targeting various economic sectors. Various institutions such as the IMF, World Bank, ASEAN have also called for the importance of international cooperation to overcome the impact of the pandemic.

In general, policy responses to address the impact of COVID-19 can be grouped into four categories, namely fiscal, monetary, macro prudential, and emergency liquidity policies. According to Yale University, until April 2020 fiscal policy was the most widely used (45% of total policies), followed by macro prudential (35%), monetary (11%), and emergency liquidity (9%). South Korea and the US are the countries that have been the most aggressive in releasing policies, especially fiscal and macro prudential. The value of the fiscal stimulus in response to COVID-19 reached around 3.7% of World GDP, much higher than the GFC 2008/2009 (around 1.5% of GDP). This value will continue to increase as a number of stimuli are still being launched.

Fiscal policy to tackle COVID-19 has different characteristics compared to the time of the GFC. The fiscal stimulus during the 2008/2009 GFC was focused more on public investment and unemployment insurance. Meanwhile, during the COVID-19 crisis, the government prioritized assistance to the labor and household sectors in the form of job retention schemes, unemployment insurance, direct cash payments, and tax relaxation. The government also provides assistance to the health sector and affected businesses. It even provides financial support to local governments to provide health facilities for its citizens.

Pressure on financial markets and the economy also received an aggressive response from the monetary authorities. Policy is directed at maintaining price stability, ensuring the operation of financial markets, and ensuring the effectiveness of monetary policy transmission. Measures taken include cutting interest rates, purchasing securities, intervening in the money market, preventing capital flows, and establishing swap arrangements. The policy to cut interest rates was carried out quite aggressively after the outbreak of COVID-19. In the first five months of 2020, the central banks of the US, Canada, Vietnam and Brazil cut interest rates by 150 bps each. The central banks of Turkey and South Africa even lowered it to 300 bps and 250 bps.

The interest rate reduction policy was accompanied by other policy instruments. The central bank relaxed the statutory reserve requirement and adopted an unconventional policy (quantitative easing / QE) by purchasing government and private securities. The limit for buying securities was increased, even the Fed did not limit the amount (unlimited). The central bank also issued a policy to ensure that financial markets continue to run, by conducting transactions on the money market, as well as ensuring the availability of liquidity in the banking system for smooth lending. The worsening conditions also prompted the monetary authorities of several countries to provide financial support to large corporations, including airlines and regional governments - policies that were not implemented during the 2008-2009 global financial crisis, especially by the US.⁶ The central bank's accommodative policies were reflected in the central bank's balance sheet increased significantly.

The accommodative monetary policy mitigated fluctuations in financial markets and built confidence in market players. The stock price index has increased and capital flows have begun to return to emerging markets. Statements by various central banks that are ready to carry out further policies have added to market confidence. Support for corporations and MSMEs is also expected to prevent bankruptcy and suppress layoffs.

4.2.1 Policy Response: Mitigating the Impact of the Covid-19 Outbreak on the Tourism Sector

In the last ten years of 2009-2019, world tourism has continued to enhance. International tourists increased from 892 million people during the crisis period in 2009 to 1.461 million people in 2019. Other performance indicators showing the strategic value of world tourism in 2019 include: 4% growth; one in ten jobs in the world are filled with workers from the tourism sector; contributing 7% of global exports.

Covid-19 is a global epidemic that has had a devastating impact on the human and social dimensions. After spreading from China, the pandemic spread rapidly to 210 countries including Indonesia. The Covid-19 pandemic is a big shock to the global economy, including Indonesia. The economy is in decline for at least the first half of this year and possibly longer if containment measures for the Covid-19 outbreak are not effective. The Covid-19 pandemic caused disruption to global, domestic supply chains, financial market volatility, shocks to consumer demand and negative impacts in key sectors such as travel and tourism. The impact of the Covid-19 outbreak will no doubt be felt throughout the tourism value chain. Small and medium enterprises are expected to be particularly affected.

The pressure on the tourism industry is most evident in the large decline in foreign tourist arrivals with massive cancellations and decreases in bookings. The decline also occurred due to a slowdown in domestic travel, especially due to the reluctance of Indonesians to travel, worried about the impact of Covid-19. The decline in the tourism and travel business had an impact on MSME businesses and disrupted employment opportunities. Even though so far tourism is a labor-intensive sector that absorbs more than 13 million workers. This figure does not include the multiplier effect that follows, including the derivative industries formed under it.

The Economist revises economic growth predictions for all G20 member countries. As a result, the Covid-19 outbreak brought nearly all G20 countries to the brink of recession. More than half of the G20 countries are predicted to experience negative economic growth. The Economist shows that only 3 G20 countries are predicted to show positive economic growth throughout 2020, namely Indonesia, China, and India. For Indonesia, The Economist predicts real GDP growth in 2020 will be at 1 percent, while Indonesia's GDP growth prediction before Covid-19 is 5.1 percent.

