

THE RELATIONSHIP OF MARINE TOURISM DEVELOPMENT TO THE WELFARE OF LOCAL COMMUNITIES POST PANDEMIC COVID-19 AT NORTH RUPAT LAPIN BEACH

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ABSTRACT

This research was carried out in July 2023 at Lapin Beach, Rupert Island, North Rupert District, Bengkalis Regency, Riau Province. The aim of this research is to analyze the development of marine tourism, the welfare of local communities and analyze the relationship between the development of marine tourism at Lapin Beach and the welfare of local communities after the Covid-19 pandemic. Sampling was carried out using the *Non-probability Sampling method*, namely 30 business owners and 11 local workers. Data collection techniques used in this research include interviews, in-depth interviews, observation and documentation. The data analysis used in this research is a quantitative approach supported by qualitative data with a means of measuring the level of welfare according to BPS which was proposed in 2015. The results of this research show that the development of marine tourism on Lapin Beach after Covid-19 shows an increase in the number of percentages, namely in the type attractiveness of natural resources, type of infrastructure, level of accessibility, and level of community participation compared to during the Covid-19 pandemic. The welfare of local communities does not show significant changes, namely in the level of income, level of expenditure, level of living conditions, level of ease of accessing education, level of ease of accessing health services. The relationship between marine ecotourism development and the welfare of local communities. The results of the analysis show that there is a significant relationship between the development of marine tourism and the welfare of local communities.

Keywords: Tourism Development, Community Welfare

INTRODUCTION

The mysterious pneumonia case was first reported in Wuhan, Hubei Province in December 2019. This case was first linked to the fish market in Wuhan, but the transmission of this case is still not known for certain. This case began to increase from December 31 2019 to January 3 2020. This was marked by reports of 44 cases. Until finally this case spread to various other provinces in China, even spreading to neighboring countries such as Thailand, Japan and South Korea. (Arianto & Sutrisno, 2021). Initially, this disease was temporarily named 2019 novel coronavirus (2019-nCov). Then on February 11 2020 WHO announced a new name, namely Coronavirus Disease (Covid-19) which is caused by the Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2) virus (Arianto & Sutrisno, 2021). The World Health Organization (WHO) finally gave this disease the name Covid-19. Then several actions that must be taken immediately by the authorities are to immediately take preventive measures and immediately stop the process of transmission of this virus. The World Health Organization (WHO) also stated that all countries in the world must be prepared to face the possibility of a new outbreak of Covid-19.

On March 12 2020, Covid-19 was reported in Indonesia for the first time. Data recorded on March 31 2020 in Indonesia shows that there were 1,528 cases and 136 deaths caused by Covid-19. The mortality rate in Indonesia reached 8.9%, and this figure is the highest in Southeast Asia (Arianto & Sutrisno, 2021). There have been many losses resulting from the spread of the Covid-19 outbreak that

have been felt by the Indonesian state. One of the impacts of the spread of Covid-19 is crippling Indonesian economic sectors such as the tourism sector (Asmoro & Yusrizal, 2021). Based on the Central Statistics Agency (BPS) in 2020, foreign tourist visits in April showed a sharp decline of 87.44% with a total number of visits of 160,000 people compared to 2019. This caused the economy in Indonesia to be unstable, resulting in a very drastic decline in public welfare.

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On December 30 2022, Indonesian President Joko Widodo officially lifted the implementation of restrictions on community activities (PPKM) throughout Indonesia, the President announced that there would no longer be restrictions on crowds and community movement. He also stated that Indonesia had succeeded in controlling the COVID-19 pandemic and maintaining economic stability. With the lifting of the PPKM regulations by Indonesian President Joko Widodo, the tourism sector can reopen with various considerations. Tourism activities permitted by the government must meet several indicator elements such as cleanliness, health, safety and also environmental sustainability.

