

The Dynamics of Tourism Development: Study Case Tourism Attributes in Penyengat Island

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Abstract: Penyengat Island has a valuable historical footprint not only for Indonesia but also for Malaysia and Singapore, as well as having a wealth of ancient literacy and influential religious values. Data were collected from tourists visiting Penyengat Island through distributing questionnaires to 100 respondents, combined with in-depth interviews, focused discussions with representative and competent key persons related to the issues discussed. This study found that the accommodation and amenities components are still the main problems in developing tourism on Penyengat Island. The factors of tourism management, tourist safety, public awareness of tourism, and environmental preservation are other central issues that need attention. The development of broad tourism promotion using information technology media and supported by professional management will be able to accelerate the tourism growth of Penyengat Island. Purpose of this study is to measure the dynamics of historical and religious tourism on Penyengat Island using the 5 A attribute approach (attractions, accessibility, accommodation, amenities and awareness). This research is focused on the empirical conditions of the dynamics of tourism development in Penyengat Island, with a qualitative descriptive research method through questionnaires, in-depth interviews, observations, and transects. The attributes of accommodation, amenities, and awareness of public tourism are still low. The main factor of the problem lies in the management of tourism in Penyengat Island that has not been done professionally and integratedly by targeting foreign tourists Overall and integrated tourism management by building destinations that ensure the comfort and safety of tourists, building information technology-based promotional media that can reach the wider community, and building a network of partnerships with stakeholders in the development of tourist destinations and strengthening human resources.

Keywords: 5A Attribute Approach, Gurindam 12, Historical Tourism

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Introduction

Tourism development is one of the important aspects to attract tourists visiting tourist destinations. It relates to the promotion and branding of a tourism destination. Tanjung Pinang city is one of the cities in Riau Island continuously developing tourism destinations. Penyengat Island is key in Tanjung Pinang city based on tourism potential that is owned by Penyengat Island such as cultural heritage objects, histories (Yulianty, 2005). Furthermore, based on local government regulation Tanjung Pinang city No.10/2014 related spatial planning of Tanjung Pinang city 2014-2034, determined that Penyengat Island as city strategic area, cultural center, harbor, water resource network and tourism. Penyengat Island is the king's area of Riau-Lingga-Johor-Pahang. Mostly the tomb of kings is buried in Penyengat Island like the tombs of Haji Fisabillillah, Abdul Rachman, Ali Haji and Raja Jafar.

The king of Ali Haji made Malay dictionary and became the forerunner of Bahasa. On the other hand, the king of Ali Haji wrote Gurindam 12 as the philosophy of life Malay community. Tourism in Penyengat Island has developed and foreign tourists one of the highest number visitation such as from Singapore and Malaysia (Pristiwasa & Augustinus, 2017). Historical ties between Penyengat island and Malaysia and Singapore as well becoming tourist attractions to visit Penyengat island. Besides histories site and culture, the other tourism components support tourism in Penyengat Island such as local culinary and hospitality.

Based on data from the Central Bureau of Statistics Tanjung Pinang 2017-2019 represented the highest of foreign tourist visitation in March, June and December. Tourist visitation in Tanjung Pinang can not be separated from Penyengat Island as a tourist destination due to the location of Penyengat Island close to Tanjung Pinang city. It is around 10 minutes by traditional ship well known pompong in Penyengat Island. To increase tourist visitation in Penyengat island, there is a tourism package and traditional dress experience as a tourism attraction. Based on its attraction in 2018-2019, the highest tourist enthusiasts of using traditional dress from Malaysia 174 tourist, Singapore 89 tourist and USA 15 tourist. At the same time, local tourists used Malay traditional dress from Tanjung Pinang 1.696 tourist, Kijang 1.512 tourist and Uban 224 tourist.

The sustainability of history and culture in Penyengat Island is essential to preserving Malay culture. History of Penyengat Island as the main tourist attraction, namely the Riau-Lingga kingdom has authority until Singapore and Malaysia. In which Malay is as unifier, but the impact of globalization the historical and religious value decreased.

Based on these, it needs to understand about the dynamics of tourism in Penyengat Island related with tourism attraction, accessibility, awareness, accommodation and amenities in Penyengat island. Moreover, the other aspects needed to be concerned to develop tourism in Penyengat Island is tourism promotion in each history and cultural sites due to the promotion is still lacking. This is related with the distribution of tourists visiting other cultural sites on Penyengat Island, which are not only focused on the Riau Grand Mosque.

Methodology

Penyengat Island is an Island with a length of approximately 2000 m and a width of 850 m, which is located in front of the city of Tanjung Pinang and is 2 km away, bordered by the sea. Penyengat Island is part of the Tanjung Pinang city, the coordinates are 00 55'0" North, 1040 27' 0" East.