Bank Indonesia also corrected its economic growth projection from 5.0-5.4 percent to 4.2-4.6. Changes to growth projections resulting from a slowdown in world economic growth prospects of only 2.5 percent reduces the growth prospects for Indonesia's exports of goods; economic slowdown in a number of countries, such as the US economy which is estimated to only grow 1.6 percent and China to grow 5.1 percent; service exports, especially the tourism sector, are also predicted to decline due to impediments to the mobility process between countries.

4.3 World Tourism

The world tourism organization (UNWTO) announced in March 2020 that the impact of the Covid-19 outbreak will be felt throughout the tourism value chain. About 80% of small and medium enterprises from the tourism sector with millions of livelihoods around the world were affected by Covid-19. In response to the Covid-19 outbreak, UNWTO has revised its outlook for negative international tourist growth from 1% to 3%. This has an impact on decreasing revenues or estimated losses of US \$ 30 billion to US \$ 50 billion. Prior to the Covid-19 outbreak, international tourists were estimated to have grown by between 3% and 4%. Asia and the Pacific will be the worst-affected regions, with a drop in arrivals estimated at between 9% and 12%.

In March 2020, UNWTO conducted an assessment of the impact of the Covid-19 outbreak on international tourists. From the results of the assessment, it appears that the development of international tourists since 1995 has continued to experience growth by showing strength and resilience in facing shocks such as SARS in 2003, and the global economic crisis accompanied by the Iraq war in 2009. This storm can be overcome quickly so that by 2019 the number foreign tourists increased to 1.461 million people. To this day, learning from the experience of dealing with the SARS outbreak in terms of size, dynamics of the global travel market, geographic spread of COVID-19 and its potential economic impact, UNWTO estimates that international tourist arrivals could decrease by 1% to 3% by 2020 globally, or down from the 3% to 4% growth forecast in early January 2020.

4.4 Indonesian Tourism

The Central Statistics Agency (BPS) noted that foreign tourist visits who came to the country during 2020 had decreased. The decline in the number of foreign tourist visits was

mainly due to the outbreak of Covid-19 which occurred since the last week of January 2020. Starting from January 2020, foreign tourist visits reached 1.27 million visits. This figure has decreased by 7.62 percent when compared to the number of foreign tourist arrivals in December 2019 of 1.37 million visits. Then cumulatively from January to September 2020, the number of visits by foreign tourists or foreign tourists to Indonesia reached 3.56 million visits or decreased by 70.57 percent compared to the number of foreign tourists visiting in the same period the previous year which amounted to 12.10 million visits. The number of foreign tourists visiting consists of 1.62 million foreign tourists visiting through air entrances, 894.20 thousand sea entrances, and 1.05 million land entrances.

Figure 21. Data of Foreign Tourist Visits to Indonesia, 2018-2020



Cumulatively (January – September 2020), foreign tourists who came to Indonesia from the Middle East region had the highest percentage decline, namely 78.00 percent compared to the same period the previous year, while the Asia outside ASEAN had the smallest percentage decline, namely 66.75 percent. Meanwhile, according to nationality, the most foreign tourists visiting Indonesia during January-September 2020 were Malaysian nationals with 844.79 thousand visits (23.72 percent), followed by Timor Leste with 772.88 thousand visits (21.70 percent), Singapore 271,53 thousand visits (7.62 percent), Australia 249.90 thousand visits (7.02 percent), and China 215.46 thousand visits (6.05 percent).

Based on Figure 21, it can be seen that the decline in the number of foreign tourists to Indonesia began in February from 1.27 million visits in January to 863.96 thousand visits. The Covid-19 pandemic that continues to occur has an impact on the decline in the number of foreign tourists until October 2020.

Table 37. Number of Foreign Tourist Visits by Nationality,2019-2020

Nationally	Number of Visits (in thousand)				"Total of Change (%) Jan–Sep 2020 to 2019	
	Jan–Sep 2019		Jan–Sep 2020*)			
	Air	Total	Air	Total		
1	2	3	4	5	6	
ASEAN	1.538,00	4.596,30	369	1.358,40	-70,45	
ASIA selain ASEAN	2.627,90	4.004,90	478	1.331,60	-66,75	
TIMUR TENGAH	205,1	210,8	44,5	46,4	-78	
EROPA	1.422,90	1.553,20	358	403,2	-74,04	
AMERIKA	421	482,7	102	120,7	-75	
OSEANIA	1.083,00	1.185,70	256,3	286,7	-75,82	
AFRIKA	64,8	69,1	14,3	15,5	-77,59	
TOTAL	7.362,70	12.102,70	1.622,00	3.562,30	-70,57	

The tourism industry is faced with a huge decline in foreign tourist arrivals with massive cancellations and lower bookings. The decline also occurred due to a slowdown in domestic travel, mainly due to people's reluctance to travel worried about the impact of Covid-19. The decline in the tourism and travel business had an impact on MSME businesses and disrupted employment opportunities. Even though so far tourism is a labor-intensive sector that absorbs more than 13 million workers. This figure does not include the multiplier effect that follows, including the derivative industries formed under it. The decline in foreign tourists, especially to Indonesia, will affect foreign exchange earnings from tourism. Approximately USD 1.3 billion decrease in foreign exchange earnings from tourism.