The term tourism is closely related to the definition of tourist travel, namely as a temporary change of residence for someone outside their place of residence for some reason and not to carry out activities that generate wages. In other words, tourism travel can be defined as a trip undertaken by one or more people with the aim of obtaining enjoyment and fulfilling the desire to know something, it can also be for interests related to sports activities, health, religious conventions and other needs.

Marine tourism is one type of tourism that is very popular with the public. This can cause an area that has tourism to experience changes both in terms of the environment and the economy. Marine tourism can be seen from 3 aspects that support its development, namely tourist attraction, cultural facilities and tourist accessibility.

Marine tourism is closely related to the participation of local communities in tourism development and management which aims to improve the welfare of local communities. Marine tourism is one type of tourist attraction that has the potential to be developed for areas that have potential natural wealth in the form of seas or beaches. According to Muljadi & Warman (2014), marine tourism is travel activities related to the sea or water. Marine tourism activities can include enjoying the beauty of nature or carrying out water-related sports activities. Apart from contributing to economic aspects, marine tourism should also have the principle of preserving nature, such as not destroying and polluting marine ecosystems (Muljadi & Warman, 2014).

Tourist areas will have an impact on regional communities, including increasing income, employment opportunities and business opportunities. Tourism in an area has many benefits, one of which is that it can influence labor absorption. As tourist activities develop, many foreign and domestic tourists come to enjoy the beautiful natural panorama. Tourists who visit have an influence on the income of local residents (Warningsih et al, 2021).

Rupat Island has a multitude of panoramas and natural beauty that is still pristine. This can be seen from the view of small rivers flowing calmly, to large rivers that divide the island and this creates potential for the development of marine tourism. With this marine tourism, it can improve the welfare of the community and also ensure biodiversity through the development of marine tourism.

North Rupert District has water tourism potential with a very beautiful sand beach. One of the most beautiful beaches on Rupert Island is Lapin Beach. Lapin Beach has its own uniqueness and pride, namely a beach that extends for 17 km. This beach is quite popular for tourists and has characteristics to enjoy. The charm of Lapin Beach will look more beautiful at low tide, tourists can walk quite a distance to enjoy the beautiful charm of Lapin Beach. Lapin Beach is a favorite tourist attraction for local people and those from neighboring countries. Lapin Beach is often used as a vacation spot for local residents when school children have finished taking their final semester exams. Tourist activities that can be done by tourists visiting Lapin Beach include Banana Boat, Donut Boat, Flying Fish, Water Duck, Jet Ski, ATV, and even National Scale Events such as the Rupert Beach Festival and Mandi Shafar.

The Covid-19 pandemic has greatly affected the number of visitors to tourist attractions, including the Lapin Beach tourist attraction. Activity restrictions such as the implementation of community activity restrictions (PPKM) have a direct impact on the community environment at tourist attractions. The lack of visitors at tourist attractions will have a direct impact on the income of people involved in activities at the Lapin Beach tourist attraction. After the President of the Republic of Indonesia, Joko Widodo, revoked the regulations implementing restrictions on community activities (PPKM), Lapin Beach began to be visited again by tourists who wanted to enjoy its beautiful charm.

Based on the description above, one sector that can provide benefits and improve welfare for local communities is the marine tourism sector. During the Covid-19 pandemic, local communities experienced a decline in income, but currently the government has allowed tourists to travel to the Nature Tourism Park (TWA) so researchers are interested in finding out the impact of marine tourism development on community welfare after the Covid-19 pandemic at Lapin Beach.

METHOD, DATA, AND ANALYSIS

Data Collection

This research was carried out in July 2023 at Lapin Beach, Rupert Island, North Rupert District, Bengkalis Regency, Riau Province. The determination of the research location was carried out purposively .

The method used in this research is a survey method. The survey method is a research method using samples from a population with the help of questionnaires and in-depth interviews as the main data collection tools (Singarimbun and Effendi, 2012). During the research, researchers will distribute questionnaires to respondents at the research location, namely Lapin Beach, North Rupert. This research is also supported by using a mixed qualitative and quantitative approach.

