



Potential Application of History and Culture-Based Integrated Tourism Model in Batu Patah Payo, West Sumatra

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ABSTRACT

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In 2020, Payo Tourism Destination was declared one of Indonesia's top Guided Tourism Villages. Consequently, the potential destinations in Batu Patah Payo are poised to be developed as leading attractions in West Sumatra, particularly for Solok City, through the use of an integrated tourism model. This paper aims to analyze the integrated tourism model in the context of Batu Patah Payo's potential, from the perspectives of history, society, local government support, and academia. The findings of this qualitative study reveal that Batu Patah Payo has tremendous potential to become a premier tourist destination in West Sumatra, especially in Solok City. The study suggests that Batu Patah Payo can be developed into a leading tourism destination in West Sumatra by integrating elements of tourism, history, and local culture. The integrated tourism model identified for potential development in Batu Patah Payo is the pentahelix model, which focuses on agro-cultural history.

1. INTRODUCTION

Over the last two decades, tourism has become one of the critical aspects of regional development. In Indonesia, the tourism sector has experienced significant growth and has become a pivotal factor in the economy, serving as an alternative source of income from the non-oil and gas sectors [1]. Many regions in Indonesia consistently prioritize tourism as the leading edge of community economic development, utilizing it as a means of optimizing local potential and wealth. Tourism provides opportunities for local communities to leverage their land in various capacities, including the redefinition and rearrangement of cultural identity and historical legitimacy [2]. The economic value of a location can be fully harnessed if it successfully integrates all existing elements, such as nature, cultural wealth, local wisdom, and the history of the local community [3]. Historically, the potential of local history and culture has often been overlooked by policymakers, tourism scholars, and other stakeholders in the pursuit of sustainable tourism development. This potential can be effectively showcased through an integrated tourism

model, transforming it into a commodity with tangible economic value for the community.

Payo tourism in the Solok region is a relatively new tourist area that has been drawing visitors in recent years. In 2020, the Batu Patah Payo tourist area was recognized as a leading region fostered by Universitas Negeri Padang, representing West Sumatra as the best-assisted tourist village nationally. This accolade has significantly raised the profile of Nagari Payo, attracting both domestic and international visitors from beyond West Sumatra. The area is developing into a sought-after tourist destination due to its natural conditions conducive to agriculture and its pleasant vacation climate. Batu Patah Payo offers visitors to the city of Solok the chance to enjoy the natural beauty of a hilly landscape adorned with a flower garden, with the colourful chrysanthemums being a particular highlight that can be appreciated alongside the stunning views of Solok. Additionally, the region is cultivating various fruits, such as avocados, durians, bananas, Kepok Tanjung, and mangosteens. Currently, the management of the Payo tourist area is endeavoring to establish the region as a premier destination for flower and fruit agro-tourism [4].

It has become a new alternative for visitors, mainly locals, because it is no longer only to Bukittinggi or the Maninjau area, which has long been a weekend tourist destination for the people of West Sumatra. Visitors from outside the city have also started arriving since this tourist area has been widely exposed on social media. Various parties responded to This development positively, especially the local government, so there were several hopes that this area would become a leading destination for the city of Solok. To equalise the perceptions of all elements involved in the area's development, it is necessary to conduct academic studies and careful planning to improve the quality of the products and services provided. Many elements must be involved and actively participate so that the potential in Payo can support tourism optimally.

Amid efforts to develop the Payo Tourism area towards agro-tourism as its main attraction, it is necessary to conduct an in-depth study so that all existing potential can be explored to the maximum so that it has a sustainable impact. Referring to the provisions set by UNWTO [5], the development of sustainable tourism areas must consider various aspects such as, firstly, optimising environmental resources and ecological integrity [6], history and local wisdom, where activities tourism must ensure environmental sustainability and minimise negative impacts that arise on nature [7, 8]. Even in some places, eco-friendly tourism treats are packaged into premium tour packages where visitors are willing to pay more to contribute to nature conservation [9]. Second, tourism development should highlight local socio-cultural characteristics and various efforts to preserve existing values and traditions. Local history, deals, and identity become authentic elements essential to sustainable tourism packaging and part of the new paradigm of today's tourism world [10]. Third, business continuity or sustainability in the tourism sector, which should provide sustainable economic benefits [11], is not only for investors and business actors but also for communities integrated with tourism activities. In other words, tourism activities also have positive implications for poverty alleviation efforts [12] and the distribution of prosperity in an area.

