

## Cultural Heritage-Based Tourism Business Prospects At The Siak Palace, Siak Sri Indrapura Regency

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### Abstract.

*The tourism development strategy is an effort made by the Tourism Office to develop existing tourism to become an attraction for tourists, but the development of tourism at the Siak Palace has not been optimal, resulting in a decline in the number of tourist visits to the Siak Palace in Siak Sri Indrapura Regency. The purpose of this study is to determine the prospects for tourism development at the Tourism Office of Siak Sri Indrapura Regency, and to determine the factors that influence the prospects for developing Siak Palace tourism in Siak Sri Indrapura Regency. In this study, the method used is a qualitative approach that can understand the research in depth with descriptive analysis methods. In this qualitative study, data were obtained from literature studies and also field studies, such as observations, interviews, and documents obtained from related agencies or using other media that can be used as research data. The results obtained from the study are in the first process, the Tourism Office, Siak Regency, has established a vision and mission, namely, by developing tourism destinations. In this case, specifically to develop the Siak Palace tourist attraction. Then analyze the internal and external environment to determine the strengths, weaknesses, opportunities, and threats in the development of the Siak Palace tourist attraction. In this case, the researcher used a SWOT analysis. In addition, the researcher also analyzed the long-term goals of the Tourism Office and how to achieve the mission for the next five years. Then, they examined whether the strategies that had been made were successful or not by looking at the annual targets that had been set by the Tourism Office, Siak Regency. Then, the policies are used to achieve the annual targets. In this case, the policies were in the form of guidelines, rules, and procedures established to support the desired goals. The conclusion is that the Tourism Office, Siak Regency, has carried out the strategic planning process well. Every aspect of the strategic planning has been carried out optimally and also by the established rules. Although the strategic planning that has been made has been running well, the process has still not been able to develop the Siak Palace tourist attraction optimally because it still requires more action than what has been stated in the Tourism Office's project planning, Siak Regency.*

**Keywords:** Tourism Business Prospects; Cultural Heritage and SWOT of Siak Palace.

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## I. INTRODUCTION

Indonesia is a nation rich in cultural diversity, encompassing customs, traditions, religions, ethnicities, and languages. This makes it a country rich in natural resources. These natural resources, if properly managed, can be leveraged to enhance the prosperity of the people and advance the nation. One area that can be developed is tourism. Over time, tourism in Indonesia has grown and developed significantly. According to Law No. 10 of 2009 concerning Tourism, tourism encompasses a wide range of tourism activities supported by various facilities and services provided by the community, businesses, the central government, and regional governments. Article 4 of Law No. 33 of 2009 concerning Tourism states that tourism aims to boost economic growth, improve public welfare, eradicate poverty, address unemployment, conserve nature, the environment, and resources, advance culture, enhance the nation's image, foster patriotism, strengthen national identity and unity, and foster international friendship. Article 1 of the Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for Regional Ecotourism Development defines ecotourism as responsible nature tourism activities within regions, focusing on education, understanding, and support for natural resource conservation efforts, as well as increasing local community income.

Currently, the tourism sector in Indonesia is not operating optimally, even though this aspect significantly influences the increase in foreign exchange, community income, and Regional Own Income (PAD). By Riau Provincial Regulation Number 4 of 2004 concerning the Riau Tourism Development Master Plan, the development and enhancement of regional tourism potential throughout Riau Province requires

regulations for tourism operations, as stipulated in Regional Regulations. Riau Province aims to develop its tourism sector in conjunction with the ongoing regional autonomy. The goal is that if autonomy is implemented quickly and effectively, tourism development in Riau will likely increase and thrive. Siak Regency is a region rich in natural resources, historical value, arts, and culture, and possesses diverse tourism potential that can be developed for the preservation of Malay history, arts, and culture, and local economic development. Unfortunately, this diverse tourism potential has not been fully exploited. In fact, considering Siak Regency's natural potential, including oil and gas, it also possesses historical tourism potential, characterized by the uniqueness of historical relics, such as buildings and cultural heritage, demonstrating the unique and distinctive lifestyle of the Siak Regency community. The Department of Tourism, Youth, and Sports is a Regional Government Work Unit (SKPD) that manages, maintains, and enhances the physical condition of tourist attractions while maintaining environmental sustainability.

