











Policy Design for Development Plan of the Saribu Rumah Gadang Tourism Area, Solok Selatan Regency, Indonesia

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ABSTRACT

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This article focuses on the management development plan for the Saribu Rumah Gadang Tourism Area, Solok Selatan Regency, Indonesia. The research methods used in this study are the desk study method, participatory qualitative methods through focus group discussions (FGD), and direct observation methods at the research location. The results of this study illustrate several points, namely: governance analysis, analysis of the position of tourist areas in the RTRW document, Analysis of Zoning System, Accessibility Analysis, Internal Travel Pattern Analysis, Parking Management Analysis, Circulation Analysis, Pedestrian Analysis and Activity Actor Analysis and Facilities in the Saribu Rumah Gadang Tourism Area. The recommendation from this study is that the policy for managing the Saribu Rumah Gadang Tourism Area must involve active participation from the community, private sector, central, regional, and Nagari governments, which are very determining factors in encouraging and moving tourism in the Saribu Rumah Gadang Tourism Area to become a leading tourist destination, thereby providing benefits, which is bigger both from a historical, cultural and economic perspective.

1. INTRODUCTION

Analysis from the World Travel and Tourism Council (WTC) and World Bank in 2016 showed that the tourism sector in Indonesia contributed 10% of the Gross Domestic Product (GDP), ranking 4th as a contributor to national foreign exchange at 9.3% with the highest growth at 13% and marketing costs are only 2% of foreign exchange projections and can contribute 9.8 jobs with 30% growth in 5 years, so the tourism sector is considered to be the sector with the most potential in the future [1].

In the last sixty years, tourism has continued to experience diversification and expansion, becoming one of the most significant and fastest-growing economic sectors to achieve sustainable development [2-4]. In the context of this growth, improving the competitive position of destinations is a significant factor to consider when planning the tourism sector in a sustainable manner [5].

Over the last two decades, tourism has become an essential aspect of regional development. In Indonesia, the tourism sector has experienced significant growth. It has become a

vital economic factor and an alternative source of income from the non-oil and gas sector [6, 7]. Many regions in Indonesia consistently prioritize tourism as the spearhead of community economic development, using it as a means to optimize local potential and wealth. Tourism provides opportunities for local communities to utilize their land in various capacities, including the redefinition and restructuring of cultural identity and historical legitimacy [7, 8].

Currently, in Indonesia, tourist travel trends are marked by new travel motivations and patterns carried out by tourists, especially in the market segment of mature and experienced tourists who are educated and experienced. High education, deep concern for environmental conservation issues, and empowerment of local communities and culture [9, 10].

Travel activities carried out by a person or group of people by visiting certain places for recreation, personal development, or studying the unique attractions of the places visited for a short period are known as tourism. This tourist activity cannot be separated from transportation because of the action of visiting certain areas, so transportation is an essential element in a tourist activity. Tourism is only carried out briefly, so

supporting facilities are needed to realize these activities. Multiple facilities and services provided by the community, entrepreneurs, Government, and Regional Government, known as Tourism (Law No. 10 of 2009 concerning Tourism, 2009), support various tourism activities. Management like this is measured regularly, and they can improve weaknesses and increase the strengths of each destination while facing threats and taking advantage of opportunities that exist in the tourism sector at any time [11-15].

Tourism policy management involves various aspects, including planning, developing, and implementing strategies to promote and maintain the tourism sector [16]. These policies usually include tourist destination development, increasing accessibility, infrastructure development, and human resource management in the tourism industry [17, 18]. Furthermore, policy directions in tourism development include tourist attractions, which include natural attractions, cultural tourism, artificial tourism, or events in tourist destination areas [19-21]. The development of tourism potential in an area depends on various factors, including location, accessibility, market demand, proximity to other popular tourist destinations, marketing, the presence of local tourism businesses, and tourism infrastructure [22].

Natural conditions and cultural uniqueness are the main potential for developing tourism in Solok Selatan Regency. One of the main tourist destinations in Solok Selatan Regency is the Saribu Rumah Gadang Tourism Area. As a leading tourist destination, the SRG Tourism Area must be managed well so that all stakeholders, including the community, business actors, and government, receive proportional benefits. From the community side, there will be an increase in economic and social welfare. Meanwhile, from the business actor's side, they get legal certainty to invest and do profitable and sustainable business. From the government's side, it will obtain potential regional revenue, which will be used to increase development and improve services to the community. Apart from that, with a good management policy in the Saribu Rumah Gadang Tourism Area, it must also pay attention to environmental sustainability from an ecological and socio-cultural perspective. The SRG area has a Rumah Gadang, which is quite old and has unique characteristics. Each Rumah Gadang is still maintained today. This traditional Rumah Gadang is thought to have existed since 1794 when Rumah Gadang was inherited by the 5th traditional stakeholder [23].

Based on data from the Indonesian National Tourism Development Master Plan (RIPPARNAS), the position of West Sumatra Province is included in 2 National Tourism Destinations (DPN), namely the Mentawai-Siberut DPN and its surroundings and the Padang-Bukittinggi DPN and its surroundings. DPN Padang-Bukittinggi and its environs have 7 National Tourism Development Areas (KPPN), namely:

- a) KPPN Padang and surrounding areas
- b) KPPN Bukittinggi and surrounding areas
- c) KPPN Singkarak and surrounding areas
- d) KPPN Batusangkar and surrounding areas
- e) KPPN Sawahlunto and surrounding areas
- f) KPPN Maninjau and surrounding areas
- g) KPPN Pesisir Selatan and surrounding areas

DPN Padang-Bukittinggi and its surroundings have 2 National Tourism Strategic Areas (KSPN), namely Bukittinggi and Maninjau. Based on this area, Solok Selatan Regency, especially the Saribu Rumah Gadang Tourism Area, is included in the Padang-Bukittinggi DPN area and its

surroundings and is located in the Singkarak National Tourism Strategic Area (KSPN) and its environs; besides that, Solok Selatan Regency is also.

Based on Regional Regulation Number 3 of 2014, West Sumatra Province concerning the West Sumatra Tourism Development Master Plan (RIPAR) for 2014-2025, Solok Selatan Regency is included in the Main Provincial Tourism Area (KUPP) II with its centre being Tanah Datar Regency which consists of the Provincial Tourism Strategic Area (KSPP) Padang Panjang and Solok Regency, as well as the Provincial Tourism Potential Area (KPPP) Solok City and KPPP Solok Selatan. KPPP regional development is focused on marketing and industrial development without neglecting institutional and destination development. The provincial government of Solok Selatan Regency must respond to this condition by preparing strategies and steps to accelerate tourism development in this region.

