

Legal Dynamics in The Development of The Tourism Business World in Indonesia (A Study of Riau Province in 2024)

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ABSTRACT

Tourism in Indonesia is regulated in Law Number 10 of 2009 concerning Tourism, which explains that tourism plays an important role in encouraging equity, providing business opportunities, and obtaining benefits, while facing the challenges of life changes at the local, national and global levels. Riau Province is one of the provinces in Indonesia that is rich in various local wisdom-based tourism products. Every tourist is entitled to legal protection from the government if they experience criminal acts, accidents, or losses while visiting Indonesia. The main problem discussed in this study is how the development and legal protection for tourism industry players in Indonesia. On the other hand, this study also discusses the dynamics of tourism law in Riau Province. In this study, the type of method used is a sociological legal study. This method is carried out by observing social facts, such as economic, political, and other aspects, before moving on to legal facts. This analysis is also associated with a descriptive method that aims to provide an in-depth description of various aspects related to legal dynamics in the development of the tourism business world in Indonesia, with a focus on Riau Province in 2024. The study shows that in the tourism legal system, specific aspects of investment are important. Investment in the tourism sector not only aims to generate profits, but also has moral and social responsibilities. In the era of globalization, in addition to legal protection of tourism business capital providers (investors) in this case tourism service users, both domestic and foreign tourists, as well as tourism entrepreneurs, are very important. Law Number 10 of 2009 concerning Tourism is a legal product that can be used as a reference related to the regulation of legal protection of tourists. One of the provinces in Indonesia that actively promotes its local tourism is Riau Province. In formulating tourism development policies in Riau Province for the next five years, the Riau Province Tourism Office refers to several important documents, such as the 2010-2025 National Tourism Development Master Plan (RIPPARNAS), the 2019-2024 National Medium-Term Development Plan (RPJMN), and policies set by the Central Government.

Keyword: Tourism Business Law, Traveler Protection, Regional Regulation of Riau Province

1. Introduction

Indonesia is a country with diverse and abundant nature, which has its own charm for tourists, both domestic and foreign tourists. Therefore, this sector makes a significant contribution in creating jobs, driving economic growth, and improving people's welfare. In addition, tourism also encourages the government to build and maintain infrastructure, which in turn improves the quality of life of local residents. With bright

prospects, tourism plays a vital role in Indonesia's economy.¹ The utilization of this abundant natural potential must be done optimally, through tourism management that aims to increase state revenue. In fact, the tourism sector has become one of the main sectors that contribute the largest foreign exchange for the country. Therefore, the government, both at the national and regional levels, is expected to act as a regulator by involving the private sector and the community in tourism development. Thus, the potential of tourism owned by the region can be utilized to explore local revenue and managed professionally, so as to provide a satisfying experience for tourists and compete in the global market.

Tourism development involves various stakeholders, such as government, non-government institutions, human resources, programs, funds, and facilities. Based on the involvement of stakeholders and current conditions, programs will emerge that are expected to provide clear guidance in efforts to develop tourist destinations. Success in achieving these goals is highly dependent on effective and coordinated management and exploitation between all parties. Therefore, support from all relevant parties including the private sector, government, and the community is very important in the development of the tourism sector.²

Development or acceleration of tourism that is not well planned can cause social and cultural problems, especially in areas that have different social levels between migrants and locals. This can also cause inequality in tourism development and development between tourist attractions that are already superior and those that are not. Therefore, the management of tourist attractions in the region needs to be carried out seriously and professionally so that the tourism sector can become a leading sector that contributes to the increase in the state budget. Various tourism development participation and assistance programs have been carried out by international institutions, central government, local government, scientific institutions, and non-governmental organizations in several regions.³

The world of tourism must be supported by competent human resources to provide the best service to tourists. Law No. 10/2009 on Tourism affirms that workers in the tourism sector must have competency standards that are recognized through certification. This certification is very important to ensure the quality of service and to prepare the workforce to compete at the national and international levels. With certification, the workforce in the tourism sector will be better prepared to face challenges in an increasingly competitive industry.⁴ This is also regulated in Permenparekraf No. 4/2014 on Tourism Travel Business Standards. This Ministerial

¹ Isharyanto, Maria Madalina, and Ayub Torry S.K, *Hukum Kepariwisata Dan Negara Kesejahteraan (Antara Kebijakan Dan Pluralisme Lokal)* (Halaman Moeka Publishing, 2019).

