

THE DEVELOPMENT MODEL OF COMMUNITY-BASED TOURISM IN NAGARI KOTO SANI, SOLOK REGENCY, WEST SUMATRA

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ABSTRACT

The development of a community-based tourism village gives wider authority to the community to manage the potential of their village and has an impact on improving the economy and sustainable development. The purpose of this research was to find a community-based tourism development model in Nagari Koto Sani which has natural and cultural potential as a tourism village. This qualitative approach of research collects data through observation, interviews, focused discussions and documentation studies. The data is then analyzed using qualitative analysis with triangulation, so that the data obtained is valid and saturated. The results of the research show that the development model of community-based tourism village consists of three main stages, i.e., planning, implementation and reflection. Activities at the planning stage include, 1) identification of the potential of the village (Nagari), 2) focused discussions regarding the views and aspirations of the community, 3) preparation of the RIPPDES draft, 4) focused discussions regarding familiarization of the tourism village program. Then, the activities at the implementation stage are 1) community awareness, 2) strengthening local resources, 3) cooperation between stakeholders, and 4) tourism village promotion. Finally, at the reflection stage, the activities carried out are 1) observation and monitoring, 2) follow-up plans

Keywords: *Development model; Community-Based Tourism; Tourism Village*

INTRODUCTION

Tourism is one of the service industries that can improve the economy for both the government, the private sector, and local communities (Amin & Ibrahim, 2015; Oka A Yoeti, 2016; Sulis Purwanto, 2019). Tourism is considered an effective method of reducing poverty in some traditional communities (Croes, 2014). Data from the Central Agency on

Statistics (BPS Indonesia) show that foreign exchange incomes for the country from the tourism sector have increased in the last four years, that is for 10,761 US\$ in 2015, for 11,206 US\$ in 2016, for 13,139 US\$ in 2017 and for 16,426 US\$ in 2018 (Badan Pusat Statistik, 2018). The foreign exchange potential is also projected to reach USD 44 billion,



making it the largest income of foreign exchange (Sindonewe.com, 2020). This increase in foreign exchange will have a positive impact on economic growth and become a stimulus for other productive sectors (Nyoman S. Pendit, 1990). This happens because activities in tourism, both directly and indirectly, will have a multi-fold impact on other industrial sectors such as agriculture, plantations, trade, industry and others. Tourism is considered a very important sector because it provides jobs or livelihoods to the people (Lee & Jan, 2019).

The COVID 19 pandemic has changed tourism management plans both in individually, communities and organizations (Gabriel-Campos et al., 2021). The development of community-based tourism villages and community participation in the tourism planning process is recommended as a way of implementing sustainable tourism (Okazaki, 2008). For this reason, community-based tourism should be implemented by the government, because it will give resilience to the community to participate and survive during a pandemic.

Community-based tourism development is the government's priority program in developing tourism, especially in tourism

villages. This has also been well responded by the Government of Solok Regency to be able to implement community-based tourism in each of its tourist destinations. One of the tourist destinations in Solok is in Koto Sani village, X Koto Singkarak District, Solok Regency. In this village (Nagari), there are several tourism potentials that can be developed as Tourism Village such as waterfall, Old Lake (Danau Tuo), hot springs, and freshwater fisheries. In addition, other potentials are the natural beauty of the countryside and the activities of local communities as farmers, planters, fish breeders and attractive houses of residents and nomads to be used as homestays and the active Minangkabau traditional art studio. The existence of beautiful natural and rural areas has a great opportunity to be developed into productive tourism (Janianton Damadik et al., 2018).

Community-based tourism development in rural areas can increase the active role of the community in village development (Made Heny Urmila Dewi et al., 2013). Communities can easily recognize the characteristics, physical and non-physical potential of village resources, so that the development is bottom-up. At tourist destination in Nagari Koto Sani, local



communities have participated in its management. This is proved by the tourism awareness group that has been formed. However, not all people actively participate, because the main problem in tourism is the lack of community participation (Kebete & Wondirad, 2019; Wondirad & Ewnetu, 2019). Other problems that occur are conflicts between stakeholders and weak community resources in managing tourism potential. This problem will hinder tourism growth, so it is necessary to conduct in-depth research regarding the community-based tourism village development model that can be used as a guideline.

