

Development Strategy Implemented by the Koto Tinggi Village Government in Sarugo Tourism Village Using 4A Analysis (Attraction, Accessibility, Amenities, Ancillary)

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Abstract

Tourism has experienced a paradigm shift from consumptive to participatory, where tourist villages are one form of tourism that emphasizes cultural interaction and community empowerment. This study aims to explore the development strategy of the Saribu Gonjong (Sarugo) Tourism Village in Nagari Koto Tinggi. The research method uses the Asset-Based Community Development (ABCD) approach and 4A analysis (attractions, accessibility, amenities, support). The stages include local asset mapping, participatory discussions, action planning, strategic role sharing, and field training. Data were collected through observation, interviews, documentation, and literature studies of key informants such as Pokdarwis, Bundo Kanduang, youth, and village officials. The study results showed that mentoring succeeded in identifying cultural and social assets, strengthening community capacity, and increasing collaboration between parties. Cultural attractions need to be packaged more thematically, while accessibility and amenities are still challenges. The village government plays an active role as a facilitator and regulator of tourism village development. This study concludes that through 4A analysis it is effective in encouraging the development of tourism villages based on local potential in a sustainable manner. Still, long-term success requires infrastructure improvements, further training, and ongoing cross-sector coordination.

Keywords



4A Tourism Concept, Development, Koto Tinggi Government.

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1. INTRODUCTION

Tourism has experienced a paradigm shift from simply enjoying the beauty of nature to understanding the social and cultural life of the community, both in cities and villages. This shift shows a transition from consumptive tourism to participatory tourism, where tourists are not only spectators but also participate in local cultural practices (Hernawati et al., 2025), and tourists can also interact with local communities (Utami et al., 2023). One form of tourism that answers this change is village tourism. Village tourism is a form of tourism development that focuses on utilizing the potential of nature and local culture (Prasiwi et al., 2023) in rural areas that offer authentic tourism experiences (Rahmawati et al., 2024) aiming to empower local communities, improve the local economy, and preserve culture and the environment (Wiayanto et al., 2021). This concept supports preserving local values and community empowerment as part of sustainable development efforts (Yuliani & Abdi, 2022).

Saribu Gonjong (Sarugo) Tourism Village is located in Nagari Koto Tinggi, Lima Puluh Kota Regency, West Sumatra Province. This village is known for its community-based tourism concept that emphasizes the richness of Minangkabau culture, local wisdom, and preserved natural beauty (Yuliani & Abdi, 2021). In addition, this village has historical tourism that is no less interesting (Khatima 2022). However, the development of tourism villages cannot be separated from various challenges, such as internal institutional conflicts, low quality of human resources, limited funds and facilities (Junaid, 2023), and shifting fields of work (Ngadisih et al., 2023). Information technology, such as social media, is now an important key in expanding the reach of promotion and increasing the competitiveness of tourist destinations (Muzan, 2023). In addition, the sustainability of tourist villages is highly dependent on the synergy between the community, tourism actors, and the government (Yuliani & Abdi, 2021).

The development of a tourist village is not an instant process, but a process that involves local communities to manage and develop tourism potential in the village (Gautama et al., 2020) and participate actively (Ulum et al., 2021). The village government has an important role in developing tourism villages such as providing encouragement, coordinating with related parties, providing facilities and infrastructure, creating new policies, and leading community initiatives (Alfianto 2021). In this study, the development strategy carried out by the Government of Nagari Koto Tinggi is analyzed using the 4A approach, namely attractions, accessibility, facilities, and support. This approach helps comprehensively identify and develop tourism potential, starting from the main attraction, ease of access, and supporting facilities to institutional support and additional services (Yuliardi et al., 2021).

This study aims to explore the development strategy of the Saribu Gonjong (Sarugo) Tourism Village in Nagari Koto Tinggi is analyzed using 4A Analysis (Attraction, Accessibility, Amenities, Ancillary). It is hoped that this research will be a reference for village governments to play an active role as facilitators and regulators in developing tourist villages.

2. METHODS

This research uses the Asset-Based Community Development (ABCD) approach, which is an empowerment method that focuses on strengthening the community's assets, both individual, social, and natural. One of the strengths of perspective applications with the target or subject of the activity is the community (Riyanti et al., 2021). This approach emphasizes the community's active role as the main driver of development, especially in the development of culture-based tourism villages (Setyani et al., 2024). Activities were carried out during January-February 2025 in Saribu Gonjong Tourism Village, Nagari Koto Tinggi, with five main stages: asset mapping (discovery), community visioning (dream), action plan development (design), strategic role sharing (define), and initial activity implementation (delivery). Informants, including village officials, Pokdarwis, youth, and community leaders, were purposively selected. Data collection techniques included literature study, observation, interviews, and documentation. Instruments include interview guides and observation sheets, with indicators such as the role of the village, tourist attractions, accessibility, amenities, and community institutions.

