

Development of Seribu Rumah Gadang Village as a Tourism Destination

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Abstract

The Seribu Rumah Gadang village holds immense potential as a tourist destination awaiting development. The primary objective is to foster the continuous progress and growth of the tourism sector in West Sumatra, consequently bolstering the economic landscape. This research adopts a descriptive methodology with a qualitative approach. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is employed as the data analysis technique. The findings highlight the necessity of formulating development strategies for the village of a thousand "rumah gadang" using SWOT analysis. This approach elucidates the strengths, weaknesses, opportunities, and threats inherent in development, facilitating the formulation of an optimal development strategy. Crafting the right strategy for developing the village of a thousand "rumah gadang" as a tourist attraction is paramount. Leveraging the village's strengths to optimize tourism opportunities is identified as an effective approach. By synergizing natural beauty, cultural uniqueness, environmental sustainability, culinary delights (rendang), favorable environmental conditions, accessible infrastructure, hospitable community attitudes, and security measures provided by authorities, the village of a thousand "rumah gadang" stands poised to emerge as a premier tourist destination, appealing to both domestic and international visitors.

Keywords: Cultural Uniqueness; Tourism Destination; Tourism Potential; Domestic and International Tourists; SWOT Analysis

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Introduction

West Sumatra is widely recognized as a top-tier tourist destination in Indonesia, celebrated for its diverse array of attractions and robust tourism infrastructure (Ohlan & Ohlan, 2024). The province's dynamic tourism landscape is further enriched by the frequent hosting of various festivals and international events, which serve as significant draws for visitors. Notably, the Tour de Singkarak cycling race holds particular prominence as an internationally acclaimed event supporting tourism in West Sumatra (Armis & Kanegae, 2020). Additionally, the province boasts a rich diversity of natural wonders, encompassing pristine seas, scenic beaches, serene lakes, majestic mountains, and verdant valleys. Cultural enthusiasts are enticed by a plethora of offerings such as the Tabuik festival, rendang festival, Kim games, and traditional weaving arts. Culinary aficionados also flock to West Sumatra to savor its rich gastronomic heritage. The abundance of attractions and cultural treasures makes West Sumatra an irresistible destination for travelers seeking diverse experiences (Polkinghorne et al., 2024).

Upon closer examination, West Sumatra reveals numerous untapped and undeveloped tourism potentials. One strategically significant area poised for development as a tourism village is the Seribu Rumah Gadang Village, nestled in Nagari Koto Baru, Sungai Pagu District, South Solok Regency, within West Sumatra Province. This locale boasts a rich array of Rumah Gadang (traditional Minangkabau houses), including Gajah Maharam, Bodi Chaniago, Koto Piliang, Surambi Aceh, and other distinctive types. The allure of this village is compelling, rendering it ripe for transformation into a premier tourism destination. Seribu Rumah Gadang Village boasts numerous Rumah Gadang adorned with unique architectural features. The tightly clustered Rumah Gadang, accompanied by rice barns dotting their surroundings, serve as tangible reminders of the village's past prosperity and emblemize the unity within its community. Despite the age of the Rumah Gadang in this village, their historical significance adds immense value to the prospect of designating it as a tourism village in West Sumatra.

Every development plan, especially in the tourism sector, should be formulated with reference to the previously established vision and mission (Reindrawati, 2023). This is done to ensure that the planning process truly aligns with the goals and aspirations set forth in the agreed-upon vision and mission. A good vision and mission for development

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are typically derived intensively from the aspirations and desires of the target communities for development. This is crucial to ensure that the vision and mission truly reflect the desires and hopes of the community, thereby directing the development process more effectively in accordance with the general expectations of the people (Sjafrizal, 2014).

Fundamentally, vision represents the desired and envisioned objective condition that the entire community aims to achieve in the future within a specified period. As expressed by (Ystgaard & De Moor, 2023), vision can be defined as the desired state to be achieved in the future after implementing development strategies and activities. A good vision addresses the fundamental needs of the community, is formulated concretely, and can be realized in reality. Furthermore, a good vision should be concise and straightforward, using simple language so that it can be easily understood by all development stakeholders with varying levels of intelligence (Sjafrizal, 2014).