For this reason, the tourist packages offered to visitors must not only have unique characteristics but also vary and take various forms [13]. Fourth, participation from multiple parties to be involved and play an active role. Fifth, sustainable tourism must also be committed to maintaining the quality of services provided for visitor satisfaction and ensuring visitors have a meaningful experience during their visit [14]. Furthermore, sustainable tourism must also be understood as a process of continuous improvement that is sensitive and responsive to various changes.

This article contributes to explaining that in the development of a sustainable tourism area, at least five interrelated and supportive elements must be involved. Synergy must occur between the government, business actors, academics, media, and society (petha-helix). The synergy in Batu Patah Payo proposes an agro-cultural history tourism development model. This research further explains how the involvement of academics (history, tourism, anthropology) explores the historical and local cultural values in Batu Patah Payo in improving the packaging of Payo tourism as an agro area that has an interesting historical background and local culture that is unique and different from other regions.

So far, from the results of studies, the development of Batu Patah Payo tourist destinations is still sectoral. Since 2018, the Solok city government has developed the Payo area as an agro-

tourism object. Many physical developments, such as greenhouses, towers, and flower gardens, have been carried out in collaboration with several agencies such as the Agriculture Service, Ministry of PUPR, Tourism Office, and Environment Service. However, from field observations, the existing infrastructure is not well organised. This is presumably because all elements are still running independently or poorly integrated.

For this reason, for the expected economic transformation to emerge from tourism activities, policymakers need intervention and collaboration [14] in the city of Solok. Thus, this article offers an integrated Batu Patah Payo tourism package regarding its potential and stakeholders to collaborate [15]. Tourism potential, which can be appropriately packaged, includes the possibility of nature, history, human resources, and local cultural wisdom.

Therefore, as a form of readiness for Nagari Batu Patah Payo to welcome the development of regional tourism as a sustainable tourism area, the planning and direction of developing this tourist area must be carefully prepared. For this reason, this article further explains the analysis of the application of the integrated tourism model for the Batu Patah Payo tourist area.

2. METHODS

This study used a qualitative method with data collection through documentation analysis, observation, interviews, and Focus Group Discussion (FGD) [16]. The research was conducted by making direct observations of the Batu Patah Payo tourist area, collecting oral data by conducting interviews with tourism actors in Payo such as POKDARWIS, the community and government of the Batu Patah village, Tanah Garam Village, KAN Payo, Bundo Kandang, LKAM Solok, City Tourism Office Solok, Department of Agriculture, Department of Education and Culture, Department of Parks, Department of PUPR, Koparindak, OPD, business actors, and tourism activists as explained in Table 1 below:

Table 1. Interviewee's criteria

Interviewee's Criteria	Total	Age Range	Gender			
Solok Tourism agency	2	30-50	M	F		2
Pokdarwis	2	20-40	M	2	F	
KAN	1	40-50	M	1	F	
Entrepreneur	1	30-50	M	1	F	
Academician	4	30-60	M		F	4
Government Agency	2	30-50	M	2	F	
				6		6
Total	12					12