3. FINDINGS AND DISCUSSION

This research aims to explore the development strategy of Saribu Gonjong (Sarugo) Tourism Village using the Asset-Based Community Development (ABCD) approach and the 4A concept (Attraction, Accessibility, Amenity, and Support). The mentoring process involved community partners, namely the Tourism Awareness Group (Pokdarwis), Bundo Kanduang, youth groups, and village officials.

3.1 *Mentoring Activities and Partners Assisted*

Assistance in the development of Saribu Gonjong Tourism Village was carried out through the five stages of the Asset-Based Community Development (ABCD) approach, starting from the discovery stage which mapped village assets such as orange groves, gadang houses, local culture, and human resources, including youth, traditional leaders, and Bundo Kanduang, as emphasized by Ermayanti et al. (2023) regarding the importance of cultural and human capital mapping in the development of cultural tourism. The dream stage is carried out through participatory discussions

with Pokdarwis and youth to formulate the vision and potential of Minangkabau culture-based tourist attractions, by the views of Novra et al. (2024), which emphasizes the importance of community participation in designing cultural tourism development. The design stage includes planning activities with partners, such as tour guide training, homestay management, and tourism product packaging, which are also part of strengthening human resource capacity previously identified as a major challenge (Ermayanti et al., 2023). At the define stage, the roles of each party were determined, with Pokdarwis acting as the implementer, the village as the facilitator, and the service team as the technical assistant, which, according to Ermayanti et al. (2023), is important to maintain the sustainability of tourism village development. Finally, the delivery stage is realized through training and trials of culture-based educational tours, such as making traditional food and cultural tours to Rumah Gadang, which, according to Novra et al. (2024), improve community skills in presenting cultural attractions authentically and attractively.

3.2 The Role of the Nagari Koto Tinggi Government in Development Strategies

The Nagari Government plays an active role as a facilitator by collaborating with external partners such as the Muhammadiyah University of West Sumatra, the tourism office, and the migration community. The form of facilitation provided includes the provision of funds, land allocation for homestay construction, and administrative support in supporting the development of tourist villages. This is in line with research by Efendi et al. (2022), which emphasizes that the facilitation strategy of the Nagari government greatly determines the direction of success of community-based tourism development. In addition, the Nagari government also functions as a regulator by establishing rules governing homestay management, environmental preservation, and profit sharing between communities. These regulations are designed with the principles of cultural preservation and sustainability, as emphasized in the study by Adiwilaga et al. (2023), that the strategic position of the Nagari government in the development of tourist villages lies in its ability to integrate local vision with the principles of sustainable development.

Research by Syafrini et al. (2024) also shows that in the context of Nagari Tuo Pariangan, community participation, and government regulations work synergistically to maintain the sustainability of tourist villages as local identities and alternative economic sources. Furthermore, Dewi et al. (2025) explained that the village government's strategy in developing a tourist village must include planning, coaching, and evaluation so that local potential can develop into a sustainable and competitive tourist attraction. Similarly, Hardiyanti & Diamantina (2022) stated that

village autonomy authority is important in strengthening the village's role as a responsible and sustainability-based tourism manager.

3.3 Development Analysis Based on 4A Concept

Attractions in Sarugo Tourism Village rely on local wealth, such as citrus groves, agricultural activities, and gadang houses as the main attraction. However, based on findings during mentoring and input from tourists, existing attractions are still passive and have not been packaged in an attractive thematic way. A study by Kurniansah (2023) shows that packaging cultural-based attractions and agricultural activities is key to creating a deep and educational attraction in a tourist village. In terms of accessibility, narrow, unpaved roads and lack of signage are the main obstacles for visitors. Similar constraints were also found in a study by Salsabila & Puspitasari (2023), which states that improving road infrastructure and direction signs is an absolute requirement to support tourist comfort and safety. Regarding amenities, facilities such as toilets, places to eat, and homestays are still very limited. The assistance shows that the community does not yet understand the ideal tourist amenity standards. This is reinforced by the study of Santi & Trisanti (2021), which states that intensive training and counseling are needed to increase the capacity of residents to manage homestays professionally and sustainably; after homestay management training, as many as seven out of twelve homestay owners began to understand the importance of facilities such as in-room toilets, clean mattresses, and provision of local breakfast, this is by the findings of Noor et al. (2020) who concluded that training programs could improve community understanding of homestay eligibility standards in accordance with tourist expectations. In the supporting aspect, the lack of tourist information centers and guides is a major concern. Follow-up assistance includes forming a young tour guide group and preparing information modules on local attractions. The same thing was done in Tetebatu Tourism Village, which successfully developed a tourist information center and guide training thanks to a collaboration between the community and academics (Selvia & Danasari, 2023).