The response regarding the National and Provincial tourism hierarchy was carried out by the Solok Selatan Regency Government by preparing a Regional Tourism Development Master Plan for the Solok Selatan Regency. Saribu Rumah Gadang Tourism Area was designated the Tourism Development Area (KPP) 2 Muara Labuah. Muara Labuh KPP is prepared as an area for tourism activities, which is predicted to develop with the highest tourism concentration in the Solok Selatan Regency. Muara Labuh KPP covers three sub-districts: Sungai Pagu District, Koto Parik Gadang Diateh District, and Pauh Duo District. This KPP designated Muara Labuh City as a primary service centre. This KPP focuses on developing the tourism theme: "Cultural Tourism of the Traditional Village of Saribu Rumah Gadang supported by Nature Tourism, with superior attractions: Traditional Village of Saribu Rumah Gadang Koto Baru, King Balun Palace, King's Palace Plus "Raja Alam Surambi Sungai Pagu," Tubing Ducati (Ducati Body Rafting) and Hot Water Boom (HWB) Sapan Maluluang. The appointment as KPP will, of course, have consequences, namely that the regional government must pay more attention to this area to make further arrangements regarding the management of site use to improve the local economy and the welfare of the surrounding community and control tourism growth.

As part of tourism development, the regional development stages are the basis for formulating further spatial plans. Regionalization is a method aimed at determining the boundaries of spatial homogeneity, especially regarding attractions, amenities, and accessibility. Specifically, the division of KSPK for Solok Selatan Regency is based on several conditions, including:

- a) Position and distribution of existing tourist attractions (attractions).
- b) Equal distribution of supporting accessibility between sub-districts.
- c) The distribution of service facilities varies between sub-district areas.
- d) Geographical position and potential of the sub-district area, which can function as a good hub (gateway) for the surrounding areas.

Meanwhile, based on the data found, the type of attraction offered at the tourism destination in the Saribu Rumah Gadang Tourism Area is cultural tourism. The Pagu River area is a traditional Minangkabau residential area that consists of traditional Minangkabau buildings such as Rumah Gadang, ancient mosques, and tombs. Administratively, the Sungai

Pagu area is located in Sungai Pagu District, which consists of 4 Nagari (village level), namely:

- a) Nagari Pasia Talang
- b) Nagari Koto Baru
- c) Nagari Alam Pauah Duo
- d) Nagari Sako Pasia Talang

The existence of this area has caused Solok Selatan Regency to be called the district with "1000 Rumah Gadang," which can be seen in Table 1 below.

Table 1. Attraction locations of the Saribu Rumah Gadang Tourism Area

No	BCB/Site Name	Address	
		Subdistrict	Nagari
1	Nagari Koto Baru Traditional Hall	Sungai Pagu	Koto Baru
2	Batu Mosque (Great Mosque of Koto Baru)	Sungai Pagu	Koto Baru
3	Tower Surau	Sungai Pagu	Koto Baru
4	Surau Datuak St. Nan Kodo	Sungai Pagu	Koto Baru
5	Maulana Sheikh Mustafa's grave	Sungai Pagu	Koto Baru
6	Medan Nan Bapaneh Arts Stage	Sungai Pagu	Koto Baru
7	Viewing Tower	Sungai Pagu	Koto Baru

Meanwhile, access as one of the pillars of the tourist destination in the Saribu Rumah Gadang Tourism Area, including airports, ports, terminals, train stations, tourism information, road quality, and telecommunications facilities, must be managed well. To be able to travel to the Saribu Rumah Gadang Tourism Area, several accesses can be used, as can be seen in Table 2 below:

Table 2. Access to tourism in the Saribu Rumah Gadang Tourism Area

No	Access Type	Access Name	Address
1	Airport	BIM	160 Km from Solok Selatan
2	Harbor	Gulf Harbor Bayur	160 Km from Solok Selatan
3	Bus station	Padang Aro	Muaro Pumpkin
4	Tourism Information	Pertamina Public Health Center Muaro Pumpkin	Pegu River Murao Labuah
5	Road Quality	Pagu River Police	Pagu River

Based on these considerations, this paper focuses on management concepts that can later become the basis for designing government policies/regulations to accelerate the optimal development of the Saribu Rumah Gadang Tourism Area. For this reason, a management document for the Saribu Rumah Gadang Tourism Area is needed by considering several aspects, namely in terms of planning, organization, direction, and supervision, so it is better, professional, and profitable for all stakeholders. This research aims to design a management plan for the Saribu Rumah Gadang Tourism Area, which focuses on identifying and designing a management strategy for the Saribu Rumah Gadang Tourism

Area and second, designing the concept of community participation in managing the Saribu Rumah Gadang Tourism Area in Solok Selatan Regency, Indonesia.

The Saribu Rumah Gadang Tourism Area is an area that has a unique heritage in the form of many long rumah gadang that is not found in other regions of Minangkabau and is integrated with cultural attractions and local wisdom. The unique culture that has developed in this area is the art of batombe, which is not found in other areas in West Sumatra, so it requires a study of good management policies following the conditions of the local community.

Tourism management with a destination governance approach to the implementation level can be done through cooperation with the Ministry of Tourism of the Republic of Indonesia. The Solok Selatan Regency Government can utilize this draft tourism development policy to prepare more detailed governance following the directions of the Regional Tourism Development Master Plan (RIPPANDA). Meanwhile, the capacity-building strategy is aimed at managers at the tourist attractions, tourist attraction management, and Tourism Forum, where capacity-building in the planning aspect is significant, especially in planning programs and setting clear goals and stages of implementation. Another important thing that is no less important is the monitoring program. In many destinations in Indonesia, the monitoring program is always the weakest thing because monitoring is usually not planned from the start. At the current stage where tourism in Solok Selatan Regency is improving, it is essential to determine indicators of success since 2017 for every five years and every year. Then, a periodic monitoring framework for the programs that have been carried out will be created.

2. LITERATURE REVIEW

1) Tourism management concept

Tourism management is carried out to form management patterns that are applied to tourism areas. The management concept must be a step in resolving managerial problems at tourist attractions. The management concept is prepared based on existing management conditions and the needs of all parties who play a role in the tourist attraction development process [24]—structuring and organizing tourism as an economic sector where leaders must formulate available resources and manage them to be efficient and appropriate for all parties involved.

A tourism destination is a physical space with or without administrative and analytical boundaries where visitors can spend the night. A tourist destination is a collection of long experiences in tourism products, services, and activities. Destination Management is the coordinated management of all elements of a tourism destination, including attractions, facilities, access, marketing, and costs. The responsibility and sustainability of tourism destination management must incorporate processes that effectively and harmoniously direct interactions between visiting tourists, the industry offering services, the host community, and the environment in general. The long-term goal of destination management is Smart Destination, which is based on 5 pillars: Governance, Innovation, Technology, Accessibility, and Sustainability.

2) Tourism area development concept

Planning is organizing the future to achieve specific goals [25]. According to Paturusi [26], a plan has the following

requirements:

- a) Logical, that is, it can be understood and follows applicable reality.
- b) Flexible, that is, able to follow developments.
- c) Objectives are based on goals, and objectives are based on systematic and scientific considerations.

Paturusi [26] added that there are two forms of planning orientation, namely, planning based on existing trends (trend-oriented planning), which is a plan to achieve goals and objectives in the future based on existing and developing considerations and practices at this time, then planning based on target considerations (target-oriented planning) is a plan in which the goals and objectives to be achieved in the future is the determining factor.

According to Yoeti [27], the essential components of tourism development in the planning process are tourist attractions and activities, accommodation facilities and services, other tourist facilities and services, transportation facilities and services, other infrastructure, and institutional elements. The tourism planning process looks at the environment (physical, economic, social, political) as interrelated components and dependent on one another [26]. Based on several expert opinions, tourism planning is a process of making decisions related to the future of a tourist destination or tourist attraction, which is a dynamic process of determining goals, systematically considering various alternative actions to achieve goals, implementation of selected alternatives, and evaluation.