This includes developing and enhancing tourism through the development of tourist attractions and attractions, both in the form of developments aimed at advancing human dignity, morality, and public order, in order to strengthen national identity. The Department of Tourism, Youth, and Sports is responsible for the development and advancement of tourism, arts, culture, youth, and sports. Therefore, carrying out governmental duties in the tourism sector inevitably presents significant challenges. This is due to the increasingly complex issues in the tourism and culture sector, which are constantly intertwined with various aspects stemming from economic, social, cultural, and political policies that are inconsistent. Based on these conditions, it will logically result in every policy and step accommodating aspects directly related to the tourism sector's tasks to achieve the desired goals and objectives. The tourism sector is one of the sectors with significant potential for development in Siak Regency, and this sector is one that can support regional growth. Tourism development is considered a mainstay sector capable of making a significant contribution to increasing regional revenue and driving the regional economy. However, currently, the tourism sector has not yet become a primary asset and is not being optimally developed to support economic growth in a region. This is also true in Siak Regency, where the development of existing tourist attractions still receives insufficient attention, resulting in underdevelopment, despite their significant potential, one of which is increasing the number of domestic and international tourist visits. The following is a breakdown of the number of tourist visits to the tourism sector in Siak Sri Indrapura Regency:

**Table 1.1.** Data on Domestic and International Tourist Visits to Siak Palace From 2020 to 2024

No	Year	Local	Overseas	Total
1	2020	39.216	2.393	41.609
2	2021	48.142	5.303	53.445
3	2022	70.317	8.907	79.224
4	2023	89.977	6.915	96.792
5	2024	99.178	5.379	104.557

*Source: Siak Tourism Office Data, 2024.*

The data above shows that domestic tourist visits increased from 2020 to 2024, while international visits decreased. This situation indicates that tourism in Siak Regency has not been optimal. It is the responsibility of the Siak Regency Tourism Office to develop a strategy to further develop tourist attractions with potential tourism value for Siak Regency. The steps taken by the Siak Sri Indrapura Regency Tourism Office to develop these attractions are outlined in a strategic plan, which is one of the programs outlined in the Office's Strategic Plan. Siak Palace is a historical tourist attraction, a legacy of the kingdom, frequently visited by both local and international tourists. Siak Palace holds historical and cultural significance, particularly in Malay culture. Siak Palace is a relic of the Islamic kingdom that is still well-maintained and preserved. The Siak Royal Palace is used as a place to store royal collections, including: a gold-plated royal throne, a duplicate of the Royal crown, a Royal safe, a Royal umbrella, a Royal spear, a comet as a rare item and according to sources from the Siak Palace management, there are only two in the world, namely in Germany, as well as other historical items. The following are historical tours of the Siak Palace in Siak Regency, which are still maintained and preserved:

**Fig 1.1.** Historical Tourism of Siak Palace in Siak Regency

The business prospect plan that has been carried out by the Tourism Office, Siak Sri Indrapura Regency, is to determine the vision and mission that is to be realized and to achieve the goal. Then it is seen from the external and internal environmental aspects using SWOT analysis. The phenomena from the SWOT analysis are in the form of opportunities, strengths, obstacles, and weaknesses. The opportunities are the many historical relics, the strategic location of the area, and the existence of cooperation/partnerships between the government and the private sector. The weaknesses are the lack of human resources in tourism, youth and sports development personnel, and the limited supporting facilities and infrastructure to the tourist attraction area. Then the goals and targets to be achieved refer to the vision and mission statement of the Tourism Office, Siak Regency, so that the formulation shows a condition that is to be achieved in the next 5 (five) years. To achieve the vision, mission, goals, and targets to be achieved, the Tourism, Youth, and Sports Office of Siak Regency has strategies including: (1) Regional Tourism Development, (2) Youth Potential Development, and (3) Sports Development. While the policy is with (1) Value-based tourism development. Environmentally friendly ethics, morals, and religion, (2) Optimizing youth potential based on the nation's cultural values, ethics, morals, and religion that are environmentally friendly. To achieve the goals and objectives set by the Tourism Office, Siak Regency plans Programs and Activities that refer to the vision and mission of Youth and Sports Tourism in Siak Regency within 5 (five) years.

