

## TOURISM MANAGEMENT OF NAGARI TUO PARIANGAN IN PARIANGAN TOURISM VILLAGE AREA, TANAH DATAR REGENCY

Nadila Sukma Sari<sup>1</sup> Geovani Meiwanda<sup>2</sup>

<sup>1,2</sup>Program Studi Ilmu Administrasi Publik, Universitas Riau, Indonesia

Corresponding Author : [nadilasukmasari@gmail.com](mailto:nadilasukmasari@gmail.com)

### ABSTRACT

*This research is based on the Tourism Management of Nagari Tuo Pariangan in the Pariangan Tourism Village Area, Tanah Datar Regency. The management of the Nagari Tuo Pariangan tourist village is carried out by the Nagari Tuo Pariangan Tourism Awareness Group. The purpose of this study was to describe the management of Pariangan Tourism Village. This research method is a qualitative method with a descriptive qualitative approach that describes the management process of the Nagari Tuo Pariangan tourist village. In addition, to find out the supporting factors in the management of the Nagari Tuo Pariangan tourist village. The results showed that the management in the Nagari Tuo Pariangan Tourism Village went through 4 stages, namely the planning stage, the organizing stage, the mobilization stage, and the supervision stage. The management of the Nagari Tuo Pariangan Tourism Village can be said to be not optimal because from the planning stage, Pokdarwis has implemented 14 work programs out of 18 work program plans. In the organization it must place skilled people in their fields so that the implementation of tourism management in the Nagari Tuo Pariangan tourist village is carried out properly. The supervision process in the management of the Nagari Tuo Pariangan tourist village is carried out by Pokdarwis, the Tourism Office and the Nagari Wali. Factors that support the management of the Nagari Tuo Pariangan tourist village are community participation factors; community economic impact; and promotion of nagari tuo pariangan.*

**Keywords:** *Management; Tourism; Village; Nagari Pariangan*

### ABSTRAK

Penelitian ini didasarkan pada Pengelolaan Wisata Nagari Tuo Pariangan di Kawasan Desa Wisata Pariangan Kabupaten Tanah Datar. Pengelolaan desa wisata Nagari Tuo Pariangan dilaksanakan oleh Kelompok Sadar Wisata Nagari Tuo Pariangan. Tujuan penelitian ini adalah untuk mendeskripsikan pengelolaan Desa Wisata Pariangan. Metode penelitian ini adalah metode kualitatif dengan pendekatan kualitatif deskriptif yang menggambarkan proses pengelolaan desa wisata Nagari Tuo Pariangan. Selain itu juga untuk mengetahui faktor pendukung dalam pengelolaan desa wisata Nagari Tuo Pariangan. Hasil penelitian menunjukkan bahwa pengelolaan di Desa Wisata Nagari Tuo Pariangan dilaksanakan oleh Kelompok Sadar Wisata Nagari Tuo Pariangan melalui 4 tahapan yaitu tahap perencanaan, tahap pengorganisasian, tahap penggerakan, dan tahap pengawasan. Pengelolaan Desa Wisata Nagari Tuo Pariangan dapat dikatakan belum optimal karena dari tahap perencanaan, pokdarwis telah melaksanakan 14 program kerja dari 18 perencanaan program kerja. Pada pengorganisasiannya harus menempatkan orang-orang yang terampil di bidang mereka agar pelaksanaan pengelolaan pariwisata desa wisata Nagari Tuo Pariangan dilakukan dengan baik. Proses pengawasan dalam pengelolaan desa wisata Nagari Tuo Pariangan dilakukan oleh Pokdarwis, Dinas Pariwisata dan Wali nagari. Faktor yang mendukung dalam pengelolaan desa wisata Nagari Tuo Pariangan yaitu faktor partisipasi masyarakat; dampak ekonomi masyarakat; dan promosi nagari tuo pariangan.

