



## Cultural Tourism Development Strategy of Penyengat Island Tanjungpinang City

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### ABSTRACT

The role of the Tanjungpinang City Culture and Tourism Office in carrying out regional regulations must be in accordance with the objectives desired by the local government. The regulations that appear to regulate this show that these regulations do not appear to be supported by the readiness of government officials in their implementation from above and below and the lack of public awareness about the existence of these policies. For this reason, the Tanjungpinang City Culture and Tourism Office is tasked with implementing regulations, one of which is managing the development of Penyengat Island which is comfortable for tourists to visit and also to create government administration and community activities in Tanjungpinang City. The strategy carried out is expected to be able to answer the various challenges of the Department of Culture and Tourism that have not been maximized regarding planning and implementation. This study uses a qualitative approach using in-depth interviews and is supported by observations and documents. In this research, scenario planning is used to answer the results of what the researcher wants to get. The supporting and inhibiting factors that are built from the management of cultural tourism are both a strength and a weakness in managing cultural tourism, of course the right strategic steps will be taken by policy makers to get a solution that has a good impact on cultural tourism on the island of Penyengat. In its implementation there are supporting factors, namely the level of education, regulations and budget sources and inhibiting factors which are external factors in this case the local community who are less concerned and less contributing to developing cultural tourism. Currently, Penyengat Island is included in scenario 3 category, namely the cultural tourism of Penyengat Island with low selling value.

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### 1. INTRODUCTION

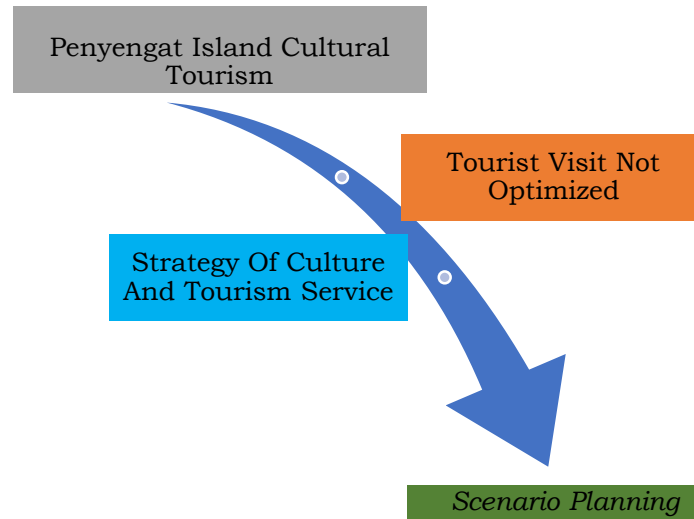
Cultural tourism is a travel activity carried out by tourists with the aim of witnessing or enjoying archaeological sites, historic sites, museums, traditional traditional ceremonies, religious ceremonies, art performances, festivals, and so on. As a process, cultural tourism is an activity of exchanging information and cultural symbols between tourists as guests

and the people visited as hosts. On Penyengat Island, culture is closely related to natural elements so that cultural tourism activities cannot be separated from ecotourism activities.

The development of this cultural tourist attraction is expected so that tourists can see, know and understand culture more deeply, not for recreational purposes in attractive locations that have cultural values to be appreciated. The role of the interpreter (government) in the development of cultural tourism products is very important, determining the quality of the tourist experience. This needs more attention considering that tourists may find it difficult to understand various aspects of culture. Thus, various cultural-based tourist attractions, especially those of a material nature, can be enjoyed not only as objects of photography, but also have added value in the form of knowledge of what is contained in the object. The market segment for cultural tourism will always look for experiences and things that are not only authentic, but can also be delivered with a good (government) interpretation, so that there are lessons to be learned when traveling. They will still be interested in the historical heritage of traditional settlements, and various ceremonies or dances as well as various forms of cultural arts. In addition to maintaining authenticity and maintaining sustainability as a tourism resource, an interpreter (government) is needed, namely the Culture and Tourism Office, more than just a guide, who can communicate well and bring material responsibly to tourists. Foreign tourists are serious tourists who want to hear a clear and true narrative.