The purpose of this research is to find a community-based tourism development model. This goal is in accordance with the research target to produce a scheme design or model for building village through community-based tourism. This research is important because it will produce a community-based tourism development model formulation that can be used as a guide in developing villages, especially villages that have tourism potential such as natural beauty,

agriculture, plantations, social, culture and others.

MATERIALS AND METHODS

This research was conducted from February to December 2022 by adopting a qualitative approach where the researcher is the main research data instrument. Data obtained from observation, documentation, in-depth interviews and focused discussions. The research design is a combination of descriptive and exploratory designs. Documentation studies are used to support strong theoretical in producing research findings. The research subjects are the local community, local government, and the private sector. the higher the level of community participation in the development of community-based tourism villages that are involved in decision making, implementation, and maintenance of tourism activities. the greater the chance of creating sustainable tourism management and empowering local communities In general, an overview of the research flow is shown in the following **Figure 1**.

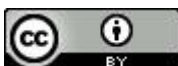




Figure 1. Research Flow

Research data were analyzed using qualitative analysis techniques. Researchers also interpret the data that has been classified. Checking the validity of the data was carried out by triangulation with various sources, both primary and secondary, until the data obtained was saturated. The data analyzed in this research will produce a community-based tourism model and become a conclusion from observations and interviews in the field. After producing a community-based tourism village model, it will be compared with other theories and other research results so that it will produce an appropriate

tourism village model that can be adopted in village (nagari) development. The development of community-based tourism villages and community participation in the tourism planning process is recommended to implement sustainable tourism and to plan community-based tourism management (Gabriel-Campos et al., 2021; Okazaki, 2008).

RESULTS AND DISCUSSION

Results

This research has produced a community-based tourism village development model as shown in the following **Figure 2**.



Figure 2. The Development Model of Community-Based Tourism Village in Nagari Koto Sani

Based on this model, there are three main stages in developing a community-based tourism village i.e., 1) planning, 2) implementation and 3) reflection. Here's a further explanation:

1. Planning.

The planning stage is the most important stage in the development of a tourism village. In this stage, the potential of the tourism village to be developed is identified and explored. Nagari Koto Sani has great potential to become a competitive tourism village. Activities at the planning stage are:

a. Identification of the Potential of Nagari Koto Sani

Identifying the potential of tourism objects and their attractions is done by directly observing or visiting the spots of potential tourism objects and attractions. In identifying tourism attractions, by involving tourism experts and related agencies and directly ask the local people

by explaining the criteria that are required for tourism attraction. This village potential identification activity involves academics/researchers, local tourism practitioners; that is PokDarWis (Kelompok Sadar Wisata/ Tourism Awareness Group) chairman and figures, and the officials from Department of Tourism and Culture of Solok Regency. In accordance with the concept of community-based tourism which focuses on increasing the space and opportunities of community as owners, managers and actors of tourism in their area, data on ownership of village tourism objects is obtained. The ownership and management of tourism objects can be individuals, families, community groups or the village government. Data in Nagari Koto Sani shows that the ownership and management of tourism objects in Nagari Koto Sani is shown in **Table 1**.

Table 1. Ownership and Management of Tourism Objects in Nagari Koto Sani

No	Tourism Object	Location	Ownership	Manager
1	Hotsprings (Public)	Jorong Padang Belimbing	The community in Korong Sawah Jariang and around hot springs area.	PokDarWis Aia Angek
2	Hotsprings (Private), specifically managed with a "private" pattern.	Jorong Padang Belimbing	One local community family	One local community family
3	Old Lake (Danau Tuo)			
4	Ubun – Ubun Peak	Jorong Ujuang Ladang	Community of Ujuang Ladang	Pokdarwis Danau Tuo
5	Panorama of Gabuih Peak			

Source: Research Data (2022)