The Covid-19 pandemic also caused the ROR for star hotels to decline in 2020. In March 2020 the ROR was down to 32.2 percent, then fell even further to only 12.7 percent in the following month. The ROR rate started to improve in May 2020 and continued to show an increase until October. Where the ROR for star hotels in October reached 37.48 percent.

Figure 22. Room Occupancy Rate Statistics of Star Hotels in Indonesia, 2018-2020

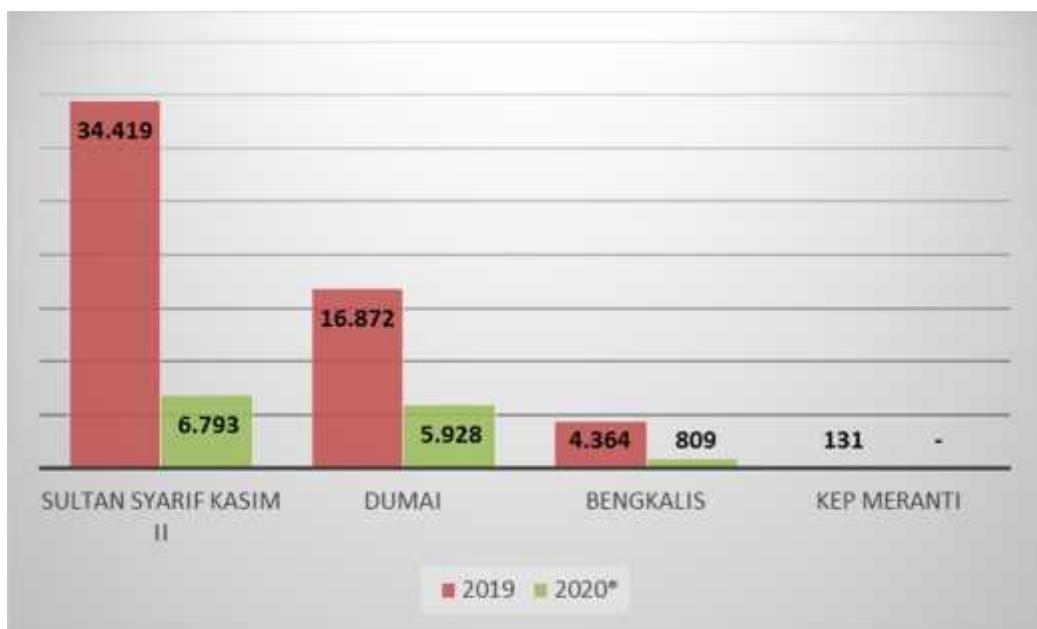


4.5 Riau Tourism

Although it is not a tourist destination when compared to Bali and other regions in Indonesia, due to the Covid-19 Pandemic, Riau Province was also affected. A number of leading tourist destinations and attractions in Riau have decreased significantly. Even the Riau Province Tourism Office noted that since the Covid-19 Pandemic hit Riau, managers of tourist attractions in 12 districts/cities in Riau have lost up to Rp. 7 billion until mid-2020. This loss occurred due to the lack of visitors coming to tourist attractions. While on the other hand, operational, maintenance, employee salaries and other routine costs at the tourist attraction site are still running.

Based on Figure 23 below, it can be seen that the majority of foreign tourist visits to Riau Province are foreign tourists who come through the entrance to Sultan Syarif Kasim II Airport located in Pekanbaru city, Riau Province. However, in 2020 during January to September the number of foreign tourist arrivals coming through Sultan Syarif Kasim II Airport in Pekanbaru experienced a very significant decline, namely 6,793 visits, a decrease of 72.59 percent compared to the same period in 2019. The number of foreign tourists visiting these areas in Riau Province directly through the entrance to Dumai Port, Bengkalis Port, and several other sea ports have also decreased compared to 2019. Through Dumai City port during January to September 2020 the number of foreign tourists entering was 5,660 visits and through Bengkalis Regency 809 visit. This is a difficult task for the government to revive the tourism sector after the Covid-19 pandemic in Indonesia ends.

Figure 23. Foreign Tourists Who Visit Riau Province Directly Through Entrance, 2019-2020



The same thing happened to the arrival of domestic passengers at Sultan Syarif Kasim International Airport (SSK) II Pekanbaru, the following picture shows a very significant reduction from April 2020, which was caused by airport closures from 25 April to 1 June 2020 following government policy through Minister of Transportation Regulation number 25 of 2020 concerning Control of Transportation during the Idul Fitri 1441 Hijriah Homecoming Season in the context of Preventing the Spread of Covid-19 and Large-Scale Social Restrictions (PSBB) in Pekanbaru, Riau starting from April 17 to May 28, 2020.

