

TOURISM DEVELOPMENT STRATEGY OF TANJUNGPINANG CITY AS A CITY OF CULTURE

Satriadi^{1*}, Dwi Septi Haryani², Tubel Agusven³

¹ Managemenet, STIE Pembangunan, Tanjungpinang, Indonesia

² Managemenet, STIE Pembangunan, Tanjungpinang, Indonesia

³ Managemenet, STIE Pembangunan, Tanjungpinang, Indonesia

*Corresponding Author: satriadi@stie-pembangunan.ac.id

Abstract: Tanjungpinang City has tourism potential including the Penyengat Island with its icon of the twelve stinging mosque and gurindam. The purpose of this research is to determine the most appropriate strategy in developing tourism in the city of Tanjungpinang as a cultural city so that it is expected to be an input for related parties in making appropriate programs and policies in developing tourism in Tanjungpinang City as a cultural city. So, this research is a descriptive study. The number of samples in this study were as many as 5 speakers. Data collected through interviews and observations were analyzed with qualitative analysis. The result of this research is the potential that can be developed into an object of tourist attraction (ODTW) in the Penyengat Island and Senggarang region in the form of historical and cultural tourism attractions, special interest tours, cultural-based artificial tours and eco-based tourism (ecotourism) supported by the diversity of cultural events and souvenirs from Penyengat Island and Senggarang. Then the availability of accessibility, security and ancillary service aspects are sufficient but still need improvements in the provision of homestays, tourism information posts, money changers, theater buildings, ATM facilities, health posts and security posts. The readiness and role of institutions in tourism activities need to be improved, especially in terms of cooperation between institutions from government, private and community elements. While the inhibiting factors are lack of funds, lack of promotion, lack of infrastructure, lack of professional human resources in tourism and the emergence of negative issues related to the development of the Penyengat Island and Senggarang region.

Keywords: Strategy; Tourism Development; Culture

1. Introduction

Riau Islands Province which is one of the provinces in Indonesia also has a lot of good tourism spots and is no less attractive to other provinces and has very promising future prospects. One area that has interesting tourism potential to be developed is Tanjung Pinang City. Tanjungpinang City has tourism potential including the Penyengat Island with its icon of the twelve stinging mosque and gurindam. Then on the edge of the sea with the barking building (boenda page), which is used as cultural arts activities and other activities.

Furthermore, there are 1000 sculpture attractions in the KM.14 monastery which are currently trending.

But of the various attractions there are several problems related to cultural tourism. This is seen from the lack of the role of the local government which has not been maximized in promoting cultural tourism so that it is possible the potential of these attractions can not develop optimally. This can be seen from data from the Central Statistics Agency of Tanjungpinang City in 2018 which states that there was a decrease in the number of foreign tourists visiting Tanjungpinang City in April 2018 which was around 21.21 percent compared to the number of foreign tourists in the previous month which reached 13,261 visitors now only reaching 10,449 a visitor. The lack of tourism promotion activities has an impact on the low tourist arrivals. Then based on the information obtained it can be seen that the accessibility, facilities and supporting infrastructure for tourism in Tanjung Pinang are also still minimal. This makes it difficult for tourists to get convenience and comfort when doing tourist activities in Tanjung Pinang.

Then due to lack of community involvement in the development of tourism activities. This makes a misunderstanding between the community and the tour manager so that the community does not support the activities around the tourist site. In addition, the public and visitors also tend to be less clean about the attractions. Based on the above background, it is necessary to do research related to the strategy of developing cultural tourism destinations in Tanjung Pinang and making Tanjung Pinang to be able to contribute in increasing regional income or original income, opening new employment areas and helping in poverty alleviation efforts in the Tanjung Pinang region. On the basis of these problems, the researchers are interested in researching about "Tanjungpinang Tourism Development Strategy as a City of Culture".

The purpose of this research is to design a model of tourism development strategies that are able to play a role in innovation and business management to strengthen the national tourism sector. This research will provide academic and policy benefits. Academically, it will contribute to the concept of development strategy, strengthening innovation and social business in tourism. This research will also be useful as an enrichment of teaching materials in Tourism Knowledge and Government Management which are capable researchers. In policy terms, it will encourage policy engineering in strengthening and developing the direction of culture-based tourism which has a positive impact on the welfare of the community and the National tourism sector

2. Literature Review

Cultural Tourism

Sillberberg (Damanik, 2013) defines cultural tourism as visits of people from outside destinations that are driven by an interest in historical objects or relics, art, science and lifestyles owned by groups, communities, regions or institutions. Meanwhile, Kristiningrum (2014) defines cultural tourism as tourism in which there are aspects / cultural values regarding community customs, religious traditions, and cultural heritage in an area. Cultural tourism is closely related to the attraction of cultural tourism. The explanation of the National Tourism Development Master Plan (RIPPARNAS) article 14 paragraph (1) letter b explains that cultural tourism attraction is a tourist attraction in the form of creation, taste and human initiative as cultural creatures. Cultural tourism attraction can be divided into two, namely cultural tourism attraction that is tangible and cultural tourism attraction that is intangible.