² Bagus and I Gusti R.U, *Pengantar Industri Pariwisata* (Deepublish, 2014).

³ Oka Yoeti, *Perencanaan Dan Pengembangan Pariwisata*, Cetakan Ke (Balai Pustaka, 2016).

⁴ Rudy, Dewa Gede, and I Dewa Ayu D.M, 'Prinsip-Prinsip Kepariwisata Dan Hak Prioritas Masyarakat Dalam Pengelolaan Pariwisata Berdasarkan Undang-Undang Nomor 10 Tahun 2009 Tentang Kepariwisata', *Kertha Wicaksana*, Vol 13.No 2 (2019).

Regulation sets various standards that must be met by travel businesses in Indonesia, in order to ensure service quality and safety for tourists. The standards cover various aspects, ranging from travel business management, customer service, to the competence of the workforce involved in this sector. With this regulation, it is expected that the Indonesian tourism sector, including in the regions, can develop better and be ready to compete at the international level.

This also includes ensuring the safety and security of tourists who use their services. In the event of a loss, the business will be held legally responsible. This shows the commitment of the Indonesian government in providing serious legal protection to tourists who come to this country. However, in practice, there are still a number of criminal cases involving tourists that have not received adequate resolution. Law enforcement against perpetrators often does not provide satisfactory results for victims. Therefore, it is important for the government and all relevant parties in the tourism sector to work together to ensure maximum legal protection for tourists coming to Indonesia.

Tourism destinations, which refer to tourist destinations, are geographical areas within one or more administrative regions, in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complementary, thus realizing sustainable tourism.⁵

Riau Province is one of the provinces in Indonesia that is rich in various local wisdom-based tourism products. Here, tourists can enjoy a variety of artistic attractions, culture, handicrafts, and regional specialties that reflect the richness of local traditions and identity. This makes Riau an exciting destination that offers an authentic and immersive experience for visitors who want to get closer to the culture and uniqueness of the region. In August 2024, the number of foreign tourist visits to Riau reached 38,827, an increase of 1.20 percent compared to the previous month (38,365 visits). In addition, compared to August 2023, the number of foreign tourist visits also increased significantly by 9.47 percent (year-on-year).⁶ Regulations regarding the development, utilization, and protection of tourism objects in Riau Province itself have been regulated in Riau Province Regional Regulation Number 2004 concerning Tourism. Indeed, PERDA Number 5 of 2004 is still used as a legal basis for the Regional Government in managing tourism. However, in the context of the times, the tourism sector is now more regulated by broader regulations such as Law Number 10 of 2009 concerning Tourism and other more specific policies, such as Permenparekraf Number 4 of 2014 concerning travel business standards. This shows an adjustment to the growing needs of tourism sector development, including the fulfillment of international standards and the competence of a more professional workforce.

⁵ Kurnia and Kamal Fahmi, 'Pengaturan Penyelenggaraan Kepariwisataaan Dalam Pespektif Negara Sejahtera', *Doctrinosl*, Vol. 4 No (2019).

⁶ 'Badan Pusat Statistik Provinsi Riau Berita Resmi Statistik No. 47/10/14/Th.XXV, Perkembangan Pariwisata Provinsi Riau Agustus 2024, Oktober 2024'.