The number of domestic flight passengers in April was recorded at 25,247 passengers, a decrease of 77.91 percent compared to March 2020. Then it fell further by 94.69 percent in the following month. The number of domestic arriving passengers began to improve after June 2020. However, the number of passengers is still far from normal due to public concerns about the Covid-19 pandemic. In October 2020, the number of passengers reached 42,666 people, an increase of 21.86 percent when compared to September 2019.

Figure 24. Number of passengers arriving at domestic flights in Riau Province, 2018-2020



Figure 25. Hotel Room Occupancy Rates (TPK) in Riau Province, 2018-2020



Due to the decline in tourists visiting Riau, other sectors have also been affected. The sluggishness of the tourism sector spreads to the hotel and lodging sector in Riau. In March 2020, the ROR of Riau Province fell to 26.71 percent, then dropped even further to only 14.73 percent the following month. The ROR rate began to improve in May 2020 and

continued to show an increase until October, where the ROR in October reached 36.16 percent.

4.6 The Impact of Covid-19 on the Socio-Economic Community in Riau Province

The Covid-19 pandemic that occurred has an impact on all aspects of life. Not only health, but also have a multi-sectorial impact, namely the impact on the economy in terms of trade, investment and tourism. The imposition of restrictions on domestic and foreign travel has resulted in a drastic decline in flights and other transportation and has an effect on decreasing visits of domestic and foreign tourists. Of course this has a domino effect on tourism supporting business fields such as: hotels, restaurants and retail.

The community is starting to feel the multisectoral impact. Households are thought to be under pressure from both the income and expenditure side. Community income has decreased drastically because they cannot work optimally to meet their basic needs, especially for poor and vulnerable families in the informal sector. Likewise, public expenditure / consumption is believed to be experiencing pressure due to restrictions on activities outside the home.

Figure 26. Percentage of Respondents by Gender and Conditions of Work (%)



Based on research conducted by BPS Riau Province as outlined in the publication "Study of the Impact of Covid-19 on the Economic Condition of the Community in Riau Province" and "Study

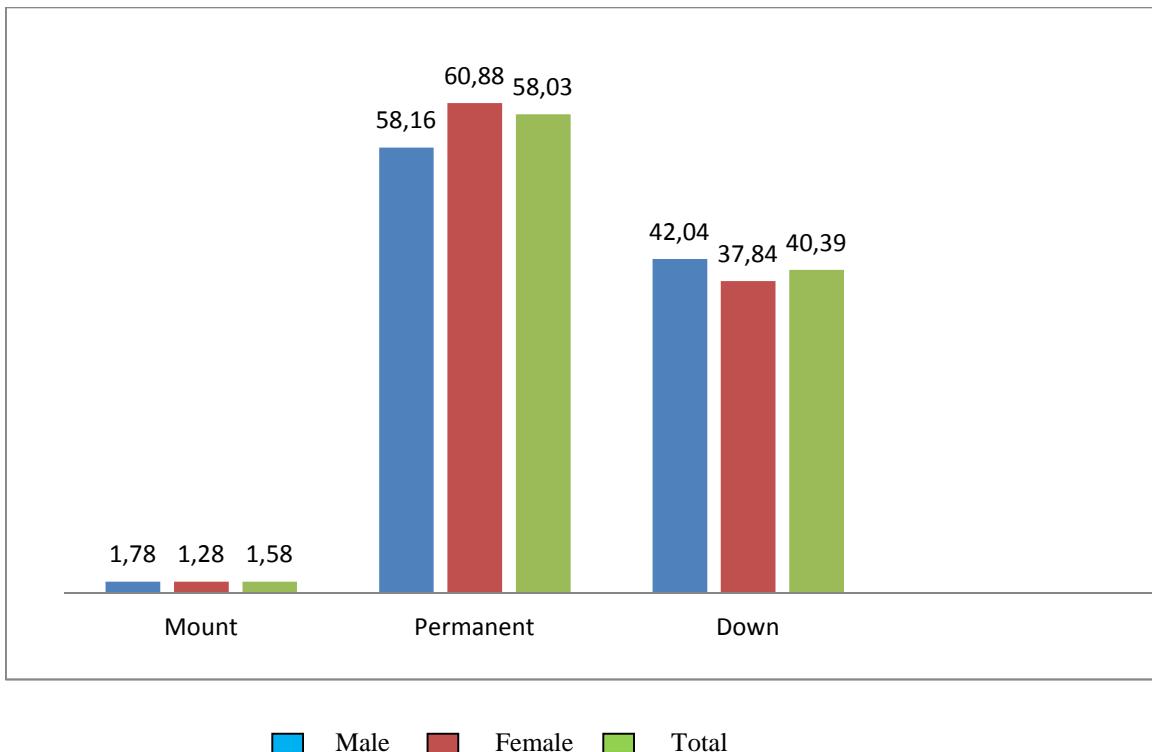
of the Impact of Covid-19 on the Social Conditions of the Community in Riau Province", the percentage of respondents affected by Covid-19 was working but while being laid off was 15.10 percent and the number who did not work because they had just been laid off was 2.05 percent. Meanwhile, the percentage of respondents who did not work was 21.13 percent. This will affect the income and expenses made during Covid-19.