**Keywords:** *Manajemen; Desa Wisata; Nagari Pariangan*

## INTRODUCTION

Nagari Tuo Pariangan is one of the nagari/villages in Tanah Datar Regency. Located on the slopes of Mount Merapi, Pariangan District, Tanah Datar Regency, adjacent to the City of Serambi Mecca Padang Panjang. Nagari Pariangan can be reached within 2 hours by motor vehicle from the city of Padang. Nagari is located on the edge of the road connecting Padang Panjang City and Batusangkar City. The area of the village is about 2,479 Km<sup>2</sup> and has 5,840 inhabitants. The livelihood of the community is farming which is dominated by the rice field sector. Nagari Tuo Pariangan has 4 jorongs namely, Jorong Pariangan, Jorong Sikaladi, Jorong Padang Panjang, and Jorong Guguak.

Nagari Tuo Pariangan is a nagari that has its own specialties for the Minangkabau people. In the historical records recorded in the Minang tambo, it is shown that Nagari Pariangan is a nagari from the Minangkabau tribe which is referred to by the local people as *Tampuk Tangkai Alam Minangkabau*. That is, this nagari is believed to be the first place where life appeared in the Minangkabau Realm hundreds of years ago. In Nagari Tuo Pariangan, there are many historical relics from past masses which are evidence of the origin of the formation of the Minangkabau tribe.

Nagari Tuo Pariangan has the potential for tourist attractions so that it adds to the attraction of the public to visit Nagari Tuo Pariangan tourism. Some of the potential attractions of Nagari Tuo Pariangan, Pariangan District, Tanah Datar Regency, are as follows:

1. Natural tourist attractions. As for the potential natural tourist attractions in Nagari Tuo Pariangan in the form of natural beauty, there is a waterfall called aia najun or najun water.
2. Cultural Tourism Attractions. The culture that lives in Nagari Tuo Pariangan is diverse, and their customary system is still applied, as can be seen from the many tribes and datuk that exist in Nagari Pariangan. The relic in the form of an inscription on the stone is the Pariangan Inscription. This inscription is part of the tigo Sajarangan furnace stone, the building of the Ishlah Mosque as a religious center. There is also the house of the former king and datuak rajo depang.
3. The attractiveness of special interests. Located on the slopes of Mount Merapi, in Nagari Tuo Pariangan there are 2 hiking trails. Then here there is also Alek Anak Nagari, namely Pacu Jawi. Pacu Jawi is held every after the rice harvest period in the four Jorongs in Nagari Tuo Pariangan. (*Documentation attached*)

In 2012 Nagari Tuo Pariangan was selected as one of the five most beautiful villages in the world according to the influential United States tourism media, *Namely Budget Travel* with the article title *World's 16 Most Picturesque Villages* because of its natural and cultural beauty. The selection of Nagari Tuo Pariangan as the most beautiful village in the world has a

good promotion effect for the Nagari Tuo Pariangan area. The following is shown data on visitors to Nagari Tuo Pariangan in the 2017-2021 period.

**Table 1. 1 Number of Visitors to Nagari Tuo Pariangan in 2017-2021**

No.	Year	Foreign Tourists (Wisman)	Nusantara Tourists (Vishnu)
1	2017	1.638	241.603
2	2018	1.756	244.334
3	2019	207	10.634
4	2020	406	41.458
5	2021	1.057	45.760

*Source : Dinas Budaya Pariwisata, Pemuda dan Olahraga Kabupaten Tanah Datar 2022*

Based on table 1.1 above, it can be seen that the number of tourist visits to Nagari Tuo Pariangan is unstable. Seen from 2017-2018 there was an increase in visitors, both foreign tourists and domestic tourists, but in 2019 there was a very drastic decrease in visitors from foreign tourists and archipelago tourists. The decline in visitors in 2019 was caused by covid-19 that occurred in Indonesia. This resulted in access to every tourist attraction being closed including the pariangan tourist village. In 2020-2021 the number of tourists visiting Nagari Tuo Pariangan began to increase because tourist activities had begun to open but the number of visits was not as large as the visits in 2017-2018. This is due to covid-19 and is not accompanied by the management of tourist attractions, the availability of supporting facilities and others, so that when tourists come, all that can be done is to take pictures in several spots, without knowing other tourist attractions that can be done.