Source: Author analysis, 2020

Figure 1. Map of Penyengat Island

This research is focused on the empirical conditions of the dynamics of tourism development in Penyengat Island, with a qualitative descriptive research method. This study aims to analyze the dynamics of tourism in Penyengat Island based on the 5 As approach (five essential pillars). The existence of a royal government on Penyengat Island in the past has a historical background that is closely related to Malaysia and Singapore. Along with its development, Penyengat Island became a destination for foreign tourists, especially Malaysia and Singapore, as well as domestic tourists. On the basis of this, the existence of Penyengat Island becomes an interesting research topic in order to formulate a model of tourism management and development that has the potential to improve community welfare.

Attributes are used to analyze the dynamics of tourism development through the five essential pillars approach in the tourism industry or commonly known as 5A's (attraction, accessibility, accommodation, amenities, and awareness) (Chahal & Devi, 2015; Western Tourism Australia, 2010), as an attribute of tourist attraction and its influence on tourist destinations. To obtain data and information is done through distributing questionnaires, profundity interviews, field observations, focused discussions and literature study.

The distribution of questionnaires is intended to assess tourism attributes on Penyengat Island. The assessment was obtained from local tourists who visited as well as respondents. The assessment indicators for the attributes of Penyengat Island tourism are compiled based on the description of the 5A attributes above, with the following operational variables:

Table 1. Operational Variable

No	Attribute	Indicator
1	Attraction	<ul style="list-style-type: none"> ▪ cultural tourist attraction ▪ attraction of religious tourism ▪ historical tourist attraction ▪ nature tourist attraction ▪ the attraction of the event / event which being held ▪ attraction of recreational activities ▪ entertainment center attraction
2	Accessibility	<ul style="list-style-type: none"> ▪ conditions and availability of transportation ▪ the condition and availability of transportation that connects tourist attractions ▪ transportation costs to tourist locations ▪ transportation costs between tourism objects ▪ road conditions at tourist sites
3	Accommodation	<ul style="list-style-type: none"> ▪ conditions and availability of hostelries ▪ condition and availability of typical food served by restaurants ▪ the price of food and drinks that are sold
4	Amenities	<ul style="list-style-type: none"> ▪ Availability and conditions of toilets ▪ Availability and conditions of trash bin ▪ Cleanliness conditions of tourism objects ▪ Availability of souvenir shops ▪ Souvenir prices ▪ Availability of health facilities ▪ Availability of other supporting facilities (bathrooms, parking lots, places of worship, directions, site information, etc.)
5	Awareness	<ul style="list-style-type: none"> ▪ Indigenous hospitality and acceptance ▪ The awareness of the local community keeps the tourism objects clean

The population that is the target of filling out the questionnaire in this study is tourists who visit Penyengat Island. Due to limited research time and costs, the respondents in distributing the questionnaire were limited to 100 respondents. The answer obtained from these respondents are on an ordinal scale using a likert scale, with a choice of answers:

Table 2. Likerts scale

Scale	Options
5	Very interesting Very good
4	Interesting Good
3	Ordinary Enough
2	Not attractive Not good
1	Very unattractive Not very good

The results of the answers to the questionnaires from all these respondents will be assessed and discussed based on each attribute. Furthermore, to get a complete and comprehensive explanation of the value of each of these attributes will be elaborated and deepened through profundity and structured interviews with key informants. The key informants who were the main sources in this study were tour guides from each tourist attraction, homestay owners, Kelompok Sadar Wisata/ aware tourism group (POKDARWIS) of Penyengat Island, bentor drivers (motorized pedicabs), shop owners (warung), pompong (boat) drivers, and Tanjung Pinang City tourism office.

The results of the interview will be combined with field observations and transects (tracing). The object of observation is carried out by holding on to the five attributes that have been determined

above, namely the entire surrounding environmental conditions, social dynamics, available facilities, services, and other parts that are related and support this research. While the transect is carried out on all existing tourism objects, in order to get a complete picture and understanding of the surrounding environment and the existence of these tourism objects. The results of the transect will be outlined in a sketch map of the distribution of tourism objects in Penyengat Island. Overall, the results of data analysis, profundity interviews, and transects are formulated in a draft of the results that will be verified in a focused discussion with Pokdarwis Pulau Penyengat, interpreters in their terms or tour guides from 4 main destinations, namely historical tour, tour de masjid, literatur tour, and Gurindam 12 experience. This focused discussion is a step to verify data and information obtained during field visits, observations and literature reviews.

A literature study was also carried out related to the historical journey of the Penyengat sultanate, supported by manuscripts and narrations from the descendants of the Penyengat sultan. Through these various approaches, it is hoped that the studies carried out can be comprehensive and systematic so that an empirical and complete information is obtained.

The time needed in this study was 6 months, namely, the field assessment process 4 months, while the remaining two months were to compile a research report.

Cultural Tourism

A tourism clustering framework established and extended the visitor attraction framework to identify and classification main assets consisting of groups in developing countries as a primary step tourism cluster processing (Allahar, 2015). Based on observation and field to tourism asset, tourism cluster elements define as a natural attraction, cultural and man-made that is represented as tourism cluster framework (TCF). TCF is a classification main object or group asset, which is influenced by natural biodiversity and culture in a country by increasing level of interest in man-made facilities and events. In analyzing cultural and religious tourism are needed criteria analysis such as accessibility, sustainability, intensity of users, quality and others.