Table 38. Respondent Percentage According to Gender and Occupation (%)

Business Field	Yes, Work	Yes, But Temporarily Layoffs
Agriculture, forestry, fisheries	79,00%	21,00%
Mining and excavation	82,35%	17,65%
Processing industry	81,82%	18,18%
Procurement of electricity and gas	73,33%	26,67%
Water supply, waste management and recycling	66,67%	33,33%
Construction	80,00%	20,00%
Wholesale and wholesale trade	68,75%	31,25%
Warehousing transportation	81,82%	18,18%
Provision of accommodation and food and drink	57,69%	42,31%
Information and communication	77,78%	22,22%
Financial and insurance services	97,14%	2,86%
Real estate	100,00%	0,00%
Company services	82,76%	17,24%
Government administration	88,16%	11,84%
Educational Services	56,29%	43,71%
Health Services and Social Activities	89,47%	10,53%
Other services	65,43%	34,57%

If viewed based on the type of business field, respondents who work in the business field of food and drink accommodation services (57.69 percent) are considered to have a small percentage for their current working condition. For accommodation and food and drink provision services, this condition is inseparable from the current Covid-19 situation which has caused the number of consumers who use accommodation providing services to drop dramatically. Other services are services where workers have to be laid off temporarily. Other services that include entertainment and recreation services are, of course, one of the services affected by Covid-19.

Figure 27. Percentage of Respondents by Gender and Impact on Income (%)



Based on the survey results, it was found that respondents who worked and stated that their income had decreased by 40.39 percent. Meanwhile, respondents who stated that their income remained at 58.03 percent. Even so, there were still respondents who stated that income had increased since the Covid-19 outbreak, which was 1.58 percent. The strategy taken by the government to stop the spread of Covid-19 in the form of social distancing and PSBB resulted in people having to limit themselves to doing activities outside the home, including in terms of working to earn income.

From Figure 25 above, it is known that quite a number of respondents, both male and female, stated that their monthly income had decreased. However, the percentage of male respondents whose income decreased was greater than that of women. On the other hand, about one percent of respondents, both male and female, experienced an increase in their monthly income.

Most of the respondents who worked (62.54 percent) stated that their income was steady during Covid-19. Approximately 35.84 percent of respondents who continued to work stated that their income had decreased and only 1.61 percent stated that their income had

increased. Meanwhile, the percentage of respondents who worked but were temporarily laid off stated that their income had decreased during Covid-19 (58.97 percent) was greater than those who stated fixed income (39.56 percent). This explains that the condition of respondents who still have a job in general has experienced a decline in income during Covid-19. This of course can affect the level of consumption or purchasing power of respondents to their daily needs, both food and other non-food needs.

Figure 28. Respondent Percentage According to Gender and Occupation (%)

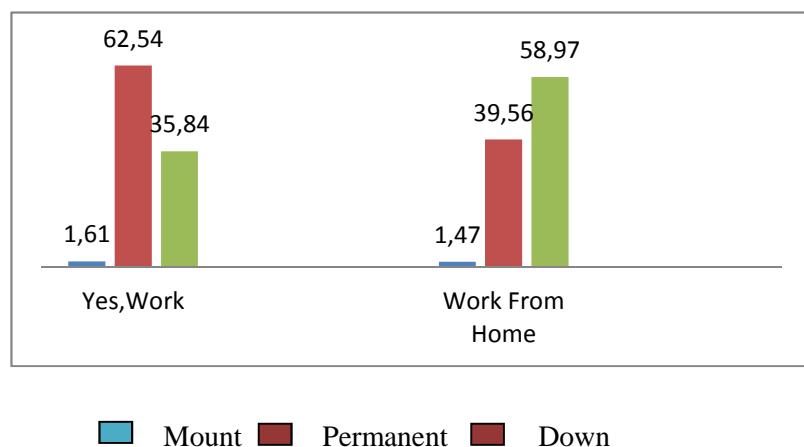
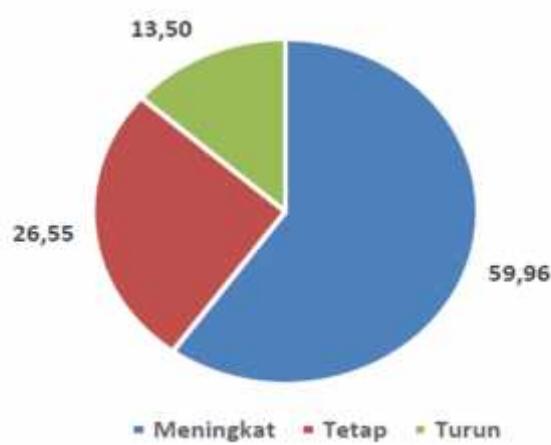