Based on observations and data obtained by researchers at the Department of Culture, Tourism, Youth and Sports of Tanah Datar Regency and Pokdarwis (Tourism Awareness Group) nagari Tuo Pariangan, there are several indications that cause the suboptimal management of the tourism sector in the Nagari Tuo Pariangan tourist village area, Tanah Datar Regency. Apart from all the great potential it has, of course, there are some problems in the process of managing the Nagari Tuo Pariangan tourist village. It is useless to have great potential for potential tourism natural resources if it is not carried out with good tourism management management. This factor can affect the continuity of tourism there, the first problem is the limited number of experts or human resources in carrying out the development and management of the Nagari Tuo Pariangan tourism village so that tourism managers are hampered. This researcher obtained based on the results of observations and interviews directly from Pokdarwis (Tourism Awareness Group) and Nagari Tuo Pariangan village officials that the infrastructure in the Nagari Tuo Pariangan tourist village area is not fully managed by the pariangan village community itself but is managed by workers from outside the village.

Secondly, the access road around the tourist attraction is still inadequate, it can be seen as the documentation (attached) in the appendix section of the number of roads that are still hollowed out which still has to be repaired. Some roads to the location of certain tourist attractions are still many holes that make it difficult to reach access such as waterfalls and peaks so that they are less comfortable to pass, and also the need for widening and repairing roads so that it can make it easier for tourists to visit.

Third, other public infrastructure that must be addressed immediately, lodging places are still minimal, parking areas are not large, trash cans are still lacking, shopping places such as souvenirs and food are still incomplete. The following is shown the infrastructure data of the tourist village of Nagari Tuo Parianga.

## **LITERATURE REVIEW**

Management is very important for all aspects, with management will make it easier for an organization or company to achieve the goals that have been planned, to maintain a balance between conflicting goals, and to achieve effectiveness and efficiency. The success of an organization or enterprise depends on the management that has been created since its inception. To achieve the goals that are in accordance with the wishes must implement good and orderly management.

The definition of management according to (G. R. Terry, 2018: 2) which was translated by R. Supomo and Eti Nurhayati is "Management is a distinctive process consisting of actions of planning, organizing, directing and controlling carried out to determine and achieve predetermined goals through the use of human resources and other resources". According to (M. Manullang, 2018:2) quoted by R. Supomo and Eti Nurhayati is "Management is the art and science of planning, organizing, compiling, directing, and supervising human resources to achieve the goals that have been set in advance.

The objectives of the management are as follows:

1. For the achievement of organizational goals based on the vision and mission
2. To maintain a balance between conflicting goals. Management is needed to maintain a balance between the goals, objectives and conflicting activities of interested parties in an organization
3. To achieve efficiency and effectiveness An organization's work can be measured in many different ways. One of the common ways is efficiency and effectiveness

Based on the description above, management objectives are the key to the movement of an organization that will never be separated from utilizing human resources between

infrastructure facilities effectively and more efficiently in order to achieve the goals of the organization.

According to (Haris & Robbi, 2019) there are four functions commonly referred to as POAC based on George R Terry in Sukarna translation, 2011: 10

1. Planning( planning), includes the process of formulating goals, setting strategies to achieve goals, and preparing plans to harmonize and coordinate activities
2. Organizing, designing work to achieve organizational goals, through the process of creating an organizational structure
3. Actuating, directing and motivating all parties involved, so as to be able to overcome or resolve conflicts
4. Supervision (controlling), the process of monitoring, evaluating, and making improvements  
If there are activities in the process of achieving the goal there are obstacles or failures

The researcher chose the management function management theory from (George R Terry, in Hasibuan, 2014:2), because the researcher saw a comprehensive and appropriate component used in responding to the case Management theory explains in detail how management is dynamic and cyclical, by creating actions and temporary consequences before leading to the main effect, and adjusting to temporary consequences

## **RESEARCH METHODS**

This research uses descriptive qualitative research methods Qualitative research is a research method used to study natural objects, where researchers are as key instruments, on the contrary, information collection methods are tried by interview procedures, inductive information analysis, and qualitative research results emphasize meaning rather than generalization. Description is exploratory research and plays a very important role in creating hypotheses or people's understanding of various social variables. This study is interpreted as an exploration, so it does not aim to test hypotheses, or make generalizations (Burhan Bungin, 2011:69).

