

## Development of Penyengat Island Area as an International Tourism Area Based on Heritage Tourism



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<https://doi.org/10.18280/ijstdp.170434>

### ABSTRACT

**Received:** 16 March 2022

**Accepted:** 8 June 2022

#### Keywords:

*Penyengat Island, Indonesia, heritage tourism, international tourism, historical*

This research aims to implement the Penyengat Island area as a heritage-based international tourism area. Indonesia is well known as one of the largest numbers of historical tourisms in the world. The number of world tourism heritage sites continues to increase every day, Indonesia has diversity island that one of them has potential to developed as a tourism destination. Penyegat Island is one of potential island due the preservation of customs and moral values that have a historical heritage in Penyengat Island can be promoted by procedures based on international heritage. This paper uses descriptive qualitative methods with data collection techniques through library research with an empirical study approach. The results showed that the phenomenon of urbanization associated with globalization factors make the natural physical structure in the Penyengat Island area less noticed, even though Penyengat Island is a typical area because it has sublime value and culture that can be used as a unique tourism object or destination without eliminating historical value so that Penyengat Island can become one of Indonesia's flagship tourism products in Internasional community based on Heritage Tourism.

## 1. INTRODUCTION

The establishment of an area cannot be separated from its underlying aspects, both cultural heritage and artificial tourism. Tourism is the industry that makes the biggest and most significant contribution. The World Trawel and Tourism Council (WTTC) states that tourism develops faster than most other economic activities and will continue to grow jobs and increase Domestic Products [1]. Tourism is closely related to the environment because basically human life is influenced by environmental patterns. It is as stated that humans always adapt to the environment and take advantage of this process to create a pattern of life in an ecosystem [2]. In addition, tourism is one of the sectors whose development is considered important because it can increase the source of state income. Tourism itself covers various aspects such as tourist attraction and tourist actors (Tourist).

In Indonesia itself, tourism has grown into an independent industry, which means that the development of tourism is independent but in line with the programs planned by the government. Apart from that, all tourism sectors have an important meaning for the national economy and as one of the mainstay commodities to support the regional economy. Seeing the huge potential of Indonesia in the tourism sector, demands that the government be able to understand this more comprehensively to develop this tourism. One of the areas that need attention on tourism is Riau Islands. Since separating from its main province, namely Riau Province in 2002, the

Riau Islands region has various assets in the tourism sector. Apart from the area which is 60% consisting of water [3].

On the other hand, there is one exotic island that is very thick with Malay history, namely Penyengat Inderasakti Island which can be transformed into a new destination for Indonesia to be promoted overseas. Penyengat Island is a small island which about 2 km far from the city of Tanjung Pinang which is the center of the government of Riau Island Province. This island measures 2000 m and 850 m wide and is about 35 km from Batam City.

Penyengat Island designated as nationl culture heritage due this island has two strategic values wasterm part in historical context in Indonesia. First, Penyengat Island was the stronghold of King Haji Fisabilillah during the warg against the Dutch (1782-1784). Second, the Penyengat Island is in the center of a malay civilization rich in culture, Raja Ali Haji has produced a work in the form of Bustan Al-Katibin books (Malay grammar books) that form the source of the development of Indonesian and other works including "Gurindam Dua Belas" which contributes to the development of Malay and Indonesian literature.

Penyengat Island itself is one of the tourism objects in the Riau Islands, in which there are various historical relics such as the Tomb of the Kings, the Great Mosque of Sultan Riau made of egg whites, the Tomb of the national hero Raja Ali Haji, the Palace Complex, and the defense fort at Bukit Kursi. Given the size of the island is only 3.5 km<sup>2</sup> does not mean that the tourism sector cannot be developed or even implemented

[4].

Riska Destiana research Penyengat Island is a pilot project for development of tourism due the island has great potential with a rich culture heritage. The cultural values and customs in Penyengat Island until now exist with the religious and have majority of muslim community. The value can be in line with the development of halal tourism. Therefore, in this study analyzed development halal tourism based on the value and the local wisdom of Penyengat Island as an International Tourism [5].

Hary Jocom research that Penyengat Island has a historical footprint and religious value, therefore, history of Penyengat Island is the main tourist attraction, based on these local government of Tanjung Pinang City and Local Community hold an event to attract local and foreign tourist that called the Penyengat Island Cultural Festival. In general, this study Penyengat Island has potention are included international category being visited by foreign tourist, however, this study showed that lack of management supported by promotion, branding and information both national and international cause the number of tourists in Penyengat Island still not increase [6].

Based on literature, this research faced there are several important findings development of Penyengat Island as an International Tourism which is, *first* the less promotion model that still not integrated with technology. In addition, the development of tourism has limited cooperation network so that needs to be further developed. The developing integrated tourism in Penyengat Island need an effort form all stakeholders in tourism sectors to introduce the potention of Penyengat Island to world through promotion, branding and potention destination competitiveness. Second, maintainance to provide a comfortably places and facility management.