For them, the relics of various ancient objects are not enough to be used only as objects of photography, but need to be explained about the complete, developing or changing cultural elements, as well as various ongoing cultural issues. Management of cultural tourism needs to be carried out by every citizen/community, group and government. This is done as an effort to preserve cultural values. One example of the island of stinging which has cultural heritage from a Malay nation, one of which is the role of local governments in terms of maintaining culture and preserving cultural values with local regulations as a form of commitment. Tanjungpinang City Regional Regulation Number 8 of 2018 concerning Management of Penyengat Island Cultural Tourism is the first regional regulation in the Riau Islands so it is necessary to analyze the extent to which expectations are in the form of planning programs and reality in the form of implementation in order to get maximum results in its implementation. Referring to this, it is necessary to conduct an analysis to find out to what extent this regional regulation is carried out optimally or not optimally in terms of its implementation. Where the city of Tanjungpinang is the capital of the Riau Islands Province, but currently the city of Tanjungpinang is still a trajectory city for foreign tourists and local tourists, not as a destination city.

Tanjungpinang City Regional Regulation Number 8 of 2018 concerning Management of Penyengat Island Cultural Tourism, in its implementation, shows that the policy aims to carry out development including 1. maintaining, maintaining and preserving traditional customs, cultural and artistic values as well as socio-religious development in people's lives 2. improving the attraction of cultural tourism on Penyengat Island 3. spurring economic growth in the community through increasing micro-enterprises 4. increasing local original income in order to support increasing the ability and independence of the regional economy 5. involving the community in managing cultural tourism on Penyengat Island 6. optimizing tasks and functions UPTD in the management of the Penyengat Island Cultural Tourism area .



It is necessary to make a scenario effort in this writing to relate the effectiveness of the regional regulation number 18 of 2018 concerning the management of cultural tourism on the island of Penyengat as an effort to review the program made by the local government. In terms of existing facilities and infrastructure on the island of Penyengat in supporting the development of cultural tourism. In increasing tourist visits, efforts are needed from both the government and the local community, through various ways to increase the number of visits. The strategy of the department of culture and tourism as one of the leading sectors in terms of developing cultural tourism on the island of stinging. The strategy carried out is expected to be able to answer the various challenges of the Department of Culture and Tourism that have not been maximized regarding planning and implementation. The explanation has not given any meaning regarding the effectiveness of the implementation of Regional Regulations managed by the Department of Culture and Tourism, regarding the extent to which this has been done and the obstacles that arise, it is necessary to determine strategic steps. For this reason, researchers will carry out research entitled Strategy of the Tanjungpinang City Culture and Tourism Office in managing cultural tourism on the island of Penyengat.

Local government, Law Number 23 of 2014 concerning Regional Government is the executor of governance related to governance carried out by the Regional Government and the Regional People's Representative Council (DPRD) based on the principles of autonomy and co-administration, with the principle of autonomy as wide as possible in the system and the principles of the Unitary State of the Republic of Indonesia as stated in in the 1945 Constitution. Indonesia has a wide area, so that in its implementation there are obstacles and the administration of government cannot be carried out centrally. The regional government is the executor of the regional/municipal government to lead and manage the implementation of government affairs which are the authority of the autonomous region.

In Law Number 23 of 2014 Article 67, the second paragraph, provides views and affirms that regional heads have obligations, including: Holding tightly and following the values of Pancasila, practicing the 1945 Constitution of the Republic of Indonesia, protecting, defending and maintaining the sovereignty of the Republic of Indonesia. Comply with all policies and laws. Building a democratic pattern of life. Enforce ethics and norms in implementing all government affairs which are the authority of the region. Implementing the principles of good and clean governance. Carry out national strategic programs. Maintain synergy with all regional agencies and all regional apparatuses.

In line with the description above, the regional government is an element of the organizer of regional government activities. In carrying out tasks from top to bottom, local government has several levels (hierarchies). The provincial government is led by a governor and deputy governor as regional head and deputy regional head. Then, one hierarchy below the province, there is a district or city government led by a regent or mayor. Furthermore, there are sub-districts, sub-districts or villages, which are implementers under the local government led by a sub-district head, village head, or village head. The duties, roles, and responsibilities of local governments are to succeed in government programs at the regional level and to realize all regional government goals.