The reason for using this method is that the researcher wants to understand the existing phenomena and conditions of nature, not under controlled, laboratory or experimental conditions. In addition, because the researcher needs to bring the research subject directly to the field, it is more suitable to use descriptive qualitative research. Focusing on the key issues of this study, that is, describing how the management of Nagari Tuo Pariangan tourism in the Pariangan Tourism Village area of Tanah Datar Regency and what are the factors that affect the people of Pariangan Village in the management of Nagari Tuo Pariangan tourism, Tanah Datar Regency in improving the quality of life and economy of the community. Researchers

use qualitative methods to describe the data obtained by researchers as a result of research. Using this method, the researcher will obtain complete data, and can describe it clearly, so that the results of this study really meet the existing location conditions.

## **RESULTS AND DISCUSSION**

### **Planning**

Planning is also the determination in advance of what will be done in the future, with a certain time, and certain supporting factors, as well as to get certain better results. With a plan, the organization can minimize the situation with a target to be achieved by the organization. The Tourism Office of Tanah Datar Regency in planning the management of the Nagari Tuo Pariangan Tourism Village area plays a supporting role in funding to realize the activity program in the Pariangan tourism village. In addition to support in terms of budgetary, the department also provides counseling in the form of coaching and training to pokdarwisa as a provision for how to develop the potential of their respective villages. The budget is given once a year to support management activities such as when holding event, namely one event one nagari based on the tourism event calendar and budget for infrastructure in tourist villages. Management activities are carried out by the Nagari Pariangan Tourism Awareness Group (Pokdarwis) itself because the tourist village is a community-driven tourist destination and explored its potential by the community itself. Nagari Tuo Pariangan tourism village in managing the Pariangan Tourism Village area of Tanah Datar Regency by the Nagari Pariangan Tourism Awareness Group (Pokdarwis) requires proper and careful planning.

As for the planning program that has been implemented by pokdarwis, which pokdarwis itself collaborates with the private sector, universities and hotels, there are also several plans that want to be realized in the future. For a more detailed planning program in the management of Nagari Pariangan Tourism Village as follows:

1. Renovation of cultural attractions (Tomb of Tantejo Guharno, Stone Inscription of Lantak Tigo, Ishlah Mosque, Saruang Hall)
2. Expansion of the main road access to pariangan tourist village
3. Event making and cultural customary festivals
4. Making tour packages
5. Construction and Arrangement of peak tourism
6. Opening of a path for road access to Pariangan Waterfall

7. Provision of Home stay
8. Making a place for a stopover stall / restaurant
9. Provision of arts and cultural halls
10. Public toilets near attractions
11. Provision of bins and landfills
12. Creation of photo spot objects
13. Hot springs
14. Addition of parking area
15. Making a Camping Ground
16. Making Cultural Markets (souvenir places, souvenirs, traditional culinary hawker centers and traditional children's games)
17. Turning of rest areas, pavilions and gazebos in open spaces
18. Kampung Ingris

As for the details of the planning program, it can be seen that there are 18 lists of program plans for the management of the Nagari Tuo Pariangan Tourism Village detailed by Pokdarwis Nagari Pariangan. The list of management activity plan programs as a form of achievement targets in the implementation of pariangan tourism village management to develop the tourism potential owned by the village itself.

### **Organizing**

The organization in the management of the Nagari Tuo Pariangan tourism village in Pariangan District was carried out by the Nagari Pariangan Tourism Awareness Group (Tourism Awareness Group) of Pokdarwis District (Tourism Awareness Group) of Nagari Pariangan, Tanah Datar Regency, led by the Chairman of Pokdarwis Nagari Pariangan and extension workers from the Tourism, Youth and Sports Office of Tanah Datar Regency.