Therefore, Riau Province's PERDA No. 5/2004 also needs to be integrated with newer regulations to be in line with the principles of sustainable tourism development, which not only considers economic benefits, but also protects local wisdom and the environment. In this context, Riau should update local policies that can support a more advanced tourism sector, based on national and international standards, such as those contained in Law No. 10/2009 and other central government policies.⁷ Because the development of the tourism sector must also be balanced with the application of measurable and verified business standards through certification. Based on Article 54 paragraph (1) of Law Number 10 Year 2009 on Tourism, products, services, and management of tourism businesses must meet established standards. Tourism business certification is very important to support the progress of this sector in facing global competition and liberalization of the service sector, both at the regional and international levels. Especially in order to strengthen tourism standardization in the midst of the dynamics of business law in Indonesia.

This research is a study that examines the dynamics of legal regulations on the development of tourism business in Riau Province by linking PERDA with other regulations both from business development and legal protection. The previous studies are. Legal Protection of Customary Law Community Units in Local Wisdom-Based Tourism Management (Ni Ketut Sari Adnyani, 2021) which examines the legal protection of customary law community units on tourism management.

Legal Protection of Travelers in Religious Tourism Areas according to Law Number 10 of 2009 concerning Tourism (Sumriyah. Et.al, 2023) examines legal protection in religious tourism areas in relation to Law Number 10 of 2009 concerning Tourism.

2. Research Method

In this research, the approach used is sociological legal research. Researchers start by observing social facts, such as economic, political, and other aspects, before moving on to legal facts. This is because law is understood as a social phenomenon that arises from social interactions.⁸ This approach is also known as empirical juridical research, which focuses on legal effectiveness and how the law operates in people's lives.⁹ In general, this research is also called law in action, which emphasizes the application of law in everyday social practice.¹⁰ This research is descriptive, which aims to provide an in-depth description of various aspects related to legal dynamics in the development of the tourism business world in Indonesia, with a focus on Riau Province in 2024 by processing sources from the rule of law, and sources from literature and the results of interviews with related parties.

⁷ Berlianti Munir, 'Branding Riau the Homeland of Melayu Dalam Mempermosikan Pariwisata Provinsi Riau', *Jurnal Online Mahasiswa FISIP Universitas Riau*, 4.1 (2017), pp. 1–14.

⁸ Zulfadli Barus, 'Analisis Filosofis Tentang Peta Konseptual Penelitian Hukum Normatif Dan Penelitian Hukum Sosiologi', *Jurnal Dinamika Hukum*, UPN "Veteran" Jakarta, 13.2 (2013).

⁹ Zainuddin Ali, *Metode Penelitian Ilmu Hukum* (Sinar Grafika, 2017).

¹⁰ Achmad Ali and Wiwie Heryani, *Menjalajahi Kajian Empiris Terhadap Ilmu Hukum* (Kencana, 2012).

3. Result and Discussion

3.1 Development and Legal Protection for Tourism Industry Players in Indonesia

Tourism has existed in Indonesia for a long time and has been part of national policy since Indonesia started development planning. The Indonesian government realizes that tourism has uniqueness and various aspects that need to be managed well. Therefore, they have formulated a special policy for tourism called “tourism policy”. However, a very important task for policy makers in tourist destination areas is to promote “responsible tourism” by involving all parties concerned.

Diverse tourism activities encourage business movements in various regions and sectors, including in the field of investment. This investment aims to provide fast and safe returns. In general, investment covers various sectors, including the tourism sector. As an activity, tourism creates demand for various goods and services, such as transportation, consumption, recreation, attractions, organization, and various other services related to the tourism industry.