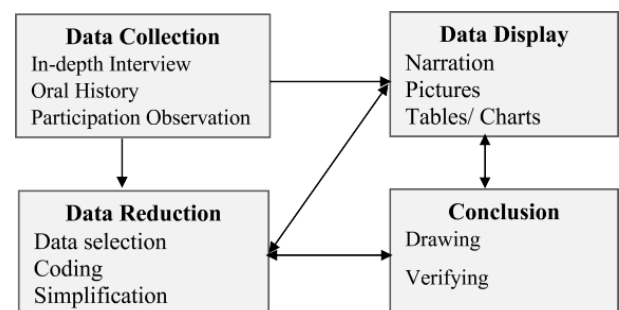


Figure 1. Data analyse

Data is analysed using an interactive analysis model whose stages include data reduction, data presentation, verification, and conclusions (Figure 1). The collected data is processed in the first stage through data selection, coding, and simplification. Furthermore, the data is assembled into a collection of categorised and synthesised information; then, the data is presented in a narrative supported by images, tables, and charts. The data collected after the reduction process and subsequent presentation are drawn conclusions involving the author's interpretation of the data presented. Therefore, valid research results on the history, identity, and culture of the Payo Community are obtained, which have the potential to be an attraction that supports the development of sustainable tourism in Payo.

3. RESULTS AND DISCUSSION

Integrated Tourism

Model The integrated tourism model has been widely used in determining the planning and development of a tourist area. Many articles show the use of this model for the development of a tourist area [17-19]. In the Southeast Asian region, a three-country cooperation project (Indonesia, Malaysia, Thailand) was initiated using an integrated approach to a program that is summarised in the project plan integrated tourism development in the vision of the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) [20]. The concept wants to make the three countries integrated, innovative, inclusive, and sustainable sub-regions by 2036 and become the main socio-economic pillars in implementing the ASEAN Economic Community. The integrated tourism model has developed several popular tourist destinations in Indonesia.

The concept of integration can substantially be interpreted in various aspects. The concept of 'integration' can also be analogous to the 'partnership.' Several integration elements include spatial, institutional, innovation, economic, and social integration. (1) Spatial integration suggests integrating several tourist destinations, in this case, the integration between core and less developed tourist areas. Planning and development Integrated tourism at all geographic scales is believed to reduce spatial inequality [21] drastically. Also, spatial integration in several places worldwide has become essential in their regional spatial development plans to support

sustainable tourism [19]. (2) Institutional integration is vital because managing an integrated tourist area requires the support of all parties, especially between the government related to the business actors involved and the local community, who will succeed and become an essential asset in tourism development [9]. (3) Innovative integration, meaning that there must be new ideas and refreshments in the tourism concepts and packaging offered so that they remain in demand by visitors and can compete with other competitors. Innovation can come in many forms, but they all have three elements: creativity, problem-solving approaches, and new ways of thinking [22].

In West Sumatra, the development of the concept of sustainable tourism has been carried out in the South Coast Mandeh Marine tourism area. The product has been carried out for approximately two decades. The involvement of every element, especially petha-helix, has proven to have transformed the Mandeh area and its people. The region's existing natural and cultural potential has been well developed and makes this area remain in demand as a leading tourist destination to this day [1, 4].

So far, the reason why the development of tourist areas in an area has not reached what is expected is none other than the lack of knowledge and the unpreparedness of all elements in dealing with the changes that occur. This should be an essential note in planning and developing tourist areas, especially in Payo, and for academics involved to have an effective way of transferring knowledge so that there is a paradigm shift in understanding tourism as a social and economic phenomenon. (4) Economic integration, namely integrating other economic sectors with tourism. So far, the Payo area has offered various agricultural commodities with selling power, such as flowers and fruits. In addition, Payo Coffee is also targeted to have a comprehensive market and attract coffee connoisseurs to come to Payo. (5) Social integration, such as integrating tourism with other trends in the socio-economic field. There is a strong urge to present tour packages that favour programs to care for and preserve the environment. Various literature on sustainable tourism also emphasises the importance of integrating environmental concerns into tourism [6, 9, 23]. At a broader level, the issue of climate change has become a critical discussion and point in tourism management so that the stakeholders involved are prepared to adapt and mitigate against climate change [24].