The respondent is the person who will answer all the questions asked by the researcher, namely written and verbal questions. The purpose of determining respondents is so that they can be used for quantitative data, while informants are used to obtain supporting data that will be analyzed descriptively. Respondents are interviewed using a previously created research questionnaire guide, while informants will be interviewed using an in-depth question guide (Effendi and Tukiran 2012).

Sampling was carried out using the Non-probability Sampling method. Sugiyono (2018) said that Non-probability Sampling is a sampling technique that does not provide an equal opportunity or chance for each element or member of the population to be selected as a sample. To determine the sample for this research, business owners and workers were determined based on census techniques so that the number obtained from the sample of business owners was 30 people, and the number of labor samples obtained was 11 people, where each respondent was the head of the family in one household at the time. marine tourism location.

Data collection techniques used in this research include interviews, in-depth interviews, observation and documentation.

Data Analysis

Researchers use a quantitative approach supported by qualitative data with a tool to measure the level of welfare according to the BPS which was put forward in 2015. According to the 2015 BPS, measuring the level of welfare can be seen from several indicators which will be the focus of the research, namely the level of per capita income, the level of living conditions, level of health, and level of ease in accessing education. Community empowerment in ecotourism areas is related to the welfare of local communities.

Researchers also used Spearman's rank correlation to analyze the relationship between marine tourism development and the welfare of local communities. The relationship between the level of marine ecotourism development and the level of welfare of local communities will be tested on research results in post-Covid-19 pandemic conditions. This was done to see the relationship between the level of marine ecotourism development and the level of welfare of local communities during the post-Covid-19 pandemic. The level of development of marine ecotourism can be seen through the type of natural resource attraction, type of facilities and infrastructure, level of accessibility and level of community participation. In the post-Covid-19 pandemic period, there have been changes in the level of marine ecotourism development, namely in the indicators of the type of natural resource attraction and the level of community participation. Meanwhile, at the level of local community welfare, there are changes in all indicators due to the Covid-19 pandemic, which can be seen through the level of income, level of expenditure, level of living conditions, level of ease of accessing education, and level of ease of accessing health services.

By using the Spearman Rank Correlation Coefficient, it can be seen whether there is a close relationship between each variable (Nugroho, 2005). In order to make data calculations easier, the data is processed using a computer program that uses SPSS software. In this program, the criterion for significant decision making by examiners is that if $p < 0.01$ then the variable has a significant relationship with a confidence level of 0.99 and if $P > 0.01$ then the variable does not have a significant relationship. The correlation value ranges from -1 to +1. Values that are close to -1 or +1 indicate that the relationship is getting stronger, while values that are close to zero are said to have a weak relationship. A positive value indicates that the direction of the relationship is in the same direction (if x increases then y increases), whereas if the resulting value is negative, it states that the direction of the relationship is inverse (if x increases then y decreases).

RESULT AND DISCUSSION

Marine Tourism Development

Tourism development is a form of tourist area management which aims to provide benefits, especially for protection and preservation efforts as well as utilization of environmental potential and services. Tourism development activities also aim to improve the quality of relationships between people and improve the quality of life of local communities. Several types of marine tourism development include the type of facilities and infrastructure, accessibility and level of community participation.

1. Type of Infrastructure

Facilities and infrastructure are facilities available in marine tourism areas, and elements that complement and also aim to facilitate the process of tourism activities, such as supporting facilities and supporting facilities to help tourists so that the tourism process runs smoothly.

The percentage of types of facilities and infrastructure during the Covid-19 pandemic was higher than during the Covid-19 pandemic. This is due to a lack of maintenance on tourism support equipment because there have been no visitors for almost 2 years so many tourist equipment are not used, this causes damage to several tourism support equipment. During the Covid-19 pandemic there was also a decline in services, such as the closure of kiosks around the beach, and other tourist facilities which could not operate as usual. However, after the Covid-19 pandemic, there was a restoration of services at Lapin Beach, such as the reopening of tourist facilities and kiosks operating again. Promotion of local tourism also plays a role in increasing investment in destination facilities and infrastructure.

