

Evaluation of Community-Based Tourism Development in Nagari Tuo Pariangan

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ABSTRACT

Nagari Tuo Pariangan is an area in West Sumatra that maintains Minangkabau traditions. This area is believed to be the place where the Minangkabau civilization began. The unique geographical condition is an added value for Nagari Tuo Pariangan to become one of the priority tourism destinations in Tanah Datar Regency. This research aims to evaluate tourism development in the village based on the CBT stage framework prepared by the Asia Pacific Economic Cooperation (APEC) and uses a qualitative approach. Based on the study's results, community-based tourism development in Nagari Tuo Pariangan can be categorized as a developing CBT because it almost fulfils every stage of development in CBT, even though each stage in community-based tourism development is not fully optimized, and there is still much to be addressed. The development stage of CBT implementation in Nagari Tuo Pariangan is at the stage of market demand and marketing strategy. The stage that has not been carried out at this time is monitoring and evaluation. This study can show the advantages that make it an example for other regions and the shortcomings in optimizing Nagari Tuo Pariangan tourism.

Keywords: Nagari Tuo Pariangan; Tourism Destination; Tourism Village; Community-Based Tourism

INTRODUCTION

Community-based tourism (CBT) is a tourism activity that is owned, operated, and managed by local communities with the aim of contributing to the community in terms of both spiritual and physical well-being. Pursuing a sustainable natural environment and protecting the values/norms of socio-cultural traditions and heritage (Ardika, 2018). CBT is a community development tool that strengthens the ability of rural communities to manage tourism resources while ensuring the participation of local people (Hamzah & Khalifah, 2009).

Nagari Tuo Pariangan is one of the tourist destinations in West Sumatra developed through a community-based approach. Nagari Tuo Pariangan is a very special area for the Minangkabau people. Located at the bottom of Mount Marapi, or more specifically in Pariangan District, Tanah Datar Regency, West Sumatra, Indonesia. Nagari Tuo Pariangan is the forerunner of the Minangkabau indigenous tribe based on the beliefs of the local community or Tambo Minangkabau. Therefore, Nagari Tuo Pariangan is referred to as Nagari tuo, which means the oldest village or area. Nagari is a government system at the same level as villages in Indonesia. However, in terms of governance, it is very different from the village government system because it uses a local leadership structure (Aromatica et al., 2018).

Nagari Tuo Pariangan has succeeded in attracting the attention of domestic and foreign tourists, starting with the American online media site “Budget Travel” in 2012, which states that Nagari Tuo Pariangan is one of the most beautiful villages in the world. The newest achievement obtained by Nagari Tuo Pariangan is winning the category of developing tourism village in Anugrah Desa Wisata Indonesia (ADWI) in 2022, organized by the Indonesian Ministry of Tourism and Creative Economy. The achievements obtained by this area are certainly inseparable from the cooperation of related parties, especially the local community, which is the main pillar of the tourism movement in the area.

This study aims to identify the development of community-based tourism in Nagari Tuo Pariangan. This research is very important for analyzing what has been fulfilled and what is lacking so that relevant parties such as *Pokdarwis*, related government, private parties, and academics will be able to formulate future development strategies. The condition of this community is analyzed based on the CBT stage framework drafted by the Asia Pacific Economic Cooperation (APEC). Although research using this method has been carried out in other regions in Indonesia, the conditions of the community and the problems experienced in each region are very different. They cannot be generalized because the aim is to study specifically.

Tourism Village

Tourism Village is a rural area that has special characteristics to become a tourist destination. The population still has relatively original traditions and culture. There are several supporting factors, such as typical food or drinks, agricultural systems and social systems, as well as nature and the environment that are still beautiful and maintained (Sudibya, 2018). The utilization of tourism villages can provide great opportunities for the welfare of the community in tourism activities if they can be developed and managed properly (Sugiharto et al., 2018). In principle, village tourism can be understood as a tourist activity due to the presence of culture, authenticity and uniqueness of nature, and daily community activities (Prakoso, 2022). However, Puriati & Darma, (2021) also explains that a tourist village is a group or community consisting of residents of a certain area who can interact directly with each other in management and have concerned awareness to play an active role according to their respective skills and abilities, empowering the potential conducive to the development of tourism in the region.