Tourism Development Strategy

The most important element in a tourism development is the element of tourist attraction. The tourist attraction object (ODTW) is explained by Hadiwijoyo (2012) as a form and interconnected facilities and the reasons / reasons for tourists visiting a particular area or place. Objects of tourist attraction can be divided into 3 (three), namely: natural or environmental tourism objects (ecotourism), social cultural tourism objects and special interest tourism objects (Special Interest). According to Cooper et al in Sunaryo (2013) explains that the framework of the development of tourism destinations consists of the main components as follows:

- a. The object of tourist attraction which includes the uniqueness and attraction of nature, culture and artificial. According to Suwena, attractions or tourist attraction objects (ODTW) are a significant component in attracting tourist arrivals. Things that can be developed into tourist attractions are called capital or tourism resources. There are three capital attractions that attract tourists, namely 1) Natural Resources (natural) such as mountains, lakes, beaches and hills; 2) cultural tourism attractions such as traditional house architecture in the village, archeological sites, arts and crafts, rituals, festivals, daily community life, hospitality, food; and 3) artificial attractions such as sports events, shopping, exhibitions, conferences and others.
- b. Accessibility which includes the ease of transportation facilities and systems. According to Sunaryo (2013), tourism accessibility is intended as "all facilities that make it easy for tourists to reach a destination or related tourist destination". According to French (Sunaryo, 2013) mentioned factors that are important and related to aspects of tourism accessibility including directions, airports, terminals, time needed, travel costs, frequency of transportation to tourist sites and other devices.
- c. Amenities which include supporting and supporting tourism facilities. Sugiama explains that amenities include "a series of facilities to meet the needs of accommodation (accommodation), provision of food and beverages, entertainment venues, retailing and other services".
- d. Public facilities that support tourism activities. Sunaryo (2013) explains ancillary service more to the availability of public facilities and facilities used by tourists who also support the implementation of tourism activities such as banks, ATMs, telecommunications, hospitals and soon.
- e. Institutions who have the authority, responsibility and role in supporting the implementation of tourism activities. Tourism institutionalization is explained in the Law on Tourism number 10 of 2009 as "all government institutions, both central and regional governments, private and community, human resources, operational mechanisms and regulations related to tourism.

3. Methods

This research uses explorative research type (Exploratory Research) with a qualitative approach. According to Arikunto (2010) explorative research is research that seeks to explore the causes or things that influence the occurrence of something. Explorative research also tries to explore new knowledge to find out an issue. This study seeks to describe, describe or find out strategies in developing tourism in realizing the city of Tanjungpinang as a city of culture As for the informants in this study as many as 5 speakers consisting of employees of the Office of Culture and Tourism of the City of Tanjungpinang, people in the island of

Penyengat and Senggarang, good visitors domestic and international, pokdarwis, and tanjungpinang cultural.

The sampling technique used by the authors in this study is nonprobability sampling. According to Sugiyono (2011), nonprobability sampling is a sampling technique that does not provide equal opportunity / opportunity for each element or member of the population to be selected as a sample. One of the nonprobability sampling techniques is taken by the authors of the combined purposive sampling and snowball sampling techniques. Research sites are focused on Penyengat and Senggarang Islands.

The data needed in this study was obtained through a primary survey where the data obtained by researchers directly from the source. There are three data collection techniques carried out including observation, and interviews, and documentation. The data analysis technique was performed using the Milles and Huberman interactive method including data collection, data presentation, data reduction and conclusion drawing. While the validity of the data in this study was carried out by source triangulation

4. Result and Discussion

The results of research related to the strategy of developing tanjungpinang tourism destination as a City of Culture as follows:

a. Attraction

Penyengat island area and Senggarang is a top tourist attraction in Tanjungpinang City based on culture and history. This is because in Penyengat Island there are relics of Riau Malay Kingdom Johor Lingga in the form of Penyengat Mosque, artifacts, tombs of kings and other objects thought to be from Malay civilization while Senggarang became a place to perform worship for Buddhists. Penyengat island and Senggarang became the main development centers of cultural tourism area because it has the largest spread of sites namely in Riau Islands Province as well as being the center of Malay civilization. The site or cultural heritage object can certainly be a variety and uniqueness of its own that is interesting to be developed in the area of Penyengat Island and Senggarang, especially the field of cultural tourism. In addition to the site or Cultural Heritage Object, there is the potential for other tourist attractions grouped in three aspects namely Something to See, Something to Do and Something to Buy.