The management of the Nagari Tuo Pariangan tourism village is carried out by all Pokdarwis (Tourism Awareness Group) administrators in a joint manner with the tasks that have been set together and also in collaboration with the Nagari Tuo Pariangan community and the density of nagari customs. The identity of the management of pokdarwis (Tourism Awareness Group) Nagari Tuo Pariangan that has been determined is as follows.

Table 5.1 Organizational Structure of Tourism Conscious Group (Pokdarwis) Nagari Pariangan

No.	Name	Position	Assignment
1	Afrizal Defi	Head	Lead a Group
2	Fakhrudoni Son	Vice chairman	Assisting the Group Leader
3	Uswatman	Secretary	Group Administration Organizer
4	Dien Princess	Treasurer	Carrying out Group Administration
5	Rinaldi Sons	Security and Order Section	Supervise the safety of pariangan tourism villages
6	Dendi Anas	Cleanliness and Beauty Section	Maintaining the cleanliness of the pariangan tourism village area
7	Ari Fandi, S.H	Tourist Attractions and Memories Section	Developing the attractiveness of pariangan tourism villages
8	Sisri Maiherlima	Public Relations and Human Resources Development Section	Promoting the potential attractions of pariangan tourism villages
9	Lidya Karmila	Development and Business Section	Developing businesses and community MSMEs
10	Nofiardi	Sexy Nature Lovers	Maintaining the beauty of nature and unlocking the potential of nature that exists
11	Yosi Hayati	Culinary Section	Preserving the typical culinary of pariangan
12	Arman Pili	Culture Section	Introducing the customs and budaya of pariangan tourism village

Source : *Tourism Awareness Group (Pokdarwis) Nagari Pariangan 2022*

The organization of the tourist village of Nagari Tuo Pariangan has not gone smoothly. So it can be said that in the management of the Nagari Tuo Pariangan tourist village area, this has not been maximized, this is due to the limited human resources in the pariangan tourism awareness group and the lack of public awareness, such as the large number of young people who are not aware of tourism potential, making organizing not run properly. In this case, more regular training of Pokdarwis Pariangan members by the tourism office and empowerment of the community by the nagari apparatus so that the community understands and is aware of tourism so that it can help Pokdarwis in carrying out its duties as an organization that nurtures and awakens the tourism potential of Nagari Pariangan.

## **Actuating**

The function of mobilization emphasizes activities that are directly related to people in the organization. Good planning and organizing does not mean that it is not followed by mobilization with all the potential of human and nonhuman resources in the implementation of their duties. All existing human resources must be optimized to achieve the vision, mission and work program of the organization. Each human resource must work according to the duties, functions, and roles of expertise, and competencies of each resource to achieve the vision, mission, and work program of the organization that has been set.

In the context of mobilization, the members of the Nagari Tuo Pariangan Tourism Awareness Group are the implementers in the management of the Pariangan tourism village area with the mobilization of the group leader, the group members are led by the head of the Nagari Tuo Pariangan Pokdarwis in implementing and driving the planning of the management of the Nagari Tuo Pariangan tourist village area together by working together, deliberating and exchanging ideas. The following are the efforts that will be made by members of the Nagari Tuo Pariangan Tourism Awareness Group to achieve the goals of tourism village management, namely:

- a. Fostering and fostering a sense of unity and unity in tourism
- b. Provide joint guidance to members in order to have knowledge and skills in their field
- c. Preventing and reducing social inequality within the environment of members, especially the Nagari Pariangan community
- d. Support Pokdarwis planning programs and input from the government and the community by actively participating in management and development
- e. Instilling independent principles and mindsets and the spirit of tourism villages to group members and communities
- f. Instilling the basic principles of openness and good cooperation between members and the community
- g. Pioneering information and communication media that are useful for the interests and development of pariangan tourism villages.
- h. Building relationships as a bridge to intensify tourism villages in community-based sustainable development / Community Based Tourism (CBT)

The implementation of the program that has been realized above can be said to be good, but in the realization of the implementation of the program, it is not managed directly by Pokdarwis or the Pariangan community itself but is assisted by the local government and the

tourism office as well as experts from outside. This is due to the lack of human resources from Pokdarwis and the Pariangan community.