Essentially, the mission consists of the general and fundamental efforts and actions taken to realize and actualize the previously established vision. The mission is closely related to the direction, policies, programs, and development activities that will be undertaken to achieve the development vision. A robust planning process should have clear development targets for a specific period of time. Targets are essentially concrete forms of the goals to be achieved through the implementation of planned development activities. With clear development targets in place, planning becomes more precise, concrete, and measurable. The purpose of setting development targets is to facilitate the implementation of regional development and to simplify the monitoring and evaluation of the planning outcomes.

Method

This research employs a descriptive study with a quantitative approach. Descriptive research, as defined by (Al-Dairy & Al-Saaidy, 2024; Mbanaso et al., 2023) aims to explain or describe a condition, event, object (whether it's people or something else), or an individual related to variables that can be explained either numerically or descriptively. Conversely, a qualitative approach is utilized to understand complex phenomena in their natural context (McDermott, 2023). This study focuses on uncovering a problem or situation as it is and revealing the existing facts (Arikunto, 2010).

Data collection techniques in this research encompass interviews, observations, and documentation. According to (Iskandar et al., 2023), documentation involves collecting data through written records, such as archives, and also includes books on opinions, theories, and other topics related to the research problem. In this study, documentation is utilized to obtain data such as photos, general conditions like facilities and infrastructure, accessibility, location maps, and attractions of the researched object. The sample in this research is collected using the Snowball Sampling technique. This method starts with a small number of samples and gradually expands, resembling a rolling snowball that grows larger (la Mora Tostado et al., 2024; Sugiono, 2016).

The analysis method employed is SWOT Analysis. SWOT Analysis systematically identifies various factors to formulate strategies aimed at addressing a problem (Oktari et al., 2023). This analysis is grounded in logic that aims to maximize strengths and opportunities while simultaneously minimizing weaknesses and threats (Rangkuti, 2014). As mentioned by (Puyt et al., 2023) SWOT analysis systematically identifies various factors to formulate strategies aimed at addressing a problem. This analysis operates on the logic of maximizing strengths and opportunities while simultaneously minimizing weaknesses and threats.

Results and Discussion

Overview of Seribu Rumah Gadang Village

The Seribu Rumah Gadang Village in South Solok Regency is a destination that showcases the distinctive Minangkabau culture. An overview might include a sight of majestic traditional houses with their characteristic curved rooflines, typical of Minangkabau architecture. Surrounding this, you may find lush green rice fields and hills enhancing the landscape. Rumah Gadang houses are a hallmark of Minangkabau society, and in this village, you can find many well-preserved examples. They are typically constructed with beautiful wood and adorned with intricate carvings and vibrant colors. Aside from the captivating Rumah Gadang houses, the village may also feature other structures serving as tourist attractions, such as museums or art galleries, where you can delve deeper into the history and culture of the Minangkabau

people. With the untouched natural surroundings, a visit to the Seribu Rumah Gadang Village in South Solok Regency offers a mesmerizing glimpse into the beauty and cultural richness of Indonesia.