Based on **Table 1**, it can be seen that most of the tourism objects in Nagari Koto Sani are owned by the local community and managed by *Pokdarwis* under the auspices of the Nagari Koto Sani Government. In particular, the hot springs tourism attraction which is managed by one family in the area is still under construction and has a different market segment from the hot springs owned by the community and managed by *Pokdarwis*. So, this does not lead to competition and conflict. The Chairperson of the *Pokdarwis* "Aia Angek", Natril, S. Pd revealed that Nagari Koto Sani has a tourism object that has a unique charm, that is the hot springs in Jorong Padang Belimbing which are known as hot springs for healing rheumatic, post-stroke recovery, itching, and other skin diseases. Local community figure, Mr. Aziz added that Padang

Belimbing hot spring also helps post-accident recovery and improves blood circulation. Furthermore, the head of Danau Tuo *Pokdarwis*, Mrs. Jemmi said that in Jorong Ujuang Ladang which is located on the hills there are three tourism objects i.e., Danau Tuo, Ubun-ubun Peak and Gabuih Peak Panorama. Everything is owned by the community and managed by the *Pokdarwis* Danau Tuo.

Nagari Koto Sani's potential as a tourism village has also been enhanced by the existence of a traditional Minangkabau arts studio which is actively performing and preserving Minangkabau arts such as Randai, Piring Dance, Talempung Music and Dendang Minang which are incorporated in the Gumarang Jaya Group. This was explained by a local youth leader, Uda Yal. Furthermore, the community's economic activities as freshwater and rushing pool fish breeders



also have the potential to become an additional attraction for tourists.

a. Focused Discussions on Community Views and Aspirations

Focused discussions with stakeholders especially the community and the village government which have high hopes related to tourism development. The community's view of the development of tourism village is very good, they have great hope that tourism will provide benefits both financially and socio-culturally. The village government, community leaders and tourism awareness groups have supported and are committed to jointly developing tourism in Nagari Koto Sani. In the view of local community leaders, there are obstacles to tourism development related to the status of the land which is used as a location for tourist attractions. This problem occurs at the hot springs' tourism attraction in Jorong Padang Belimbing where there are two families who claim that the location of the tourism attraction is theirs. However, this problem has been resolved by the village government together with the

community so that the family is no longer concerned about it.

b. Preparation of the RIPPDES draft

The preparation of work steps and the concept of developing a tourism village is very important. Without a planning concept, the tourism village will develop in an irregular and biased manner which can cause conflict and negative impacts on the natural, social and cultural environment. Local people basically have good wishes and hopes for the progress of their tourism village but experiencing difficulties in expressing in written and measurable concepts. Pokdarwis as the manager of the tourism village has great authority to develop work steps and tourism development concepts. Based on collaboration with Pokdarwis and the village government, a draft Master Plan for the Development of Tourism Villages (RIPPDES) in Nagari Kota Sani was prepared with the following description:

- 1) Tourism objects that are under the authority of the village (nagari) government together with the community which are the first priority to be developed in the



next five years (2022 – 2026) are Padang Belimbing hot spring and Danau Tuo tourism attraction as well as the Ubun-Ubun Peak and Gabuih Peak in Jorong Ujuang Ladang.

- 2) Encouraging the active role of the community as owners, managers and actors of tourism both directly and indirectly to improve people's welfare.
- 3) Strengthening the capacity of *Pokdarwis* as a tourism object manager and improving the attractiveness of tourism objects in Nagari Koto Sani in collaboration with the Research Team and Abdimas from Universitas Negeri Padang which is strengthened by a cooperation agreement (PKS).
- 4) Compile and offer integrated tour packages in Nagari Koto Sani which is a combination of visiting activities to hot springs, enjoying the natural beauty of Danau Tuo, Ubun-ubun Peak and Panorama of Gabuih Peak by means of hiking and tracking, camping while enjoying the fresh air and clear water in Batang Imang, and

served with Grilled Fish from local community farms.