In addition to improving the infrastructure and infrastructure in the Nagari Tuo Pariangan tourist village area, Pokdarwis pariangan also has a plan for the implementation of activities in the form of cultural festivals and offering tour packages to tourists who come. the implementation of *ivent* cultural festival activities is held once a year in nagari Pariangan. The implementation of this *ivent* aims to introduce tourist villages to tourists in order to increase the attractiveness for tourists visiting Nagari Pariangan. The implementation of Nagari events every year in Pariangan Nagari, such as:

The Pariangan Cultural Festival (Alek Nagari) is an activity in the form of large-scale performances in the Pariangan tourist village area such as Bajamba Arak, Bajamba Food, Pariangan authentic art and culture performances, Culinary Markets and SMEs, and don't forget to also present special guest stars and hold competitions for village boy. This activity is held once a year in Nagari Tuo Pariang. The Pariangan Cultural Festival has been held on June 25-26, 2022

- Karapan Sapi (Pacu Jawi) is a traditional sport activity and is also aAle anak nagari in Tanah Datar Regency which is held after every harvest, a pair of cows run on a muddy rice field track with a length of about 60–250 meters driven by a jockey standing behind him holding two cows. This activity is carried out 2 times a year in Nagari Tuo Pariang in the residents' rice fields that have been prepared by the Pariangan community. For the Pariangan Cultural Festival activities have been carried out in June and October 2022
- Maulid Nabi (Muluik Nabi). This activity is held once a year in Nagari Tuo Pariang, namely on the anniversary of the birth of the Prophet Muhammad at the Tuo Pariangan Mosque or the Ishlah Mosque. The Pariangan Cultural Festival has been held on June 25-26, 2022.

In addition to holding events to introduce the natural and cultural potential of the tourist village, Pokdarwis Pariangan also offers tourism promotions packaged in the form of tour packages to visiting tourists. The following is a form of tour package packaged by Pokdarwis Pariangan. There are still many management planning programs in the Pariangan Tourism Village area that cannot be realized properly and cannot be said to be in a good or maximum category, this is due to minimal funding factors, the need for community support such as people who are less aware of tourism, limited space, lack of resources. appropriate human resources according to their fields and there needs to be cooperation support between the government and Pokdarwis and the relevant agencies

## **Controlling**

Supervision of the course of tourism management in Pariangan village is carried out by means of routine reporting received by the tourism office once a year and reporting every 3 months and final reporting every year to the nagari guardian to see the progress of the development of the tourist area managed by pokdarwis pariangan as executor in management. In addition to reporting as a form of evaluation, the nagari guardian also conducts activities in the form of deliberation with the head of each jorong, pokdarwis, nagari apparatus and the density of adat nagari pariangan in planning for sustainable development in Pariangan village.

The supervision of the management of the Pariangan Pokdarwis tourism village conducts regular reports to the tourism office and the nagari guardian every 3 months for routine meetings and also reports at the end of the year. In addition to reporting for 3 months and at the end of the year Pokdarwis also makes an accountability report to the service every time it holds an event in Pariangan as a form of supervision in funding. Continuing counseling and education to members This group will observe everything done by group members starting from the management of places, facilities, infrastructure, tourist attractions, the environment, serving tourists and relations with the community once to see the development of the management that has been carried out by the Pokdarwis group. In addition to supervising the development of the village, Ninik Mamak also supervises traditional and cultural values that must be preserved and how to behave politely towards tourists. Not only pokdarwis as the main management figure, the community also participates in conducting supervision. The community provides input to the Pokdarwis group as advice and input for their own Pokdarwis in carrying out their duties, besides the community also participates in providing security,

## **SUPPORTING FACTORS**

### **1. Society participation**

Success in tourism village management Nagari Tuo Pariangan is also influenced by the level of community participation, in this case is how much public awareness of the importance of tourism as a sector that has the potential to advance the regional economy in general, and the economy of the local community itself. Based on observations, why the Nagari Tuo Pariangan Tourism Village is still not optimal in management and is included in a tourism village that is still developing even though it has been named the most beautiful village in the world is because there is still a lack of public awareness related to tourism development in the area.