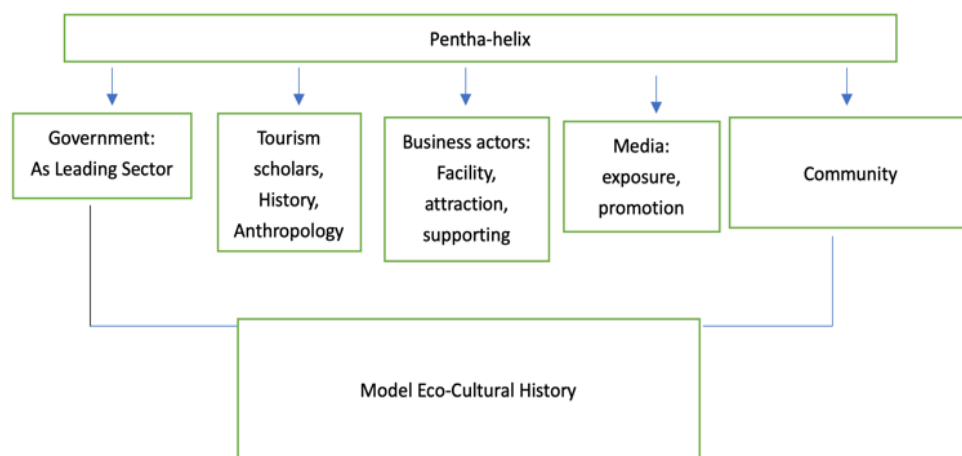


Figure 2. Penthahelix model in integrated tourism

In addition to the models above, Fatimah and Naldi [1] offers models Penthahelix as a concept of integrated tourism developed in the Mandeh tourist area, West Sumatra. The pethahelix concept has five main elements that are continuously involved in tourism planning and development in Mandeh. The five elements are society, government, academia, business actors, and the media, as explained in Figure 2 above [25].

The integration aspects discussed above can all possibly be applied in the Batu Patah Payo area. The critical point of the integrated model offered is focusing on the actors involved in tourism activities and other aspects. In this case, Payo has excellent potential regarding the richness of local culture and history and agrotourism, such as chrysanthemum, coffee, and fruits that have been highlighted at this time. Thus, this integration model can be carried out on the destination object by determining the positioning and supporting potential. The integrated model offered in this study is dual integrated tourism in the Payo tourist area. In addition to integration, this is carried out in the form of collaboration and involvement of various stakeholders related to the development of Batu Patah Payo tourism. Still, integration is also carried out in the form of destination objects to be developed. For this reason, these two dual integration models will be applied to the Batu Patah Payo destination. In other words, it can be simplified or called the Penthahelix integration model based on local history and culture.

The Batu Patah Payo Tourism Destination Opportunity to Become a Leading Destination with the Historical and Cultural Potential of Payo

The Batu Patah Payo tourist area is located in Tanah Garam Village, Lubuk Sikarah District Solok City, which is geographically situated at an altitude of 900 meters above sea level with cool weather at the top of the hills as depicted in the map (Figure 3) below:

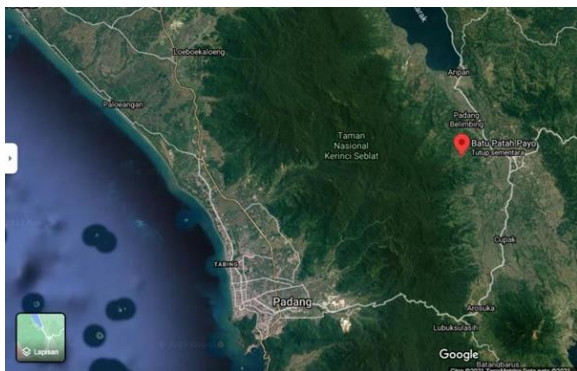


Figure 3. Location of Batu Patah Stone Payo

Village Land Salt is the largest area in the District of Lubuk Sikarah, with a breadth of 24 36 km², or approximately 69.60% of the total area of the sub-district (BPS Solok in figures, 2019). Lubuk Sikarah District is directly adjacent to Kubung District in the north, Tanjung Harapan District in the West, Kubung-Solok District in the South, and Padang City in the West. Paddy fields and dry land dominate land use in Tanah Garam Village. From the government structure at the minor level, Tanah Garam Village consists of 6 Rukun Warga (RW) and 17 Rukun Tetangga (RT). The population is 10,079, consisting of 5,028 men and 5,051 women (BPS Kota Solok

in figures, 2019).