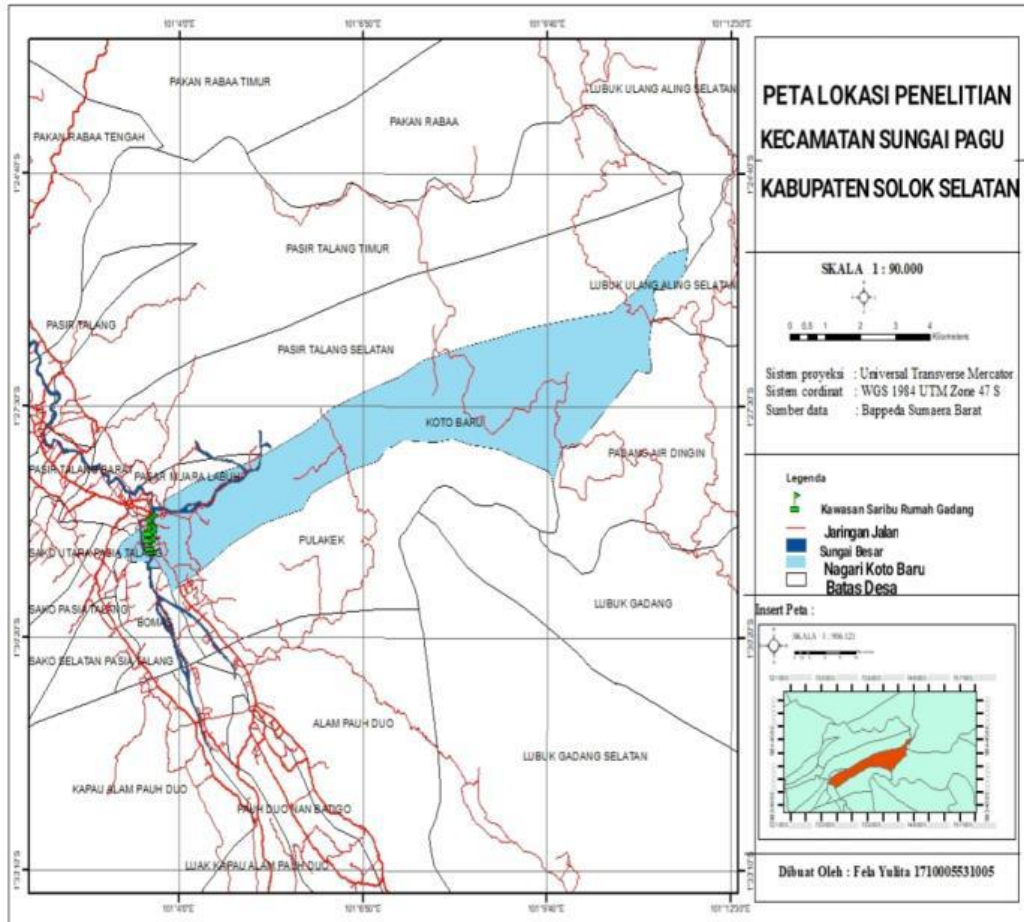


Figure 1. Map Location of Seribu Rumah Gadang Village



Figure 2. Seribu Rumah Gadang Village

Vision and Mission of the Seribu Rumah Gadang Tourism Village Development

A vision can be described as the envisioned state to be attained in the future following the implementation of development strategies and activities (Danish et al., 2024; Pettit et al., 2023). The vision for the development of the Seribu Rumah Gadang village aims to elevate it into a premier tourist destination that catalyzes economic growth for the government, stakeholders, and the local community. The mission of the Seribu Rumah Gadang village development is to establish a comprehensive tour program tailored for tourists.

This initiative involves crafting tour packages wherein visitors reside in Rumah Gadang for several days, while local residents, acting as tour guides, provide insights into Minangkabau customs and culture. Integrating tourists into the local community fabric enhances the value proposition, propelling the growth of the tourism sector and West Sumatra's economy. Given the scarcity of such tour programs, they hold immense potential for success. Beyond sightseeing, tourists also have the opportunity to immerse themselves in Minangkabau customs and culture, emphasizing educational principles within the program.

The Purpose of Developing the Seribu Rumah Gadang Tourism Village

The purpose of developing the Seribu Rumah Gadang Village are as follows:

1. Supporting coordination among development stakeholders
In reality, there is still a lack of coordination among development stakeholders, both within government institutions and between the government and private sector or society. Therefore, the development in the tourism sector should be able to encourage better coordination among development stakeholders. Forums such as the *Satuan Kerja Perangkat Daerah* (SKPD) and *Musyawarah Perencanaan Pembangunan* (MUSRENBANG) can be utilized as platforms for this coordination.
2. Ensuring the creation of integration, synchronization, and strategies among regions, time, and functions of government, both central and regional
With the *Rencana Pembangunan Jangka Panjang* (RPJP) and *Rencana Pembangunan Jangka Menengah* (RPJM), it will create integration and synchronization among the government and related parties in the development of the tourism village of a thousand traditional Minangkabau houses.
3. Ensuring the connection and consistency between planning, budgeting, implementation, and supervision
To realize the development of the tourism village of a thousand traditional Minangkabau houses as planned, it is necessary to ensure the maximum possible connection between planning and budgeting. This aims to ensure that the implementation of village or tourism village development can proceed smoothly.
4. Optimizing community participation in development planning
Development planning will not be optimal without community participation. With the development of the tourism village of a thousand traditional Minangkabau houses, the local community will participate fully to ensure that the development proceeds smoothly. Indirectly, the community in the village of a thousand traditional Minangkabau houses will contribute to driving the tourism sector and the economic sectors of both the community and the government.
5. Ensuring the efficient, effective, and fair use of resources
An important aspect that the government needs to strive for is to ensure that development planning can be technically sound and receive full support from the government and the entire community so that implementation in the field can be guaranteed. The development of the tourism village of a thousand traditional Minangkabau houses must be guaranteed, so the government and related parties must strive for it to the maximum extent possible.

