

**PENGEMBANGAN DESTINASI WISATA PULAU
PENYENGAT SEBAGAI WISATA *HERITAGE* PASCA
PANDEMI COVID-19, di PROVINSI KEPULAUAN RIAU**

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ABSTRACT

Since the Covid-19 pandemic took place, several tourism destinations in Indonesia have paid special attention to their visitors. Riau Islands Province has one of the objects and attractions of cultural tourism, namely Penyengat Island. Penyengat Island has various objects and tourist attractions such as natural scenery, local wisdom, and has a historical legacy of the Malay kingdom of Johor-lingga. In its development, Penyengat Island's potential as a tourist destination has several advantages and opportunities that can make it superior to several other tourist destinations and also has threats and drawbacks. Therefore it is necessary to carry out research on the development of appropriate tourism in order to improve and increase the destination including tourist attractions, amenities, accessibility, and ancillary / institutional. This study uses a qualitative research method through the SWOT approach, namely strengths, weaknesses, opportunities, and threats. The results showed that the obstacles faced by managers in the development of the Penyengat Island tourism area were the lack of quality and quantity of human resources. Many people are not aware of the potential for tourism and are accompanied by a sense of lack of ownership, so that involvement in the management of tourist areas needs to be encouraged to be more optimal. Another obstacle is the process of adding supporting facilities such as publik toilets, for example, due to the Covid-19 pandemic, the procurement process for these facilities has become the oldest because the funding has been diverted for handling the pandemic. Development strategies that can be applied during the adaptation of new habits are Optimizing existing cultural, historical, and religious tourism attractions into useful, educational, and efficient tours, Increasing promotional and marketing activities through digital marketing, improving facilities and waste management. Make efforts to repair and provide less facilities, Strive to improve the quality and quantity of human resources that are better in managing tourist areas, Make new tourist attraction innovations, Maximize mitigation strategies and adaptation to bad weather and natural disasters. Improve security, safety and health systems in tourist areas.

Keywords: *Penyengat Island, Development, Pandemic.*