2. Accessibility Level

Accessibility is a measure of the ease of accessing or reaching a location via transportation, including ease of time, cost and effort in moving to tourist attractions.

The percentage before the pandemic was in the medium category, but after the pandemic ended there was an increase in the percentage in accessibility. This is because during the Covid-19 pandemic, there were restrictions on international and national travel. Tourists from outside the city or abroad have difficulty accessing the tourist location, namely Lapin Beach. Lapin Beach also implemented closures or access restrictions to prevent crowds. This also causes limited access for tourists to visit Lapin Beach. However, after the Covid-19 pandemic, accessibility was restored, such as roro crossings, which initially only had 6 trips per day, became normal again, namely 9 trips per day.

In this comparison, during the pandemic accessibility to Lapin Beach has decreased due to travel restrictions, beach closures, etc. However, after the Covid-19 pandemic, accessibility has increased along with the recovery of the tourism sector.

3. Level of Community Participation

Community participation is the role or participation of the community in activities of the surrounding community related to tourism activities and communities that support tourism activities in marine tourism areas, both helping in managing and developing tourist areas so that tourist areas become more attractive and can attract tourists to visit. to Lapin Beach.

After the pandemic, the level of local community participation at Lapin Beach was at a high level with a percentage of 66 percent, and moderate with a percentage of 34 percent. However, during the Covid-19 pandemic, the level of community participation was in the medium category with a percentage of 95%. This is caused by people whose main occupations are mostly fishermen and also gardening. During the pandemic, only a few tourists visited, so local people were a little indifferent to the condition of Lapin Beach. After the pandemic ended, they returned to paying attention to the situation at Lapin Beach because they also had a business around Lapin Beach.

Local Community Welfare Level

1. Income Level

Income level is the amount of money earned or received from work in one month which is used for daily needs and is sufficient for individual needs.

During the Covid-19 pandemic, the majority of local people had a moderate opinion, namely 71 percent and those with low incomes were 29 percent. However, after the Covid-19 pandemic there were changes in the income of local people at Lapin Beach. However, after the pandemic ended, there was a slight increase where the income of the local community at Lapin Beach was no longer low. The changes in income that occurred in the Lapin Beach marine tourism area were caused by the Covid-19 pandemic which had been spreading in the tourist area for almost 2 years, and almost

paralyzed the tourism sector due to the lack of visitors coming during the pandemic, causing a decline in income.

2. Level of Housing Conditions

The level of living conditions is the comfort condition of a residence that can be measured including ownership status, facilities and the physical form of the residence.

During the pandemic, the local community's living conditions were on average at a moderate level. However, there have been changes that have occurred after the Covid-19 pandemic. Where during the Covid-19 pandemic the low category was 19.5 percent and the medium category was 80.5 percent. Meanwhile, after the Covid-19 pandemic, the low category became 10 percent, the medium category was at 85 percent and the high percentage was filled at 5 percent, which means the level of housing suitability increased. This is because after the Covid-19 pandemic they earned extra money from their side job, namely selling around Lapin Beach.

3. Level of Ease of Accessing Education

The level of ease of accessing education is the ease of accessing education in the formal education sector such as elementary, middle, high school and tertiary institutions.

The level of ease of accessing local community education at Lapin Beach during the Covid-19 pandemic and after Covid-19. After the Covid-19 pandemic, the local community at Lapin Beach was in the medium category at 68 percent and in the high category at 32 percent. Meanwhile, during the Covid-19 pandemic, the ease of accessing education for the local community at Lapin Beach decreased slightly. For the medium category, it is 97.5 percent and for the low category it is 2.5 percent. There has been a slight change in the level of ease of accessing education among local communities on Lapin Beach, this is due to the impact of the Covid-19 pandemic which has caused a decrease in ease of accessing education.

4. Level of Ease of Accessing Health Services

The level of ease of accessing health services is the respondent's ability to access health services, such as when going to hospital for treatment, health insurance, health service rights and so on.