Tourism components

Buhalis (2000) in his study examined marketing to sustainability as a destination. Buhalis used 6A as base analyzing tourism destinations to conclude attraction, accessibility, amenities, available packages, activities and ancillary services (Buhalis, 2000). In this study resumed that needed innovative packaging products to fulfill market needs more competitively. According to Chahal and Devi (2015), study about the image and attributes of tourist destinations using the 5A concept developed by Western Tourism Australia (WTA) and Buhalis (2000) consist of attraction, access, accommodation, amenities and awareness (Buhalis, 2000; Western Tourism Australia, 2010). In this study was found limited study focusing on 5A aspects consequently there was no discussion about impact from travel cost, service quality, value obtained by tourists in tourism destinations.

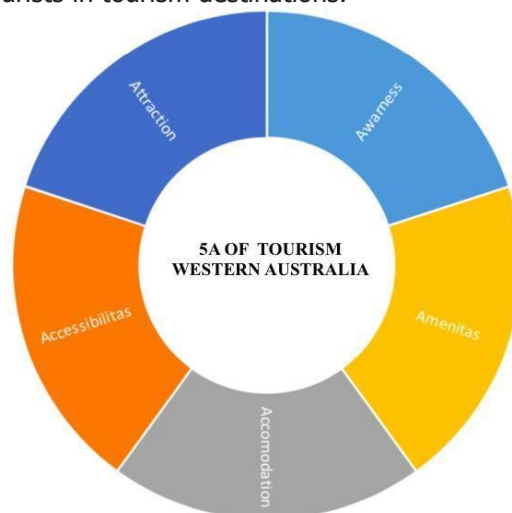


Figure 2. 5A Concepts by Tourism Western Australia

Based on 5A's concept by WTA, to analyze the dynamics tourism development in Penyengat Island doing analyzing with refer to Buhalis (2000) showed that tourism attraction in destinations involves natural, man-made, artificial, heritage, building and special events. Cultural attractions that attract tourists are museums, temples supported by cultural festivals and local activities as a tourist attraction (Chahal & Devi, 2015).

One of the tourist attractions is religious tourism, in which tourists travel by religious reason (Hashim et al., 2007). Doing tourism marketing, it is essential to consider between satisfying religious needs in the tourism industry (Weidenfeld & Ron, 2008).

Transportation network is used by tourists from place of origin to destination area, needed for accessibility. Accessibility will influence tourism development in an area. The uneven development of tourism can be influenced by the availability of transportation to these destinations (Celata, 2007). Furthermore, accessibility is closely related with tourism sustainability and tourism competitiveness (Kastenholz et al., 2012). In this case, Buhalis (2000) talked about that terminal as an entrance of transportation system and vehicle. Transportation systems are recommended to be considered which can connect tourists with tourism destinations (Tukamushaba et al., 2016).

Accommodation in accordance with the tourist characteristics needs to be considered in the availability of accommodation in a tourist destination, this will greatly affect the development of tourism. Accommodation also is supported with the existence of facilities that have good quality, as well as a café and restaurant that is owned by an accommodation (Chahal & Devi, 2015). One of the factors to attract tourists to visit tourism destinations is lodging (Enright & Newton, 2004). In addition, Enright, M.J., and Newton (2004) argued that accommodation was one of the factors of tourism competitiveness. Accommodation was an important basis for the competitiveness in tourism destinations to develop tourist attraction (Magombo et al., 2017). The success and development of tourism destinations depends on the provision of accommodation. Thus, accommodation is a vital part of the planning process for a destination (Sharples, 2000).

In the Buhalis's (2000) study amenities related with tourist services such as banks, hospitals, post, newsagents, tele-communications. According to Tukamushaba et al. (2016), amenities are the key factors that shape the tourist perception from all aspects of the tourism product in Uganda. Moreover, services such as security, telecommunications, internet and other facilities will make tourists feel more comfortable staying in a destination.

In the development of tourist destinations, the most important thing that can affect is the reputation of a tourist destination (Chahal & Devi, 2015). This is related to public awareness of waste and public acceptance of tourists. Presented by (Susanto et al., 2018) that meeting standards for hygiene, sanitation, and services is a challenge that must be faced in developing community-based tourism.

Results and Discussion

Results

Attraction

Tourism on Penyengat Island can be classified into two categories, namely religious tourism and historical tourism. Religious tourism consists of the relics of the Sultan Riau Grand Mosque, the tomb of Engku Putri Hamidah, the tomb of Embung Fatimah, the tomb of King Fisabilillah, the tomb complex of King Ja'far and King Ali, the tomb area and the king's family of Penyengat, and the tomb complex of King Abduraahman. Meanwhile, historical tours include the Tengku Bilik building, the traditional hall, the syariah court judges building of the King Haji Abdullah, the palace of King Ali Yang Dipertuan Muda VIII, a machine warehouse, a kursi hill fort and a women's well (Perigi Putri).