According to the tourism-led growth hypothesis, the development of the tourism sector can stimulate economic growth. An increase in the number of incoming tourists and/or revenue from the tourism sector will result in an increase in economic growth. This suggests that investment in the tourism industry can boost economic growth by increasing the income of the existing workforce as well as creating new jobs, both within and outside the tourism sector.¹¹ Parikesit Widiatedja's opinion also confirms that the tourism sector has a significant contribution in improving the national economy. The contribution is not only seen in increasing state revenue, but also in creating jobs, encouraging investment, and strengthening other sectors related to tourism, such as transportation, hospitality, and culinary. This shows that the tourism sector has a very important role in supporting a country's economic growth.¹²

Article 33 of the 1945 Constitution stipulates that the national economy and social welfare must be directed towards realizing general welfare. To achieve this goal, the government prioritizes development policies, one of which is increasing investment and non-oil and gas exports. The direction of investment policy must be based on a people's economy with the principle of kinship and based on economic democracy, in order to achieve the prosperity and welfare of the people as stated in Article 33 of the 1945 Constitution.¹³

Investment is an important factor in the aspect of tourism, Indonesia's tourism has

¹¹ Tarik Dogru and Umit Bulut, ‘Is Tourism an Engine for Economic Recovery? Theory and Empirical Evidence’, *Tourism Management*, 2017.

¹² IGN Parikesit Widiatedja, *Kebijakan Liberalisasi Pariwisata, Kontruksi Konsep Ragam Masalah Dan Alternative Solusi* (Udayana University Press, 2011).

¹³ Nur Adyla S and Nurlaela, *Strategi Pengembangan Pariwisata Terhadap Kehidupan Masyarakat Lokal, Studi Kasus Kawasan Wisata Dieng Kabupaten Wonosobo, Skripsi*, Universita (2010).

great strengths, especially thanks to the abundant natural potential, rich cultural arts, professional human resources, adequate hospitality accommodation, and friendly people. These factors provide a strong attraction for tourists and a solid foundation for developing the tourism industry in Indonesia.¹⁴ For this reason, investment in the development of tourist destinations plays an important role in the tourism sector. Article 5 of Law Number 10 of 2009 concerning Tourism regulates the principles in the implementation of investment in the tourism sector. By applying these principles, investment in the tourism sector can run sustainably and provide wider benefits for the community and the country.

In the investment law system, the most prominent aspect is licensing. Licensing is considered very important because the implementation of investment includes various aspects related to allocation and exploration, which can interact with economic, political and social sovereignty. To prevent investment from turning into an exploitative activity, licensing instruments are used to provide protection and regulation.¹⁵ Therefore, the implementation of investment must obtain legality, both through applicable laws and agreements that arise from agreements made between related parties.

In the tourism legal system, there is one very important and technical aspect, namely the specific investment object. This aspect is regulated in tourism legislation. Investment in the tourism sector does not only aim to generate profit, but also has moral and social responsibilities that must be considered when implemented. Article 14 of Law No. 10/2009 on Tourism does not explicitly mention restrictions related to business fields that can be carried out in tourism activities. This law is more focused on regulating the various types of businesses that can be run in the tourism sector, which include: tourist attractions, tourism areas, tourist transportation services, travel services, food and beverage services, provision of accommodation, organizing entertainment and recreation activities, organizing meetings, incentive trips, conferences and exhibitions, tourism information services, tourism consulting services, tour guide services, and tirta and spa tourism. Thus, although there are no explicit restrictions, this Law provides guidelines regarding the types of businesses that can develop in the tourism sector.

Then in the aspect of investment, if we look at Article 30 of Law Number 25 Year 2007 on Investment, it is mandated that local governments be empowered in developing regional potential and coordinating tourism promotion and investment services. The same thing is also regulated in Law No. 10/2009 on Tourism, specifically in Article 23 paragraph (1a). Thus, the role of local governments is vital in creating an environment that supports the development of safe and sustainable tourism investment.

Objectively, it can be said that the prospect of investment development, especially

¹⁴ H. Oka A. Yoeti, *Anatomi Pariwisata Indonesia* (Angaksa, 2017).