Before being developed as a tourist, the Batu Patah Payo area was an agricultural area that produced rice, coffee, secondary crops, corn, and other forest products, the community's primary income sources. Since 2018, the Solok city government has developed the Payo area as an agro-tourism destination by prioritising the potential and attractiveness of Payo's natural conditions in the hills by cultivating chrysanthemum flowers, Payo coffee, which is located at the puncak Bidadari. In December 2018, the Solok City Agriculture Office initiated the development of Payo Agrotourism by offering fruit and flower garden tourism attractions. The program began with distributing superior durian seeds, which will be used as Payo's trademark. In 2019, physical construction began to be carried out to attract tourists. One of them is a greenhouse for chrysanthemums.

In early August 2020, the Faculty of Tourism and Hospitality, Universitas Negeri Padang, assisted in the Payo tourist area and later developed it into a "Payo Tourism Village." This Payo tourist area has become a well-known destination in Solok in three years. Several supporting facilities, such as pavilions, viewing towers, restaurants, food stalls, toilets, and parking lots, have begun to be built. In addition, the manager also provides a track for jogging and marathons for tourists. This can be seen in Figure 4, Figure 5 and Figure 6 below:



Figure 4. Viewing the site



Figure 5. Chrysanthemum flowers



Figure 6. Gazebo
(Research team documentation)

In the last four years, the availability of support facilities and access to the Batu Patah Payo tourist area has attracted many visitors to Batu Patah Payo tourism. Nevertheless, many things must be addressed, especially promotion, packaging, service, and cleanliness. In addition, the Batu Patah Payo tourist area has fertile and beautiful natural potential and fascinating cultural and historical potential. As a hilly area that has developed into an agricultural area (coffee, flowers, and fruit), previously, this area was a jungle area with various frightening myths by the people of Solok. Haji Rusli, chairman of the Nagari Solok Customary Density, said that Batu Patah Payo was once a jungle belonging to the Nagari Solok. Nagari residents do not dare to approach the forest because it is believed that this place is where people seek knowledge, which they call black magic or the supernatural. Black magic is a kind of magic that is used to harm someone [26]. If someone suddenly gets sick and gets hurt, traditional society usually associates it with a certain magic. Until now, witchcraft is still attached to the local people's memory and is very feared.

Stories about past myths that are still embedded in the collective memory of this community, if packaged properly, will be able to become part of its selling point to tourists. In his writings, Aranda explains the importance of myth in reconstructing interesting treats to welcome tourists and offering an unforgettable experience at a tourist destination [27]. The representation of legends in the media, especially brochures that describe stories involving supernatural, magical, and mystical aspects, can be a commodity for a tourist destination. On the other hand, local myths about the Payo village with the mysterious aura of the area can also contain positive values for tourists to be careful when visiting the Payo destination village. For example, Payo's natural condition in the hills allows non-Mhram couples to engage in deviant or immoral acts. A "wise in tourist attractions" campaign can be done with supernatural narratives.

In addition to the myth about Payo's awesomeness, from the historical aspect, Payo also has a heroic historical experience. During the War of Independence, historical literature about the city of Solok reveals the critical role of the hilly and forest areas in Tanah Garam as a place for guerrilla warfare by the Republican army during the Dutch army's invasion of the Solok area. Judging from the natural conditions of Payo, which are at an altitude, the Payo Forest became an essential base for the guerrilla war in the struggle of the Republican army, especially the people of Solok during the War of Independence. Historical information like this not only becomes the knowledge of historical researchers but can also be the identity of the Payo people, who love and feel proud of the area and its ancestors.