Based on the results of respondents' assessment of the attractions on Penyengat Island (see table 4) it shows that religious tourism is the highest destination compared to other tours. From the average respondent's assessment of the attribute attraction rating indicators as a whole, it shows very interesting result from the five assessment categories.

Table 4. Attraction attribute assessment indicators

Indicator	Average	Information
The attraction of cultural tourism on Penyengat Island	4.89	Very interesting
The attraction of religious tourism on Penyengat Island	5.00	Very interesting
Historical tourist attraction in Penyengat Island	4.89	Very interesting
Nature tourist attraction in Penyengat Island	4.78	Very interesting
The attraction of events / events that are currently held or certain days in Penyengat Island	3.89	Interesting
The attraction of recreational activities held on Penyengat Island	4.11	Interesting
The attraction of the entertainment center on Penyengat Island	4.00	Interesting
Average	4.51	Very interesting

Tourism on Penyengat Island is well managed by the tourism awareness group (Pokdarwis) of Penyengat Island, which was formed in 2016 at the initiative of the Regional Government of Tanjung Pinang City and the people of Penyengat Island. By POKDARWIS of Penyengat Island, tour activities on Penyengat Island are packaged in 8 tour packages with each package having a tour guide or in Pokdarwis terms as an interpreter. The 8 packages offered are:

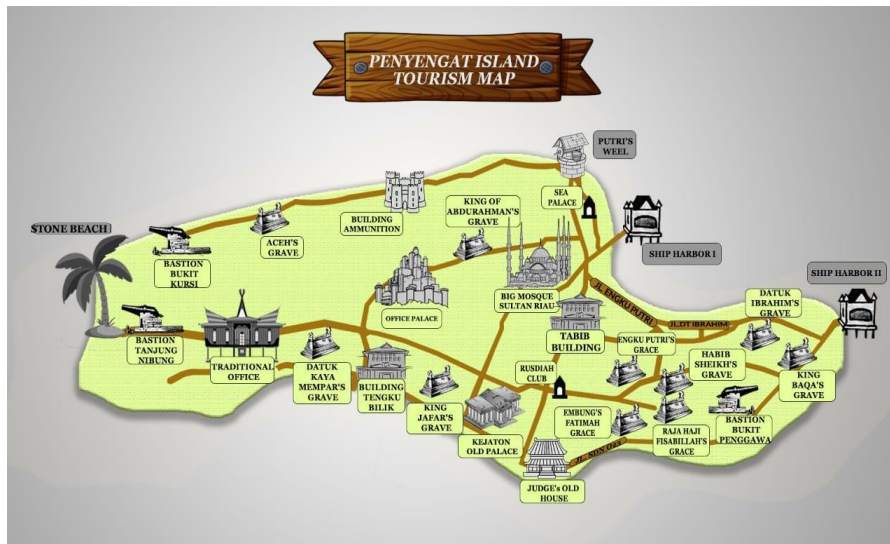
- a. Historical tour. Travel to historical sites of the Riau Kingdom by using a motorized pedicab (bentor) or cycling.
- b. Tour de Masjid. Exploration of the Grand Mosque of Sultan Riau, its building architecture, philosophy, and religious values.
- c. Literature tour. Witnessing literature, literature, gurindam (traditional old poetry), and various books from the kingdoms of Riau, Johor, Lingga and Pahang. Various literature related to the history of royal travel, medicine, astronomy, anatomy, and handwritten of Al-Quran.
- d. Gurindam experience. King Ali Haji's introduction to the making of a Malay dictionary which later became the pioneer of the Indonesian language as a unifier of the nation and the values contained in Gurindam 12.
- e. Tanjak experience. Experience how to make Tanjak (typical Malay hat).
- f. Traditional dress experience. Tourists are given the opportunity to wear Malay wedding attire accompanied by an explanation of the philosophy of each ornament and color scheme.
- g. Cooking class. Experience cooking Malay dishes such as nasi lemak, nasi minyak, and nasi dagang (traditional rice cuisine).
- h. Culinary Malay cuisine. Tourists are invited to culinary various Malay dishes.

Tourists can choose the desired tour package either when coming directly to Penyengat Island or by booking in advance. Pokdarwis Penyengat Island has a Tourism Information Center (TIC) which is in front of the gate entrance in front of Sultan Riau Grand Mosque. This TIC is a center of information and communication between tourists and tour guides (interpreters) who will serve the needs of tourists according to the package they are interested in. This TIC was established in 2017, but currently due to the COVID-19 pandemic condition which has an impact on the absence of tourists visiting, it is temporarily closed. Meanwhile, the tourism objects in Penyengat Island are as follows:

1. Sultan Riau Grand Mosque was built by Sultan Mahmud in 1803. Renovation was carried out in 1832 by Yang Dipertuan Muda VII Raja Abdurrahman, until it looks like it is today. The building of this mosque contains a philosophy, 13 domes that are shaped like onions and at the four corners there are towers to say the *Adzan* (call to prayer of Islam), indicating the number of *rakaat* in the five obligatory prayers of Islam.
2. The Palace Office, which is located on the island's interior, adjacent to several wells, is the palace of Yang Dipertuan Muda VIII Raja Ali in the period 1844-1857. This building served as the king's residence as well as an office. Even though it is in the form of rubble, you can still see the building surrounded by a wall fence.

