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MANAGEMENT ANALYSIS OF THE *SUAMAN* HOT SPRINGS TOURIST ATTRACTION PAWAN VILLAGE, ROKAN HULU REGENCY, RIAU

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ABSTRACT: This study aims to determine the analysis of the management of the *Suaman* hot springs tourism object in Pawan village, Rambah district, Rokan Hulu regency. Research indicators include tourism facilities, tourism management, tourism quality and tourism impact. this can be seen from the *Suaman* hot springs tourism object which has received less attention from the local government and also there are still many people who do not maintain this tourist attraction properly, it can be seen from the facilities at the *Suaman* hot springs tourist attraction which are still poorly maintained and managed. so that many visitors who come to the *Suaman* hot springs tourist attraction but cannot enjoy the facilities provided and the lack of participation of the local community and visitors in maintaining existing facilities. this study uses qualitative research methods, data collection techniques namely observation, interviews and documentation. the results in this study the management of the *Suaman* hot springs tourism object is currently still carried out locally by the village community with a lack of involvement from the local government. this has an impact on the lack of coordination in planning, implementation, and supervision of tourism activities so that tourism supporting facilities and infrastructure are still inadequate.

Keywords: Hot Water Tourist Attraction, Pawan Village.

1. INTRODUCTION

Indonesia boasts a vast geographical expanse, blessed with vast territories and diverse natural resources with the potential to be developed and utilized. One such potential is tourism, which can be relied upon to improve community welfare and national development. One popular type of tourism in Indonesia is eco-tourism. This type of tourism is the most important for international tourists seeking to learn about culture, art, and everything related to customs and cultural life [1]. Effective management is a key factor in promoting the development of the tourism sector, as the sustainability and success of a tourist destination are largely determined by the quality of the management system in place [2].

Riau province is one of Indonesia's 34 provinces. Each region is required to develop and optimize its potential to improve community welfare within its jurisdiction [3]. The development of the tourism industry in Rokan Hulu regency is guided by the national development planning system, based on constitution number 25 of 2004, which outlines a key approach to supporting sustainable national development [4]. Riau Province boasts abundant tourism potential, located in the center of Sumatra Island, which offers attractive tourism potential. This has made Riau Province increasingly popular as a tourist destination [5]. Of the many regencies in Riau province, Rokan Hulu regency is also one of them, boasting numerous and interesting tourist destinations.

Rokan Hulu regency, besides being famous for its natural resources in plantations, mining, and fisheries, also has many beautiful tourist attractions such as natural tourism, artificial tourism, and religious tourism [6]. Therefore, tourism development must be well planned and managed so that the relationship between tourist attractions and the community and visitors can maximize positive results [7]. Tourism in law no. 10 of 2009 in article 1 paragraph (3) is a variety of tourism activities and is supported by various facilities for services provided by the community, entrepreneurs, the government and local governments. And there is also law no. 9 of 1990 on tourism "tourism is everything related to tourism including the business of tourist objects and attractions and related businesses in

the field". In exercising authority in the tourism sector, one of the areas given is Rokan Hulu regency [8]**.** From a very strategic location, Rokan Hulu regency has a lot of natural tourism potential that is very interesting to visit [9]. One of them *Suaman* hot springs is a tourist attraction located in Pawan village [10]. *Suaman* hot springs is located in the Gunong Bonsu tourist area of Rambah district, about 9 km from Pasir Pengaraian city. There are two hot springs with volcanic symptoms with temperatures of 56-60ºC. this hot spring is very popular with visitors, because in addition to the hot water, the *Suaman* river that flows under the hot spring is very cold and clear as a comparison. Not only that, in *Suaman* hot Springs there is also Sekapir cave not far from the hot spring object, usually tourists visit *Suaman* hot springs after climbing the hill to see the Sekapir cave. In addition, *Suaman* hot Springs also has its own charm, many people believe that *Suaman* hot Springs can cure skin diseases, such as itching and various other skin diseases because *Suaman* Hot Springs contain sulfur compounds that can cure skin diseases. Therefore, many visitors want to try the benefits of *Suaman* hot springs.

Access to the *Suaman* hot springs is very easy to pass, but when it rains it becomes slippery, and the road to the tourist attraction has been given directions to the location, so tourists will not get lost when they want to visit *Suaman* Hot Spring, and the villagers who participate in developing the *Suaman* hot Spring object. However, the management of this tourist attraction still faces various challenges, such as limited facilities and infrastructure, lack of promotion, and less than optimal community involvement in management activities [11]. These conditions have an impact on the existing tourism potential that has not been maximized so that its contribution to the local economy has not been significant. Good tourism management is needed to ensure environmental sustainability, visitor comfort, and increase the income of the community and local government [12]**.** Therefore, research on the management of the hot spring tourist attraction is important to understand the current management conditions, the challenges faced, and strategies that can be implemented for sustainable tourism development. Good tourism management is essential to ensure the sustainability of tourist destinations and increase economic benefits for the community. Appropriate strategies and approaches are needed, both by managers, local governments, and the community, to optimize the potential of *Suaman* Hot Springs as a leading tourist attraction in Rokan Hulu regency [13]. Therefore, research on the management of this tourist attraction is crucial to identify existing conditions, problems, and potential development strategies that can be implemented in the future [14]. Tourism development in a region is one of the government's efforts to enhance development in that region. The government's role and responsibility in tourism policy significantly influence the advancement of tourism, which is one of the supporting industries in a country's economy [15]. The tourism sector is responsible for developing tourism [16].

