



# Analyzing the Role of Local Government in Tourism Village Development: An Empirical Investigation from *Kampung Wisata Payo*

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**Abstract.** The development of tourism villages in West Sumatra is proliferating. It is indicated by the increasing number of tourism villages in West Sumatra. It is known that around thirty-two tourism villages are registered in the Tourism Village Network (Jadesta), which was initiated by the Ministry of Tourism and Creative Economy. The central and local governments encourage policies and emphasize the management of tourism villages. This study aims to determine the government's role at the local level in developing tourism villages, especially in the Payo tourism village. The data collection method used is descriptive qualitative. Data were obtained from field observations, in-depth interviews, and Focus Group Discussions with governments, tourism offices, and local communities. Then, the data is presented as a descriptive narrative that has been verified. The results show that the role of local governments is significant in developing tourism villages. The local governments have provided roles in guiding and managing tourism villages and coordinating with academics and tourism businesses. Good interaction between stakeholders encourages the acceleration of the development of the Payo tourism village.

**Keywords:** Tourism Villages · Government

## 1 Introduction

The government has a priority program for the development of tourism villages which aims to improve the local economy. Currently, it has developed very quickly and shows a positive trend. It is indicated by the increasing number of tourism villages in West Sumatra and the existence of the Tourism Village Network initiated by the Ministry of tourism and creative economy. The Province of West Sumatra has 32 tourism villages in Indonesia's 300 'tourism village awards. The nomination will promote the town to tourists and can be a pioneer for others. In addition, the important thing is the attention of the central and local governments.

The development of tourism villages should have criteria such as beauty, uniqueness, and authenticity of tourism attractions and meet the need of tourism [1]. Booming tourism is unique and attractive. To create beautiful tourism, exploring the potential and

good management is necessary. In this case, the local government has a role in managing and mentoring. The functions performed include policy, planning, management, assistance, supervision, coordination [2], and Promotion. In addition, collaboration with stakeholders is crucial because they are the primary sector in developing tourism [3]. The support of stakeholders makes it easier to achieve goals.

Payo tourism village is a tourism area that has natural, cultural, and artificial tourism attractions. The main attraction is the Batu Patah Payo. It has proliferated over the last two years. The local government carries out the development of facilities. These facilities include viewing towers, meeting rooms, toilets, and flower gardens. The provincial government has a vital role in developing the Payo tourism village through the tourism office. This role is like physical and non-physical development. Physically, the existence of tourism-supporting facilities and the non-physical product is training and mentoring. Although the government has played a good role in developing tourism, not all local communities have an active role in tourism development.

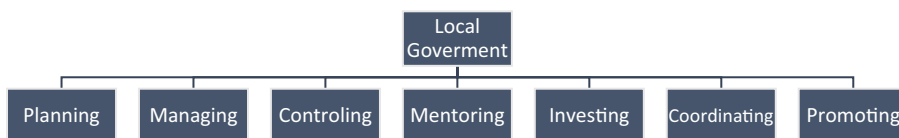
The local government is the main stakeholder in developing tourism. Many activities are carried out to advance this destination. These activities are exploration, planning, and mentoring. So far, the Payo tourism village has grown and developed. This village has become a leading destination village for the city of Solok and a pioneer for others. This study is an investigation of local government related to the role of tourism development. The aim is to provide an overview of the local government's position.

## **2 Method**

This study adopted a qualitative approach, and researcher is the main instrument. Research data is explored and refined during the research process. The process includes validating research data from various sources, in-depth interviews and focused discussions. Data were collected by observation, in-depth interviews, and documentation studies. Documentation studies originating from secondary sources related to research are also used to support robust theories in producing research findings. The subjects in this study are local people who live in the Payo and the local government. Data analysis was carried out with qualitative analysis techniques. Then the data were categorized based on the problem and research objectives. The written data is then carried out through triangulation testing that performs checks and rechecks from various primary and secondary sources.

## **3 Result and Discussion**

The local government is responsible for implementing central government policies and providing services and solutions to problems resulting from the development of tourism villages [4]. It also has an essential role in developing the Payo tourism village. The local government is the government of the city of Solok which consists of Regional Apparatus Organizations (OPD). The role of the local government is related to planning and management, supervision and assistance, investment, and coordination with various stakeholders. The position is carried out in stages, from pioneering to development. In the pioneering, the local government is massive in research to plan tourism areas and assist



**Fig. 1.** The role of local government

the community. Then in tourism development, the role is the development of facilities, cooperation, and tourism promotion (Fig. 1).

### 3.1 Planning

The Solok City Government, through several OPD, has been directly involved in planning the Payo tourism village. This village is an agro-tourism destination, and chrysanthemum flowers are the main attraction. Currently, Payo agro-tourism is a development priority for the Solok city government. Mr. Darmawel, as the head of the field of innovation and technology development at the Research and Development Agency, stated that: “Payo Agrotourism is an area that is the target of development in the Solok City Medium-Term Development Plan (RPJMD) for the 2021–2026 fiscal year,” [5]. The planning carried out by the Solok city government has been widely implemented, especially in developing tourism attractions in Batu path payo. Physical and non-physical development has been implemented since the government made Payo Tourism Village a leading tourism destination.

Currently, the Payo Tourism Village is the target of the Solok City Government development. This will have a positive impact on the progress of tourism. All relevant Regional Apparatus Organizations were also mobilized to participate in the development of the Payo Tourism Village, both physical and non-physical. Research and Development of Solok city also participate in reviewing the transportation in the Payo tourism village. Integrated transport in the Payo tourism village will provide comfort to tourism.