Actually, this problem can be resolved without having to wait for Regional Regulations (Perda) from the government. Facility management can be realized by the community which is also one of the main aspects of the preservation of the historic tourism site. This kind of orientation requires a number of conceptual basic for thinking in understanding all the roles of every aspect involved. In connection with the object being studied, namely the Penyengat Island area which acts as a cultural entity, those who use it to introduce its existence are parties who have a bound relationship with the entity [7].

Furthermore, the orientation is immediately carried out in all places in general to create both attractiveness and branding of a tourist spot. This orientation process is expected to be able to develop an image without losing historical value so that Penyengat Island can become one of Indonesia's leading tourism products in the eyes of the International based on Heritage Tourism [8]. The notion of heritage itself is a form of history, tradition and values that a nation or state has had over the years and is considered an important part of the nation's character [9]. According to UNESCO, heritage is a cultural heritage of the past that must be preserved from generation to generation because it has an aspect of superiority. Meanwhile, according to Hall & McArthur, the definition of heritage is as cultural heritage in the form of tangible objects such as monuments, places of worship, inscriptions, handicrafts, architectural buildings, sculptures, paintings and cultural heritage that are intangible in the form of a way of life, flora, fauna, society, and norms [10].

So that seeing the potential for cultural tourism owned by Penyengat Island and research on the need for area development as explained above, then it is expected that there

will be a direction of development of Penyengat Island as an international tourism based on heritage tourism that can then have a positive impact on tourism development in Riau Islands, Indonesia [11].

## 2. RESEARCH METHOD

This study is using a qualitative descriptive research method that focused on empirical/natural object conditions and data collective are obtained by literature and documentations. The focus of this research is development Penyengat Island as an International Tourism based on Heritage Tourism. Along with its development, Penyengat Island become an interesting topic in order to formulate a model of management tourism that has the potential to increase community welfare. The analytical method used in this research is interactive analysis which is data reduction, data presentation and conclusions.

## 3. RESULT AND DISCUSSION

Basically, the development of tourism potential is always required by managing attractive tourist areas. This potential consists of natural resources (SDA), which in this case are local communities. To see what the potential is in Penyengat Island, it can be seen from 2 indicators [12]. These indicators are (1) Attractions which are a pattern of development of tourist destinations carried out by the regional Tourism and Culture Office. According to the research, there are still shortcomings, namely the lack of events that highlight the characteristics of the Penyengat Island heritage tourism location. Therefore, supporting attractions are still inadequate due to the lack of facilities and infrastructure in attracting both local and international tourists to come and visit Penyengat Island tourist destinations (Table 1). In fact, when viewed from the potential that is owned in the tourism sector, Penyengat Island has several unique locations, namely, as follows:

### 3.1 Development of heritage tourism in Indonesia

Indonesia has the potential to develop tourism which has natural and cultural heritage attractions. Indonesia has a variety of islands with unique characteristics, as recorded by BPS (Central Statistics Agency), there are 10 tourist destinations in Indonesia, namely West Java, East Java, Central Java, Bali, Jakarta, South Sulawesi, Lampung, Banten, South Sumatra and Sumatra. West Java is the most popular destination with a variety of heritage tourism. In addition, Java also has several locations that have been classified by UNESCO as world heritage sites [13].

The heritage area is something important. This is because there are several aspects, which are:

- (1) The role of this area is able to encourage tapping behavior which encourages a good social situation;
- (2) To support a guarded open space that can be used as a place to build an activity, a social activity center, a community work laboratory center, an art and cultural gallery;
- (3) As a historical marker as an element of national identity;
- (4) The role and development of historical areas whose value can be maintained, is transformed into facilities capable of creating attractiveness and supporting economic activity in a cultural perspective [14].

**Table 1.** Penyengat Island tourism destinations

No.	Destination Location	Information
1	Sultan Riau Grand Mosque	Sultan Riau Grand Mosque has a unique story, it is said that the mosque is made of egg white. This Grand Mosque is wrapped in Yellow and Green which symbolizes prosperity and religion. Initially this mosque was made of kasu boards and was built in 1803 by Sultan Mahmud and then during the reign of Dipertuan Muda VII Raja Abdurrahman this mosque was renovated.
2	Raja Ali Haji Tomb Complex	<i>Father of Indonesian Malay</i> that is the greeting for Raja Ali Haji who has contributed to the creation of the Malay grammar guidelines and Gurindam 12 which until now is attached to the Malay culture in Riau. This Tomb Complex is his final resting place.
3	King Abdurrahman Tomb Complex	The tomb of King Abdurrahman is a meal of a king at the VII youth meeting of the Riau Kingdom. He built the Sultan Riau mosque. In this complex there are about 50 Tombs which are family members to royal advisers. The gender of the person buried is distinguished by the shape of the tombstone.
4	Palace Office	The palace covering an area of approximately one hectare is called Marhum Kantor. This building is the residence of Raja Ali and his relatives. It consists of three entrances and is about 100 years old.
5	Gunpowder Building	This gunpowder building is a witness to history during the war era where this place is a place used to store gunpowder during war. This building has 4 sides of the entrance, in the form of a large wall, has thick and yellow walls.