3) Strategy and development of tourist attractions

UNWTO [28] suggests that there are 4 (four) components that a tourist attraction must have, namely: (1) attractions, such as attractive nature, charming regional culture, and performing arts; (2) accessibility (accessibilities), such as local transportation and terminals; (3) amenities or facilities such as the availability of accommodation, restaurants and travel agents; (4) ancillary services, namely tourism organizations needed to serve tourists such as destination marketing management organizations, conventional and visitor bureaus. In developing tourism, it is necessary to pay attention to these aspects, as stated by Yoeti [27], namely:

- a) Tourists must know the characteristics of tourists, such as which country they come from, their age, hobbies, and the season in which they travel.
- b) Transportation research must be carried out on what transportation facilities are available to take tourists to the intended tourist destination.
- c) Attractions/tourist objects, do they meet three requirements: (a) what can be seen (something to see); (b) what can be done (something to do); (c) what can be bought (something to buy).
- d) Service facilities: What facilities are available at the DTW? What are the hotel accommodations, restaurants, and public services such as banks/money changers, post offices, and telephone/telex at the DTW?
- e) Information and promotion, publication or promotion is needed when advertisements are placed, where leaflets/brochures are distributed so that prospective tourists know about each tour package and tourists quickly make tourism decisions in their area and must implement policies that are most profitable for their location and region, because of their function and The duties of tourism organizations, in general, are (a) trying to provide satisfaction to regional tourists with all the

facilities and potential they have; (b) coordinating between various existing businesses, institutions, agencies, and services and aiming to develop the tourism industry; (c) strive to popularize the understanding of tourism among the general public, so that they know the advantages and disadvantages of tourism are developed as an industry; (d) conducting research programs aimed at improving tourism products and developing new products to dominate the market in the future.

- f) Formulate policies regarding tourism development based on the results of research that has been carried out regularly and in a planned manner. The Department of Tourism and Culture is one of the main things in developing tourism in an area. Based on this understanding, what is meant by tourist attraction development strategies in this research are planned efforts that are systematically prepared to develop existing potential in efforts to increase and improve tourist attractions so that the existence of tourist attractions is more attractive to tourists.

4) Sustainable tourism development

UNWTO [28] defines sustainable tourism development as development that meets the needs of tourists today and protects and encourages opportunities for the future. Aim at the management of all resources in such a way that economic, social, and aesthetic needs can be met and maintain cultural integrity, essential ecological processes, biodiversity, and life support systems. Sustainable tourism products are operated in harmony with the local environment, society, and culture to become permanent beneficiaries and not victims of tourism development.

However, many destinations face challenges in preserving environmental quality, affecting visitor satisfaction and resulting in smaller revenues from tourism-related activities [29]. Despite its positive impacts, tourism has contributed to environmental degradation, adverse social and cultural effects, and habitat fragmentation [29, 30].

The natural environment strongly influences tourism development, but tourism also hurts the environment, as shown by the lack of appropriate sustainable development strategies [31-34]. Sustainable tourism is also related to reducing the negative impact of tourism activities on the environment, society, and economy so that ecological sustainability, economic viability, and social equality can be achieved [34, 35].

Sustainable tourism development planning is carried out by managing tourism resources (TourismResources) spread throughout the country. Before a plan is implemented for sustainable tourism development, it is necessary first to approach local traditional leaders [27], who must explain the project's benefits and advantages to the local population by socializing. Strategic Planning for Sustainable Tourism Development provides the following framework [27]:

- a) The future generation, namely the future generation, must pay attention to the adequacy of resources to obtain a balanced life.
- b) Tourism resources, namely tourism resources, are managed by considering four other factors: future generation, equity, partnership, and carrying Capacity.
- c) Equity is the attitude of planners and managers who are required to always pay attention to

elements of justice to achieve sustainable development in the future.

- d) Carrying Capacity, namely the ability of an area to accommodate tourist visits and all the problems that occur due to these tourist visits.
- e) Partnership is a partnership that needs to be created between the current and future generations.

3. METHODS

This research uses the research and development method (Research and Development/R & D) and qualitative data analysis. The method used in this research uses 3 (three) approach methods:

- a. The desk study method collects data and information through the study and analysis of data and knowledge using secondary data, whether in reports, references, or maps.
- b. The participatory approach, using qualitative techniques, is one of the methods used to gather information from various parties related to the implementation of activities. To optimize information and primary data from the parties through in-depth interviews and focus group discussion (FGD) techniques. The FGD participants in this study were the government, tourism managers, community groups, tourism activists, and visitors.
- c. The observation/survey approach method (field visits and observations) intended in this work is collecting data/information that cannot be accommodated through desk study and participatory approaches.

To obtain primary data in this study, researchers determine people or informants considered to know and can be trusted to be critical informants relevant to the research topic. This is done by assuming that the informants selected are responsible, have authority, and play an active role in formulating and implementing policies for managing the Saribu Rumah Gadang tourism area. The following Table 3 shows a list of informants for this research:

Table 3. Data of informant

No.	Informant Institution
1.	Regency Government of Solok Selatan
2.	Tourism Agency of Solok Selatan
3.	Regency Development Planning Agency of Solok Selatan
4.	Public Works Agency of Solok Selatan
5.	Community and Village Empowerment Agency of Solok Selatan
6.	Non-Governmental Organization
7.	Tourism Actors and Activists
8.	Customary Leaders of Solok Selatan
9.	Tourism Business Actors
10.	Owner of Rumah Gadang
11.	Community Tourism Group
12.	Tourism Experts and Specialists

After the research data is collected, the next step is categorizing or grouping data simultaneously with data reduction. The validity of the collected data is done using triangulation techniques.

4. RESULTS AND DISCUSSION

Solok Selatan Regency has high socio-cultural potential and prospects of being developed as a tourist attraction. Solok Selatan Regency is also famous for the Saribu Rumah Gadang Tourism Area. Entering the Koto Baru area in the Sungai Pagu Sub District, we will find many Rumah Gadang buildings of various models. The Saribu Rumah Gadang Alam Surambi Sungai Pagu area proves that Solok Selatan has long, long historical roots in Minangkabau history. In this district, a kingdom called the Sungai Pagu Kingdom was established. Even though there is no written evidence regarding the periodization of the kingdom's founding, many cultural values exist, including material remains known as the Saribu Rumah Gadang Tourism Area. In this area, you can find many traditional Minangkabau houses that still survive today, as seen in Figure 1 below:



Figure 1. Saribu Rumah Gadang Tourism Area

The Koto Baru strategic area is an area that has a large number of Rumah Gadang heritage and relatively close distances. Besides the Rumah Gadang, there is the Surau Menara site and the Grand Mosque of Koto Baru. This area by Dr. Meutia Hatta is nicknamed the Saribu Rumah Gadang Tourism Area and Traditional Village. This area was developed as a cultural tourism area. This area won the Indonesian Pesona Award (API) in 2017, so it is hoped that it will be able to increase the volume of tourist visits. The main attractions of the Saribu Rumah Gadang area include:

- a) Saribu Rumah Gadang Traditional Village
- b) Surau Menara & Koto Baru Grand Mosque
- c) Ducati Touring Nature Tour (Ducati Body Rafting)

Apart from that, Solok Selatan Regency has traditional arts and culture that are still well preserved, including:

- a) Nagari traditional ceremony
- b) Minang traditional wedding ceremony
- c) Traditional children's play art
- d) The art of responding to rhymes
- e) Randai (circular) art, an artistic tradition combining music, singing, dance, drama, and silat performances, is usually performed at traditional ceremonies and festivals.
- f) Silat arts with 26 silat gyms
- g) Tampuruang dance art
- h) Pencak silat martial arts ampek steps
- i) Barongsai martial arts
- j) Ritual of going down to the rice fields (Nandabiah Kabau Nan Gadang)
- k) Festival of 1000 Rumah Gadang
- l) Sasurambi Regional Festival (FSS)

The Solok Selatan Regency RTRW documents divide 4 tourism designated areas, namely cultural, natural, historical, and artificial tourism. The Saribu Rumah Gadang Tourism Area is categorized as a Cultural Tourism Designated. For cultural tourism, Solok Selatan Regency has potential in the form of a collection of Rumah Gadang in four areas spread across Nagari Pasir Talang, Koto Baru in Sungai Pagu District, and in Nagari Ranah Pantai Cermin and Abai in Sangir Batanghari District. This collection of Rumah Gadang nearby has the potential to be used as a cultural tourism area because it displays the uniqueness of typical Minangkabau settlements. The development of this area is combined with the preservation of traditional arts and living traditions that thrive in society. Many arts and traditions are growing, such as marriage alek, maraak bungo lamang alek, batombe, pencak silat, and gandang sarunai. Apart from enjoying distinct Minangkabau settlements, tourists can also enjoy the arts and traditions that thrive among the people of Solok Selatan Regency. The areas developed for cultural tourism in Solok Selatan Regency can be seen in the following Table 4:

Table 4. Allocation of cultural tourism areas

No.	Tourist Area	Object Tourism and Attractions Culture Supporter	Location
1.	Nagari Saribu area Rumah Gadang Koto Baru	Rumah Gadang, Koto Baru Grand Mosque, Surrau Menara, Randai, Silek luncu, and Gandang Sarunai	New Nagari Koto Sungai Pagu District
2.	Natural Kingdom Central Area Surambi Pagu River in Pasir Talang	Rumah Gadang, Ustanorajo Nan Barampek, Less Aso Anampuluah Mosque, Randai, Silek luncu, and Gandang Sarunai	Nagari Pasia Talang, Pasia Talang Timur, and Pasir Talang Barat in Sungai Pagu District
3.	Gadang Panjang area in Abai	Rumah Gadang Panjang, Rumah Gadang 21 rooms, art Batombe, and Alek's marriage.	Nagari Abai District Sangir Batanghari
4.	Gadang area in the Cermin Beach area	Rumah Gadang Panjang, Alek marriage and Mangosteen center	Nagari Ranah Cermin Beach Subdistrict Sangir Batanghari

Source: Solok Selatan Regency RTRW Document 2011-2031

Saribu Rumah Gadang Nagari Koto Baru, Sungai Pagu, Solok Selatan functions as a cultural heritage area; the management of the WRS Area must, of course, be based on the provisions for Cultural Heritage management as regulated in Law No. 11 of 2010 concerning Cultural Heritage. Several zoning systems are possible in cultural heritage areas. The zoning system regulates the function of space in Cultural Heritage, both vertically and horizontally. Zoning is based on protection, balance, sustainability, coordination, and community empowerment. Vertical zoning arrangements can be made for the natural environment above the Cultural Heritage on land. The Zoning System consists of:

- The Core Zone is the main protection area to safeguard parts of cultural heritage sites and cultural heritage areas containing cultural heritage objects, buildings, and structures.
- Buffer Zone is an area that protects the core zone

- The Development Zone is designated to develop cultural heritage potentials such as recreation, cultural landscapes, religion, and tourism.
- A supporting Zone is a zone for placing supporting facilities and infrastructure to support business activities.

The zoning determination in the Saribu Rumah Gadang Tourism Area is carried out with a radius of 100 (one hundred meters) from the outer boundary of the core zone. This is more clearly explained in the following map (Figure 2):

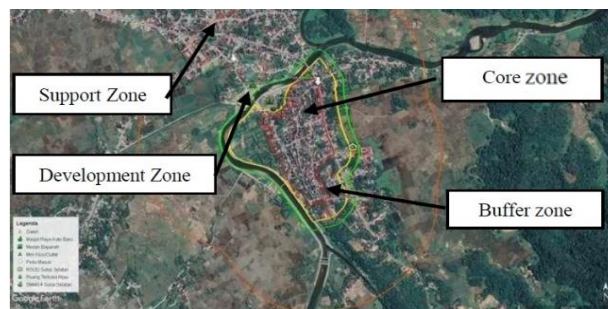


Figure 2. Zoning system map of the Saribu Rumah Gadang Tourism Area

The division of the zoning system is based on applicable laws regarding cultural heritage and tribal systems in the core area. The following is an explanation based on the zoning of the Saribu Rumah Gadang Tourism Area as follows:

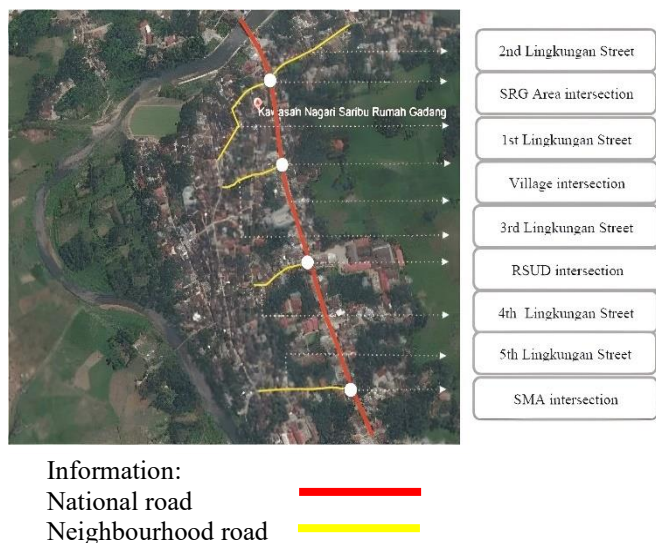
- Core Zone:** The core zone is in Jorong Kampuang Nan Limo, Bariang Kapalo Koto and Jorong Bariang Rao-Rao, Nagari Koto Baru, Sungai Pagu District. The Rumah Gadang building is the main cultural heritage protection area in the Saribu Rumah Gadang area. There are 113 cultural heritage objects in this 26.3-hectare area, consisting of 109 Rumah Gadang, 2 Mosques, 1 Suaru and 1 Graveyard. The use of the core zone must pay attention to (1) maintaining the authenticity of the Cultural Heritage, (2) not damaging or polluting the Cultural Heritage or its value, and (3) not changing the function of the Cultural Heritage.
- Buffer Zone:** The buffer zone protects the core zone. Based on the outer boundary of the core zone, a 100-meter buffer is carried out to form a buffer area consisting of settlements and rice fields. The use of the Buffer Zone must pay attention to (1) protecting the core zone and (2) ensuring no new buildings or other facilities may be erected except playgrounds, supporting facilities, and security facilities.
- Development Zone:** To support the progress of the core zone, a development zone is delineated, which functions as a recreation area and cultural attraction. Based on the results of the FGD with multiple stakeholders, the development zone and recreation will be developed in the Batang Bangko and Medan Nan Bapaneh areas for community arts stages. This zone is located in 2 (two) Nagari, namely Nagari Koto Baru and Nagari Pasa Muara Labuah. Utilization in the Development Zone can (1) be used for public facilities and (2) for commercial purposes by considering cultural and environmental values.
- Supporting Zone:** Economic activities and other services are in the Supporting Zone. According to the