### 3.2 Managing

The management of Payo tourism village as a leading tourism village in the city of Solok has made significant progress. Tourism development began in 2019, which built tourism support facilities. The government also ensures that the facility’s needs for tourism can be met. Thus, the story of tourism villages is centered on the Payo.

Pokdarwis of The Payo Tourism Village has been formed based on a Solok City Tourism Office certificate. The certification ensures that the management of the Payo tourism village has legality. Currently, people who are members of Pokdarwis have benefited directly and indirectly. The direct advantage is the opening of business opportunities for local communities. Then the indirect advantage is increasing regional economic growth and impacting other industries.

### 3.3 Controlling

Supervision by the city government of Solok ensures the benefit of the Payo tourism village for the local community. under control carried out by the Tourism Office of Solok

City as a coordinator in developing the Payo tourism village. Supervision is also carried out with academics from Universitas Negeri Padang.

### **3.4 Mentoring**

The purpose of the local government in mentoring is to accelerate the development of community resources in the Payo tourism village, Tanah Garam, Solok. Mentoring is carried out by the local government and in collaboration with several academics and practitioners in the tourism sector. Through the Tourism Office, the Solok City Government has carried out activities in the form of human resource training to support tourism development. These activities receive assistance from the central government through non-physical DAK with tour guide training to tourism management and Promotion. The program has been routinely carried out every year since 2019. In addition to the activity carried out, the local government also assigned competent people to assist the people in Payo directly. One of the figures who often participate in helping the community is Mr. Zul. He said that Payo has attractive agro-tourism potential, especially in coffee plantations. The coffee produced by the people of the Payo is facilitated to be managed into beautiful packaging, then offered to tourism. This assistance has had an impact on the Payo coffee brand.

The assistance of the Payo tourism village community has very complex obstacles. These are the lack of coordination between regional apparatus organizations (OPD) and the low motivation of the community, thus hampering the development of the Payo tourism village. The sustainable mentoring gives the community enthusiasm to participate in utilizing the Payo tourism village as a leading tourism destination in Solok City.

### **3.5 Investing**

The management of the Payo tourism village to become a leading tourism destination in the city of Solok needs investment. The local government makes it to construct facilities at the destination. Solok city government has built facilities, especially in the tourism attraction of Batu Patah Payo. It is the leading destination of attraction in the tourism village of Payo. These facilities consist of flower gardens, viewing towers, shophouses, toilets, prayer rooms, and other facilities that support tourism. These facilities were constructed jointly by several regional apparatus organizations (OPD) in Solok. The Payo tourism village is also a development target in the Solok City Medium-Term Development Plan (RPJMD) for 2021–2026 [5]. Thus, significant investments will be focused on tourism development in the Payo tourism village.

### **3.6 Coordinating**

Coordination is needed for government organizations to establish cooperation between regional officials and tourism stakeholders [6]. The coordination aims to develop tourism, especially in the Payo tourism village. Several relevant regional apparatus organizations

have coordinated. They also coordinate with academia, the private sector, and local communities. The tagline used is “Basamo Mangko Manjadi”. This tagline reminds stakeholders to continue to develop tourism together. The coordination between the Solok city government and academics is very intensive and well established. Academics from various universities, including Universitas Negeri Padang, Akpar Bunda, and Padang State Polytechnic. Collaboration with the private sector, such as GIPI (Indonesian Tourism Industry Association) West Sumatra, is also carried out. Cooperation and mutual coordination with stakeholders have a positive impact. As a result, Payo tourism village is included in the depth of 300 tourism village networks in Indonesia and among the top 20 best tourism villages in Indonesia in the pioneering category in 2021.

### 3.7 Promoting

Promotion is an activity to introduce products to consumers or tourism [7]. The products offered in tourism are services, namely the Payo tourism village as a tourism attraction destination. The Solok City Government has introduced the Payo tourism village as a tourist agrotourism destination. Many activities promote the Payo, such as participating in the tourism village network, inviting figures, and advancing through online media.

The local government has also made a tourism promotion video in the city of Solok, which includes the Payo tourism village. It can be accessed online by tourists. In addition, in collaboration with local information media such as Solok’s footprints, Gajah Maharam’s, and other media that continue to support the Promotion of the city of Solok.

## 4 Discussion

The local government has the authority to develop tourism. This is because of the regional autonomy policy in managing provincial affairs. In regional autonomy, each district/city has the right to regulate its government affairs in the community’s interests and applicable regulations. Local governments are also responsible for handling their people and managing specific affairs under their jurisdiction and complying with central government directives [8]; there are no policies that conflict with the central government. The existence of regional autonomy provides an opportunity for local governments to play a role in developing their region, especially in tourism. The provincial government also has a significant role in policy because the area’s progress depends on its policies.

Solok city government already has policies that support the development of tourism. Based on the RPJMD, the city of Solok in 2021–2025 will focus on tourism development, especially the Payo tourism village. Many roles are played by the government, both in physical and non-physical development. An essential role in the development of the Payo village is planning, management, supervision, mentoring, investment, coordination, and Promotion. In developing tourism, the local government is also actively interacting with institutions, businesses, local communities, and academics to promote tourism and discuss solutions to any problems that arise [9].

## 5 Conclusion

Solok Government has a crucial role in developing the Kampung wisata payo. Regional Apparatus Organizations (OPD), which are subordinates, have been mobilized to prioritize development tourism. The functions performed include planning, managing, monitoring, mentoring, investing, coordinating, and promoting. In addition, good coordination between tourism stakeholders positively impacts the progress of the Payo tourism village. Local communities, academics, private sector, and government have the same vision to assist Payo in becoming a leading tourism destination in the city of Solok. The good interaction encourages the acceleration of the development of the Payo tourism village, both physical and non-physical.

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