It is concluded that a tourist village is an area that has a natural attraction from community life and natural beauty, which then becomes one of the main attractions for tourists, especially those who live in urban areas. The village has been integrated with integrated management and is managed directly by the local community in terms of tourism.

Community-Based Tourism

CBT is tourism that considers the environment and social and cultural sustainability. It is managed and owned by the community. The goal is to raise awareness among tourists and learn about local communities and ways of life (Ånstrand, 2006). The basic concept of community development refers to community members coming together in collective action to solve common problems or seize opportunities. Community development in tourism is focused on tourism as a means to empower communities and equip them with skills to advance their local communities (Vogt & Jordan, 2016).

In every stage of tourism development, from planning and development to monitoring, the community is actively involved and given the opportunity to take part. Explained as "from the community, by the community and for the community" (Susanto & Syaifulloh, 2018). It is a tourism model that is able to help the community derive benefits from the progress of tourism in their area (A'inun N. et al., 2015). Moreover, Telfer and Sharpley, (2016) also concluded that community-based tourism is one type of tourism that includes community participation as a key element in tourism in order to achieve sustainable tourism development goals.

The tourism planning community development model, according to Fuller and Reid (1993) in Reid et al. (2004), occurs in four phases, which include the gearing up phase, community assessment and organizational development phase, planning phase, and monitoring phase. APEC elaborates the 4 phases into 9 stages. The preparation phase is found in the third stage of development. The community assessment and organizational development phase is also contained in the fourth stage of the how-to-develop process. The planning phase is contained in the seventh and fourth stages of the how-to-sustain process. The monitoring phase is included in the last stage of the how-to-sustain process.

Table 1. CBT Development Stages

No.	Stages	Data Collected
	Stages of How to Develop	
1.	Identifying community needs and community readiness for tourism activities	Community involvement in tourism activity The role of tourism in society
2.	Identify community capabilities and preparation	Tourism potential to be developed and promoted Activities or socialization that have been carried out Preparations that the local community has made
3.	Analyze the leadership and organizational structure in the tourism area	How is the leadership and organizational structure in the Nagari Tuo Pariangan area
4.	Prepare and develop existing organizations	The role of each organization involved
Stages of How to Sustain		
5.	Analyze partnership development that has been implemented	Partnership and its development in tourism management
6.	Analyze the integrated approach that has been implemented	Integrated approaches that have not been implemented
7.	Identify product plans and designs	Product plans and designs that have been and will be developed
8.	Analyze market demand and marketing	Analyzing the market demand Marketing strategies that have been and will be carried out
9.	Analyze the implementation and monitoring process of tourism areas	Implementation and monitoring activities carried out in tourist areas by stakeholders

Source: Hamzah & Khalifah (2009)

METHOD

This research was conducted from August to December 2022 in the Nagari Tuo Pariangan area, Tanah Datar Regency, West Sumatra Province, Indonesia. The method used is a qualitative approach, which is observation and interviews. Observation of attractions or tourist attractions is intended to see how the existing condition of the tourist attraction and the condition and movement of tourists on the tourist attraction. Data collection through interviews is based on two reasons. First, it can be explored as complete information as possible, both visible and hidden. This process is also facilitated by the communication process using the local language, so there is no gap between researchers and local people. Second, the information explored covers things that are cross-time related to the past, present, and future. (Sugiyono, 2020).