Cultural Heritage Law, the delineation results from the 500-meter buffering rule covering green open space (RTH) and one of the Saribu Rumah Gadang area entrances. Apart from that, business activities such as mini kiosks, galleries, and parking lots built by the Central Government across Batang Bangko are included in the development zone. The use of the Supporting Zone is (1) intended for the placement of other supporting facilities, (2) for commercial activities, and (3) The area of the supporting zone is adjusted to local conditions and needs.

5. DISCUSSION

5.1 Analysis of accessibility policy design for Saribu Rumah Gadang Tourism Area

Based on the scope of the Traffic Impact Analysis document results, the traffic performance of the Saribu Rumah Gadang area is estimated to include roads and intersections. The following is the coverage of the study area for the Traffic Impact Analysis Results Document for the Nagari Saribu Rumah Gadang Area in the Solok Selatan Regency.



Information:
National road —
Neighbourhood road —

Figure 3. Coverage of sections and intersections in the Saribu Rumah Saribu Rumah Gadang Tourism Area

The study area covers 4 intersections: Simpang Empat in the Saribu Rumah Gadang Tourism Area, Simpang Tiga in Nan Limo Village, Simpang Tiga in front of RSUD, and Simpang Tiga in front of SMA 4 (Figure 3). Meanwhile, the road section consists of 5 (five) segments. National strategic road segment Jl. Raya Koto Baru, the other four segments are environmental roads within the Nagari Saribu Rumah Gadang Tourism Area. A traffic zone is a geographic unit used to analyze traffic movements. The division of zones in the study area is determined by considering the zones inside (internal) and outside (external) the study area. The transportation model for this study area is divided into 7 (seven) zone areas. The division of zones is carried out to make it easier to classify vehicles based on the origin and destination of travel, which is very important as input data in modelling the road network system. The details of the zone division are shown in the following Table 5:

Table 5. Distribution of traffic zones

No.	Zone	Coverage Area	Information
1	Zone 1	Direction of Muara Labuh	Residential and commercial areas
2	Zone 2	Kiambang direction	Residential area Saribu Rumah Gadang
3	Zone 3	SRG Area Gate	Saribu Rumah Gadang residential area
4	Zone 4	Directions to Nan Limo Village	Saribu Rumah Gadang residential area
5	Zone 5	Direction Lubuk Jaya	Saribu Rumah Gadang residential area
6	Zone 6	Directions Bariang Kapalo Koto	Saribu Rumah Gadang residential area
7	Zone 7	Direction to Padang Aro	Residential and commercial areas

Source : Andalalin 2018 report

To make it easier to identify each traffic zone, below is a picture of the location of each traffic zone that has been determined as explained in Figure 4 below:



Figure 4. Location of traffic zone

5.2 Analysis of internal travel pattern policy design in the Saribu Rumah Gadang Tourism Area

Travel patterns were identified to see people's movement patterns in the Saribu Rumah Gadang Tourism Area. Community movement patterns in the Saribu Rumah Gadang Tourism Area are mostly internal movement patterns related to community cultural activities. The internal movement pattern is shown in the Figure 5.

The movement pattern in number 1 is Rumah Gadang – Surau/mosque – water bank. This movement pattern is related to Balimau's activity, namely, purifying oneself by bathing when entering the month of Ramadan. The movement pattern in number 2 is Rumah Gadang – water bank. This activity is related to building a Rumah Gadang (taking small stones to spread in the yard). The following movement pattern in number 3 is Rumah Gadang - rice fields. This movement pattern is related to work (farming) activities such as going to the fields, cooperation work ceremonies, and sabik (rice harvesting ceremony).

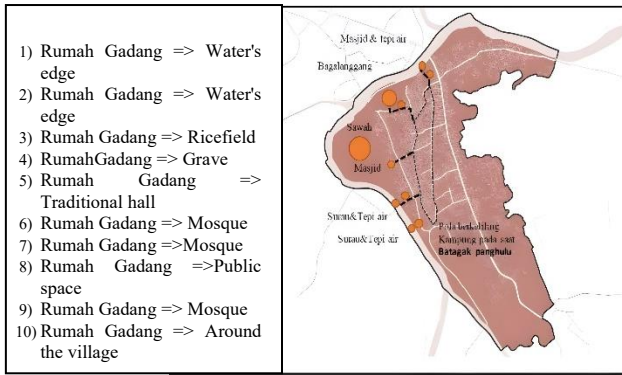


Figure 5. Internal movement pattern in the Saribu Rumah Gadang Tourism Area

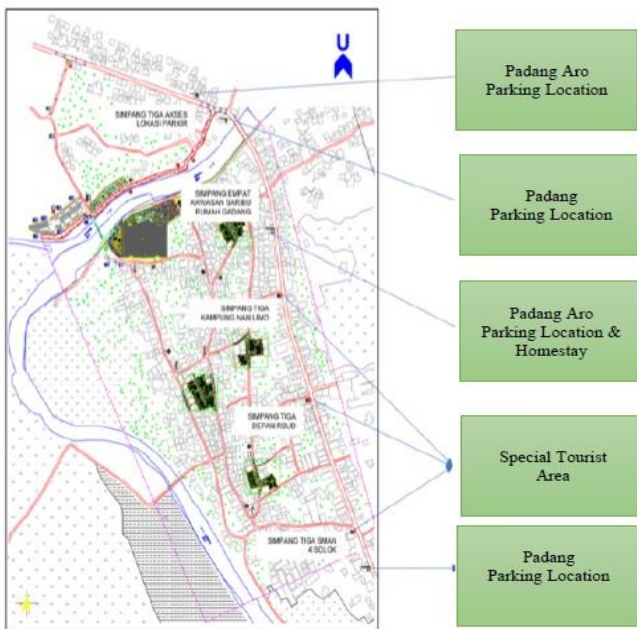


Figure 6. Installation of external road equipment in the area to reach the parking location

The movement pattern in number 4 is Rumah Gadang – surau/mosque – grave. This movement pattern is related to burial activities. The movement pattern in number 5 is Rumah Gadang – a traditional hall. This movement pattern is related to the activities of Tungku Tigo Sajaringan, namely the Alimulama Deliberative Council, the Ninik Mamak Deliberative Council, and the Bundo Kandang Deliberative Council. The movement pattern in number 6 is Rumah Gadang – bagalanggang – mosque. This movement pattern is related to the activities of the Aidilfitri and Aidiladha holidays.