The Strategy for Developing Seribu Rumah Gadang Tourist Village

One way to turn the Seribu Rumah Gadang village into a tourist destination is by creating a tour program for tourists to stay for several days in one or several rumah gadang and then show, introduce, and teach them about the Minangkabau customs and culture. The development strategy should be formulated using a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) (Bentil et al., 2024; Palazzo & Micozzi, 2024). By using SWOT analysis, the Strengths,

Weaknesses, Opportunities, and Threats in development will be apparent, making it easier to formulate an ideal strategy for development planning.

1. Strengths

- a. Beauty of natural resources
West Sumatra, especially the Seribu Rumah Gadang village, has exceptionally beautiful natural scenery. Moreover, there are many Minangkabau traditional houses in this village, in line with the village's name. This undoubtedly becomes a strength for the village to develop into a tourist destination.
- b. Uniqueness of customs and culture
Minangkabau has unique customs and culture, such as traditional attire for men and women, cultural norms in speech, and many more.
- c. Preservation of natural resources
The large number of rumah gadang makes it a primary attraction in this location. Old rumah gadang that are still habitable contribute to the continuously preserved natural resources. Thus, the rumah gadang buildings in this location hold significant historical value.
- d. Rendang culinary tourism
West Sumatra is famous for its cuisine, particularly rendang. Almost everyone on earth knows about the dish called rendang. This is undoubtedly an added value for tourists to visit West Sumatra, especially the Seribu Rumah Gadang village.
- e. Cool environmental conditions
It is undeniable that the Seribu Rumah Gadang village has a cool climate, making tourists feel happy and peaceful when visiting this village.
- f. Accessibility
Access to the Seribu Rumah Gadang village is quite good, and tourists can visit the location using inter-city transportation, travel cars, taxis, and others.
- g. Friendly local community
The majority of the local community are quite open and friendly when tourists visit the location.
- h. Security provided by authorities
West Sumatra is one of the provinces in Indonesia, which is a lawful country with clear rules and regulations. This means that every tourist visiting West Sumatra, especially the Seribu Rumah Gadang village, will be guaranteed safety according to the applicable laws and regulations in Indonesia.

2. Weaknesses

- a. Inadequate proficiency in foreign languages
Currently, it is difficult to find people who are proficient in foreign languages, especially English, in the village of a thousand traditional Minangkabau houses. Even proficiency in the proper Indonesian language is rare among the locals in this village. This will be a hindrance to communication, socialization, and adaptation between the community and tourists or tourists with the community.
- b. Suboptimal management of tourist attractions
The tourist attractions of a thousand traditional Minangkabau houses need to be improved to become more suitable for tourists. Currently, some traditional houses are starting to deteriorate, with leaky roofs and other issues. This is crucial because it greatly affects the comfort and tranquility of tourists.
- c. Lack of investor interest in supporting the development of the tourism village
Investors, whether individuals or institutions, domestic or international, play a vital role in physical development as they provide the necessary capital. However, there is still no apparent involvement of investors in the development of the tourism village of a thousand traditional Minangkabau houses.
- d. Environmental cleanliness does not reflect a readiness to receive tourists
Cleanliness is crucial in creating a welcoming tourist village. Cleanliness significantly affects the comfort and tranquility of tourists visiting the village of a thousand traditional Minangkabau houses. Environmental cleanliness in this location is not well maintained, as evidenced by the presence of scattered garbage and inadequately clean sanitation facilities.
- e. Local human resources' quality is inadequate to act as tourism site managers

The quality of human resources is essential for building a good tourism destination. Therefore, it is important for the government and relevant stakeholders to improve the quality of local human resources.