¹⁵ A. Dananjaya Axioma, 'Liberalisasi Perdagangan Internasional Di Sektor Jasa Dan Implikasinya Terhadap Sektor Pariwisata Nasional', *Jurnal Ilmiah Pariwisata STP Trisakti*, 10.1 (2005).

foreign investment in tourism, is very promising and offers great opportunities. This is of course on condition that the government is able to formulate policies that support tourism activities fairly and without discrimination. The regulation of policies in the field of tourism investment aims to provide a guarantee of legal certainty, legal protection, and a sense of security in doing business for investors who invest in the recipient country. Then in determining the basic policies as intended, the government will provide equal treatment for investors, both domestic and foreign, while taking into account national interests. The government will also guarantee legal certainty, smooth business, and business security for investors, starting from the licensing process until the completion of investment activities, in accordance with the provisions of applicable laws and regulations. In addition, the government will also open opportunities for the development of certain sectors, as well as provide protection to micro, small, medium, and cooperative enterprises, to ensure that they can also develop in a conducive investment climate.¹⁶

In the era of globalization, in addition to legal protection of tourism business capital providers (investors) in this case tourism service users, both domestic and foreign tourists, as well as tourism entrepreneurs, are very important. Juridically, the legal product that can be used as a reference related to the regulation of legal protection against tourists is Law Number 10 of 2009 concerning Tourism. Article 20 letter c of the law states that every tourist has the right to obtain legal protection and security. Explicitly, the right of tourists to obtain legal protection is regulated in the provisions of Article 20 letter c of Law No. 10/2009. On the other hand, tourism entrepreneurs also have obligations listed in Article 26 paragraph (d), which states that tourism entrepreneurs are obliged to provide comfort, hospitality, protection, security, and safety for tourists.

The government and local governments, in accordance with the provisions of Article 23 paragraph (1) letter a, have the obligation to provide information about tourism, provide legal protection, and ensure security and safety for tourists. In addition to what is regulated in Law No. 10 of 2009 concerning Tourism, legal protection of the rights of tourists as consumers is also stated in Article 4 of Law No. 8 of 1999 concerning Consumer Protection. Because based on the rights and obligations possessed by tourists, and referring to the provisions in Law No. 8 of 1999 concerning Consumer Protection, a tourist can be considered a consumer in the tourism sector. As consumers, tourists are entitled to the rights stipulated in Article 4 of Law No. 8 of 1999.¹⁷ Therefore, Law No. 10 of 2009 and Law No. 8 of 1999 can be used as a reference to protect and regulate the rights and obligations of tourists as consumers of tourism services. Protection of tourists needs to be maintained, because without such protection, tourists may not choose Indonesia as a tourist destination. If this happens, the impact will be very detrimental to the development of the tourism sector in the

¹⁶ Grandnaldo Yohanes Tindakanen, 'Perlindungan Hukum Terhadap Investor Menurut Undang-Undang Nomor 25 Tahun 2007 Tentang Penanaman Modal', *Jurnal Lex Administratum*, 4, June (2016), p. 2016.

¹⁷ Violetta Simatupang, *Pengaturan Hukum Kepawisataan Indonesia* (2009).

country.

3.2 Dynamics of Tourism Law in Riau Province

Riau Province has a variety of tourist destinations, ranging from cultural to natural themes. Riau Province has a variety of interesting tourist attractions with good prospects and potential for further development. In fact, Riau Province is known to have areas that have considerable potential for geotourism development. The Riau Province Tourism Office was originally known as the Riau Province Culture and Tourism Office based on Riau Province Regional Regulation Number 53 of 2009. Along with the development of the organization of the Regional Government, Riau Province Regional Regulation Number 2 of 2014 concerning the Organization of Regional Offices of Riau Province (Riau Province Regional Gazette 2014 Number 2) was prepared, which regulates the job description of the Riau Province Tourism Office. The job description is outlined in Riau Governor Regulation Number 25 of 2015 concerning Details of Duties, Functions, and Work Procedures of Riau Provincial Offices.¹⁸

However, the region still faces various obstacles and needs that need to be addressed. To overcome these challenges, optimal and well-planned measures are required. These measures will not only improve the management of the tourism sector, but will also have a positive impact on the number of tourist visits. With the right improvements, it is expected that the potential of natural tourism in Riau Province can be maximized and attract more visitors. The tourism sector in Riau in 2024 experienced positive developments, including an increase in the number of tourist visits and supportive government policies. For example, the 10% reduction in airfares during the Christmas and New Year 2024/2025 period, which took effect from December 19, 2024 to January 3, 2025, was welcomed by the public and is expected to increase domestic tourist visits to Riau.