Tourism Development, According to (Bambang, 2013) the success of regional tourism development begins with the development of these tourist destinations. The main parts of tourist destinations are: Tourist attractions and attractions, Tourist attractions and attractions are generally grouped into several types of themes which are classified into 3 types of tourist attractions, namely: nature tourism, culture, and special interest. These various types of attractions and tourist attractions play an important role in tourism products to attract tourists to visit destinations. Natural tourist attraction, The development of natural tourist attractions is more oriented to the beauty and natural characteristics of the area, such as white sand, beaches with waves, seas with abundant coral reefs, rivers, rain, mountains, and so on.

Cultural tourism attraction, The development of cultural tourist attraction is based on the results of copyright, human works, such as sites, *heritage*, or *the living culture*, for example literary arts, performing arts, rituals, customs or other peculiarities in the area. Special interest tourist attraction, *Special interest* is a tourist attraction that is developed based on activities to meet the wishes and expectations of tourists, such as observing certain animals, comparing, shopping, body refreshment, agro tourism, MICE (*meetings, incentives, conferences, and exhibitions*) and so on related to human hobbies. Tourist attraction is the main factor in attracting tourists to visit destinations in an area, so the three conditions below must be met, including: Destinations must contain " *something to see* " which has a certain and distinctive appeal that tourists can enjoy. Destinations must contain " *something to do* " which is to enjoy the attractiveness of a destination, there must be facilities and rides that can be used by tourists to carry out activities, so that they feel comfortable and at home.

Destinations must contain " *something to buy* " that is, there must be goods in the form of souvenirs ( souvenirs ) from local handicrafts that can be bought and taken home by tourists as souvenirs. Amenity or Accommodation amenities are a major part and must be understood during the development of a tourism destination. Because amenities are various forms of services, facilities, and equipment for tourists to relax, rest, and stay overnight while visiting these destinations, for example *cottages, homestays, inns, and others*.

Accessibility and transportation, Accessibility and transportation are facilities for tourists visiting destinations so that they feel comfortable, for example in the form of sea, land, ferry transportation, and air transportation, all of which are facilities and facilities to support tourist mobility from one destination to another. Supporting infrastructure. A series of types of public facilities include physical infrastructure related to transportation services, such as roads, ports, airports, electricity networks, telecommunications, clean water, and so on.

Other tourist support facilities, Types of tourist facilities that are useful to provide comfort and convenience for tourists while in the tourist destination, for example security, souvenir shops, tourist signs, restaurants, shopping facilities, travel agencies, banking services, as well as various special policies made to increase the comfort of tourist visitors.

Institutional and HR. Tourism institutions and human resources cover all elements of tourism management organizations, including human resources, which are related to tourism management, both community, government and private elements.

Thus, tourism development is all actions both in the tourism aspect and outside it that can contribute and become elements that support the progress of the tourism sector so that these tourist destinations can provide interesting experiences for tourists and public welfare through the presence of the tourism industry.

Scenario Planning is one of the strategies used at this time, because scenario planning has an important role for strategic planning (Lindgren, M., 2003) to be able to help deepen the meaning of scenario planning, so the author will add various opinions from several experts. Meanwhile, according to (Scwenker Burkhard, 2013) that "A tool for ordering one's perceptions about alternative future environments in which one's decisions might be played out" i.e. scenario planning is a tool that regulates a person's perception of the environment where the decision will be determined based on alternatives. that might be done in the future.

## 2. RESEARCH METHODS

The research in this research used descriptive method. According to (Moh. Nazir, 2011) explaining descriptive method is a method for studying a group of people, conditions, objects, thoughts, or classes of current events. Descriptive research aims to describe systematically, accurately, and factually about the phenomenon or fact being studied. In this case, the researcher wants to obtain in *-depth* and *comprehensive* information about the problems that occur by holding theoretical studies as the main reference in carrying out writing and will also carry out analysis related to events and facts that occur in the field. the results of the interview so that the author will find key factors (*key success*) and also strategic issues that become the author's material in reviewing the Strategy of the Tanjungpinang City Culture and Tourism Office in managing cultural tourism on the island of Penyengat.