3. Opportunities

a. Foreign and domestic tourist visits

Indonesia is a prime destination for tourists, presenting a significant opportunity for the village of a thousand traditional Minangkabau houses to become a new tourism destination. The government and relevant stakeholders simply need to engage in marketing communication activities such as promotion.

b. Proximity to other tourist attractions

The village of a thousand traditional Minangkabau houses not only features a cool climate and many traditional houses but is also close to other tourist attractions, such as tea plantations. The vast and green tea plantation villages can provide a refreshing experience for tourists visiting, adding value to the village as a tourism destination.

c. Collaboration between the government, investors, and the community

The establishment of a new tourist location, such as the village of a thousand traditional Minangkabau houses, fosters good relationships between the government, investors, and the community.

d. Implementation of regional autonomy by the government

Regional autonomy grants the authority to govern a region to the local government. This means that with the implementation of regional autonomy, the local government has full authority to develop its region. Therefore, the West Sumatra local government has full authority to realize the new tourism destination of a thousand traditional Minangkabau houses.

4. Threats

a. Competition with other villages in tourism village development

Indonesia consists of 38 provinces, each rich in diverse ethnicities, religions, and cultures. Currently, several villages in Indonesia have transformed into tourist villages, especially in Bali. However, this does not weaken the determination to develop the village of a thousand traditional Minangkabau houses as a tourism destination. West Sumatra possesses unique cultural and traditional values distinct from other regions, which serves as the selling point of the village of a thousand traditional Minangkabau houses.

b. Changes in the mindset, behavior, and culture of the local community

Transforming the village of a thousand traditional Minangkabau houses into a tourist village is expected to influence the mindset, behavior, and culture of the local community. This change occurs due to the blending of mindsets, behaviors, and cultures between tourists and the local community.

c. Environmental pollution

Similar to other tourist villages, environmental pollution is a significant issue that needs attention. If the village of a thousand traditional Minangkabau houses is developed as a tourist destination, it will inevitably have some impact on environmental pollution. Therefore, it is essential for tourists and the local community to preserve the environment as best as possible.

d. Global or local crisis

Crises such as pandemics or political conflicts can reduce the number of tourists and disrupt the tourism industry as a whole.

Program and Activities for the Development of Seribu Rumah Gadang Tourism Village

The program and activities for regional development essentially involve concrete actions and efforts in the form of government interventions utilizing various resources, including funds and manpower, carried out to implement established development policies. These programs and activities can be physical and non-physical.

a. Physical development programs and activities:

Physical development programs may begin with improving roads leading to the tourist destination (Seribu Rumah Gadang) as well as constructing tourism information and promotion centers.

b. Non-physical development programs and activities:

Non-physical development programs may include raising awareness about the importance of cleanliness, foreign language training, and providing guidance on the management of tourist villages to the local community.

One way to develop the Seribu Rumah Gadang Village as a tourism destination is by creating a tour program for tourists to stay for several days in one of the Rumah Gadang, then introducing and educating them about Minangkabau customs and culture. Such tour programs are still rare. In addition to tours, tourists can also learn about Minangkabau customs and culture. This program emphasizes educational principles for tourists. Certainly, with the arrival of tourists to the Seribu Rumah Gadang Village, it will boost the economy, both for the local community and the government.

Of course, in this regard, the government and other relevant parties must fully participate in turning the Seribu Rumah Gadang Village into a tourism destination. Without the participation and seriousness of the government and other relevant parties, this village will not amount to much. This great opportunity must be maximized by the government and other relevant parties. The aim is to continuously advance and develop the tourism sector in West Sumatra, thus improving the economy.

Conclusions

The development of the Thousand Rumah Gadang village into a tourist attraction has great potential due to its strength and significant opportunities. The right strategy in developing the Thousand Rumah Gadang village as a tourist attraction is indeed crucial. One effective approach is to utilize the strengths of the village to maximize tourism opportunities. By combining the beauty of natural resources, cultural uniqueness, preservation of natural resources, rendang culinary tourism, cool environmental conditions, adequate accessibility, friendly local community attitudes, and security provided by authorities, and by implementing appropriate strategies, the Thousand Rumah Gadang village has the potential to become a prominent tourist destination that appeals to both domestic and international tourists.

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