However, the tourism sector also faces several challenges. The government budget efficiency policy announced in 2024 is considered to have an impact on the economic slowdown in Riau Province, especially in the tourism sector, the policy could hamper the government's efforts to spur economic growth. According to data obtained from the program development section of the Tourism Office, the Tourism Office budget is global, including all maintenance of office buildings specifically for tourism activities, the budget for 2024 is recorded at 12 billion rupiah and for the next 2025 the budget obtained for tourism activities is 8 billion rupiah, this is due to budget cuts in the President's program, namely in the official travel budget, ceremonial events and training costs, but for major events such as bakar tongkang, pacu jalur etc. budget funds are still carried out, for example in the form of promotion and marketing.¹⁹ Overall, the budget austerity policy implemented in 2024 has had a considerable impact on the tourism sector in Riau. Reduced hospitality activity, cancellation of

¹⁸ Roni Rakhmat selaku Ketua Dinas Pariwisata, 'Hasil Wawancara Penulis'.

¹⁹ 'Hasil Wawancara Penulis Dengan Bapak Syed Dahliansyah Selaku Bagian Destinasi Pariwisata Riau, Pada 25 Februari 2025'.

government events, regulatory changes, and tax increases are challenges that need to be faced by the government and industry players to maintain the sustainability of the tourism sector.

To develop the 2019-2024 strategic plan for the Riau Province Tourism Office, it is important to conduct a thorough review of the internal and external environment. The internal environment refers to the real conditions of the organization, involving all aspects within the Tourism Office. This review aims to identify the strengths and weaknesses that the Office has in carrying out its duties to develop the tourism sector and creative economy in Riau Province. This could include factors such as human resources, organizational structure, budget, facilities, as well as existing policies.

The external environment includes factors outside the Service that can influence the development of tourism and the creative economy. Analysis of these external conditions is important to identify opportunities that can be utilized, such as global tourism trends, technological developments, or potential cooperation with other sectors. On the other hand, it is also important to identify threats that may arise, such as policy changes, unstable economic conditions, or competition from other regions. By combining the results of the internal and external environmental analysis, the Riau Province Tourism Office can formulate an appropriate strategy to develop tourism and the creative economy. This strategy will be based on the strengths possessed, the utilization of opportunities, and the management of existing weaknesses and threats.

In formulating tourism development policies in Riau Province for the next five years, the Riau Provincial Tourism Office refers to several important documents, including the National Tourism Development Master Plan (RIPPARNAS) 2010-2025, the National Medium-Term Development Plan (RPJMN) 2019-2024, and policies set by the Central Government. Based on existing regulations, the development of Tourism Destination Areas in Riau Province for the period 2019-2024 will be focused on the National Tourism Development Strategic Areas (KSPN) and 6 National Tourism Development Areas (KPPN) that have been set in RIPPARNAS.

In addition, the Ministry of Tourism has designated Riau Province as one of the Sharia Tourism Destinations in Indonesia. Therefore, in this development plan, the concept of sharia tourism needs to be integrated with various programs. Likewise with efforts to develop Pekanbaru City as a MICE (Meeting, Incentive, Conference, and Exhibition) Tourism Destination, which is increasingly relevant in supporting the tourism sector. To support this, in fostering and facilitating human resources (both apparatus, tourism industry, community, and creative economy), the concept of sharia tourism and MICE tourism must be an integral part of the fostering carried out. This will also include cooperation with agencies, institutions, and organizations that handle sharia aspects, to ensure the suitability and sustainability of the development of the tourism sector in Riau Province.