An area, specifically, has its past and historical narrative. Generally, the local community's knowledge about the area's past and people's lives is an oral tradition passed down from generation to generation. Knowledge of the past in various aspects also contains values and local wisdom. For this reason, the reconstruction and writing of local history is essential to redefining a community group's identity. Writing the history of an area, which in this context is referred to as Nagari specifically, discusses an area's locality and the local wisdom it possesses.

Taufik Abdullah defines local history as writing history that occurs in a particular locality. The emphasis is on events in the regions as the impact or background of national events [28]. Furthermore, local history is also seen as history that explains the development process of human activity in a particular locality, both geographically and administratively limited [29]. The themes carried in the writing of local history are also very diverse [30]. Local history has four features: special events, structures, thematics, and general history. First, the study is focused on specific events or the analysis of special events. Second, the study of design (social structure, social stratification system, cultural structure, bureaucratic structure, and others). Third, thematic (social, community, agricultural, economic, and so on) [30]. An area needs cultural roots as a basis for stepping and facing its future [31].

See local government programs in various places, including Solok and West Sumatra, to develop more intense and widespread tourist areas. Local history writing in the future could and should be used and synchronised in tourism development. This means that local historical research is also a substantial part of the blueprint for the regional development program as a commercial area. Thus, not only the natural tourism potential but also its history and culture are the mainstays of West Sumatra.

History as a tourism product, although not new, redefining history as an identity in developing an integrated tourist area can be a good opportunity for the local community in Payo. This means that the history and distinctive identity, as well as the values of local wisdom that live in the Payo community, are essential in the socio-cultural context and can also have economic value. The history and potential of Payo's local culture can be a necessary commodity for proper local economic development that will prevent its residents from leaving the area and thereby perpetuate the ongoing history. It is hoped that the values embedded in the planning and development of the Payo tourist area can be integrated with the developing tourism structure to support the cultural identity chosen by the local community.

Knowledge of the past that lives in the Payo people's oral tradition also contains several local wisdoms. The noble values are embedded in people's lives to protect and manage the environment sustainably [32]. The local wisdom emerges through an internal process that lasts for a long time as a form of continuity between the environment and the humans living there [14]. Thus, local wisdom is a norm adopted by a particular community and used as a reference. In addition, it is usually passed down orally from generation to generation. Specific local communities have developed local wisdom as knowledge through accumulated experience in dealing with various local and national situations in which the community is located.

History in specific contexts also aims to define identity and origin. From the oral narrative of Haji Rusli, a traditional leader in Solok, the name Payo comes from translating the area

as a jungle area. Payo comes from the word of the wood, namely Rimbo Sungkai. In addition, Payo can also be interpreted as lush trees. Meanwhile, the name Batu Patah is believed to be closely related to the Dutch colonial period. One of the large stones in Payo became broken when pushed by the Dutch soldiers when they were about to catch the people hiding behind the stone. Previously, there seemed to be a lot of big rocks in this area because apart from the Broken Stone, there was another name, namely Batu Shoot.

Meanwhile, Batu Shoot is a place named before entering Payo village. Although other sources do not support this story, during the colonial period, this area was indeed suitable as a coffee plantation. Until now, the coffee grown in the Payo area has already had a local and national reputation and has its audience. If you look at the name and origin of Payo, which used to be a forest area, then the concept of green tourism is suitable for Payo. The originality of the place does not need to be damaged by excessive infrastructure development. In addition to its history and natural wealth, Payo's culture and traditions are diverse.

As an agricultural area, many aspects of daily local life and the distinctive culture of the Payo people can be included in Payo's tourism agenda and commodities. All local elements will become tourism commodities when a site is integrated into a tourist area [33]. For tourism development in Batu Patah Payo, the reconstruction of history, identity, and local culture must be combined. In the development process, the authenticity and integrity of local culture should not be sacrificed but must be maintained. Tourism development that emphasises local cultural and historical values can be a means of preservation [34], provided that values and authenticity are kept. In addition, culture and other elements that accompany it, when properly developed, can be the most stable basis for sustainable social and economic development [35].

