

Management of Nagari Pariangan Tourism Village and The Economic Impact of The Nagari Pariangan Community in Tanah Datar District, West Sumatra Province.

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ABSTRACT

This research discusses "Tourism Village Management and the Economic Impact of the Nagari Pariangan Community." The purpose of this research is to describe the management of the pariangan nagari tourism village and the economic impact of the pariangan community. The theory used in this research is the theory of community participation from Edward Inskip. The method used is a qualitative method with data collection techniques of observation, interviews and documentation. The findings in this study explain that the management and impact in this tourist village are by increasing human resources for all activists and tourism business actors in Nagari Pariangan, improving and developing tourism objects in Nagari Pariangan, and fostering umkm in Nagari Pariangan. The impact of tourist villages on the community is an increase in community income through MSMEs and opening up new jobs.

Keywords: management, impacts, tourism village

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INTRODUCTION

Indonesia is one of the largest archipelagic countries in the world consisting of 17,508 islands, and inhabited by more than 300 ethnic groups that have diverse natural resources and cultures (Arida, 2017). This potential can be developed into an attractive tourism destination and can become a world tourist destination. However, the many islands and excellent and strategic natural conditions still have a lack of equitable performance of the tourism sector.

West Sumatra has many tourist destinations that have a lot of natural beauty both from natural contours, local wisdom of the local community and the hospitality of the people who make tourists feel at home and safe when traveling. The concept of community-based tourism is a very effective step in empowering local human resources and making a very effective step in providing optimal benefits for local communities.

A special strategy that has been promoted by the government, to empower human resources and the people's economy is through tourism that uses the concept,

Community Based Tourism (CBT) or community-based tourism. Some of the areas that use a community-based tourism model are in Pesisir Selatan Regency, Silokek Village, Sijunjung Regency, and one of them is in Tanah Datar Regency, namely Nagari Pariangan.

Tourism can be supported by the local community through groups or institutions at the community level that are aware of tourism that can be developed through community creativity for the development of the tourism industry. One of the institutions or community organizations in the development of the tourism industry is the Tourism Awareness Group (POKDARWIS).

Tourism development is not only the responsibility of a particular institution or organization, but also the involvement of the local community in supervising, running, and managing tourism. Community involvement in managing tourism supervised by the local POKDARWIS has a good influence on economic growth. POKDARWIS accommodates the community with various training efforts and educational workshops on tourism awareness so that this has a positive impact on the community to increase understanding and ability in managing tourism development. Training and education in the field of tourism is also useful for improving the quality of the tourist experience, and empowering local communities to join and contribute to tourism management. The existence of POKDARWIS has a very important role for the development of tourism in an area, one of which is in Nagari Pariangan, POKDARWIS Nagari Pariangan is managed by the local community, one of which is by young people who have high creativity and get full support from the local government.

The updates made by POKDARWIS to the management of Pariangan tourism have greatly changed the economy of the community as part of the development of tourism in Pariangan. POKDARWIS utilizes MSMEs in Pariangan as a central tourist attraction that will be addressed by tourists who will come to Nagari Pariangan. local. Efforts made by the tourism awareness group (POKDARWIS) are starting to embrace the community.

The existence of the community is very important in the management of tourism in Nagari Pariangan. Every element involved in tourism management will have an important role for the sustainability of tourism development in Pariangan. This certainly has a positive impact on the community. Based on the description above, researchers are interested in examining how the management of the pariangan tourism village and its impact on the surrounding community.

METHOD

This type of research is qualitative descriptive by producing descriptive data in the form of written or spoken words from people and observed behavior to obtain information related to the Management of Nagari Pariangan Tourism Village and the impact on the economy of the local community. Sugiyono (2018: 3) explains that the qualitative method is to obtain data that contains meaning. This means that qualitative methods present directly the nature between researchers and informants, objects, and research subjects. This study uses primary and secondary data, then data collection in this study was carried out using several techniques, namely, observation, interviews,

documentation. Data analysis techniques in this study, namely, data collection, data analysis, data display, and drawing conclusions from the analysis of available data with the theory used, conclusions can be drawn regarding the management of the pariangan tourism village and its impact on the surrounding community.

FINDING AND DISCUSSION

A. NAGARI PARIANGAN PROFILE

Nagari Tuo Pariangan is one of the seven villages in the Pariangan sub-district in the Tanah Datar district of West Sumatra. The area of Nagari Pariangan is 17.92 KM² or 23.45% of the total area of Pariangan District, with a topography of hilly and mountainous areas and geographical conditions with an average rainfall of ± 30 ml, an average temperature of 24 C^o, an altitude of 1000 meters above sea level. Nagari Pariangan is surrounded by several sub-districts and villages following the boundaries of Nagari Pariangan (Nagari Pariangan Profile, 2023).