Figure 29. Respondent Percentage Based On Expenditure Status (%)



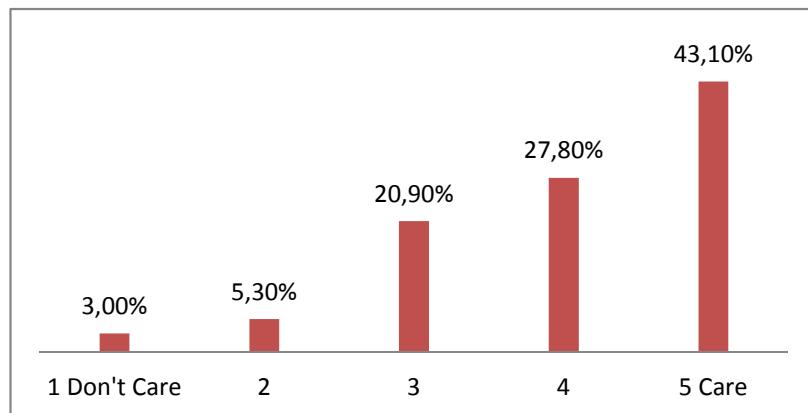
From the survey results, it was found that respondents who stated that their spending had increased since Covid-19 occurred was 59.96 percent, who stated that their expenses remained at 26.55 percent, and those who stated that their expenses had decreased by 13.50

percent. It is very different when compared to the amount of income which has fallen more since Covid-19. The increase in spending caused by restrictions on people's activities outside the room and staying at home led to an increase in consumption of several types of goods / services.

The impact of the Covid-19 pandemic is not only on the business world, but can also change people's consumption behavior. As a result of the prohibition on activities outside the home, it reduces the habits that are often carried out by the community, for example traveling to shopping centers, going to restaurants, recreation or looking for entertainment, and so on.

From the survey results, it was found that there was an increase in expenditure on several types of household goods. First, consumption of foodstuffs in the form of basic food, rice and raw side dishes has increased. As much as 66.70 percent of respondents stated that there was an increase in food consumption. This is because respondents reduce their activities outside the home and stay at home more so that they eat less in restaurants and prefer to cook at home themselves.

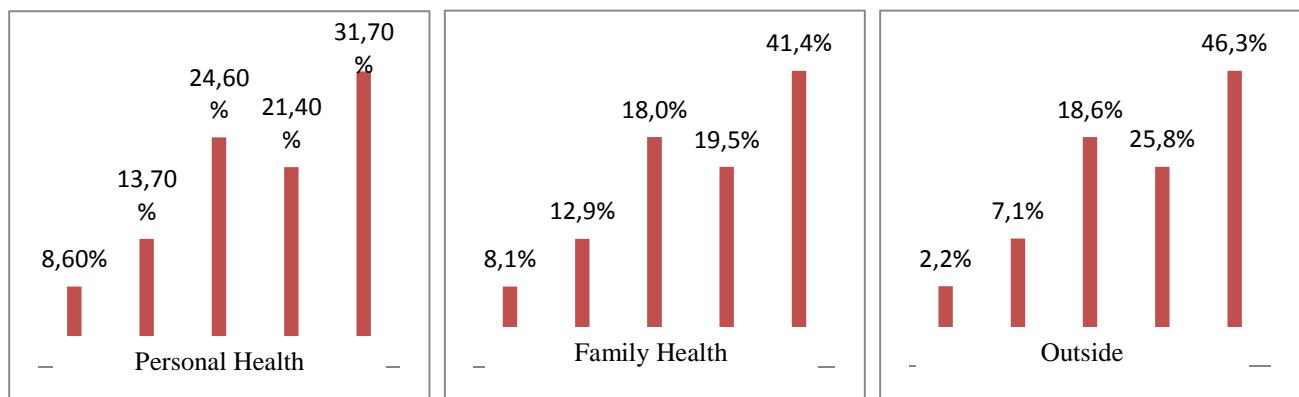
Figure 30. Description of the Concerns of Riau Respondents Toward Covid-19 News (%)



Judging from the level of concern of the Riau people, nearly half (43.1 percent) of respondents in Riau Province stated that they were very worried about the news about Covid-19. Only 3 percent of them said that they did not care about the news about Covid-19. Where as many as 31.7 percent of respondents in Riau Province stated that they were very worried

about their personal health. Meanwhile, 41.4 percent of respondents said they were very worried about their family's health. Meanwhile, 46.3 respondents were very worried when they were outside the house.