The existing regional and provincial regulations do not cause problems or obstacles, but the topological conditions of the community are sometimes closed and not open

to the outside world, the reason is because it clashes with local customary law and their idealism in maintaining tradition. Therefore, counseling is carried out for the community to think about the future of their children and grandchildren, where in the future their village will be better in terms of roads, schools, and others.²⁰

Optimal management of the tourism sector is very important to maintain the smoothness and sustainability of this sector. Poor management or management that does not meet the needs and expectations of tourists can have a negative impact on tourist satisfaction, which in turn can affect the reputation of the tourist destination. Therefore, it is important to continue to develop effective strategies, such as improving facilities, services, and wider promotions to ensure that tourist visits remain high and the tourism sector can provide a positive economic impact on Riau Province.

Legal protection for tourism industry players in Riau is divided into two categories: first, protection for individual users of tourism services, and second, legal protection for institutions such as hotels and restaurants that provide accommodation and culinary services for tourists.

Based on the results of the author's interview with Mr. Asur Suryana as the Secretary of PHRI Riau, he said that in general, hotel and restaurant entrepreneurs have an advocacy team that functions to protect their rights and obligations legally. In fact, every hotel in Indonesia is required to sign a memorandum of understanding (MOU) with the police regarding raid activities or operational targets for the benefit of police investigations. If there is a raid operation carried out without official written permission from the police, then the hotel has the right to reject the raid, especially if it is carried out by irresponsible individuals from the police, NGOs, or Satpol PP. He further stated that every hotel establishment permit must involve various requirements, including a competency certificate for technology products used in hotel buildings, such as elevators and fire extinguishers. In addition, restaurants must also obtain a halal license, and regulations regarding AMDAL (Environmental Impact Analysis) and tax obligations must be fulfilled by hotels and restaurants so as not to cause legal problems or fines from the local government, where government regulations regarding this matter are actually quite clear for the sake of order and comfort.²¹

Externally, the success of the hotel and restaurant industry is highly dependent on the political will and support of the government. The government can play an active role by holding various regional activities or events that can attract many visitors to Riau. With the presence of lively and interesting events, it is hoped that it can increase the number of customers staying at hotels and eating at restaurants, which of course has a positive impact on the tourism industry and the regional economy as a whole. When

²⁰ 'Hasil Wawancara Penulis Dengan Bapak Syed Dahliansyah Selaku Bagian Destinasi Pariwisata Riau, Pada 25 Februari 2025'.

²¹ 'Hasil Wawancara Penulis Dengan Bapak Asur Suryana Selaku Sekretariat PHRI Riau, Pada Tanggal 11 Februari 2025'.

it has been determined that tourism activities do not conflict with the long-term interests of the community living in the tourist destination, the next legal problem that needs to be regulated properly and correctly is its implementation.

4. Conclusion

Tourism has been around in Indonesia for a long time and has been part of national policy since Indonesia started development planning. The Indonesian government realizes that tourism has uniqueness and various aspects that need to be managed well. Therefore, they have formulated a special policy for tourism called "tourism policy". Law Number 10 of 2009 concerning Tourism is the main legal basis for tourism development in Indonesia. It explains that tourism functions as a fulfillment of the physical, spiritual and intellectual needs of every tourist through recreation and travel, as well as increasing state revenue.

Tourism Law serves as a guarantee of order and public order so that there is no conflict in society, therefore Tourism Law is applied to resolve the conflict. Tourism Law in Riau is marked by Regional Regulation (Perda) Number 5 of 2022 concerning the Riau Provincial Tourism Development Master Plan 2021-2035, which will come into effect on July 28, 2022. Perda No. 5 of 2022 explains that tourism is a multidimensional and multidisciplinary activity that meets the needs of every person and country, as well as interactions between tourists, the community, the government, and entrepreneurs. As a travel entrepreneur, the private sector is given the opportunity to organize a travel business by following the rules in accordance with all applicable laws and regulations both in Indonesia and the regions.

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