- 5) Encouraging the community to prepare their houses as rent houses or "home stays" for visitors who wish to spend the night at tourism sites. In the early stages, it was carried out around the hot spring tourism attraction. In 2022, there are already two families offering their houses as "home stays" with a capacity of five rooms.
 - 6) Include the development of tourism objects and strengthening the capacity of *Pokdarwis* as tourism object managers in the Village Development Plan, along with budget allocations according to the village's financial capacity.
 - 7) Designing an annual tourism promotion event through "ALEK NAGARI KOTO SANI" with the theme Tourism, Education, Economy and Socio-Cultural.
 - 8) Collaborating with various parties (pentahelix) for the development of sustainable tourism villages.
- c. Focused Discussion related to socialization and discussion

This focused discussion/FGD 2 is related to the familiarization of the



RIPPDES draft and the discussion is aimed at realizing common perceptions in the development of tourism villages. Development concepts that have been prepared are familiarized and discussed with the aim of perfecting these concepts while minimizing potential conflicts of interest in the future. In general, the village government, Pokdarwis, and community leaders approved the RIPPDES Nagari Koto Sani draft.

2. Implementation

The implementation stage is an action plan from the concept that has been made. At this stage, the most important thing is who is the actor in implementing the programs that have been made. The village government together with the tourism awareness group are the most dominant actors in implementing the program plans that have been made. The activities carried out at this stage are:

a. Community Awareness

The first stage in the implementation is community awareness related to the importance of tourism and the benefits of tourism itself for them. This activity was carried out twice. During the research, it was found that a small portion of the community less cared

or did not feel interested in playing an active role in tourism activities. The village government continues to strive to raise public awareness of the importance and the benefits of tourism activities in their area.

b. Strengthening Human Resources

Human resources are the most important aspect in the development of a tourism village. Communities as the main actors and hosts must have competence in managing tourism. Communities who are members of tourism awareness groups (pokdarwis) in general have received training to increase human resource capacity from the Department of Tourism and Universitas Negeri Padang. However, due to Pokdarwis members come from diverse backgrounds, this strengthening program must be carried out on an ongoing basis. The activities that have been carried out are, 1) training to strengthen the capacity of Pokdarwis as tourism object managers, 2) reflection technique training, 3) communication and public speaking training, 4) assistance for "home stay" owners.



c. Cooperation between stakeholders

The partnership currently being carried out by the Pokdarwis management is with Universitas Negeri Padang. This collaboration aims to promote tourism by improving the knowledge and competence of the community in the field of tourism. According to the chairman of the Pokdarwis, the partnership carried out by Universitas Negeri Padang is very clear because many activities have been carried out that are beneficial to them. In addition, cooperation with the PKK group, the Minang arts group, and department of tourism of Solok Regency also plays a role in the development of Koto Sani tourism village by issuing a Pokdarwis Decree in 2021. Pokdarwis also opens opportunities for anyone who wants to work together to be ready to support as long as for the progress of the Koto Sani Tourism Village.

d. Promotion

The final activity of implementation is promotion. The promotion is carried out by Pokdarwis through social media, that is Facebook and the Pokdarwis Aia Angek Youtube Channel which can

be browsed via the link: <https://www.youtube.com/@pokdarwisaiangek2646>. Another promotion was carried out by providing camping locations for 70 students of Universitas Negeri Padang to carry out College Field Work (KKL) and for junior high school students in Solok Regency to carry out Perjusami.

3. Reflection

Reflection is the third stage in the tourism village development model in Nagari Koto Sani. The activities carried out are aimed at reflecting on the implementation of the activities that have been carried out and designing follow-ups. Observation and monitoring are carried out by the research team to ensure that *Pokdarwis* has done its duties and functions as a tourism object manager, especially in terms of pickets, tickets, and K3. Weaknesses and problems found in the field were discussed immediately with *Pokdarwis* to find solutions and follow-up.

Discussion

The development model of community-based tourism village is a tourism development concept that involves local community as the main actor.



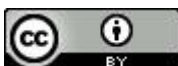
Community as actor who receive direct impacts as a result of tourism development. This tourism concept prioritizes the active participation of the community which aims to provide welfare. They also have the authority to develop their village by protecting the environment and raising awareness of the importance of tourism (Amin & Ibrahim, 2015). They participate in making decisions, empowering and improving knowledge about tourism so that rural tourism can be sustainable (Ramkissoon, 2023). Putra (2015) also added that in developing community-based tourism, the proportion of benefits from tourism is mostly in the hands of the community and can raise awareness of the natural environment in community-based tourism (CBT) (Goh, 2015).