B. Management of Pariangan Tourism Village

Nagari Pariangan is a nagari that has its own specialty for the Minangkabau people. Historical records written in the tambo alam Minangkabau show that Nagari Pariangan is the nagari of the origin of the Minangkabau people. The community calls it "Tampuk Tangkai Alam Minangkabau". This means that this nagari is believed to be the first place where life emerged in Minangkabau hundreds of years ago. In Nagari Pariangan there are many historical relics of the past, such as the Pariangan inscription as historical evidence that reinforces the origin of the formation and development of Minangkabau society and nature (Navis, 1984).

Nagari Pariangan tourism began to develop at the time of the publication of news from Travel Budget USA in 2012, which states that Nagari Pariangan is one of the most beautiful villages in the world. In the article entitled World's 16 Most Picturesque Village written by Sandra Ramani published on February 23, 2012, Pariangan is juxtaposed with the most beautiful villages in the world as the 16 most beautiful villages in the world. The rise of news published by international media provokes an interest and curiosity. A good response from various parties who invite tourists to get to know Pariangan more closely and then encourage an acceleration of the development and development of tourism in Nagari Pariangan.

Nagari Pariangan as a tourist attraction requires tourism management to achieve something that can build tourism success must be supported by a good environmental condition and be able to keep up with the times. Tourism development during tourism management takes place. This is called the condition of tourism awareness and Sapta Pesona which is promoted by the government to produce an organized atmosphere.

POKDARWIS Nagari Pariangan was founded in 2016, the beginning of its establishment aims to help manage tourism in Nagari Pariangan. POKDARWIS Nagari Pariangan was formed because of the awareness of the pioneers of tourism of the potential or tourist attraction found in Pariangan. The potential contained in Nagari Pariangan is the natural beauty of Pariangan which is very beautiful.

Tourism development in Nagari Pariangan cannot be separated from the involvement of POKDARWIS. The position of POKDARWIS is very important because it is actively involved in tourism management in Nagari Pariangan. The involvement of POKDARWIS Nagari Pariangan is also aimed at utilizing the potential of Nagari Pariangan. In addition to utilizing a number of potentials, POKDARWIS must also succeed the tourism program programmed by the local government and the central government. The management strategies for Pariangan tourist village are:

1.) Increasing human resources for all activists and tourism business actors in Nagari Pariangan.

Socialization that has been done by POKDARWIS is the socialization of tourism development by utilizing nature, entrepreneurship. This training aims to open a new understanding of the community of the knowledge that natural resources can be used as income in the economic field for families and as an effort to preserve nature. Improving human resources in the form of training in tourism development by utilizing nature, entrepreneurship and creative economy carried out by POKDARWIS for tourism business actors in Pariangan is based on awareness of the many MSMEs that sell in Nagari Pariangan, one of which is kawa leaf coffee stalls in Pariangan where kawa leaves are the best-selling menu in the kawa leaf coffee stalls. In its development, kawa leaves have now become the main menu in stalls that have a good view that can be seen from the stall. Stalls that make kawa leaves as the main menu are also the main tourist attraction in Nagari Pariangan. The number of kawa leaf enthusiasts at this time is because kawa leaves have health benefits and a distinctive taste as well as a traditional drink that only exists in West Sumatra.

2.) Improvement and Development of existing tourism objects in Nagari Pariangan (Waterfall)

The development of tourist attractions carried out by the community together with POKDARWIS Nagari Pariangan connects it with various tourism packages on offer, so that it can see various potentials that can be used as opportunities. The development of tourism objects in Nagari Pariangan, this development is seen from the various requests requested by tourists, and POKDARWIS Nagari Pariangan will fulfill them according to the requests of tourists. Based on this, POKDARWIS Nagari Pariangan can see what potentials can be used as interesting objects in the future.

With the development of tourism potential that will be developed, one of which is the improvement of waterfalls in Nagari Pariangan, it certainly opens up new economic opportunities for the people around the waterfall area. The surrounding community can open a small business to fulfill the economic needs of the community which is used as a side business besides the main work, especially this small business will become a seasonal business on weekends and holidays.

3.) MSME Development in Nagari Pariangan

a. One Nagari One Event

Satu Nagari Satu Event is one of the government programs that has succeeded in inviting many tourists to visit Tanah Datar Regency. Reported on sumbar.antaranews.com media based on an interview conducted with the Regent of Tanah Datar Regency, Mr. Eka Putra, in Batusangkar, in the third week of the One Nagari Satu Event event. Tanah Datar Regency has succeeded in gathering 700,000 visitors where the target for 2023 is to gather two million visitors.

The One Nagari One Event event is one of the programs intended for events held by each Nagari in Tanah Datar Regency in turn. It is very clear that this program has a positive impact on the promotion of tourism potential in the Nagari area, which seeks to attract the attention of local and foreign tourists to attend, and see the local wisdom of the people from Nagari Nagari in Tanah Datar Regency.

b. Tour Package Business

The Pariangan community and POKDARWIS see their existence in activities or government flagship programs. POKDARWIS and the Pariangan community also take a role in managing tourism in Nagari Pariangan directly. The existence and involvement of POKDARWIS and the community is also very helpful in developing the potential and tourism of Nagari Pariangan, they offer various tour packages that can be selected based on the potential of Nagari Pariangan itself. The Nagari Pariangan tour package system is one form of community and POKDARWIS involvement in tourism management.