## 3. RESULTS AND DISCUSSION

### 3.1 Scenario development factors penyengat island culture

Analysis of the perception of internal and external scope will be divided into two factors, namely, supporting and inhibiting factors. Based on interviews with several informants, the researcher describes the supporting factors that will be categorized into two parts, namely, strengths and opportunities, while the inhibiting factors, namely weaknesses and threats using SWOT analysis.

### 3.2 Supporting factors

- a. Currently, the island of Penyengat has regulations that become one of the basics in the local government in developing cultural tourism, in this case the Department of Culture and Tourism of Tanjungpinang City.
- b. The level of education becomes very important as the key to the planning and implementation of local regulations in the field because the apparatus is directly involved with the community. Strategic planning will be greatly influenced by the ability of the apparatus in terms of achieving goals so that the level of education becomes the main thing in the implementation of cultural tourism on the island of Penyengat .
- c. The source of the budget in carrying out cultural tourism activities on the island of stinging is one of the important factors. The use of the budget in planning and implementing must be appropriate in which the use of the budget is used with activity plans that are in accordance with needs
- d. Penyengat Island is an icon of Malay history which is now widely known at the international and domestic level. Penyengat Island used to be a unit of the Riau-Lingga-Johor-Pahang Kingdom which at that time founded a Penyengat mosque

- which is a relic to this day.
- e. Penyengat Island has a variety of typical Malay cuisine which is a culinary heritage from the Kingdom.
  - f. Located in the provincial capital area which is the administrative center of the Riau Islands Province
  - g. The potential of the island of Penyengat is very diverse in the form of cultural tourism, religious tourism, cultural heritage tourism and artificial tourism.

### 3.3 Opportunity

- a. The former relic of the Malay kingdom which is still complete with evidence of its physical and cultural buildings to date, has become an attraction for tourists, especially from neighboring countries, because Malaysia was once part of the same kingdom, namely Riau-Lingga-Johor-Pahang.
- b. Penyengat Island which is close to the center of the provincial government, of course, many working visits from other regions visit Tanjungpinang City and the Provincial Capital.
- c. Diverse cultures will collaborate so that it will provide cultural tourism attraction so that it can create new tourism.
- d. Utilization of technology as a means of promoting cultural tourism that is easy and practical for the development of cultural tourism on the island of Penyengat

### 3.4 Obstacle factor

- a. The existence of marine tourism destinations in the Bintan Regency area and urban tourism in Batam City
- b. Accessibility to the stinging island is not yet feasible
- c. Public facilities to support tourist comfort have not been provided
- d. Human resources on the island of Penyengat that help run cultural tourism are still very limited
- e. The role of other Tanjungpinang City Regional Apparatus Organizations to collaborate in developing cultural tourism is still very minimal
- f. Attractions and festivals are not running optimally and are not sustainable
- g. The role of the Tanjungpinang City Culture and Tourism Office in utilizing technology in a sustainable manner has not run optimally
- h. The people of the stinging island who are still difficult to be invited to collaborate on a sustainable basis in developing cultural tourism

### 3.5 Obstacle

- a. Bintan Regency which has marine tourism which is managed very well by the private sector. So that the quality of marine tourism that is owned
- b. Urban Tourism owned by Batam City has attractive data for visitors to get quality goods at affordable prices.
- c. The brand image of good cultural tourism is not yet owned by the island of Penyengat, so it is less competitive with Marine Tourism in Bintan Regency and Urban Tourism in Batam City
- d. Millennial tourists don't know about cultural tourism owned by Penyengat Island.

### 3.6 Trend and Uncertainty Analysis

Based on the above analysis that has been carried out on the points above, the researcher will add information that has not been entered above, there are four possible strategies called Strengths–Opportunities (SO), Weaknesses–Opportunities (WO) strategy, Strengths–Threats (ST) strategy. and the weaknesses–threats (WT) strategy. From these four strategies, strategic issues will be identified that will be faced by cultural tourism on Penyengat Island in the future , where this will describe trends and uncertainties that can occur in cultural tourism on Pulau Penyengat, with the following explanation:

### 3.7 SO Strategic Issues

Strategic issues based on the strengths and opportunities contained in the internal and external environment of cultural tourism in Penyengat Island are as follows:

Building a *Brand Image* of Penyengat Island cultural tourism by making the best use of the icon of the Penyengat Island Mosque as a tourist attraction. *Brand Image* is very important for tourism, because with the *Brand Image* owned by Penyengat Island, it will determine the direction of policies and strategies that will be taken in developing its tourism. In other words, with a *Brand Image*, we will know our strengths and what we need to strengthen.