The movement pattern in number 7 is Rumah Gadang – surau/mosque. This movement pattern is related to the marriage ceremony. The movement pattern in number 8 is Rumah Gadang – bagalanggang. This movement pattern is related to the baralek gadang activities, namely the procession of pati ambalau, malewakan ka nan rami, basulua hato hari-bagalanggang mato urang many, also marked by the slaughter of kabau. The movement pattern in number 9 is Rumah Gadang – Bagalanggang – Mosque. This movement pattern is associated with Minangkabau silek/silat activities. The final movement pattern is Rumah Gadang – around the village – Rumah Bako. This movement pattern is related to the activities of the batagak penghulu (the ceremony of appointing the

headman). On the first day, the inauguration ceremony was held at the Rumah Gadang, and on the second day, the new prince was paraded to his bako house accompanied by sounds.

To anticipate impacts that occur based on several considerations explained above, detailed (technical) treatment can be proposed, including those related to vehicle circulation, parking arrangements, pedestrian facility design, and road equipment. Installation of road equipment can be classified for the following purposes as follows:

- Installing road equipment to direct tourists to the parking location.
- Installing road equipment to regulate vehicle circulation to/out of the parking location and inside the parking location. The traffic signs required for this purpose include:
- Installing road equipment in the Saribu Rumah Gadang Tourism Area

The traffic signs required for this purpose include 12 directions for specific locations and tourist areas, as Figure 6 below explains.

5.3 Analysis of parking management policy design in the Saribu Rumah Gadang Tourism Area

Several points of the parking management plan for the Saribu Rumah Gadang Tourism Area can be seen in Figure 7 below:

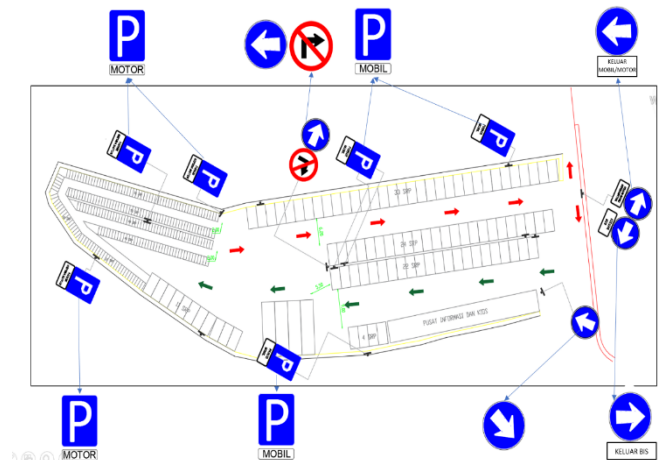


Figure 7. Determining parking locations

Figure 7 above can be described as follows:

- Deploy officers to control vehicle circulation with safety devices according to existing standards, such as traffic signal sticklamps, signs, communication devices, flashlights, etc. The placement of these officers is regulating traffic in and out of the area. Officers are stationed at the hospital entrance and exit. Officers are expected to guide vehicles by prioritizing continuous traffic from the main road and temporarily stopping traffic leaving the area. Once the road is in a safe condition, officers can give a secure signal to the driver to continue their journey. Traffic control officers are equipped with safety equipment according to existing standards, such as traffic signal sticklamps, signs, communication devices, flashlights, etc.
- Construct a parking location and arrange to accommodate vehicles visiting the Saribu Rumah Gadang Tourism Area. Parking facilities are road

support facilities that function as temporary stops for vehicles. The known type of parking is on-street parking, namely parking facilities on the road. In on-street parking, you must consider places where parking is prohibited, such as near intersections, road capacity (on arterial roads), and access (on collector and local roads). Parking not on the road (off-street parking), namely parking facilities located in certain areas or outside the road. Generally found in apartments, supermarkets (shopping centres), offices, and hospitals, which have their area for temporary stops. A "Parking Space Unit (SRP)" is a parking space for one vehicle. Parking spaces must be marked on the road surface in places where parking is controlled. Additional space is needed for vehicles to transfer movement, which depends on the parking angle. Parking angles are selected based on safety considerations and available road width. The larger the angle used, the smaller the area of each parking space, but the more comprehensive the road width required to create a turning circle for vehicles entering the parking space. Parking accumulation is the total number of vehicles parked during the operational hours of the Saribu Rumah Gadang Tourism Area. This accumulation can measure parking space requirements at the study location. This information is needed to determine the number of vehicles in a parking lot at a specific time interval. This information can be obtained from existing conditions by adding up the vehicles that have used the parking area plus the vehicles entering and subtracting the vehicles leaving. The calculated parking accumulation for cars is 18 vehicles/day, while the accumulation for motorbikes is 55 vehicles/day.

- c) Construct a unique pedestrian bridge from the parking location to the Saribu Rumah Gadang Tourism Area. A unique pedestrian bridge is used for visitor access from the parking location to the Saribu Rumah Gadang Tourism Area. The bridge is being built simultaneously as revitalization activities are being carried out. The following is the location for constructing a unique pedestrian bridge and the existing conditions for creating a bridge with a width of 3 m.
- d) Providing bicycle vehicles to get around the Saribu Rumah Gadang Tourism Area reduces the volume of motorized vehicle traffic. Visitors to the Saribu Rumah Gadang Tourism Area who have crossed the pedestrian bridge will arrive at the Cultural Circle location. The Cultural Circle location has tourist attractions such as a songket tower, viewing a post, a reading park, a green open space, a football field, and a souvenir sales place. Suppose visitors want to visit the Conservation Circle, namely the Rumah Gadang complex, which has four locations: the North Complex, South Complex, East Complex and West Complex. In that case, visitors must use a bicycle. The management of the Saribu Rumah Gadang Tourism Area must provide bicycles to get to the four Rumah Gadang locations. Using bicycles from the cultural circle to the conservation circle will reduce the density of motorized vehicles within the Saribu Rumah Gadang Tourism Area while reducing air pollution. The main bicycle routes surrounding the Saribu Rumah Gadang Tourism Area are as follows.
- e) Arrange internal and external circulation for Saribu Rumah Gadang Tourism Area visitors in particular

areas. Circulation consists of pedestrian circulation and visitor vehicle circulation. This can be seen in the following Figure 8:

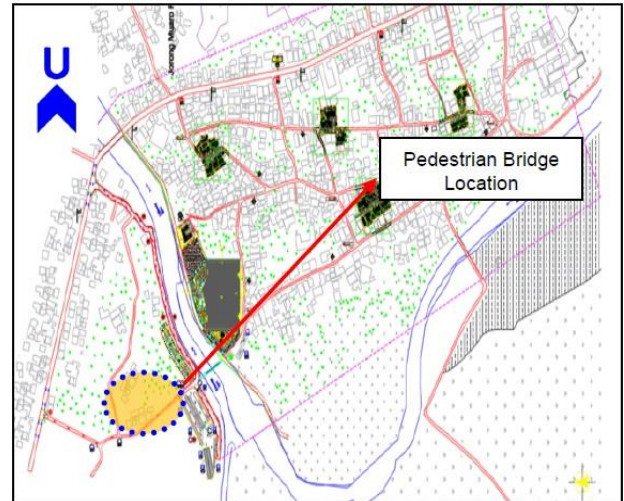


Figure 8. Location of pedestrian bridge

5.4 Analysis of tourist circulation policy design in the Saribu Rumah Gadang Tourism Area

Saribu Rumah Gadang Tourism Area residents have free access and no restrictions. This is done because residents have lived in the area for generations. Based on the results of the analysis of movement patterns, the daily activities of residents work around the area. Overcrowding occurs when a traditional procession occurs in the Saribu Rumah Gadang Tourism Area. The circulation of tourists to the Saribu Rumah Gadang Tourism Area is described in Figure 9 as follows:

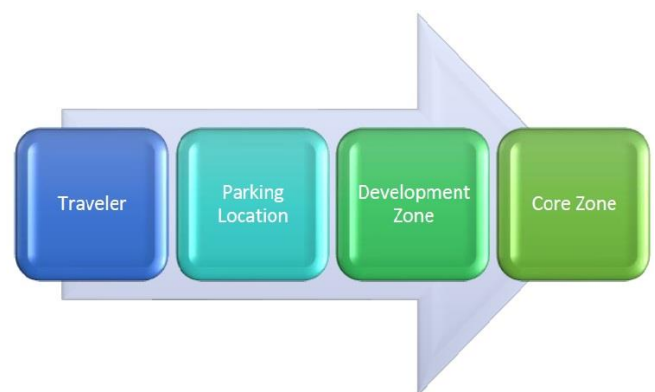


Figure 9. Tourist circulation scheme

The explanation of the tourist circulation scheme is as follows:

- a) Tourists from Padang or Jambi going to the Saribu Rumah Gadang Tourism Area will be directed to the parking location. To direct tourist movements, warning signs are needed to guide directions and command signs at each intersection directly accessing the area.
- b) Tourists walk via the pedestrian bridge from the parking location to the development zone. In this development zone, there are several objects for tourists, including the Songket Tower, a viewing post,

a reading park, a football field, and the Nan Bapaneh field.

- c) The next destination from the development zone area is the core zone, which consists of the North Complex, South Complex, East Complex, and West Complex. Tourists can use tourist transportation/small buses that the management will provide to go to each conservation object.
- d) Tourists who want to stay at a homestay can go directly to the homestay using the entrance at Simpang Empat in the Saribu Rumah Gadang Tourism Area.

5.5 Analysis of pedestrians in the Saribu Rumah Gadang Tourism Area

A safe, comfortable, and humane pedestrian network is an essential component that must be provided to increase the effectiveness of mobility. It is hoped that the availability of a pedestrian network can meet the needs of residents both in terms of quantity and standard of provision. Additionally, integration between pedestrian paths and building layout accessibility between environments and transportation systems still needs to be realized.

Pedestrian network infrastructure and facilities generally facilitate pedestrian movement from one place to another quickly, smoothly, safely, comfortably, and independently,

including for pedestrians with physical limitations. The functions of pedestrian infrastructure and facilities are as follows:

- a) Connecting routes between activity centres, block to block, and parcel to parcel in urban areas;
- b) An inseparable part of the system of changing other modes of movement;
- c) Social interaction space;
- d) Supporting the beauty and comfort of the city, And
- e) disaster evacuation routes.

In the study area, crossing facilities in the form of zebra crossings are needed. A pedestrian survey was carried out to see the level of use of these facilities, especially those crossing in front of the location.

5.6 Activities and facilities in the Saribu Rumah Gadang Tourism Area

The Saribu Rumah Gadang Tourism Area actors consisting of managers, tourists, transportation providers, mini-kiosk traders, homestay managers, and communities in traditional areas carry out their respective activities with the help of facilities, means, or space so that the tourism system can run well. This interaction is shown in the Table 6 below.

Table 6. Description of need in activity the Saribu Rumah Gadang Tourism Area

No.	Perpetrator	Activity	Facilities / Facilities / Space
1	Traveller No stay the night	Use means core zone transportation, view tower look, follow attractions tourism in Medan Nan Bapaneh, walking and eating and drinking in the traditional area, shopping in a modern area	Infrastructure/facilities core area transportation, Viewing tower, Medan nan Bapaneh, Rumah gadang, kiosk, gallery
2	Travelers stay the night	Use means core zone transportation, view tower look, follow attractions tourism in Medan Nan Bapaneh, walking and eating and drinking in the traditional area, shopping in modern areas, staying in homestays	Infrastructure/facilities core area transportation, Viewing tower, Medan nan Bapaneh, Rumah gadang, kiosk, gallery, homestay
3	Trader stall	Come, drop out goods, bring goods to stall, sell, rest, go home	Mini kiosk, warehouse, general facilities, loading dock area
4	Provider transportation	Bring tool transportation to point arrival, deliver service transportation, rest, and home.	Point Gather transportation suggestions traditional, facilities general.
5	Manager area tour	Came, parked vehicle, put goods in the locker, headed each part, rest, go home	Employee parking, space work, locker, room eat, lane supervision
6	Homestay manager	Came, parked vehicle, put stuff in a locker, headed each part, rest, go home	management parking, space work, locker, room eat, lane supervision
7	Traditional Area Community	Guard comfort, interact with tourists and actors tourist other with Good	Private house public

5.7 Policy recommendations

The direction of the Saribu Rumah Gadang (SRG) area management policy is in line with the tourism planning of the Solok Selatan Regency. As part of the sustainable development and development of the SRG tourism area, the SRG tourism area can be directed towards achieving tourism benefits in the form of:

- a) The SRG tourism area helps encourage tourists to learn about the visit (the area visited) and how to support the continuity of the character (the area visited) during their trip. So that the community visited can learn (know) that customs and something familiar can be exciting and appreciated by tourists.

- b) Tourism activities in the SRG tourism area must support the integrity of the destination. Visitors understand and seek out businesses that can emphasize the character of the tourist destination in terms of architecture, cuisine, heritage, aesthetics and ecology.
- c) Tourism activities in the SRG area benefit the local community. The management and development of the tourism area (by the local government and the community) are directed at the best activities to employ and train local people, buy local supplies, and use services produced by the local community.
- d) Tourism that protects natural resources. In tourism in the SRG area, tourists are aware of and try to minimize pollution, energy consumption, water use, chemicals

- and lighting at night.
- e) Tourism activities in the SRG area can encourage tourism that respects culture and tradition. Through the management of the SRG tourism area, tourists can learn and see local customs.
 - f) Tourism activities in the SRG area do not abuse the product. Stakeholders anticipate development pressures (tourism) and apply certain limits and management techniques to prevent the syndrome of destruction (loved to death) of tourist sites. Stakeholders work together to maintain the natural habitat of cultural heritage sites, attractive scenery and local culture.
 - g) Tourism activities in the SRG tourist area emphasize quality, not quantity (amount). The community assesses the success of this tourism sector not from the number of visits alone but from the length of stay, the amount of money spent, and the quality of the experience obtained by tourists.
 - h) Tourism activities in the SRG tourist area are an impressive journey. The satisfaction and joy of visitors are brought home (to their location) to be conveyed to their friends and relatives so that they are interested in getting the same thing - this will continuously provide activities at the tourist destination.

Community involvement in tourism development will better ensure the suitability of development and management programs with local community aspirations and suitability with existing capacities, and it will guarantee community commitment because of a strong sense of ownership. Development that relies on the community in the long term will allow for a high level of continuity. Therefore, in developing the SRG tourism area, a balance is needed between three critical aspects, namely socio-cultural, environmental, and economic.

