

Abstract

Pekanbaru has various potential natural resources, such as natural beauty, waterfalls, lakes, as well as rich cultural and historical heritage which can be used as a cultural tourism area to improve community welfare. One of the interesting things about cultural tourism in Pekanbaru is the Sang Nila Utama Museum. This museum has an important role as a tourist destination rich in history and culture in Riau province. Initially, this museum was built under the name Riau Provincial State Museum and was officially opened on July 9 1994 by the Head of the Cultural Agency. Regarding the problem faced by the museum, namely the lack of visitors to the Sang Nila Utama Regional Museum and this is compounded by the minimal facilities that can be used by visitors. The methodological technique that was used in this research was a qualitative one. Interviews, documentation studies, and observations are used to collect data, and the SWOT framework is used to do statistical analysis on the acquired information. Based on the research results, several development strategies were formulated in the form of carrying out innovations to create an attraction for tourists, maintaining existing facilities and uniqueness, using and optimizing funds from the government for development, making strict rules to avoid damage, utilizing technology and social media as a means of promotion. .

Keywords: Pekanbaru, Tourism, Culture, Sang Nila Museum