1. Something to See

Tangible is the main attraction in penyengat and senggarang island area. This is because the sites in Penyengat island and Senggarang are in the form of objects and their nature can be seen by tourists who visit. Bendawi sites located on Penyengat Island such as stinging mosques, artifacts, ancient tombs, ancient wells, and others. Then for Senggarang there is a Vihara and Taman Budaya that has been built by the Tanjungpinang City Government. The potential attractions described in the manager's perspective and the traveller's perspective are almost the same. The main attraction in the eyes of tourists is because Penyengat Island is a famous historical place with many relics of Riau Malay kingdom Johor Lingga so it can be an educational vehicle and suitable for taking pictures with family or friends. But the majority of tourists only know and are interested in visiting tourist attractions in the form of stinging mosques that are famous for their physical buildings that are intact and well maintained. Then for Senggarang itself the vihara is used as a tourist attraction and a place of worship especially for buddhists. In Senggarang, there are also many tourists from China who visit the place to perform worship. While the cultural park itself is not very noticed by tourists

considering the place is not neatly arranged and there is no manager of the attraction that is always in the location. Then for some sites new findings that have not been well developed are less of an attraction for tourists to visit. Until now, there are still many new site findings found by the community as well as the management of the area of penyengat and senggarang sites that are still natural and not well managed. The findings can certainly be potential that will bring in tourists just as well as the sites that are already well known today.

2. Something to Do

Penyengat and Senggarang island areas must provide facilities or facilities for tourists to do unique activities so as to extend the length of stay. One of the ways that the management of Penyengat island area and Senggarang is to create interesting tour packages such as halal tour packages, culture tour packages namely learning to make batik gonggong pattern, learning cultural arts such as gurindam twelve or reciprocated pantun, learning packages writing Malay Arabic, traditional games, joget dangkung, and so on. However, this tour package is not used as the main tour package offered to tourists and is only done when there is a request only. This is one of the complaints of tourists who feel the limitations of activities and experiences that can be done by tourists in the area of Penyengat island and Senggarang. The potential in The Island of Penyengat and Senggarang that can be developed into a tourist attraction not only in terms of culture but also from the potential of nature or the environment (ecotourism). The attraction of tourism (DTW) based on nature or the environment referred to here is in the form of activities that exist in the community environment that can be educational value for tourists such as activities working as fishermen, folk game activities such as playing gasing, and others. However, the type of DTW based on nature or ecotourism still does not exist or has not been developed in the area of Penyengat island and Senggarang. Another tourist attraction that can attract tourist visits is the diversity of cultural events usually organized by Tanjungpinang City Disbudpar in collaboration with the Kepri Provincial Government through the Tourism Office and The Cultural Office and the Ministry of Tourism. Then the culture-loving communities in Penyengat Island, Senggarang and surrounding areas also participated in the activities carried out by the government. The cultural event is an annual routine activity and has been included in the provincial tourism calendar of MoKota Tanjungpinangjokerto Regency. These cultural events include sting island festivals, safety prayers, and so on. These cultural events are expected to be a means for tourists to interact directly with the community as well as be participants in the activities.

3. Something to Buy

Something that can be purchased by tourists in penyengat island area in the form of special souvenirs that are handicrafts made from gonggong, batik gonggong crafts, as well as malay specialties. In addition, the community working with the local government is also still trying to create malay specialties that truly reflect the characteristics of Tanjungpinang Community as a heritage area of the Malay Kingdom. Other souvenirs sold in penyengat island area are t-shirts, bags, climbs, and trinkets that are given pictures and patterns that reflect malay characteristics. But for Senggarang itself there are still no friends to buy souvenirs that can be purchased by tourists. Plus tourists still rarely buy these typical souvenirs because the price set by the seller is too expensive so it is difficult to reach by tourists.