The performance indicators of the Tourism Office, which refer to the goals and objectives of the Siak Regency RPJMD in the period 2021 - 2023. And the evaluation of the achievement of the performance of the strategic targets of the Tourism Office, Siak Regency in 2015 includes 4 strategic targets that have been set in the 2015 performance determination which are presented as follows: (1) Realizing new Tourism Objects to increase the number of domestic and foreign tourist visits, (2) Improving human resources which have two scopes by preparing adequate facilities and infrastructure, (3) Implementing cultural events to increase tourism attractions, (4) Creating a healthy and intelligent society and achieving in the field of sports. The Siak Regency Tourism Office can implement a strategic plan using a SWOT analysis. The SWOT analysis identifies opportunities, strengths, obstacles, and weaknesses. The opportunities for the Siak Palace tourist attraction include high tourist interest and collaboration with relevant parties. Weaknesses include a limited supply of professional human resources, particularly the lack of professional guides. Furthermore, there is limited funding for the development of the Siak Palace tourist attraction. Obstacles that emerged in the strategic planning of the Siak Palace tourist attraction include a lack of public awareness of cleanliness in the area around the palace, leading many to litter. Furthermore, some strengths can support the strategic planning of the Siak Palace tourist attraction, including its well-preserved historical and cultural value, beautiful natural scenery, a convenient location, and the availability of facilities.

Based on the phenomena emerging from these strategic planning aspects, the strategic planning process for the development of the Siak Palace tourist attraction will be facilitated. Based on the researcher's field observations, data obtained, and interviews with Mr. Abdul Aziz, S.Pd, Head of the Management Section for Historical, Natural, and Man-Made Tourist Attractions, the author identified several issues regarding the development of the Siak Palace tourist attraction, including the following:

1. The facilities and infrastructure in the Siak Palace area are poorly maintained and underserved. This is inconsistent with Regional Regulation No. 12 of 2012, Article 8, concerning Tourism Development in Siak Regency, which requires the availability of tourism facilities and infrastructure supported by qualified human resources. It can be said that the existing conditions indicate that the public has not complied with policies,

as they are not maintaining order, cleanliness, and the beauty of the Siak Palace tourist area. Therefore, the Siak Regency Tourism Office, especially the staff responsible for this, must be more assertive in providing this information. This can hinder the successful implementation of tasks and policies.

2. Lack of professional human resources and insufficient manpower to carry out maintenance activities at the Siak Palace tourist area. Based on the author's interviews, ideally, 10-15 staff are needed to manage the maintenance needs of the Siak Palace tourist area. However, in reality, the Tourism, Youth, and Sports Office only has four guards inside the palace, four operational staff, and seven cleaning staff. This certainly impacts and hinders the achievement of its mission objectives of human resource development. This impacts the Siak Regency Tourism Office's mission for 2020-2023, one of which is to improve the quality and professionalism of human resources.

3. The environmental conditions in the Siak Palace area are poorly maintained and cared for. Visitors and street vendors in the Siak Palace area are disobeying government policies, failing to maintain order, cleanliness, and beauty. Many visitors still litter around the Palace gardens, making others uncomfortable. This creates an unclean and unattractive impression.

4. The Tourism Office's vision, mission, goals, and business prospects have not all been achieved. For example, the tourism development target of increasing tourist visits to the Siak Palace has not yet been achieved. The previous explanation demonstrates that increasing tourist visits to the Siak Palace has not been achieved.

## II. METHODS

The method used in this research was a survey. The research location was based on the Siak Regency Culture and Tourism Office, as well as data from field interviews. The location of this research was the Siak Palace in Siak Sri Indrapura Regency. This research location was chosen due to the potential tourism business at the Siak Palace, which is an icon of Siak City, and was analyzed using a SWOT analysis.

### Data Collection Techniques

#### 1. Literature Study

A literature study is an activity to collect supporting data in the form of scientific papers, reports, laws and regulations, and writings related to the research. The purpose of this literature study is to obtain a general overview of tourist attractions.

#### 2. Field Observation

Direct observation in the field is a data collection method. In addition to collecting data, coordinate points were also taken at each tourist attraction.

#### 3. Interviews

Interviews are a method for collecting primary data in the field to obtain further information for the research. These interviews were conducted with several traditional leaders and the tourism office to obtain more accurate information. Meanwhile, interviews were conducted with managers of tourist attractions to collect data on the condition of tourist attractions.

#### 4. Spatial Analysis

Spatial analysis was conducted using the builder model to obtain the highest scores for ODTW and community participation. Furthermore, it was used to derive ecotourism acceleration strategies in Sei Mempura from the SWOT analysis. Determining ecotourism acceleration was done by constructing an overlay model using the builder model. An arithmetic overlay function was prepared, and a weighted overlay was performed.