The level of ease of accessing local public health services at Lapin Beach before the Covid-19 pandemic and during the Covid-19 pandemic. After the Covid-19 pandemic, the level of ease in accessing local public health services at Lapin Beach was at a medium level, namely 26 percent, for the high category it was 15 percent and for the low category none. Meanwhile, during the Covid-19 pandemic, there was a slight change in the level of ease of accessing health services, namely in the medium category it was 81 percent, for the high category it was 19 percent and for the low category there was none.

There was a change in the level of ease in accessing health services for local communities on Lapin Beach before the Covid-19 pandemic and during the Covid-19 pandemic. This is also influenced by the Covid-19 pandemic. There were no significant changes, it's just that during the Covid-19 pandemic they were required to adhere to stricter health protocols, this caused people to think twice.

The Relationship between Maritime Tourism Development and the Welfare of Local Communities Post the COVID-19 Pandemic

The results of the analysis using the Spearman Rank correlation test show that there is a relationship between the development of marine tourism and the welfare of local communities on Lapin Beach. The relationship or correlation between the two variables tested can be seen from the significance

value or sig. (tailed-2) of 0.000 which means it is smaller than the alpha value of 0.05 (5%). Meanwhile, the level of closeness is at a very strong level because the correlation coefficient value is 0.682 with a real level of 99% ($\alpha=0.01$). In addition, a positive correlation coefficient indicates that the relationship between the two variables is unidirectional. This proves that the hypothesis which states that there is a relationship between the development of marine tourism and the welfare of local communities after the pandemic is correct.

Field results show that there is a significant relationship between the level of marine tourism development and the welfare of local communities after the Covid-19 pandemic. Where during the Covid-19 pandemic all tourist activities were limited, such as fewer ro-ro boat crossings than before, there were no play rides, kiosks around the beach were closed, it was mandatory to show a vaccine certificate and many other health protocol rules were in effect, thus causing a lack of visitors during the Covid-19 pandemic. Covid-19 pandemic. Apart from that, when there are fewer visitors, local income also decreases, which has an impact on other aspects such as reduced beach cleanliness, tourism support equipment not being maintained and so on. This happens because of a lack of budget and lack of income for the region. Apart from that, there have also been changes in the welfare of several local communities in Lapin Beach, namely in the aspects of income level, level of living conditions, level of ease of accessing education, level of ease of accessing health services. So there is a relationship between the development of marine tourism and the welfare of local communities after the Covid-19 pandemic.

CONCLUSION

Conclusion

Based on the results of research entitled *The Relationship between Maritime Tourism Development and the Welfare of Local Communities Post the Covid-19 Pandemic at North Lapin Rupa Beach*, several conclusions can be formulated as follows:

1. The development of marine tourism at Lapin Beach after Covid-19 shows a percentage increase in the type of natural resource attraction, type of infrastructure, level of accessibility and level of community participation compared to during the Covid-19 pandemic. This causes the development of marine tourism on Lapin Beach to increase.
2. The welfare of local communities does not show significant changes, namely in the level of income, level of expenditure, level of living conditions, level of ease of accessing education, level of ease of accessing health services.
3. The relationship between marine ecotourism development and the welfare of local communities. The results of the analysis show that there is a significant relationship between the development of marine tourism and the welfare of local communities.

Suggestion

Based on the research results, several suggestions can be given including:

1. For the local community, it is recommended to improve strategies in an effort to increase the interest of tourists in visiting Lapin Beach, also to carry out mutual cooperation to clean the beach so that the beach remains clean, maintain and repair tourism support equipment and to all communities at Lapin Beach it is recommended to continue to participate in the development and management of Lapin Beach marine tourism for the progress of the Lapin Beach marine tourism area.
2. For the regional government, it is important to increase promotions to introduce the marine tourist attraction of Lapin Beach through print and electronic media, as well as improve the infrastructure to get to Lapin Beach and also the existing infrastructure at Lapin Beach to increase visitor attraction.

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