The process of obtaining informants using purposive and snowball techniques. This technique can be described through the selection of informants where this research has planned 2 groups as the main respondents as data sources. The first informant is the Head of *Pokdarwis* Nagari Tuo Pariangan. Through this leader, other key informants will be obtained, such as the types of people who really participate. The second is the Tanah Datar Regency government, especially the Tourism Authority. This government agency is also intended to obtain informants related to the government who also participate in the development of Nagari Tuo Pariangan. There are 32 informants in this study, namely: the chairman and members of the *Pokdarwis* Nagari Tuo Pariangan as many as 5 people, the Tanah Datar Regency Tourism Office 2 people, 1 person from the West Sumatra tourism expert team, 10 local people, 4 business people who are also local people, and 10 tourists. Data collected through interviews refers to 9 steps in community-based tourism management according to APEC (table 2).

Table 2. CBT Development Stages

No.	Stages	Data Collected
	Stages of How to Develop	
1.	Identifying community needs and community readiness for tourism activities	Community involvement in tourism activity
		The role of tourism in society
2.	Identify community capabilities and preparation	Tourism potential to be developed and promoted
		Activities or socialization that have been carried out
		Preparation that have been made by the local community
3.	Analyze the leadership and organizational structure in the tourism area	How is the leadership and organizational structure in the Nagari Tuo Pariangan area
4.	Prepare and develop existing organizations	The role of each organization involved
Stages of How to Sustain		
5.	Analyze partnership development that has been implemented	Partnership and its development in tourism management

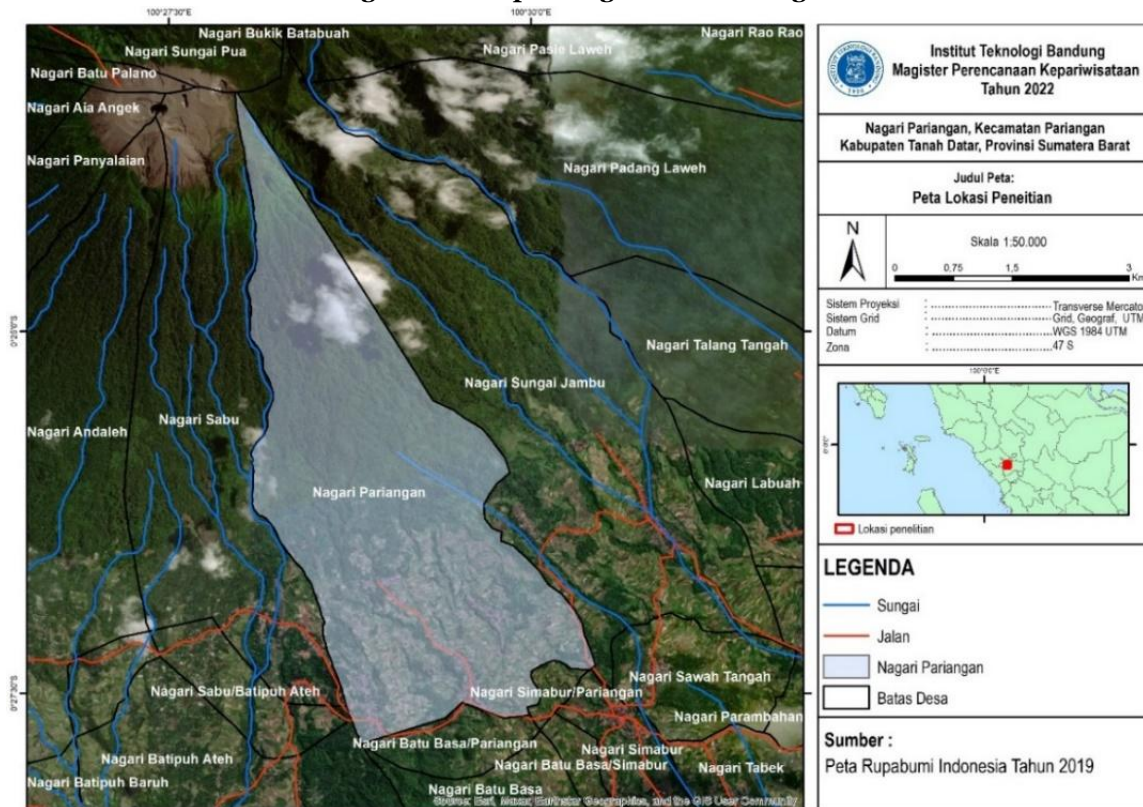
6.	Analyze the integrated approach that has been implemented	Integrated approaches that have not been implemented
7.	Identify product plans and designs	Product plans and designs that have been and will be developed
8.	Analyze market demand and marketing	Analyzing the market demand
		Marketing strategies that have been and will be carried out
9.	Analyze the implementation and monitoring process of tourism areas	Implementation and monitoring activities carried out in tourist areas by stakeholders