Figure 1. Planning for this community engagement program in Sarugo



Figure 2. Action for this community engagement program in Sarugo

The findings of this community engagement program in Saribu Gonjong (Sarugo) Tourism Village reaffirm the crucial role of participatory approaches and local asset optimization in the sustainable development of tourism villages. By implementing the ABCD method combined with the 4A concept, this program succeeded in mapping cultural, natural, and human resources as strategic assets, which aligns with similar outcomes from previous community-based tourism interventions in rural areas. For instance, research conducted by Ermayanti et al. (2023) in West Java emphasized that identifying cultural capital, such as traditional houses, local crafts, and human resources, forms the backbone for developing authentic and sustainable tourist attractions. Likewise, this program has highlighted the central role of Rumah Gadang, citrus plantations, and cultural traditions as key tourism assets in Sarugo, consistent with previous practices that focus on cultural heritage as the foundation of rural tourism development.

However, this engagement also revealed that despite identifying strong local assets, the packaging and promotion of these attractions remain suboptimal. This mirrors challenges identified in prior studies, such as those by Kurniansah (2023), where rural tourism sites often possess unique cultural assets but lack the ability to present them in an integrated, thematic, and educational format that meets modern tourist expectations. The findings of this program indicated similar conditions in Sarugo, where attractions like Rumah Gadang visits and agricultural experiences still lack proper narrative building and tour design, thereby limiting their attractiveness to broader markets.

In terms of accessibility, the obstacles encountered in Sarugo, such as narrow roads and inadequate signage, replicate constraints previously documented in rural

tourism development projects. Salsabila & Puspitasari (2023) emphasized that physical infrastructure limitations are a common barrier to maximizing tourist village potential, and this project substantiates those concerns. Despite ongoing efforts from the Nagari government to improve facilities, infrastructural improvements remain insufficient, indicating the persistence of infrastructural gaps that can hinder the competitiveness of rural destinations, a problem consistent with other underdeveloped tourist villages in West Sumatra and beyond.

The aspect of amenities in Sarugo Tourism Village also reflects common patterns found in previous community engagement programs. Limited availability and quality of homestays, sanitation facilities, and food services were highlighted as pressing concerns. However, notable progress has been achieved through targeted training interventions for homestay owners, as evidenced by the improved understanding of minimum standards among participants. This finding aligns with the results of Noor et al. (2020), where structured training programs significantly enhanced residents' capabilities in providing acceptable accommodation services for tourists. Nonetheless, the overall availability of amenities in Sarugo remains below optimal standards, underscoring the need for sustained capacity building and investment in tourism facilities.

From the perspective of ancillary support, the absence of organized information centers and professional tour guide services was identified as a major shortcoming, a condition consistent with previous tourism village development challenges. Similar to successful models like Tetebatu Tourism Village (Selvia & Danasari, 2023), which demonstrated the positive impact of guide training and information center establishment, the Sarugo program has initiated comparable steps through the formation of youth tour guide groups and the development of informational materials. This indicates an alignment with proven strategies from other regions, suggesting that with continuous mentoring and cross-sector collaboration, Sarugo has the potential to replicate these successes.

Furthermore, the role of the Nagari Koto Tinggi government as both facilitator and regulator resonates with existing literature that underscores the significance of village government leadership in tourism development. Studies by Efendi et al. (2022) and Adiwilaga et al. (2023) emphasized that regulatory frameworks and government facilitation are instrumental in driving sustainable rural tourism when aligned with community aspirations. The active engagement of the Nagari government in resource mobilization, infrastructure planning, and regulatory design in Sarugo reflects the

application of this approach, suggesting that the institutional model adopted is consistent with successful precedents from other tourist villages.

4. CONCLUSION

This research successfully explored the development strategy of Saribu Gonjong Tourism Village using the Asset-Based Community Development (ABCD) approach and the 4A concept (attractions, accessibility, amenities, and support). Assistance involving Pokdarwis, Bundo Kanduang, youth, and active support from the Nagari Koto Tinggi Government as a facilitator and policymaker proved effective in strengthening community capacity and building cooperation between parties. A similar approach is also with ABCD, which is able to encourage village empowerment by utilizing existing local potential. This study also shows that Minangkabau cultural tourism objects in Sarugo need to be packaged more thematically and interactively to attract tourists. In accordance with previous research, packaging tourist objects that are culturally and educationally interesting can improve the tourist experience. In addition, there are still obstacles to road access and inadequate facilities, which must also be a major concern. Homestay training and the formation of young tour guide groups have increased awareness and efforts to improve tourist services. This is in line with previous research showing that regular training helps improve the quality of service and knowledge of local tour operators.

For future activities, it is suggested that assistance should focus more on developing attractions that provide direct experiences for tourists. Infrastructure and facilities need to be improved, with active support from the local government. After the activities are completed, it is important to conduct monitoring and evaluation, especially in developing attractions and amenities. The young tour guide group also needs further storytelling and digital branding training. The Nagari government is expected to continue supporting coordination between tourism actors and make rules that are developing digital tourism by working with universities and related agencies for a sustainable and environmentally friendly tourism village.

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