3. Gedung Mesiu, during the Johor-Riau kingdom, was a building that had thick walls, a multi-story dome and small iron-barred windows which were used as a warehouse for gunpowder storage and this building was once a prison in the kingdom era.
4. King Abdurrahman Tomb area. There is a tomb complex for Yang Dipertuan Muda Riau VII Raja Abdurrahman. In this area, there are about 50 other tombs consisting of family members to royal advisors. the shape of the tombstones which are round male, and the flat ones are female.
5. Tomb of King Ali Haji. As one of the heroes of the Riau Islands for his literary works. He created twelve gurindam which until now is attached to the Malay culture in Riau.
6. The Johor-Riau Sultanate Family Cemetery Area. In this burial area there is the tomb of Engku Puteri Permaisuri Sultan Mahmud who died in 1812, the tomb of King Ahmad, King Abdullah, King Aisyah Permaisuri, and King Ali Haji who is a national hero.
7. Cannon on Chair Hill (Meriam di Bukit Kursi). This hill is the stronghold of the Johor - Riau Kingdom. In *Bukit Kursi*, there are 8 cannons. The position of the fort on this hill is very strategic, when the enemy appears to be approaching the island, this makes it easier to shoot the enemy.
8. This Traditional Hall functions as the center for the activities of the Penyengat Island community from *musyawarah* (deliberations) to organizing a wedding celebration.

The tourists visit almost all tourism sites, except for several sites, namely: Judge's building, Tengku Bilik building, Sumur Putri, Musiu building, former Rusydia club building site, and former kedaton palace building. The building site has only rubbles, so it gets less attention and visits from tourists.



Source: Transect results, 2020

Figure 3. Map of the distribution of tourism objects in Penyengat Island

Every year the local government of Tanjung Pinang City and Pokdarwis Pulau Penyengat hold an event that is held to attract both domestic and foreign tourists called the Penyengat Island Cultural Festival. This festival is held from 2016 to 2018 every February 21, as the anniversary of Penyengat Island. Due to the Covid 19 pandemic that occurred in 2019, the festival was temporarily suspended. In the festival, various traditional competitions are held, namely: an empty jong (small canoe) competition which is released from the middle of the sea towards the edge of Penyengat Island, a sailing boat race which is a sailboat competition led by several people, a Gurindam 12 reading competition, berpantun (chanting), Gasing (spinning tops) game, historical painting, history book exhibition, culinary bazaar, and Johor's pencak silat attractions. The Penyengat Island Festival will be visited by many foreign tourists from Singapore and Malaysia.

Based on the results of the assessment, it shows that there are several basic problems related to the management and maintenance of sites in Penyengat Island. The management of this historical heritage site on Penyengat Island seems to be lacking maintenance, so that in some sites it is overgrown by tall grass. Apart from that the cleanliness around the site is not maintained. This view reduces the aesthetic value and attractiveness for tourists. The tourism awareness group (POKDARWIS) Penyengat Island stated that the main obstacle in maintaining the site is personnel or volunteers who are willing

to continuously clean up the environment around the site area. The general public is not aware of tourism, which realizes that their area is a tourist destination. Thus being able to encourage them to participate in the maintenance of the area around tourist sites and also to maintain environmental cleanliness. On the other hand, assistance from local governments to place human resources responsible for maintaining cleanliness is only one person with a focus on cleanliness as limited as the environment in the building, not reaching the environment outside the building or its surroundings. To overcome this problem, Pokdarwis Penyengat Island launches community service activities to clean the site once a month. However, tourist sites cannot be handled thoroughly and evenly.

Discussion

Accessibility

Respondents' assessments of accessibility to tourism objects on Penyengat Island are on average adequate or normal, that the availability of transportation to Penyengat Island is sufficient and easy to access.

Table 5. Accessibility attribute assessment indicators

Indicator	Average	Information
Conditions and availability of transportation to Penyengat Island	3.22	Just ordinary / enough
The condition and availability of transportation that connects tourist attractions on Penyengat Island?	3.33	Just ordinary / enough
Tanjung pinang transportation costs to Penyengat Island	3.78	Good
Transportation costs on Penyengat Island	2.78	Just ordinary / enough
Road conditions on Penyengat Island	3.44	Good
Average	3.31	Just ordinary / enough

Tourists to be able to visit Penyengat Island can only use sea transportation by motorized boats or in the local language it is called passenger *pompong* ships, with a passenger capacity of 15 people. This pompong ship is made of wood with a width of approximately 1.5 meters and a length of 5-6 meters, it appears that most of the ships look worn. The paint on some parts of the ship has peeled off and wood in certain parts, there is even leaking of sea water on the floor of the ship. However, this passenger pompong boat is the only means of transportation to Penyengat Island. The high-cost factor for replacing ships made of fiberglass has caused the ship owners to stick with the existing pompong vessels.