Payo's attractiveness can be strengthened by dividing the time of tourist visits into several seasons. In addition to chrysanthemums, which have been the prima donna all this time, other flowers that bloom at certain seasons can also be cultivated so that visitor fluctuations can also be predicted. Finally, there is the spring season, fruit season, harvest season, and so on. A critical aspect of the integrated tourism model's success is residents' involvement as an integral part of the package. For visitors who come from overseas, residents' products are an attractive tourist attraction for them. On a visit to a rural area of West Sumatra, what is expected by foreign tourists is something unique and authentic because it will lead to a different experience from destinations in other places. For example, how do they go to the fields to cook local cuisine and so on?

Farmers in Minangkabau, in terms of appearance, are different from farmers in other places. Local people in West Sumatra, including Payo, have slightly shiny brown skin because they are used to sunbathing all day in hot weather without a head covering or other meaningful protection. In addition, there is also a habit of not wearing footwear when working, so there are many dry and cracked feet and yellowed and slightly blackened nails. Most interestingly, the clothes worn are usually varied, ranging from shirts to T-shirts to school uniforms. Usually, the clothes used to go farming are used clothes which are sometimes a bit torn. Things like this can be packaged into tourist treats when the planting season arrives, and this concept can also be applied to other tourist attractions in Solok that carry the theme of rice fields tourism. As a tour package, it can also be packaged in a tour around all

strategic areas in Solok.

Another main attraction of Payo is its culinary treats. Recently, culinary has become one of the main attractions in the tourist area. Distinctive, unique, and exciting cuisine often has a large market. One of Payo's signature dishes is the Payo banana stem curry. Goulash is usually synonymous with meat, but unlike the Payo people, curry is not only made from beef but from banana stems. This menu can be an attraction for the general public because of its uniqueness. In addition, this cuisine contains elements of health, according to local wisdom. This food is safe to eat for people with high blood pressure and cholesterol because it does not use meat. Tourist destinations that serve natural, non-meat-based foods such as Banana stem curry have excellent prospects for targeting visitors who want to explore variations of vegan food around the world. Far West Sumatra is known for its flavourful and spice-rich foods such as rendang and beef jerky. In that case, the culinary choices vegetarians expect must also be included in the West Sumatra tourism agenda, especially Solok. Many natural products can be processed into delicious dishes, and the international community can also make West Sumatra, especially Payo, a tourist destination for vegetarians worldwide. In addition, Payo banana stem curry can be offered as a premium culinary package. Usually, this curry is only provided at wedding parties and rarely becomes daily consumption due to the limitations of Payo banana trees. This uniqueness can be a unique attraction, where tourists are offered to buy at different prices, especially for those willing to buy at a price sufficient to conserve Payo bananas. Price is not an obstacle for lovers of regional specialities because they seek the taste and unique culinary sensation. This can be seen in Figure 7 below:



Figure 7. Payo's signature dish, Batang Pisang curry
Source: Gajah Maharam Photography, 2020

History and culture can be used to increase Payo's attractiveness as a tourist destination. In the end, awareness of the importance of history and culture and the involvement of local entities are essential innovations in the future development of the Batu Patah Payo tourist area. On the other hand, in the process, the people of Payo become enlightened with their original culture. In addition, history and local wisdom can be preserved and sustainable, and income can be generated for the Payo community when the intangible culture can be adequately packaged.

Community readiness towards tourism awareness

To become a tourist area, the area and the environment need to be formed, and community readiness is needed, including language skills, providing exemplary service, and positive

behaviours that reflect the values adopted in society. In addition, local communities must adapt to the conditions of the tourism industry, primarily related to the community's readiness in hospitality and environmental conservation. The community can be involved and involved in establishing a tourism-aware community. Here, the Tourism Awareness Group, abbreviated as POKDARWIS, is required to play an active role and carry out various initiatives and maximize various existing opportunities.