Source: Pasaribu & Rachmawati (2022)

RESULT

Nagari Tuo Pariangan is divided into four *lorongs*, namely *Jorong* Pariangan, *Jorong* Sikaladi, *Jorong* Padang Panjang, and *Jorong* Guguak. In general, *Jorong* is the smallest part of the government in West Sumatra after Nagari. Nagari Tuo Pariangan in tourism development is managed by the Tourism Awareness Group (*Pokdarwis*) Nagari Tuo Pariangan. This *Pokdarwis* was formed in 2017. However, at the beginning of its formation, this group was only actively involved in some tourism activities in this area. Currently, *Pokdarwis* Nagari Tuo Pariangan is headed by Afrizal Defi. Members of this group have a relatively young average age, so the performance of these *Pokdarwis* tends to increase from previous years.

Figure 1. A Map of Nagari Tuo Pariangan



Source: Data processed by author (2022)

The nine stages of CBT development can be grouped into two major stages, namely, the stages of how to develop and how to sustain. The How to Develop stage consists of four discussion points, starting from the stage of identifying community needs and readiness to preparing and developing community organizations. The explanation of the how-to-develop stage is as follows:

Identifying community needs and community readiness for tourism activities

Based on the results of interviews and observations, some communities depend on tourism activities, especially CBT, in improving the economy because it creates jobs and is one of the efforts to conserve cultural values. The community has not completely abandoned its activities, even before the surge of tourists who came to Nagari Tuo Pariangan after the boom was published on the American website “Budget Travel, 2012” regarding Nagari Tuo Pariangan as one of the most beautiful villages in the world. Based on interviews with residents, they are already aware that tourists often visit their hometowns. Especially people who are interested in Minangkabau history. However, at that time, the community did not realize the benefits obtained through tourism activities other than being a food or beverage seller around Nagari Tuo Pariangan. As a local informant said, “Since the high number of tourists here, my economy has been helped. Because I could sell traditional food” (October 2022).

Starting in 2012, the movement of tourism development that involves the community directly began. However, a very significant development occurred in 2017. Where an official community group has been formed, namely the Tourism Awareness Group (*Pokdarwis*). Uniquely, the development of community-based tourism in Nagari Tuo Pariangan is not like that in other villages in Indonesia, where the formation of this community group usually starts from the local hero/local champion. However, due to community agreement and encouragement from the local government, tourism development in this area began together.

Identify community capabilities and preparation

Limitations in analysing the ability and preparation of local communities can be addressed with three steps: identifying tourism potential to be developed and promoted, observing the implementation of socialization and community training in the tourist area, and analysing how the community or local community has made preparations. It is not only the tourism potential that is known by the community, but also how to manage and also how to maintain the potential and attractiveness of tourism must be understood and implemented by the community. The research of The Community Based Heritage Tourism Project (GCBHTP) in 1999 states that in comprehensively educating the community, it takes at least 5 years until the community understands and is ready (Pasaribu & Rachmawati, 2022).