Accessibility

Accessibility that can make it easier for tourists to get to tourist locations includes means of transportation, directions, airports, terminals, roads and others. The nearest airport is Raja

Haji Fisabilillah Airport in Batu 10, the nearest terminal is the carang river terminal located in Batu IX, and the nearest port is Sri Bintan Pura Port located in Batu 0. However, from each stop there is still no special transportation to the area of Penyengat Mapun Senggarang Island so that tourists who do not use travel services will have difficulty getting to the tourist location. However, tanjungpinang city government has been working to improve other accessibility such as highways that have been cast to resemble toll roads. In addition, directions at each intersection to the tourist site are also widely installed. However, the directions are still inadequate for tourists because there are still many tourists who are confused when visiting the area of Penyengat Island and Senggarang.

Amenities

The aspect of amenities in the area of Penyengat and Senggarang Island is already available but still minimal so there is still need to be more development. The availability of places to stay is adequate but is outside penyengat island and Senggarang. As for Penyengat Island itself only has a homestay, in contrast to Senggarang which has no lodging facilities at all. In addition to hotels and inns used as temporary residences for tourists, restaurants or restaurants selling typical food from an area will be of particular interest in the eyes of tourists. Based on data from the source of Tanjungpinang City Disbudpar (2018) mentions that there are several restaurants that sell traditional food as well as fast food. The next aspect of amenities that is quite important in the development of Penyengat island area and Senggarang is the bureau or travel agent. Tour operators offer a variety of tour packages ranging from conventional tour packages that only surround sites or cultural heritage objects or educational-based tour packages, etc. This tour operator brings domestic tourists (wisdom), foreign tourists (wisman) or tourists from cruise ships. The availability of souvenir shops in Penyengat Island area is quite a lot, but the price is sometimes difficult to reach by tourists. Then for senggarang area should be considered for the made souvenir place. Aspects of amenities in the area of Penyengat and Senggarang Island still need to be developed again such as the availability of tourism information centers, money changers, and others. Tourism information center is only in the form of Promotion Agency (Bapro) managed by Disbudpar Kota Tanjungpinang to promote all tourist attractions in Tanjungpinang City. However, regarding the availability of tourism information centers (TIC) in the area of Penyengat island and Senggarang still does not exist, so tourists who visit the area of Penyengat island and Senggarang without using the services of tourist travel agencies will be confused in getting tourist location information. In addition, there is also no Money Changer in the area of Penyengat and Senggarang Island.

Ancillary Service

The availability of public facilities in the area of Penyengat and Senggarang Island that support tourism activities is still minimal, such as hospitals that are only small clinics or health centers. Then bank and ATM facilities are only in certain locations that are sometimes difficult for tourists to reach. As for security posts there is already coordination between police and koramil to supervise tourism activities in Penyengat and Senggarang Islands, but there have been no officers specifically such as tourist police, etc.

Institutions

1) Central and local governments

The government that plays an active role is the tanjungpinang city government, the government of Riau Islands Province, the Ministry of Tourism, the Ministry of Education and Culture, and other parties who synergize with each other in the development of Penyengat and Senggarang Islands. The Tanjungpinang City Government as the host who controls the area of Tanjungpinang City has a more role in the development of Penyengat Island. Disbudpar Tanjungpinang City becomes one of the most instrumental parties in product

development, event procurement, promotion, development of tourism facilities and others in Penyengat and Senggarang Islands. In addition, the Tanjung pinang City Directorate is also tasked with providing inputs or ideas related to the development of tourism in a region and then cooperates with the Department of Transportation, Pu Office, Disperindag and other parties in the implementation of its activities. Among the local and central governments, the parties that have the most large portions are Tanjungpinang City Disbudpar and Kepri Provincial Tourism Office. The two held cooperation in terms of the development of Penyengat island and Senggarang area as evidenced by the presence of MoU (Memorandum of Understanding) between the two sides.

2) Private or tourism industry

Institutions from private elements that play a special role in the development of Penyengat and Senggarang island areas still do not exist. However, there are still private institutions such as travel agencies, the Association of Indonesian Tourism Officers (HPI), the Indonesian Hotel and Restaurant Association (PHRI), the Association of Indonesia Travel Agencies (ASITA), and others that play an active role in the development of tourism in general in Indonesia. One of the private institutions that needs to be established by The Tanjungpinang City Disbudpar is the Promotion Agency (Bapro) which is tasked with promoting all tourist attractions in Tanjungpinang City.