The Batu Patah Payo tourist area is located in a residential area. Suppose the concept of integration can be accepted and applied in the Payo Tourism area. In that case, the local population will become important in providing guest houses and homestays based on culture and local wisdom. For this reason, even in the planning stage, the community must be involved in identifying the needs and the appropriate concept of empowerment. In addition, the communities formed must be grouped according to requirements, such as culinary groups, environmental care groups, foreign language training groups, agro groups, souvenir or souvenir groups, and local guides with historical and cultural knowledge. Furthermore, efforts to create sustainable tourism areas can provide reliable income-generating for the lives of local people.

Another critical aspect of developing a tourist area is the availability of good services. Visitors, when they are in the Batu Patah Payo tourist area, are expected to get a positive impression. The quality of the services provided is very dependent on the care and attitudes shown by the community to visitors who come. Indifference and indifference will cause inconvenience and negative experiences for visitors. The economic opportunities that can be created in the Payo tourist area are projected to have a positive impact on increasing the income and economy of the Payo community. In this case, the community also has the opportunity and opportunity to increase their income or completely switch from their main activities to agriculture. This means that this option is available to the Payo community.

The role of the government and the holders

Involvement of the Solok local government in the development of the Batu Patah Payo tourist area has been going on since 2018. The Solok City government has made a master plan for Payo-Tanah Garam Agrotourism by containing the potential and directions for physical development [36]. A review of the potential of the area shows that four main points are being developed, namely: the peak of the angel for paragliding; the hills of the Payo area as a supporting area; Batu Patah as a centre for Agrotourism; and Flora Fauna as a tourist attraction. Based on the information submitted by the head of the Solok Tourism Office, the basic problems that need to be reviewed by the management of the Payo area are infrastructure development, procurement of electricity facilities, community preparation for tourism, and development that should be sustainable.

The most basic infrastructure problems in the Payo tourist area are security and accessibility convenience. The only access to Batu Patah Payo is a 4-5 meters wide road, which along the sides are ravines, rice fields, and settlements, making it difficult for motorists to pass by other drivers. Roads are the central infrastructure tourists use and have become a good impression for visiting again [37]. This is also related to the geographical position of tourist attractions; roads that are uphill, downhill, steep, and dangerous are impressions for

tourists.

Road access plays a vital role in attracting mass tourists. In contrast to notable interest tourists, they prefer the challenge of accessing tourist attractions [38]. The tourist market of Batu Patah Payo is a mass tourist, so road infrastructure is critical to pay attention to. One step that can be implemented quickly is providing parking shelters so vehicles are not so crowded around tourist attractions. Tourists who use four-wheeled vehicles can park their cars at the shelter provided by the manager, then change to using a motorcycle taxi to surround the Batu Patah Payo tourist area. Tourists will be escorted back to their parking lot after walking around, enjoying every route the manager offers.

4. CONCLUSION

The most important finding from this research is that the tourism development of the Batu Patah Payo destination has not been implemented in an integrated manner, both in the form of management and development of the destination as well as in the form of tourism objects offered. Meanwhile, the Payo tourist destination has extraordinary potential when viewed from its natural, environmental, cultural, and human resources. This paper offers a two-sided integrated tourism model. So far, the integrated tourism model applied is one side, better known as the penta-helix model. For the Payo tourist destination, in addition to the penta-helix model involving the community, academics, government, NGOs, and private companies, the Payo tourist destination also applies an integrated tourist attraction model based on history, culture, and local wisdom. Furthermore, the results of this study show that Batu Patah Payo Destination has the opportunity to be developed into one of the leading tourism in West Sumatra by combining the concepts of tourism, history, and local culture. The integrated tourism model that has the potential to be developed in Batu Patah Payo is the penta-helix model of agro-cultural history.

This model was born from the results of studies through surveys and FGDs that have been carried out for six months. For this reason, the next stage of this research will try to apply it to the Payo community and tourist destinations. This two-sided integrated tourism model emerged after examining what had happened so far in the ongoing development of the Payo destination. Departing from the weaknesses that occurred, a two-sided tourism integration model was born based on history, culture, and local wisdom. Thus, it is hoped that the development of the Payo tourist destination can move sustainably.

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