People's attitudes that tend to be opportunistic but negative are also one of the obstacles that need to be overcome immediately. Tourist Village Nagari Tuo Pariangan whose

development uses the concept of community empowerment and is managed directly by the community together with Pokdarwis certainly requires direct participation from the community. However, rather than just seeing the obstacles, Pokdarwis always tries to provide continuous education and direction to the community to participate in the community in managing and developing tourist villages. Viewed up to now, when compared to previous years, the level of community participation in the management and development of the Nagari Tuo Pariangan Tourism Village is quite high because the manager forms an activity or business unit to be developed and then managed directly by the community. The community is given the freedom to develop the activity unit,

## **2. Community Economic Impact**

Tourism village activities in Nagari Tuo Pariangan will directly or indirectly have an impact on people's income. Prior to the existence of a tourist village in Nagari Tuo Pariangan, the majority of local people relied on a daily income whose income was uncertain from their profession as farming, trading, employees, entrepreneurs and others that were not fixed. Nagari Tuo Pariangan which is their place of residence and they themselves have potential that can be developed to increase their daily income. However, after the potential in Nagari Tuo Pariangan can slowly be developed, the income level of the community increases, their income increases.

The Tourism Awareness Group (Pokdarwis) apart from being the executor in managing and developing the Nagari Tuo Pariangan tourist village, is one of the givers and beneficiaries of the existence of a tourist village as a tourist village destination. Meanwhile, the community also feels the benefits such as the assistance of the community's economic system since the management of Nagari Tuo Pariangan which was developed into a tourist village. Cooperation carried out by the community as the owner *homestay* with Pokdarwis is a profit-sharing collaboration, in which the profit-sharing system is divided into 30% for owners, 30% for Pokdarwis and 40% for BUMNAG. After the existence of a tourist village, the community develops their potential to increase income outside their profession, this is the impact of the existence of a tourist village.

## **3. Nagari Tuo Pariangan Promotion**

Tourism promotion is a process of activities aimed at making consumers aware of the products and services offered and then buying them and making them interested customers. In achieving the existing goals and objectives, an institution or agencies concerned can carry out tourism promotion through advertising, personal selling, sales promotion, public relations, word of mouth, direct marketing and the internet. Everything is planned to achieve a specific goal.

The goals and marketing that are expected in the tourism development of the Nagari Tuo Pariangan Tourism Village are to increase tourist visits and expenditures and to increase the positive image of Tanah Datar Regency tourism, especially the Nagari Tuo Pariangan Tourism Village. The main target market for tourists is domestic and foreign tourists. Technology that is increasingly developing today makes someone can access things easily. Technological developments such as smart phones, for example, make a person able to access things easily and can explore the world with only one smartphone and internet access.

Based on the results of a survey by researchers, the influence of tourism promotion and marketing in the Nagari Tuo Pariangan Tourism Village in attracting tourist visits, both domestic and foreign, cannot be separated from other areas as markets or tourist distribution. Promotion between Nagari Tuo Pariangan Tourism Village and other areas around Nagari Tuo Pariangan in West Sumatra Province in the tourism sector is important. For this reason, it is necessary to make marketing efforts by optimizing marketing and promotion through social media and through integrated tourists with the Regional Government of West Sumatra Province.

## **CONCLUSION**

Management in the Nagari Tuo Pariangan Tourism Village from the results of research by researchers has not run optimally. In planning Pokdarwis has implemented 14 work programs from 18 work program plans. In the organization it must place skilled people in their fields so that the implementation of tourism management in the Nagari Tuo Pariangan tourist village is carried out properly. The supervision process in the management of the Nagari Tuo Pariangan tourist village is carried out by Pokdarwis, the Tourism Office and the Nagari Wali. The factors that influence the sustainability of the management of the Nagari Tuo Pariangan tourist village are the community participation factor; community economic impact; and promotion of nagari tuo pariangan.

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