First, socio-cultural aspects are an understanding of social institutions and the role of humans in change and development. The same is true for the democratic and participation system that provides opportunities to express opinions, choose governments, develop agreements and be aware of differences. Second, environmental aspects include an awareness of natural resources, sensitive physical environments, the impacts of human activities, and decision-making related to the commitment to create social and economic development policies. Third, economic aspects are sensitivity to the limitations and potential of economic growth and its impact on society and the environment, associated with a commitment to evaluate the level of individual and community consumption as a form of concern for the environment and social justice.

The three aspects above are interrelated and are the driving pillars for sustainable tourism development in the SRG area. It is an ideal concept for tourism development where, in its development, tourism must be able to carry out balanced development between economic-environmental-socio-cultural aspects so that the utilization of tourism resources can be carried out sustainably and responsibly without damaging or reducing the value of the resources owned. This is intended so that commercialization efforts (economy) are in line with resource conservation efforts so that they can still be used by future generations.

To realize the benefits and objectives of developing the SRG tourism area, it is necessary to be supported by good

governance that involves active participation in a balanced manner between the government, private sector, and the community. Furthermore, based on the context of sustainable development above, tourism activities in the sustainable SRG tourism area can be aligned with the achievement of the mission of the Solok Selatan Regency Government to realize a Solok Selatan tourism destination that is based on culture, environment, creative and innovative, progressive, religious and able to drive sustainable economic development of the community. Achieving this mission can be done by involving community participation and empowerment.

For this reason, a policy recommendation is needed for the management of the Saribu Rumah Gadang tourist area as follows:

- a) Mapping of tourist destinations: Tourist trips to the SRG area require various needs and services from departure to return to their homes. Things such as food and drink, accommodation, and transportation need to be defined in more detail so that tourist destinations must be supported by 4 main components known as "4A", namely, attractions, access (accessibility), and facilities (amenities) and additional services (ancillary services) which ultimately attract tourists to stay in the SRG area. Tourist travel patterns also need to be defined, such as tour packages from the SRG area, which continue with pacu conang, white water rafting, and other attractions. Mapping of the creative economy is also a significant factor in the management of tourism in the SRG area, for example, related to the types of innovative economy and the community of creative economy actors in the SRG area.
- b) Institutions: Management institutions can adopt a destination management organization (DMO) model involving the central government, regional governments, villages, the private sector, and the community as determined by the applicable mechanism and involve all stakeholders.
- c) Marketing and promotion: To support marketing, tourism festivals must be held, supporting exhibitions of tourist attractions (photo-diagram), cultural exhibitions and publications related to the SRG area. To promote the SRG area to local and foreign tourists, campaigns and promotions need to be held, such as festivals; SRG socialization or education videos and digital promotions also through hashtags on social media such as Facebook, Instagram, Twitter and YouTube by creating professional promotional content; digital activities with specific hashtags on social media; and testimonials from public figures related to tourism in the SRG area, so that it can increase the target of tourist visits to the SRG area.
- d) Tourist Experience: To support the tourist experience in the SRG area, information technology support is needed, such as tourism information services or online bookings that can be made through website-based applications or mobile phones so that tourists can use them anytime and anywhere. Online information services can also be a promotional medium for publishing the types of tour itineraries provided by tourism actors in the SRG area. An example is an application with the theme of visiting SRG, where, in this application, the identity of prospective tourists will be filled in. The tourism administration activities can be carried out through the visiting SRG application.
- e) Human Resources: Human resources and tourism actors

active in the SRG area must be highly competitive. Human resources and tourism actors need continuous training in various aspects of tourism, such as providing and training for quality tour guides and education to the community in providing a safe and comfortable environment, and of course, friendliness, which is a valuable experience for tourists. Aspects of local wisdom such as language, customs and other cultural values need to be empowered through increasing the Capacity and potential of human resources to produce added value in the tourism and creative economy aspects that have high competence that will boost the local community's economy.

- f) Government: The central, regional, and village governments play a vital role in providing regulations to support tourism activities in the SRG area. Rules related to food and beverages based on local products; tourist needs related to non-food and beverages; packaged food and beverages; souvenirs; local arts; waste management; sanitation; provision of typical Solok Selatan menus and other potentials based on local wisdom.
- g) Facilities: To support tourist facilities, it is necessary to improve the development of quality homestays and limit the development of budget hotels. Homestay development can be carried out through partnerships between local governments and stakeholders. Homestay management can be done independently by the homestay owner or through a partnership between the local government and stakeholders in the region where the homestay is located or a homestay management group that has been formed through deliberation to reach a consensus, the mechanism of which is regulated by applicable laws and regulations.
- h) Tourism Industry: Establishment of a community creative economy centre and assistance with creative economy machines and equipment and other incentives from the central, regional and village governments, community self-reliance, CSR and other funds that can improve the quality of the tourism industry in the SRG area.

6. CONCLUSIONS

The Saribu Rumah Gadang Tourism Area will present two concepts: a modern regional tourism concept located in the core zone and a traditional area in the supporting zone. The modern tourism concept will provide an information centre, mini kiosk, gallery, parking area, and other modern aspects. The traditional concept will provide Rumah Gadang as the main attraction and other supporting attractions such as the history, Ranji, language, and cultural values of each Rumah Gadang. The SRG tourist area can be accessed directly through the main entrance, which is planned to be built through a green open space in Kenagari Pasar Muaro Labuah or the access gate that previously existed at Kenagarian Koto Baru. Suppose vehicle access to the SRG area is directed through a green open space. In that case, it will go through the mayor's office of Muaro Labuah Market and directly enter the modern area, which includes a vehicle parking area, gallery, and mini kiosk that can provide souvenirs for tourists. The SRG parking area is adjacent to the viewing tower, which can be used as a tourist attraction in the SRG area to observe the SRG area from a certain height.

The planning of the development and development of the SRG tourism area is one part of the development of the

Strategic Area, including the strategy of developing the strategic location as a cultural heritage area supported by many traditional houses. Then, to encourage the development and optimization of the tourism area in Solok Selatan Regency, the planning of the development and development of the SRG tourism area is carried out by considering several things as follows:

- a) In the tourism area, historical environments/buildings/buildings are permitted.
- b) Utilization of local natural and cultural potential according to the carrying capacity and environmental Capacity that does not cause damage to natural conditions, especially those that are natural tourist attractions.
- c) Protection of local cultural heritage sites.
- d) Restrictions on the establishment of non-tourism buildings in practical tourism areas.
- e) Development of supporting tourism facilities and infrastructure.
- f) Requirement for applying local architectural characteristics in every hotel building and tourism supporting facilities.
- g) Requirement for the provision of parking facilities and traffic management.
- h) Conversion into an industrial area in the tourism area is not permitted.

Governance of the WRS area must involve the active participation of people who live, do activities, and mingle in the WRS area, tourism awareness groups (Pokdarwis), the private sector, which can be represented by tourism associations, and the central, regional and Nagari governments which are very determining factors in encouraging and moving tourism in the SRG area to become a leading tourist destination, thereby providing more excellent benefits both in terms of history, culture and economics.

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