For example, the *brand image* owned by the island of Penyengat is cultural tourism, where the culture that is owned is a relic of the era of the Malay kingdom. Of course, this gives an idea of what kind of tourist targets and where to focus on tourism. With the Malay history, tombs, and relics of the Riau-Lingga- Johor- Pahang kingdom on Penyengat Island, of course, it is very likely that tourists from Malaysia will often visit the island. visit.

Culture and Tourism Office must be able to anticipate this, namely by preparing facilities and infrastructure for transportation, health, public facilities, security and presenting arts and culinary specialties that are owned by the Malay kingdom, because cultural-based destinations tend to tell stories of the past or history that owned, it will be prone to saturation and unattractive, so it must carry out innovations on the development of the island of stinging. So that the need for innovation in the future market of cultural tourism from neighboring countries is not only the elderly but also the millennials.

Penyengat Island is located in Tanjungpinang City which is the capital city of the Riau Archipelago Province, where there are 2 government centers in the area. This will be an opportunity in the development of cultural tourism, due to working visits from district and city governments from various regions in Indonesia, the opportunity for working visits from other regions will be double that of other regions.

This opportunity should be an opportunity for the Department of Culture and Tourism of Tanjungpinang City in providing advice to the local government and provincial government in order to carry out coordination activities between regions on the island of Penyengat. In this way, it can promote to outside regions the potential for cultural tourism on the island of Penyengat as a manifestation of the government's commitment to developing cultural tourism.

### 3.8 WO Strategic Issues

Strategic issues based on the weaknesses (*weaknesses*) and opportunities (*opportunities*) contained in the internal and external environment of cultural tourism in Penyengat Island are as follows:

- a. Cooperating with Bintan Regency which is famous for marine tourism and Batam City, which is famous for city tourism, which is a place that is already famous among tourists. Creating a collaborative tour package that is combined with marine tourism, city tourism, cultural tourism and artificial tourism. Of course, the role of the Tanjungpinang City Culture and Tourism Office is very much needed. It is possible to collaborate with neighboring countries, namely Malaysia and Singapore. Of course, before implementing that, it is necessary to support infrastructure, public facilities, health facilities and good security facilities in order to increase the attraction for tourists.
- b. It is necessary to always be consistent and sustainable in carrying out cultural tourism activities in the form of festivals, art dances, culinary arts, so that tourists will always recognize the activities carried out on the island of Penyengat. Cultural tourism for some people is boring and seems unattractive. For this reason, cultural tourism needs to be combined with art actors as entertainment that will be presented to tourists. This will create an attraction for new tourists, which in the future millennial tourists will be the market for cultural tourism in the future.

### 3.9 ST . Strategic Issues

Strategic issues based on the *strengths* and threats *contained in the internal and external environment* of the island of stinging cultural tourism are as follows:

- a. Strengthening regulations with more technical rules with derivative rules to make it easier for implementers, so that implementers can clearly accept the aims and objectives of cultural tourism that the government wants. This will make it easier for the Department of Culture and Tourism in terms of developing cultural tourism, of course regulations made to facilitate and improve the welfare of local communities.
- b. Making cultural tourism training for human resources in a sustainable manner. Training is very necessary for the development of cultural tourism, judging from the scope analysis related to cultural tourism, the availability of competent human resources, both from the Culture and Tourism Office apparatus and tourism actors is very minimal. When training has been carried out on an ongoing basis, it will certainly have an impact. To improve the competence of human resources, it is necessary to support the local government's willingness to allocate a special budget for training and technical guidance related to cultural tourism in a sustainable manner, both to tourist areas with the most tourists in Indonesia such as Bali and in the world such as Japan.