Of course, the assessment of Heritage areas in Indonesia is carried out using aspects such as aesthetic values, historical roles, strong customs in several areas, the character of buildings and historical infrastructure [15].

However, both Riau Province and Riau Islands are still far behind with the aforementioned areas. Even though in the strategic design in the Riau Islands Province, there is one of the leading tourism areas, Penyengat Island, which has an area of 240 hectares. The island is only about 6 km from the sea, and 15 minutes from the city of Tanjung Pinang. The tourist attraction that can be seen on Penyengat Island is the beauty of the Sultan Riau Grand Mosque which is uniquely made of egg white and many more. Penyengat Island is a sub-district in the city of Tanjung Pinang which was built on the basis of historical developments, culture and Malay customs [16].

In addition, Penyengat Island has a strategic geographical location because it is directly opposite the State of Malaysia and Singapore. Of course this condition is an added value to support the development of heritage-based international tourism potential.

**Table 2.** Number of foreign tourists who came in 2017-2019

No	Bulan	2017	2018	2019
1	Januari	10814	8753	9268
2	Februari	6249	10704	13141
3	Maret	7849	13261	15813
4	April	9193	10449	15841
5	Mei	7277	11268	14816
6	Juni	8702	12815	18935
7	Juli	9793	10661	11951
8	Agustus	11616	12310	15621
9	September	10811	12530	12768
10	Oktober	10619	10759	12406
11	November	10538	11073	16426
12	Desember	14421	16020	169364

Source: BPS Tanjung Pinang, 2019.

Based on data from Central Statistics Agency Tanjung Pinang in 2017-2019, foreign tourist visits were highest in March, June and December (Table 2). Tourist visits in Tanjung Pinang cannot be separated from Penyengat Island as a tourist destination. In addition to being a strategic and interesting area. Penyegat Island is close to the Tanjung Pinang city which only about 10 minutes so it can be reached by the famous Penyengat Island traditional ship well known as "Pompong".

The history of Penyengat Island has a fairly strong appeal,

but the impact of globalization causes historical and religious values to decline. Therefore, it is necessary to understand about the dynamics of tourism on Penyengat Island related to tourist attractions. In addition, another aspect that needs to be considered is that regulations and promotions are needed to increase tourism development in Penyengat Island.

### 3.2 Environment and cultural identity of Penyengat island community

Penyengat Island has a unique diversity seen from the cultural identity of its people. In addition, the Penyengat Island area acts as an entity where a culture is located so that those who use it to strengthen Destination Competitiveness and branding are parties / resources that have a bound relationship with the tourist site. As has been explained that resources are essential to develop a tourist destination in a place / area. The community is one of the main aspects of the sustainability of tourism sites so that all roles need to be involved in the community. Therefore, as a pattern for the preservation of historical tourism destinations, tourists must know the history and identity of the people of Penyengat Culture, which is thick on Penyengat Island, and identified with Customs, Language, Arts, Religious System. The entire existing culture cannot be separated from the history and heritage (heritage) of our ancestors [17].

(1) Community Customs. The development of Penyengat Island tourism basically has an influence on both local and foreign tourists to understand the patterns of cultural identity seen from the social system on Penyengat Island such as the traditional Malay Wedding Ceremony which begins with Merisik, Meminang, Menika, clapping fresh flour, tithes, herbs, events youth party until the closing, namely the siraman event.

(2) Language, in general, it cannot be denied that the uniqueness of Penyengat Island is the location of the language, namely Malay. Despite much urbanization, Malay culture and language cannot just disappear. This has become one of the identities of the Penyengat Island community that apart from being noticed and preserved, but also introduced and promoted abroad.

(3) Art, one aspect of tourism is not only knowing unique and historic destinations but also including the introduction of existing arts and culture. The typical art of Malay culture on Penyengat Island begins with dances accompanied by musical instruments wrapped in regional and modern customs which

add new flavors to trigger the development of international tourism.

(4) Religious System, in this case it is said that the religious culture on Penyengat Island has penetrated the community's customary system starting from worship, death ceremonies, prayer readings, and marriage. The Pualau Penyengat community in the religious system has existed since the time of their previous ancestors and is still a community identity.