There are 82 pompong ships currently operating, which are divided into groups A and B, all of which belong to the Penyengat Island community. The division of groups is intended to change the operational days of the ship to avoid an excess number of operating vessels. Local people call the names of the captain or pompong driver by the name of the Penambang. These Penambang pompong have a group called Organisasi Penambang Pulau Penyengat (OPPP). This organization regulates the operational schedule and management of the pompong miners.

The crossing is carried out through a dock or port called Penyengat Island dock from Tanjung Pinang City, which is devoted to serving crossings to Penyengat Island. This pier is the only one that can be used by both tourists and community mobility on Penyengat Island. The ticket price for a pompong boat per person is IDR 7,000 for a single crossing which is managed directly by the pompong mining organization. The ticket price is valid during the morning crossing service until 18.00, after 18.00 tourists will be charged IDR 10,000.00. There is a difference in ticket prices for tourists and local residents of Penyengat Island, for local people a fee of IDR 5,000.00 per trip. It is the same with tourists, if it is over 18.00, you will be charged IDR 7,000.00.

Regarding the safety standards for ship passengers, according to the results of interviews with several key informants, in 2016-2017 there were many life jacket assistance from the government for

operational pompongs. Most of the life jackets are put on the dock if a passenger is going to get into the pompong or a pompong is operating. However, based on the results of interviews and observations, the life jackets on the ship looked unkempt. When the ship's passengers enter and sit down, there is no direction from the captain of the pompong boat, requiring passengers to wear a life jacket in order to maintain safety. So there are no safety standards that apply to pompong passengers. In the framework of today's competitive tourism industry, the safety and comfort of tourist destinations is one of the main factors in influencing the perception of tourists to return to visit (Chahal & Devi, 2015; Truong & King, 2009) besides being attractive and interesting. If the safety standard for pompong passengers is not a major concern, over time, the number of tourist visits will decline.

Apart from the above, the condition of the Penyengat Island dock in Tanjung Pinang appears to be neglected, where there is damage in several parts of the port, such as a damaged roof or peeling paint. Likewise, with the iron on the pier aisle, in some parts it is missing and in other parts it is damaged, so that it is quite dangerous for the people passing by. On the other hand, the foothold for passengers on the dock to board the ship is quite dangerous, not friendly to disabled groups, young children and the elderly. Unlike the Tanjung Pinang port, the pier or port of Penyengat Island looks well maintained, where the building is still solid, as well as the pier paint that still looks firm. However, the foothold for passengers from the pier to board a pompong ship, such as at the port of Tanjung Pinang, is not friendly to certain groups.

The crossing from Tanjung Pinang port to Penyengat Island takes about 10-15 minutes in the fastest time with shady sea conditions. It is different if the sea conditions are influx it will take longer. Furthermore, when arriving at Penyengat Island, the preferred modes of transportation for tourists that can be used are bicycles and bendor (motorized pedicab). Tourists can choose which mode of transportation to visit a site or tourist attraction. A bendor can carry a maximum of 3 adults. The choice of bendor is based on the consideration of the efficiency of time and energy compared to the becak or ojek which have limitations in carrying passengers. This bendor mode is assistance from the Tanjung Pinang City Tourism Office as many as 28 units to the people on Penyengat Island in 2016, which consists of a motorbike and a rickshaw connected to the side of the motorbike.

The roads along Penyengat Island are in good condition, where most of the paved roads, even the public roads in front of the mosque or in front of the gate entering Penyengat Island are ceramic tiles installed. Likewise, roads that connect between tourist objects are in good condition, making it easier for tourists to access.

Accommodation

The respondent's assessment of the accommodation attribute shows that the information is normal or sufficient with a value of 2.88. The accommodation attribute value is in the lowest category compared to the other 4 attributes, or only 0.3 points different from the amenity attributes which will be discussed in the section below. In general, the hostelries and food aspects fall into the quite adequate category.

Table 6. Assessment indicators for accommodation attributes

Indicator	Average	Information
Availability of hostelries on Pulau Penyengat	2.75	Just ordinary / enough
Conditions and availability of restaurants / food stalls on Penyengat Island	3.38	Just ordinary / enough
A place to eat that serves local specialties on Penyengat Island	2.63	Just ordinary / enough
Prices of food and beverages sold on Penyengat Island	2.63	Just ordinary / enough
Average	2.88	Just ordinary / enough

For tourists who want to spend the night on Penyengat Island, there are 16 homestays that are managed independently by homeowners who make their homes a homestay for tourists. Tourists will

be presented with an experience of living with the local community. Apart from homestays, there is one place to stay that specifically caters to tourists, namely the Sultan's inn. The Sultan's inn is managed by the Sultan Riau Grand Mosque. Of the total 16 homestays, 14 homestays provide 24 rooms and 2 other homestays rent out houses, namely one house with a capacity of 2 rooms and the other house providing 15 rooms. The rates for overnight at a homestay vary between Rp. 150,000 - Rp. 300,000 per night depending on the facilities provided. Meanwhile, the Sultan inn offers rooms with air conditioning and private bathroom facilities at a competitive price similar to a homestay. Meanwhile, for group tourists renting a house, the price is IDR 500,000 for a 2 bedroom house and IDR 1,500,000 with a capacity of 15 rooms.