Figure 31: Things that Worry Respondents Regarding Covid-19 (%)



CHAPTER V

TRENDS AND PROSPECTS

5.1 ECONOMIC CONDITIONS

Indonesia's economic growth has persisted amidst the slowing performance of the world economy. The overall economic growth in 2019 remains good, namely 5.02%, although it is lower than the 2018 achievement of 5.17%. This economic growth was supported by stable domestic demand while the export performance declined. The overall development in 2019 was achieved after in the fourth quarter of 2019 economic growth was recorded at 4.97% (yoY), slightly slowing down compared to the previous quarter's growth of 5.02% (yoY).

Economic growth in 2019 has been largely supported by maintained domestic demand while exports have declined in line with slowing global demand and falling global commodity prices. Maintained domestic demand is influenced by stable household consumption which grew by 5.04% in 2019, not much different from the growth in the previous year of 5.05%. The controlled household consumption is driven by controlled inflation and a stable level of consumer confidence. Consumption of Household Nonprofit Institutions (LNPRT) increased from 9.10% in 2018 to 10.62%, driven by the positive impact of holding the 2019 elections. Domestic demand is also supported by investment that remains high, especially construction investment which grew 5.37%, not much different from the 2018 performance of 5.41%. In terms of business sector, economic growth in 2019 was mainly driven by the performance of services in the tertiary sector, especially the communications and information sector, the financial and insurance services sector and other service sectors.

The COVID-19 pandemic which began to emerge in early 2020 in China and spread to various countries, including Indonesia, affected Indonesia's economic growth in the first quarter of 2020. Indonesia's economic growth was recorded at 2.97% (yoY) in the first quarter of 2020, slowing down compared to the achievements the previous quarter was 4.97% (yoY). The influence of COVID-19 on Indonesia's economic growth is primarily the decline in domestic demand, amidst the positive performance of the external sector.

Based on this background, policies related to tourism activities need to be directed at efforts to increase the competitiveness of Indonesian tourism. Some of the main goals in increasing this competitiveness are:

- a. Increasing the image of Indonesian tourism;
- b. The creation of diversification of tourism destinations; and
- c. The creation of effective and efficient tourism marketing.

5.2. The Role of Tourism in the Economy

The tourism sector is expected to bring fresh air when Indonesia's oil and gas and non-oil and gas sectors are increasingly slumping. This is because all sources of growth are deemed unable to be optimized to boost the economic growth rate which has been stagnant at the 5 percent level. The tourism sector is able to provide a fairly large role in the national economy. This activity is able to create employment and business opportunities, increase people's income, and become a source of foreign exchange for the country. However, tourism activity is not a separate sector, but is still combined with other sectors

In April 2019, Indonesia recorded a trade balance deficit of US \$ 2.5 billion or Rp36 trillion. Meanwhile in 2019 the tourism sector is estimated to be able to contribute foreign exchange of US \$ 17.5 billion, an increase of 9.3% from \$ 16.1 billion in 2018. The largest increase in foreign exchange comes from foreign tourists. In 2019, the number of foreign tourists who came to Indonesia was 16.1 million, an increase of 1.88 percent from 2018.

Entering 2020 with high hopes for Indonesia's tourism sector, it turns out that the world is faced with the Covid-19 pandemic. The Corona virus or Covid-19 originating from the City of Wuhan, China has hit Indonesia's tourism sector badly. In fact, the tourism sector is one of the sectors that has the largest multiplier effect in the economy. This is because the tourism sector is supported by various sub-sectors ranging from transportation, accommodation, to the micro, small and medium enterprises (MSMEs) industry.

The government has provided various incentives to reduce the impact of the corona virus on the domestic economy. Most of the incentives are geared towards supporting the tourism sector from discounts on domestic flights to exemptions from hotel and restaurant taxes. To encourage the revival of Indonesia's tourism sector which was affected by the Covid-19 pandemic, the Ministry of Tourism and Creative Economy will disburse grants of

up to IDR 3.3 trillion to district and city governments. Minister of Tourism and Creative Economy Wishnutama previously estimated that the corona virus outbreak had a risk of harming the Indonesian tourism sector up to US \$ 4 billion or around Rp. 54.6 trillion if it occurred during the year.

Riau Province as part of Indonesia's territory also realizes the need to create new sources of economic growth in addition to the oil and gas sector which has been the main source of Riau's economy. The tourism sector should be a source of economic growth if it is managed properly and seriously. This is because the tourism potential of Riau Province is very high, so it is hoped that it can improve the regional economy, which in turn can improve the welfare of the community.

Apart from being blessed with abundant natural resources, Riau is also gifted with the potential for quite an interesting tourist attraction. Riau has promising tourism prospects to be developed. This area has the potential to develop. The tourism sector will develop through downstream industrial activities, culture and arts. Many native Riau cultures can be developed. Such as culinary and handicrafts, especially in areas bordering our country. The development of tourism objects in Riau needs to be increased together, the most important thing is to be guarded together is about security.

After all, people are interested in visiting tourist attractions, but the area is not safe, people do not want to come. How can guests who visit this tourist destination be served well, so that they have a good impression. This must be the joint responsibility of the government and the private sector and there needs to be an integration between the two.