## III. RESULTS AND DISCUSSION

Determining priority strategies for community-based ecotourism development uses a SWOT (strengths, weaknesses, opportunities, and threats) analysis approach based on influencing internal and external factors. The combined analysis of these two factors yielded the best combined strategy for tourism development. Data and information obtained on each potential tourist attraction, and based on the concept of managing them regionally, led to the following SWOT analysis:



The Siak Sri Indrapura Royal Palace is located in Siak Sri Indrapura City and is the residence of Sultan Syarif Kassim II. The Siak Royal Palace, known as Astanah Asserayah Hasyimiyah, is a building with a combination of European, Arabic, and Indian architectural styles and remains well-maintained. The Siak Royal Palace's main attraction is the various historical relics belonging to the 12 Siak kings from two centuries ago. The Sei Mempura village area has been developed by the Siak Regency Government for several years. Sei Mempura Village was once the center of the Siak Kingdom under the leadership of Sultan Abdul Djalil Muzaffar Syah. The second Sultan of Siak ruled from 1746 to 1765. He was also buried in Mempura, hence the title Marhum Mempura..

**Fig 1.2. Siak Palace**



**Table 1.2. SWOT Analysis of the Siak Palace Tourism Area**

<b>Internal / External</b>	<b>Strength (S)</b> <ol style="list-style-type: none"> <li>1. This ecotourism area is close to the capital of Siak Regency, just 5 minutes away on excellent roads and easily accessible by car.</li> <li>2. There's an interesting story about the history of the Siak Palace..</li> </ol>	<b>Weakness (W)</b> <ol style="list-style-type: none"> <li>1. Facilities for tourists are not yet available, including a pavilion or joglo (a place to sit and take shelter).</li> <li>2. Playgrounds for children and other facilities, such as restaurants, are not yet available in several strategic locations in most tourist attractions in this area.</li> <li>3. It feels hot when it's sunny and can get drenched when it rains.</li> <li>4. The community is not yet fully ready to support tourism</li> </ol>
	<b>Opportunity (O)</b> <ol style="list-style-type: none"> <li>1. Potential for development</li> <li>2. A good tourist attraction for families and students, both local and out of town.</li> <li>3. Potential to become a tourist attraction in Sei Mempura, Siak Regency</li> </ol>	<b>Strategy (S/O)</b> <ol style="list-style-type: none"> <li>1. Disseminate information about the uniqueness and natural beauty of the Siak Palace area to the wider public, including students in and outside Sei Mempura.</li> <li>2. Support and encourage journalists to report on the area.</li> </ol>
	<b>Threats (T)</b> <ol style="list-style-type: none"> <li>1. Siak Palace is a tourist destination to enjoy the palace of Assyiriah Hasyimlah Sultan Siak, which is better and has better popularity.</li> </ol>	<b>Strategy (S/T)</b> <ol style="list-style-type: none"> <li>1. Developing tourism human resources. Tourism packages need to be developed through strong collaboration with tourism marketing agencies.</li> <li>2. Availability and distribution of attractive brochures and leaflets</li> </ol>
		<b>Strategy (W/O)</b> <ol style="list-style-type: none"> <li>1. Investing by both the private sector and the government to improve tourism facilities and infrastructure.</li> <li>2. Developing play areas for children is crucial.</li> <li>3. Raising public awareness about the benefits of tourism, both in terms of mindset and economic interactions</li> </ol>
		<b>Strategy (W/T)</b> <ol style="list-style-type: none"> <li>1. Developing tourism human resources. Tourism packages need to be developed through strong collaboration with tourism marketing agencies.</li> <li>2. Availability and distribution of attractive brochures and leaflets.</li> </ol>

*Source: Research Results, 2025.*

The SWOT analysis below explains the importance of conducting a SWOT study to analyze the strengths, threats, and challenges facing the Siak Palace tourist attraction in Siak Regency. This can also enhance the city's reputation and regional revenue. A SWOT analysis can help you determine what needs to be improved in the future and what strategies will maintain the Siak Palace's competitive advantage. Designing problem-solving strategies becomes easier once you've found the right approach to the analysis process. Another way to develop a strategy is to map out everything involved in the plan or identify the

issues. This is because challenges are bound to arise when developing a strategy and analyzing a problem. Therefore, to ensure the sustainability of the Siak Palace, maintenance and improvements are necessary to enhance its strengths and attractiveness in the future.

#### IV. CONCLUSION

Based on the results and analysis, it can be concluded that:

1. Several potential tourist areas in Siak have the potential to be developed, including those related to culture, history, artificial city parks, and agrotourism. Potential tourist attractions and locations are spread throughout almost all areas of Siak Regency.
2. Influential factors hindering the growth and development of tourism in Siak Regency include: limited quality human resources, community and government support, low private investor awareness, low tourist visits to Siak, accessibility, tourism facilities, and limited information..

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