### 3.3 Tourism development aspects

The growing competition in the tourism industry makes a destination must continue to improve its facilities to meet needs and find ways to promote related tourist attractions to be better known by outsiders. Penyengat Island is a tourist area that targets foreign tourists from Malaysia and Singapore, so they are urged to carry out vigorous promotions to attract their interest. Tourism potential on Penyengat Island must be developed to make opportunities. Especially in this era of technological disruption, the tourism sector must continue to rely on innovation, creativity and technology. This can be applied to the development of sting island tourist destinations considering that its main market share is foreign tourists [18].

There is an analysis which states that the historical value and the level of uniqueness of historical heritage in an area can be used to attract tourists. In addition, to reach a complex number of visitors, the Government and the related tourism industry must improve tourism services, facilities and infrastructure so that tourism development, especially on Penyengat Island, can compete with neighboring countries. There are several factors in tourism development strategies, namely, as follows:

(1) Destination Competitiveness. Basically, competitiveness is the most important factor in developing the tourism industry. To attract tourists, the tourism industry must of course focus on the competitiveness of tourist destinations (Destination Competitiveness). Generally, in understanding competitive tourism, in its development it can influence a tourist's decision as to whether to visit a tourist spot or not. Destination Competitiveness is defined as the ability to create value, manage assets, integrate economic and social model relationships to improve national and regional welfare. It is known that Penyengat Island has historical tourism in ancient Malay times, it means that tourism development must be measured through attractions and resources as determining factors in promoting tourism [19]. Introducing a destination image consisting of resources (local people) and natural beauty is an alternative tourism development on Penyengat Island not only for local tourism but also for international tourism. Destination competitiveness can be increased by collaborating between stakeholders, destination resources, and local communities to develop competitiveness strategies.

(2) Branding. As an alternative to positioning itself as a tourist destination, it should be noted that these destinations not only offer various facilities for domestic tourists but also foreign tourists in the form of services and branding. Tourism development through branding is important. Penyengat Island must be able to position itself as a cultural tourism destination in enriching insight and knowledge or simply satisfying the entertainment needs of other countries by attending traditional celebrations, exhibitions, nature reserves, and places with historical stories [14]. The branding process is the incessant promotion of introducing the privileges of Penyengat Island cultural and historical tourism compared to other destinations.

This is done to encourage tourists to not only review but also recommend it to other tourists. The more positive the image of a destination, the greater the benefits that will be obtained by that place / destination.

Tourism development with alternative branding can be done in a way; (1) Distinguishing the Penyengat Island event as promotion at the national and international levels by utilizing online and offline media. This branding and marketing alternative can increase the number of international tourist visits. (2) Development of destinations with a cooperative and strategic approach through relevant activities and developing new tourism experience products without losing existing historical values [20].

### 3.4 Strategy tourism development in Penyengat island

Thus, according to the results of the research, several strategies can be done to increase tourism development on Penyengat Island, which is:

(1) Fasilitative Strategy, which is a strategy that expects the target group to be aware of its potential, providing adequate facilities and infrastructure Educational Strategy, which is intended to provide education and coaching to empower the use of the potential of the Penyengat Island area as a tourist destination that is not only unique but also friendly by providing a comfortable place to be visited by tourists.

(2) Power Strategy, is a strategy that requires various authorized parties who then carry out the maintenance and management of historical sites in order to maintain the sustainability of heritage and regional identity, it can be done with synergy of cooperation between local governments, Pokdarwis or community institutions and the Penyengat Island Society itself as the main stakeholders.

(3) Persuasive Strategy, is a strategy that look up for change. Promotional efforts that have been carried out conventionally have not been integrated with technology causing the dissemination of information related to tourist destinations in Penyengat Island has not been effectively reached to the international world. So that the strategy needs to be used to support the branding of Penyengat islands as a unique historical tourism destination to various parts of the world [21].

## 4. CONCLUSIONS

Based on the findings in the development of tourism on Penyengat Island, it was produced that in general, Tourism Development on Penyengat Island has the potential to enter as a member of international tourist destinations, but management problems have not been supported by technological facilities and synergistic cooperation between the government and the community. So that aspects of tourism development in the form of competence and branding of tourism uniqueness need to be considered by implementing several tourism development strategies, which are; 1) Fasilitatif Strategy, 2) Educative Strategy, 3) Power Strategy and 4) Persuasive Strategy. In addition, the development of information system-based tourism can be an option for wider promotion considering that Penyengat Island has a uniqueness in terms of historical aspects. All of the above strategies must be followed by strengthening resource capacity in tourism management, increasing public awareness of the potential of the surrounding environment and government regulations or policies that are able to accelerate tourism development in

Penyengat Island, especially widely reached by the international community.

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