The package system in tourism management in Nagari Pariangan, is one of the management strategies to attract the number of tourists visiting Nagari Pariangan, the application of this package system can also make it easier for visitors or tourists to choose a tour according to what they need. With the package system in tourist trips in Nagari Pariangan, tourists have many choices to enjoy the tour packages, and do not make tourists not only fixated on the natural beauty of Nagari Pariangan, but tourists can feel the sensation of a tour that includes culture in the local wisdom of the Pariangan community, natural beauty, and various other historical tours. One of the tour packages offered by the community in collaboration with POKDARWIS Nagari Pariangan is : Gathering and launch, Pariangan Heritage Walk, Village walking tour, Learning Plate Dance, cooking class, eating bajamba, and many more tour packages offered by the community and POKDARWIS in Nagari Pariangan in an effort to foster MSMEs so that all elements of society participate and advance tourism in Nagari Pariangan, so that existing MSMEs have progress so that they benefit the surrounding community, and all communities also feel a positive impact with the existence of the pariangan tourist village.

C. Pariangan The Impact of Pariangan Tourism Village on the Pariangan Community Economy

a. Increased Community Income Through MSMEs

MSME coaching conducted by POKDARWIS Nagari Pariangan aims to increase MSME opportunities in Nagari Pariangan. Nagari Pariangan still does not have a souvenir center. The existence of the Pariangan tourist village has a very good impact on the community's economy, especially for MSME business actors. MSME business actors in Nagari Pariangan always get an increase in the number of orders if tourist visits to Pariangan increase, this can be seen from the large number of purchases of MSME business products such as Batik Coffee, dakak-dakakak and other products. MSME planning that will be developed by Nagari Pariangan, namely, batik, dakak-dakak, and satay padeh. POKDARWIS Nagari Pariangan is still trying to continue to embrace and provide guidance, especially in the development of MSMEs for the Nagari Pariangan community. This program is expected to provide prosperity for all the people of Nagari Pariangan if this program has been realized, this program is one of the PR programs in 2024

b. Opening New Jobs

Nagari Pariangan is one of the tourist villages in Tanah Datar Regency, based on the decree from the tourism government with number 556/233/PARPORA-2021 concerning tourist villages or pilot villages that have tourism potential, interest, and community readiness to develop tourism in Nagari Pariangan. Pariangan was named a tourist village, of course this is one of the economic benefits for the Pariangan community. Edward Inskeep (1991) explains that in a tourist village there are institutional elements that begin to embrace the community to play a role in tourism development that has an economic influence on the local community. The role of the community is needed both in planning, developing, managing and evaluating work. As the main component in community-based tourism (CBT), the community has a very important role in supporting tourism development. Tourism development will be difficult to realize when local communities feel ignored, only as objects, and feel threatened by tourism activities in their area.

CONCLUSIONS

Tourism is a mainstay sector that must be supported by all sectors, especially those directly related to the existence of adequate transportation and facilities. According to data reported by the Ministry of Communication and Information, the tourism sector in 2021 is able to contribute to the Indonesian economy. The tourism sector in 2021 contributed 4.2% to (Gross Domestic Product) GDP and grew to 4.3% in 2022 (Ministry of Tourism 2022). This GDP creation comes from the expenditure of domestic tourists, foreign.

West Sumatra has many tourist destinations that have a lot of natural beauty both from natural contours, local wisdom of the local community and the hospitality of the people who make tourists feel at home and safe when traveling. The concept of

community-based tourism is a very effective step in empowering local human resources and making a very effective step in providing optimal benefits for local communities.

Strategi khusus yang telah dilakukan oleh pemerintah, untuk memperdayakan SDM dan ekonomi rakyat yaitu melalui pariwisata yang menggunakan konsep, *Community Based Tourism* (CBT) atau pariwisata berbasis masyarakat. Beberapa daerah diantaranya yang menggunakan model pariwisata yang berbasis masyarakat ada di Kabupaten Pesisir Selatan, Desa Silokek, Kabupaten Sijunjung, dan salah satu nya terdapat di Kabupaten Tanah Datar, yaitu Nagari Pariangan.

Tourism can be supported by the local community through groups or institutions at the community level that are aware of tourism that can be developed through community creativity for the development of the tourism industry. One of the institutions or community organizations in the development of the tourism industry is the Tourism Awareness Group (POKDARWIS). POKDARWIS has the responsibility of managing and organizing tourism activities and POKDARWIS is also responsible for maintaining infrastructure to support aspects of the development and management of tourism in an area. The management of Nagari Pariangan Tourism Village has several management systems, namely Human Resources Improvement for all tourism business actors in Nagari Pariangan, Development of Tourism Objects in Pariangan (Batang Bangkaweh waterfall), Development of MSMEs in Nagari Pariangan. The Tourism Village management system that has been carried out certainly has an economic impact on the community, namely increasing community income through MSMEs, opening new jobs.

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