Next is how to introduce and sell tourist destinations in Riau to foreign countries. One of the steps that can be taken is to collaborate with related parties, then integrate and synergize with all elements of tourism.

5.3. THE STRATEGIC PLAN (RENSTRA) OF TOURISM FIELD

The vision of national tourism development until 2025 in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia No.PM.35 / UM.001 / MPEK / 2012 is: "INDONESIA IS CREATED AS A WORLD CLASS TOURISM

DESTINATION, COMPETITIVENESS, SUSTAINABLE, CAPABLE TO PROMOTE THE DEVELOPMENT OF REGIONS."

In realizing the vision of national tourism development as referred to above, it is pursued through four national tourism development missions which include the development of:

1. Tourism destinations that are safe, comfortable, attractive, easily accessible, environmentally friendly, increase national, regional and community income;
2. Tourism marketing that is synergistic, superior, and responsible for increasing domestic and foreign visits;
3. Tourism Industry that is competitive, credible, moves business partnerships, and is responsible for the natural and socio-cultural environment; and Government Organizations, Local Government, private sector and society, human resources, regulations, and effective and efficient operational mechanisms in the framework of encouraging the realization of sustainable tourism development.

Indonesia's tourism development is carried out based on Law No.10 of 2009, concerning Tourism. Tourism development is realized through the implementation of a tourism development plan by taking into account the diversity, uniqueness of culture and nature, as well as the human need for tourism. This tourism development includes: tourism industry; tourism destinations; marketing; and tourism institutions.

The direction of tourism development policies is formulated taking into account the vision, mission, objectives, strategic objectives of tourism development for 2012-2014, which are implemented following the direction of national tourism development policies, and are complemented by new initiatives taking into account the conditions, potentials and current problems facing the tourism sector. The direction of tourism development policies and strategies includes:

- 1.1. Strengthening the synergy and integration of marketing and promotion of 18 tourism destination locations between government agencies, carried out with a strategy of optimizing the implementation of marketing and promotion of tourism, trade and investment (TTI) in 16 main tourism markets;
- 1.2. Optimizing the role of Indonesian representatives abroad in 16 main tourism markets.

2. Strengthening the synergy and integration of the marketing and promotion of 18 tourism destination locations between government agencies and the business community and society, carried out with the following strategies:

2.1. optimizing national branding abroad in 16 main tourism markets, such as “Wonderful Indonesia”;

2.2. optimizing national branding in the country; optimize the role of BPPI (Indonesian Tourism Promotion Board) and BPPD (Regional Tourism Promotion Board).

3. Improving the quality of tourist destinations, carried out with the following strategies:

3.1. optimizing the MP3EI program (Master Plan for the Acceleration and Expansion of Indonesia's Economic Development);

3.2. improving consolidation and coordination across Ministries / Agencies in increasing international access to 18 locations of Indonesian tourism destinations;

3.3. increasing the role of the community in tourist destinations;

3.4. increasing amenity support (Co-Administration);

3.5. improving the quality of governance (DMO).

3.6. creating a conducive climate for the development of the tourism industry, is carried out with a strategy of increasing community empowerment, awareness of community tourism, facilitating the design of destinations and destination forums, travel patterns, increasing special interest tourism, conventions and events;

3.7. providing easy investment and business starting from starting, running and developing a business;

3.8. changing the licensing regime to registration;

3.9. providing tourism business incentives;

3.10. doing tax relaxation.

Several policies that might be taken by Riau Province in tourism development are:

1. Introducing Malay culture

In line with the vision of Riau Province as the center of the Malay economy and culture, the direction of tourism development must be based on the development of a community-based culture and a religious community environment.

2. Increasing promotion / marketing activities.

This tourism promotion must be carried out in an integrated manner, properly, correctly and in harmony with good manners or ethics both domestically and abroad.

3. Facilitating accessibility.

Accessibility makes it easier for consumers / tourists who support tourism development, because it involves cross-sectoral development.

4. Expanding the tourism area.

Expanding the tourism area is intended to;

(a) Increasing regional and community participation in tourism development

(b) Increasing the positive impact of development

(c) Facilitating control of environmental impacts

5. Developing water tourism / marine tourism. This type of tourism has a very high comparative advantage to similar tourism products abroad.

6. Developing MICE.

This type of activity is starting to be carried out both at home and abroad.

7. Developing tourism products.

Optimizing efforts to display varied, attractive, high-quality tourism products accompanied by high competitiveness. For example, special interest tours, ecotourism and so on can be packaged through travel packages.

8. Improving the quality of human resources.

HR is the basic capital for tourism development. Human resources must have the necessary expertise and skills to provide tourism services.

9. Campaigning for 'Tourism Awareness'.

Efforts to introduce or increase public awareness of 'Sapta Pesona' which helps to uphold national discipline and Indonesian national identity through tourism activities.