This homestay on Penyengat Island collaborates with Pokdarwis Penyengat Island in its management. If there is a tourist visit through Pokdarwis and need hostels, Pokdarwis will recommend the existing homestay. The agreement was built with a profit sharing of 80:20, that is, 80% of the rent belongs to the homestay owner, while the rest is for pokdarwis.

Food is an important tourist attraction in the tourism industry (Henderson, 2009). Henderson (2004) and Quan and Wang (2004) in (Henderson, 2009) emphasize that food and tourism have a very close relationship and are one of the tourist attractions. Serving food as a tourist attraction certainly requires a variety of better efforts in packaging it into a tourist attraction, besides ensuring hygienic aspects, health standards, and adequate information in promoting typical food as a tourist destination (Cohen & Avieli, 2004). Furthermore, there is a need for food product innovation that is able to attract tourists and is able to become one of the superior products (Henderson, 2009). Showing local culinary appeal as one of the attractions has become one of the tour packages as discussed in the attraction attributes above. However, the culinary delights served by the food stalls on Penyengat Island do not yet serve typical Malay food. The food sold in general can be found in many places.

For tourists who need food, there are 11 food stalls scattered on Penyengat Island, 5 food stalls located on the dock, 3 food stalls side by side with the traditional hall tourism object facing the beach, and 3 other food stalls located in the middle of residential areas. The food stall which is located next to the traditional hall is designed like a food court with a more modern appearance, so that tourists can comfortably eat in that place while looking at the beach. The construction of this food court was initiated by the Tanjung Pinang City Government Tourism Office. Almost all of the food stalls serve seafood menus as well as other general foods such as processed chicken and other foods. The price of the food is relatively affordable with a price range between Rp. 15,000 - Rp. 25,000 per portion depending on the menu choice. Typical food that can be found is gong-gong, a type of snail which is also the mascot of the Bintan Island region. While other typical Malay culinary delights have not been served by these food stalls, such as nasi lemak and nasi dagang.

Amenities

The existence of supporting facilities in the tourism area is absolutely needed by tourists in order to provide excellent service quality. Based on the respondent's assessment of the amenity attribute indicator, it shows that the toilet facilities have the lowest value followed by the garbage disposal facilities and the cleanliness of Penyengat Island. The three indicators in this amenity attribute are not considered good compared to other indicators.

Table 7. The amenity attribute assessment indicators

Indicator	Average	Information
Toilet / washroom facilities on Penyengat Island	2.11	Not good
Garbage disposal facility on Penyengat Island	2.44	Not good
Cleanliness conditions on Penyengat Island	2.50	Not good
Souvenir shop on Penyengat Island	3.44	Good
Prices of souvenirs sold on Penyengat island	3.22	Just ordinary / enough
Health facilities (puskesmas, clinic, doctor) on Penyengat Island	2.78	Just ordinary / enough
Availability of supporting facilities (bathrooms, parking lots, places of worship, directions, site information, etc.) on Penyengat Island	3.63	Good
Average	2.88	Just ordinary / enough

Not all areas of historical or religious sites that are crowded with tourists have restroom facilities available. From the observations made on all sites, only the traditional hall provides toilets, and also a food court which is located side by side. Meanwhile, the tomb complex of King Ali Haji which contains meals for King Hamidah, King Ahmad, King Ali Haji, King Abdullah and King Aisyah which are the destinations of pilgrims in religious tourism, and the main visit of tourists does not provide toilets. Other than that the facilities available in it do not allow tourists to carry out prayer rituals comfortably or even for a long time due to the narrow location of the tomb and no place to take shelter.

Environmental conditions that have not been clean since the departure from Penyengat Island dock in Tanjung Pinang City, domestic trash can be seen filling the sea in the port area. The same thing was also found at the pier on Penyengat Island. In some sites, it appears that environmental cleanliness is not maintained, thus reducing the aesthetic value and environmental health. Based on the results of interviews with several key informants, the root of the problem in handling waste lies in the community's unconscious awareness. Various attempts have been made to overcome this problem, one of which is through waste management training, but this does not last long and the community returns to its original habits. This behavior is due to the concept that they are people who live on the island, so it is proper to throw garbage in the sea.

As a tourist area with high cultural and historical value, there are not many souvenirs offered on Penyengat Island. Next to the food court, there is a kiosk selling souvenirs. The souvenir building and food court were built by the Tanjung Pinang City Tourism Office. Some of the items being sold are miniature tanjak, Malay songket, processed seafood-based chips, key chains, miniature Harley Davidson motorbikes and miniature boats. The price offered for each of these products is still reasonable and affordable.