Besides that, the existence of community activity in each planning stage will have a good impact on the management of tourism village organizations. Basically, the concept of community-based tourism can increase community participation in every activity and also provide benefits for local communities (Mahanani & Listyorini, 2021). In addition, Saweryn et al also explained that collective tourism initiation gives the community control over land, tourism, natural resources, and

independence in decision making, thus providing wider benefits. (Zielinski et al., 2021). The development of community-based tourism villages and community participation in the tourism planning process is recommended as a way of implementing sustainable tourism (Okazaki, 2008).

Community empowerment is needed in the development of tourism villages. Community empowerment through Community-Based Tourism (CBT) can support tourism development and help companies deal with challenges of lack of knowledge, funding and marketing, prospectively improving rural livelihoods (Tolkach & King, 2015). Community-based tourism (CBT) has thus become an increasingly preferred approach to tourism development due to more inclusive opportunities for community empowerment which is also in line with the United Nations SDGs sustainable development goals (Dolezal & Novelli, 2022).

The development of community-based tourism villages provides greater space and opportunities for the local community as owners, managers and actors of tourism both directly and indirectly. Legally, Nagari Koto Sani is not yet a tourism village but has great



opportunities in the future. The model developed in this research will be a guideline for the village government, Pokdarwis and the community to create a community-based tourism village in Nagari Koto Sani.

As a pioneering tourism village, Nagari Koto Sani has potential that can be developed, both natural and socio-cultural. However, several notes that need to be of mutual concern are that facilities and infrastructure are still very limited, relatively few tourist visits, lack of awareness of the local community so assistance is needed to promote tourism village (Asri, 2021). Even though it is included in the pioneering tourism village, the development of tourism in this region continues to show a positive trend. The focus in developing community-based tourism in Nagari Koto Sani is related to human resources and tourism potential. The quality of local community resources is still relatively low, so training is needed to improve their competence. Regarding the tourism potential that is owned, it also needs to be developed with supporting by the development of facilities and infrastructure so that it can be enjoyed by tourists.

The development model of community-based tourism village is very suitable to be implemented in Nagari Koto Sani. In this model, the concept of planning and implementation as well as reflection is prepared. In order for a community-based tourism village to be realized in Nagari Koto Sani, there are at least four things that need to be considered:

1. Ownership of tourism attraction land. This issue should be resolved earlier because it has the potential to become a problem in the future. Especially if in the future there has been a change of generations so that the potential for conflict is even greater. The legal force and status of the land must be determined according to the rules and laws that apply.
2. Increasing the active role of the community as owners, managers and actors of tourism, both directly and indirectly. In the CBT concept, the community is the main actor and the main beneficiary of tourism activities in their area and they have the opportunity to control and be involved in the management of tourism objects (Dolezal & Novelli, 2022). There should not be a situation where the rights of the local community are neglected because



tourism activities in one area must be able to improve the welfare of the local community Ramkissoo, 2023).

3. The development of a community-based tourism village cannot be realized without cooperation with external parties/stakeholders, known as the *Pentahelix* concept. An independent tourism village is when it has utilized the *pentahelix* element in its tourism management (Asri, 2021)
4. Improving the attractiveness of existing tourism objects and increasing their added value.

CONCLUSIONS

The development model of community-based tourism village in Nagari Koto Sani has three main stages, i.e., 1) planning, 2) implementation and 3) reflection. At the planning stage, activities carried out such as; 1) identification of the potential of village, 2) focused discussion/FGD1, 3) drafting of the RIPPDES and 4) focused discussion/FGD2. In the second stage or implementation, activities carried out such as: 1) raising public awareness, 2) strengthening human resources, 3) cooperation and 4) promotion. In the final stage or reflection, observation and monitoring are carried out which are

focused on services at entrances, tickets and K3 at tourism attractions.

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