### 3.10 WT Strategic Issues

Strategic issues based on weaknesses and threats ( *threats* ) contained in the internal and external environment of the island of stinging cultural tourism as follows:

- a. Turning on the participation of local communities to participate in developing cultural tourism on the island of stinging, to be willing to keep up with the times. One of them is transportation to the island of Penyengat by sea, which only uses a small engine ship with crew members who have not been equipped with training and the ship is not equipped with passenger safety equipment. The Tanjungpinang City Culture and Tourism Office has planned to provide assistance with proper ship facilities, of course, equipped with passenger safety equipment. However, it is considered that this will limit their income and interfere with their work. This needs to get important attention for the Department of Culture and Tourism of Tanjungpinang City, because the role of the community who participates in keeping up with the times will make it easier to develop cultural tourism on the island of stinging. the need for socialization and understanding given to the community in a sustainable manner so that slowly the community will participate in the innovations carried out, in the delivery of socialization the apparatus must have good *public relations competence* .
- b. Collaboration between other Regional Apparatus Organizations to assist the Department of Culture and Tourism in developing cultural tourism on Penyengat Island, so that programs and policy directions for regional heads can be integrated to create attractive cultural tourism. The results of the analysis of trends and uncertainties in this study are the *Brand Image* of Penyengat Island Cultural Tourism which is not yet strong. Next, the researcher will try to create scenarios that might occur in the future

### 3.11 Penyengat Island Cultural Tourism has a low selling value

The island of stinging has a very large and good potential to attract tourists to visit. There is a unique and good dance art accompanied by distinctive musical art and has a distinctive culinary. By making innovations made by the Department of Culture and Tourism, it should be a reference for cultural tourism to maximize tourist visits. The need to collaborate with the provincial government, but currently there is a barrier caused by political currents. For this reason, it will eliminate a good opportunity to take advantage of working visits that come to the provincial government. Furthermore, the infrastructure

that supports cultural tourism is not well prepared, transportation is inadequate, information about cultural tourism is difficult to obtain. This will raise doubts for tourists who want to visit the island of Penyengat so that the Cultural Tourism of Penyengat Island has a low selling value. The strategies prepared to overcome this problem are

- a. Improving infrastructure at cultural tourism destinations and building public facilities to facilitate activities and tourist comfort on an ongoing basis, improving transportation and always paying attention to the safety and comfort of tourists in sailing the stinging islands.
- b. Always maximize the implementation of cultural tourism *events* that are carried out in a sustainable manner both real and virtual by utilizing technology. Encouraging the community to always keep up with the times, perhaps by making an innovation one day, one post of cultural tourism by the community as a promotion on their respective online media about cultural tourism on the island of stinging. So that tourists who see it from the mass media or from social media are interested in wanting to see and try the cultural tourism of the island of stinging.
- c. Always collaborate with other Regional Apparatus Organizations, in helping the Tanjungpinang City Culture and Tourism Office to Together develop cultural tourism, always synergize in programs and policies in maximizing the attraction of cultural tourism. As the Transportation Service provides transportation to cultural tourism destinations, the Trade and Industry Office helps foster small and medium-sized enterprises (SMEs) on the island of stinging and invites entrepreneurs to assist in development.
- d. Building *Integrated Tourism* because it utilizes the island of Penyengat area which is close to Bintan Regency which is famous for marine tourism and Batam City which is famous for urban tourism. This can strengthen tourism by collaborating due to different tours and also collaborating with neighboring countries, namely Singapore and Malaysia in marketing cultural tourism.

#### 4 CONCLUSION

Scenario Planning of cultural tourism on the island of stinging by the Department of Culture and Tourism of Tanjungpinang City has not prioritized the cultural tourism sector and improving the quality of Human Resources who have cultural tourism competencies. Currently, cultural tourism on Penyengat Island has not focused on building a cultural tourism *brand* and has not been supported by activities that have the characteristics of cultural tourism and there are no interesting activities to serve to tourists. The island of stinging has a very large and good potential to attract tourists to visit. There is a unique and good dance art accompanied by distinctive musical art and has a distinctive culinary. By making innovations made by the Department of Culture and Tourism, it should be a reference for cultural tourism to maximize tourist visits. The need to collaborate with the provincial government, but currently there is a barrier caused by political currents. For this reason, it will eliminate a good opportunity to take advantage of working visits that come to the provincial government. Furthermore, the infrastructure that supports cultural tourism is not well prepared, transportation is inadequate, information about cultural tourism is difficult to obtain

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