Health facilities are still a problem on Penyengat Island. The existing community health center does not present doctors as health workers to serve the community, but only at the level of a midwife with a schedule of service from 08.00-16.00. Meanwhile, doctors only visit 2 or 3 times a week. If the community needs a doctor, they have to cross to Tanjung Pinang City. The unavailability of adequate health personnel is based on the consideration of the population ratio which makes it impossible to establish a puskesmas (a government-mandated community health clinics). Health facilities are a basic service for the community and are an integral part of the tourism industry. With the availability of adequate health facilities supported by capable health personnel to provide a sense of security and comfort to visiting tourists.

For tourists who want to visit various historical sites independently without a tour guide, they will not experience problems or get lost, because the direction of the location where the site is located is very clear. In addition, in front of each site, a brief description of the information board is attached. This board was installed by the Tanjung Pinang City Tourism Office with the intention of being a medium of information for tourists regarding the historical background of the site.

However, extensive information through the tourist promotion media of Penyengat Island has not become a favorite destination compared to other regional destinations even though from a historical and religious perspective it has quite high value. As a tourist destination visited by many foreign and domestic tourists, Penyengat Island has yet to show its global presence. Information management through various promotional media is an important factor that will influence perceptions of tourists (Ortega & Rodríguez, 2007; Truong & King, 2009).

Awareness

The results of the overall assessment of the tourism awareness attributes show normal or moderate results. The biggest figure lies in the indicator of friendliness and acceptance of Penyengat Island's native people. However, indicators of awareness of environmental cleanliness are still under assessment. As discussed in the previous section, environmental cleanliness and tourism objects are still a common problem.

Table 8. Indicators of tourism awareness attribute assessment

Indicator	Mean	Information
Hospitality and acceptance of the native Penyengat Island for tourists	3.78	friendly
The awareness of Penyengat Island community in maintaining cleanliness of tourist objects on Penyengat Island	2.89	Just ordinary / enough
Average	3.33	Just ordinary / enough

The community does not yet have a collective awareness that the area in which they live has a history of influencing other countries around them. Even as the initiator of the unifying language of various tribes in Indonesia, namely Indonesian. The assumption made is that most of the people in Penyengat Island work as civil servants, private employees; a small number of others are fishermen, so that the economic turnover of the tourism industry on Penyengat Island does not contribute significantly to their income. It is different if the existing tourism industry affects their economic income.

Waste management that has not been carried out in an integrated manner can have an impact on decreasing the health quality of the Penyengat Island community. Garbage that has not been properly managed for years will pollute groundwater and affect the quality of the raw water sources used by the community for consumption. In addition, garbage that pollutes the sea will affect marine life. The implication is that there will be environmental degradation and the quality of human resources.

Conclusions

From the results of a comprehensive assessment of the dynamics of tourism on Penyengat Island using the 5 A's attribute, it shows that accommodation has the lowest value (2.84) which is followed by amenities (2.88).

Attractions are the power of magnetism for tourists, where there are various historical and religious relics on a national and regional scale in Asia. However, there are several important

findings in the development of tourism on Penyengat Island, namely, first, the maintenance and management of historical sites is important to do in order to maintain the sustainability of the heritage of the nation's identity Collaborative management can be carried out between the Tanjung Pinang Regional Government, Pokdarwis, and the community as the core stakeholders, so as to ensure the sustainability of existing tourism objects. Second, the safety factor is the main emphasis for tourists using sea transportation. The need for education for pompong boat towers regarding safety standards for passengers and rescue procedures in the event of an accident. Thus tourists can travel safely and comfortably. Third, the amenities component is an important emphasis, by providing a comfortable place for tourists to visit. Such as an adequate place for pilgrims, so that they can comfortably and solemnly perform religious rituals. As well as other supporting facilities and health facilities with adequate medical personnel. The fifth finding, promotion and cooperation of Penyengat Island tourism. The promotion model which is still carried out conventionally has not integrated with information technology as an effective, efficient, and broad-reaching assistive medium. In addition, the development of a limited cooperation network needs to be further developed and expanded. There needs to be an effort from all stakeholders in the tourism sector, especially the government, in an effort to introduce the tourism potential of Penyengat Island to the world through promotion, branding the uniqueness of tourism potential, utilization of various public spaces such as arrival and departure halls at various airports for promotional activities, introducing local culinary delights. and souvenir products at tourist sites and the use of various local resources in completing accommodation and amenities facilities.

In general, the dynamics of tourism on Penyengat Island are included in the international category by being visited by foreign tourists. However, the issue of a more comprehensive management supported by promotional and information media capable of penetrating the national and international markets is a future recommendation. The information system-based virtual tourism development model can be an option for wider promotion. All of the strategies above are followed by strengthening the human resource capacity of tourism management, increasing public awareness of the surrounding environment and awareness of tourism, and government policies that are able to accelerate tourism development on Penyengat Island.

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