3) Tourism community

Currently, the area of Penyengat island and Senggarang still does not have institutions that come from elements of society. But for tourism community institutions in the form of tourism aware groups (Pokdarwis) have just formed in the area of Penyengat and Senggarang Island. Based on the results of this study, it is known that the driving and inhibiting factors in implementing the strategy for developing cultural tourism in Tanjungpinang City are as follows:

a. The driving factor

The main driving factor for the development of the Penyengat Island area is the big name of the Riau Malay Kingdom of Johor Lingga and the twelve gurindam works of Raja Ali Haji which are widely known by the public. Of course, this big name will facilitate the promotion of cultural tourism, so that many tourists are interested in visiting the Penyengat Island area. Then in Senggarang itself the old and oldest monastery is in the area. In addition, the number of tourist visits and support from the government are also one of the driving forces for the development of Penyengat and Senggarang Island areas.

b. Inhibiting factors

Inhibiting factors in the development of the Penyengat Island area are lack of funds, lack of promotion and lack of infrastructure and facilities to support tourism activities. In addition, the lack of human resources (HR) in the tourism sector and the lack of public knowledge about the Penyengat and Senggarang Island areas are also obstacles in the development of Penyengat and Senggarang Island areas. Then there are also many negative issues circulating regarding the development of Penyengat Island and Senggarang Island, such as assistance from China, elimination of employment and others which result in the community being provoked and less accepting of the development of cultural tourism in the Penyengat and Senggarang Island areas.

5. Conclusions

The conclusions that can be drawn are as follows:

Potential that can be developed into an object of tourist attraction (ODTW) in the Penyengat Island region in the form of historical and cultural tourism attractions, special interest tourism, cultural-based tourism and ecotourism supported by a variety of cultural events and unique souvenirs from Tanjungpinang.

The availability of accessibility, security and ancillary service aspects is sufficient but needs to be improved in providing homestays, tourism information posts, money changers, theater buildings, ATM facilities, health posts and security posts.

The readiness and role of institutions in tourism activities need to be improved, especially in terms of cooperation between institutions from government, private and community elements. There are driving factors including the big names of the Malay Kingdom of Riau Lingga Johor and Gurindam Twelve Raja Ali Haji and government support. While the inhibiting factors include lack of funds, lack of promotion, lack of infrastructure, lack of professional human resources in the field of tourism and the emergence of negative issues related to the development of the Penyengat and Senggarang Island regions.

While suggestions that can be used as a strategy for developing the Penyengat Island area are:

Development of tourism products in the form of tour packages that are packaged more attractively so that it will increase the interest of tourists to visit the Penyengat Island and Senggarang area.

Development of a Destination Image to further introduce the Penyengat Island area to tourists through certain slogans such as "The City of Malay Kingdom", Penyengat Island the Center of Malay Culture, Tanjungpinang Heritage City or other slogans that reflect the area.

Development of promotion of the Penyengat Island and Senggarang area by participating in national events, in collaboration with travel agents to sell Penyengat Island tour packages, making promotional media for both printed media such as brochures, travel books, tourist maps and online media such as blogs, websites, facebook, twitter, youtube, and other social media. Promotion can also be done by placing banners or banners regarding the tourist attractions of Penyengat Island and Senggarang at locations that become tourist stops such as airports, ports, bus terminals and other strategic locations.

Development of accessibility that makes it easier for tourists to go to tourist sites including roads, transportation, directions and others. The development of accessibility can be done by providing transportation that connects sites in one area of Penyengat Island and Senggarang which are traditional in nature, such as pedicabs, ontel bicycles, and others.

Development of tourism amenities or facilities that support tourism activities, such as using residents' houses as homestays. The use of the Sultan Badrul Alamsyah Museum as a Tourism Information Center which also sells tour packages. Then the concentration of the location of the arts and crafts can also make it easier for tourists to find souvenirs or souvenirs typical of Tanjungpinang.

Addition of supporting facilities such as health clinics that are open 24 hours and located near tourism sites, tourism security posts in charge of supervising and controlling tourism activities at each site, procuring money changers (money changers), adding ATM facilities near tourist sites and others other.

Establishment of the Penyengat Island area management agency consisting of government, private and community aspects. This management body was formed to clarify authorities and responsibilities so that the development and management of Penyengat Island is more focused and does not overlap.

Human resource development in the tourism sector, both managers and the community in general. This human resource development is carried out by conducting routine outreach or outreach on cultural preservation and tourism awareness, holding trainings related to tourism development such as hospitality training, guiding training, information technology training, homestay management training, entrepreneurship training and others.

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