2. METHODS

This study uses a qualitative research method with a descriptive approach. the author chose this method to analyze and describe in depth the management of tourist attractions and does not use statistical calculations [17]. the study was conducted at the *Suaman* hot springs tourist attraction, Pawan village, Rokan Hulu Regency, Riau Province. research informants were determined by purposive sampling, namely the deliberate selection of informants based on the consideration that the informant knows, understands, and is directly involved in the management of the *Suaman* hot springs tourist attraction. where the informant who best knows the management system of the tourist attraction. and the main manager of the *Suaman* hot springs tourist attraction, the local community and visitors. the data analysis technique used in this study is the qualitative data analysis of the Milles and Huberman interactive model which includes data reduction, data presentation, as well as drawing conclusions and verification. Data analysis was carried out continuously during the data collection process until the research was completed to obtain an in-depth picture of the management of the *Suaman* hot springs tourist attraction in Pawan village, Rokan Hulu Regency, Riau.

3. RESULTS AND DISCUSSION

The *Suaman* hot springs tourist attraction is located in Pawan village, Rokan Hulu Regency, Riau. upon entering the Pawan hot springs, visitors are greeted by a cool atmosphere emanating from the forest and tall trees surrounding the area. This hot springs attraction has two hot springs originating from volcanic sources [18] the first pool, on the left, has a temperature of 600^0C with a water flow of 7,200 mm per second. meanwhile, the second spring is on the right, with a temperature ranging from 480^0C to 580^0C with a water flow of around 1,800 mm per second.

Water from these sources is channeled into small pools with clear, clean water. the estimated temperature of the flowing water is around 200-250^{0}C. The pools, of various sizes, contain hot water of varying temperatures. Each pool is decorated with various rocks and flowers, more like a waterfall. This area is famous for its natural hot springs, which originate from underground geothermal activity. The hot water contains minerals believed to have health benefits, such as relieving aches and pains, joint pain, and promoting relaxation. the surrounding area is relatively pristine, with dense trees and a peaceful rural atmosphere. this makes it suitable for nature tourism, health therapy, and even educational tours about geological phenomena [19]. the tourist attraction is managed by the Pawan village community with support from the village and sub-district governments.



Fig 1. Sulfur Hot Springs

Suaman hot springs is a popular tourist attraction, attracting quite a lot of visitors during school holidays and *Eid al-fitr* [20]**.** as seen recently during the *Eid al-Fitr* holiday, it was still crowded with visitors. *Suaman* hot springs is particularly popular on Saturdays and Sundays [21]. upon entering the Pawan hot springs area, you'll be greeted by the cool atmosphere of the forest and tall trees, surrounded by attractions, and even by pools of various sizes filled with hot water at varying temperatures. the entrance fee is IDR 5,000 per person for children and IDR 10,000 per person for adults. parking is IDR 5,000 for two-wheeled vehicles and IDR 10,000 for four-wheeled vehicles. This hot springs tourist spot is popular with those seeking therapeutic therapy. soaking your feet in the warm water provides a sense of relaxation after a tiring day of activities.

However, some believe the water can be used to cure various skin ailments. during holidays, it's no surprise that this tourist spot is a favorite among locals. the expansive area also offers camping opportunities. facilities such as a prayer room, restrooms, and other amenities are also available [22]. It's a comfortable choice for a weekend getaway. Facilities are grouped into three parts, namely: (1) main facilities namely fountain pools, ceramic hot water pools, changing rooms, main areas, (2) supporting facilities such as prayer rooms, toilets, seating areas, canteens, family huts, and (3) supporting facilities such as stairs, gates, parking lots, guard posts.

Field observations indicate that supporting facilities are inadequate. some facilities were built independently, resulting in varying quality. This impacts visitor comfort, especially during the holiday season. economic management and entrance fees are very affordable.

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Fig 2. Family Cottage

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Table 1. Problems and Impacts

Problem	Impact
Lack of supporting facilities	So the visitor experience is not optimal.
Unstructured management	without a clear division of tasks.
Minimal promotion	so that tourist attractions are less well known to tourists from outside the area.
Limited budget support	hampering the improvement and development of facilities.
Visitor awareness of cleanliness is still low	the environment is easily dirty.

Supervision and evaluation of tourist attraction management are conducted informally without a routine evaluation mechanism and clear performance indicators. this has resulted in management improvement efforts not being implemented in a planned and sustainable manner [25]. Community participation in the management of the *Suaman* hot springs tourist attraction is quite good, particularly in the form of involvement as cleaners, vendors, and parking providers. the existence of this tourist attraction has had a positive impact on the economy of the surrounding community.

Based on the results of an interview with a guard of the *Suaman* hot spring tourist attraction, there is still no increase in visitors, perhaps because the infrastructure is inadequate, such as roads and the management of the *Suaman* hot spring tourist attraction is still lacking. If the infrastructure at this tourist attraction is adequate, many people will want to visit here. as for income on weekdays it is less, sometimes there are really no people because maybe weekdays and Saturdays and Sundays are the number of visitors is crowded. this hot spring is natural hot water from underground and there are 5 points and this is said to be sulfur water. It is hoped that development and infrastructure will be further improved by the local government so that it can be maximized, especially roads.

4. CONCLUSION

The research concludes that the management of the *Suaman* hot springs tourist attraction in Pawan village, Rokan Hulu regency, Riau, is not yet optimal. management planning is still short-term and has not been systematically written. management implementation includes the provision of basic facilities and tourist services, but the quality of facilities and service standards still need to be improved. management monitoring and evaluation are carried out informally without clear performance indicators. community participation is quite good, especially in economic activities such as trading, cleaning, and parking, but their involvement in planning and decision-making is still limited. overall, the management of this tourist attraction requires improvements in the aspects of planning, implementation, monitoring, and community empowerment so that it can develop sustainably and provide optimal benefits for the village and region.

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