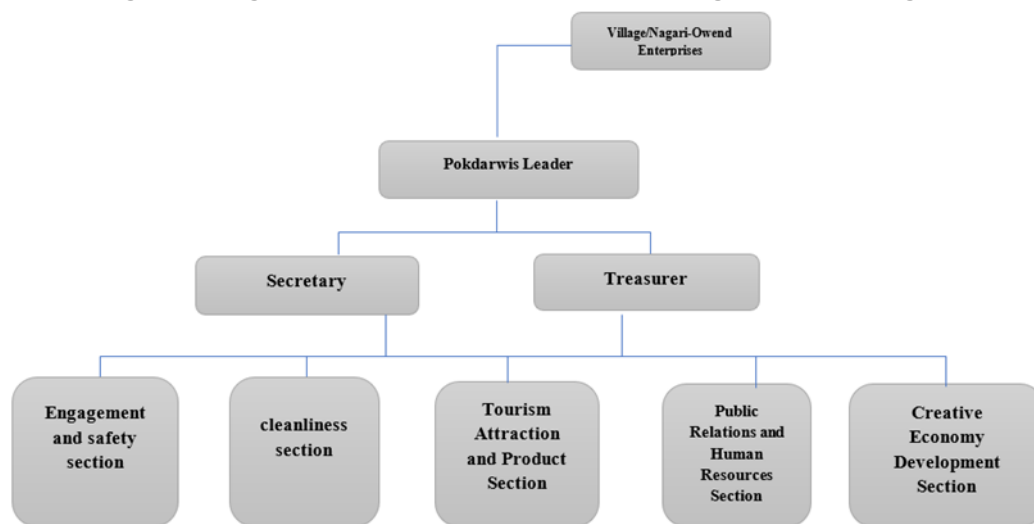
Based on interviews with *Pokdarwis* members and the local community, socialization of community training has been conducted. However, according to *Pokdarwis* members and the local community, this has not addressed the needs of the local community in managing tourism activities. They said, “The socialization discussion is only a few hours, and the discussion is not specific because the discussion is about all destinations in the district or in West Sumatra Province. Each destination has its uniqueness and problems, so the socialization is often ineffective” (October 2022). This socialization is daily and has different themes for each socialization, which makes the community only familiar with the initial layer

in the development of tourism activities. Therefore, the community's ability in tourism management is still not maximized.

Analyse the leadership and organizational structure in the tourism area

This study is focused on the suitability of information provided by informants, namely, *Pokdarwis* members and the local community. According to interviews, not all *Pokdarwis* members are currently active, and only 17 *Pokdarwis* members are active. The leadership system applied in tourism development in this area is a family system that prioritizes deliberation. Leadership is the main factor in achieving the goals of an organization or group. However, achieving goals also requires the response of its members because the response will create interactions that form a culture in the organization/group. Behaviour or culture in the organization will be one of the leader's considerations in making a decision (Faturahman, 2018). The parties beyond the community also support the leadership system adopted by *Pokdarwis* because it can unite layers of society when managing a tourist village. Fortune and external support are factors in the success of CBT, but without effective individual leadership, it remains elusive (Kontogeorgopoulos et al., 2014). The structure of the leadership in Nagari Tuo Pariangan can be described in Figure 2.

Figure 2. Organization Structure of Pokdarwis Nagari Tuo Pariangan



Source: Internal data obtained by author from Pokdarwis Nagari Tuo Priangan (2022)

Prepare and develop existing organizations

The role of *Pokdarwis* and other stakeholders is already in place but has yet to be maximized. Therefore, the preparation and development of existing organizations is required. Some of the preparation and development come from internal sources. The technique used by this group in preparing and developing the organization is through deliberation. *Pokdarwis* has a structured schedule of activities and meetings. Some agendas also involve several parties, such as the tourism office, tourism businesses, a team of tourism experts, and the private sector. In this deliberation, a consensus will usually be reached for future development and to find a solution to the problems faced by this group in developing Nagari Tuo Pariangan due to the ADWI activities carried out by the Indonesian Ministry of Tourism and Creative Economy. With these Nagari Tuo Pariangan benefits, Nagari Tuo Pariangan is under the guidance of PT Astra in developing tourism in this area. With this support, the development of Nagari Tuo

Pariangan can develop better, especially in terms of providing facilities for operational tourism activities.

The next stage is how to sustain. The steps in community-based tourism management consist of five points of explanation. The stages are as follows:

Analyse the partnership development that has been implemented

Collaborations and partnerships are arrangements designed to enhance destination development and competitiveness while making businesses more competitive (Kusen et al., 2023; Wibowo & Belia, 2023). Currently, Pokdarwis Nagari Tuo Pariangan is partnering with PT Astra. Where this company acts as one of the facilitators in the development of this village, some of the assistance that this company has provided includes portable toilets, trash bins, computers, smartphones, and others. Partnering with the government is also carried out with the Tanah Datar district tourism office and the West Sumatra provincial tourism office. This organization works closely with people who own businesses in the tourism sector, such as homestays. Based on interviews with homestay owners, they can borrow necessities such as mattresses and equipment needed by tourists to stay at the *Pokdarwis* Secretariat. The profit obtained by the owner when getting guests who make reservations from *Pokdarwis* is 80%, 20% for group savings, and maintenance costs for the homestay equipment managed by *Pokdarwis*.

Analyse the integrated approach that has been implemented

The implementation of CBT in Nagari Tuo Pariangan has applied an integrated approach. Conservation and economic approach. Adopting these two approaches is a step in an integrated approach (Pasaribu & Rachmawati, 2022). These are the approaches to sustainable tourism. The concept of sustainable destination management is considered one of the efficient ways to integrate the principles of sustainable tourism development into tourist destinations and their operations (Yrza & Filimonau, 2022). This approach takes time to be fully understood by all levels of society in Nagari Tuo Pariangan. Because not all people realize the sustainability of the tourist attractions in this area. Based on interviews with *Pokdarwis*, the process of implementing an integrated approach is done through learning by doing. The community will more quickly understand what is meant by practicing or doing it directly and taking lessons. This is based on the interview with the informant as follows:

“Since 2021, our focus has no longer been on visitor numbers. We are starting to look towards the preservation and sustainability of every tourist attraction in this village. It's useless if the number of visits is high, but it damages the environment. The community is also disturbed by massive tourism activities, and vice versa; tourists become less comfortable when traveling. In the future, tourism in Nagari Tuo Pariangan will continue to carry the concept of developing special interest tourism. Therefore, the exclusive value of this nagari is maintained and continues to be in demand by tourists” (October 2022).

Identify product plans and designs

Based on our interviews, the area still needs to have a clear direction on product plans and design. *Pokdarwis* has designed long-term area management planning by prioritizing special interest tourism products. Special interest tourism products referred to by the manager are tourism products that can be requested by tourists based on their interest in Nagari Tuo Pariangan. Although this product design does not yet exist in physical form, in the future, a master plan will be made. The informant said, “For example, tourists from the UK in September requested a package to see the natural beauty and history on the slopes of Mount Marapi” (October 2022). With this product design idea, *Pokdarwis* realized several things that

were still lacking in Nagari Tuo Pariangan, such as the lack of experts in guiding services. Especially tour guides in foreign languages. At this time, when there are foreign tourists who need tour guides in foreign languages (English), they still invite guides from outside (outside the Nagari Tuo Pariangan community).

Analyse market demand and marketing

The criteria at this stage are the promotion and marketing of CBT programs adapted to potential market segmentation. The conditions in Nagari Tuo Pariangan related to promotion and marketing are still not optimal. In this village, there are explicitly potential market segments and adjusted products and market segments. This is applied to the specific tourism products offered, which are against history, culture, and nature. There have been forms of promotion carried out, but the promotion has not been optimal, as told by the informant: "The promotions carried out are using social media and through government programs. This promotion is still not optimal because it has not empowered all aspects that can reach the entire global community" (October 2022).

Analyze the implementation and monitoring process of tourism areas

This stage aims to assess the alignment between the plan and the achievement of a program (Wibowo & Belia, 2023). In this phase, Nagari Tuo Pariangan still needs to carry out comprehensive monitoring and evaluation. This monitoring process is only carried out in general without using certain references or established standards. So that the evaluation carried out needs to be maximized. Based on the results of interviews with *Pokdarwis* members, this monitoring and evaluation activity is an important note for *Pokdarwis*. However, currently, some of the tourism development programs in Nagari Tuo Pariangan are also still in the early stages, so it is too early to conduct an evaluation.

DISCUSSION

Community-based tourism development in Nagari Tuo Pariangan can be categorized as a developing CBT because it almost fulfils every stage of development in CBT, even though each stage in the development of community-based tourism is only partially optimal, and many things need to be addressed. The development stage of CBT implementation in Nagari Tuo Pariangan is in the stage of market demand and marketing strategy. At this stage, a marketing strategy will be developed based on the results of the analysis from the previously determined strategy and the understanding of the organizers who have begun to consider potential market segmentation.

The stage that has yet to be carried out at all at this time is monitoring and evaluation. Due to the new program running and the indicators in this stage, which are under consideration by the *Pokdarwis*. Although the stages involved in the development of community-based tourism in Nagari Tuo Pariangan have reached the eighth stage, some stages are still not optimally implemented. The advantages possessed by Nagari Tuo Pariangan in the process of implementing community-based tourism are complete tourism resources and people who have begun to realize the importance of tourism development in their village. With these two things, the obstacles posed by this area to continue to develop are very minor.

A similar study that also examines community readiness through 9 stages of CBT development is the Lawe Gurah community, in the Gunung Leuser National Park area, Southeast Aceh Regency (Pasaribu & Rachmawati, 2022). Based on the 9 stages required, the community has reached the 6th stage (the community is ready to develop tourism in their area, the community already has the basic ability to develop tourism, there is a leadership and organizational structure of tourism management, attempts to develop tourism management organizations, and partnership development, adopting an integrated approach). There are 3 more stages that have not been achieved: the availability of product plans and designs, the preparation of marketing strategies, and the implementation and monitoring of the area.

Furthermore, with this comparison, the community of Nagari Tuo Pariangan cannot be said to be better than the Lawe Gurah Community, which still has not reached the last three stages, because each stage in Nagari Tuo Pariangan has not run optimally. Based on this comparison, it shows the importance of this research being conducted in the Nagari Tuo Pariangan area. Although there have been similar studies, the characteristics of an area and the social conditions of its people need to be studied in depth.

CONCLUSION & RECOMMENDATION

The community of Nagari Tuo Pariangan possesses the potential and readiness to develop community-based tourism activities in their area. However, there are a number of things that need to be pursued and carried out by both the community and the stakeholders involved. The recommendations for advancing tourism development in Nagari Tuo Pariangan are mentioned in the following part.

First, improving foreign language skills by cooperating with academics or foreign language communities in West Sumatra. Second, optimize leadership based on assessments from groups that represent the voice of the local community. In the future, people who have not felt the economic impact of tourism activities should not be discouraged and should not conduct activities that interfere with tourism activities. Third, partnership development that continues to be optimized by collaborating with academics in West Sumatra who are concerned with improving tourism human resources and establishing cooperation with foreign language groups or communities. Fourth, optimizing marketing strategies according to current conditions in Nagari Tuo Pariangan. Utilizing the right media target according to the intended tourist target. Based on the suggestions mentioned, future research may conduct research related to optimization strategies in fulfilling the nine stages in CBT for the advancement of tourism in Nagari Tuo Pariangan and in other tourist destinations.

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