
Strategy for the Development of *Kampung Minang* Tourism Village in Nagari Sumpu, West Sumatra

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Abstract

The study delves into crafting a holistic development plan for Kampung Minang, a promising tourism village in Nagari Sumpu, West Sumatra, utilizing the SWOT analysis framework. It aims to identify the village's internal strengths and weaknesses while leveraging external opportunities and mitigating threats for sustainable tourism growth. Through an extensive SWOT analysis, the research uncovers Kampung Minang's strengths in cultural heritage, natural beauty, and traditional practices. Using these findings, it proposes a strategic framework aligned with responsible tourism principles, emphasizing the preservation and promotion of local customs to offer authentic experiences. The strategy suggests investing in infrastructure and accommodations to address weaknesses and enhance visitor experiences. To seize opportunities and tackle threats, it emphasizes sustainable practices, positioning the village as an environmentally conscious destination. Marketing strategies are recommended to attract a diverse tourist base. Collaboratively designed with local stakeholders and experts, this strategy holds the potential to boost the village's economy while safeguarding its cultural and natural essence. Continuous monitoring and adaptation are crucial for its success and alignment with evolving community and industry needs.

Keywords: *Tourism Village Development, Kampung Minang, Tourism Village, SWOT*

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INTRODUCTION

In recent years, there has been a change in tourism trends from mass tourism to tourism activities that are more friendly to nature and local communities. This change shows that tourists are no longer oriented toward conventional recreational products but have shifted to products emphasizing experience, uniqueness, authenticity, and respect for the environment and local culture (Damanik, 2006). This shift in tourist interest supports the growth and development of tourism villages managed by local communities. It emphasizes village conditions to trigger an increase in the economic sector while maintaining the authenticity of the village environment and culture. (Mirayani, Paristha, & Octaviana, 2023).

Indonesia is a country that has great potential in tourism where West Sumatra Province is one of the examples of tourist destinations in Indonesia. This province has various natural and cultural resources and has its own uniqueness. (Mandalia, et al, 2022). West Sumatra is still famous for its rural areas with distinctive characteristics, such as the unspoiled natural environment, beautiful natural scenery, a variety of animals and plants, rural residents, and culture that presents a unique experience to tourists. The most prominent potential possessed by West Sumatra is in tourist attractions and natural attractions, culture, and historical heritage. The potential natural attractions and attractions include beaches and several islands, natural mountains, valleys, canyons, lakes, a cool climate in the highlands, and tropical forests. The cultural potential includes Minangkabau culture and tourist attractions in the form of Minangkabau historical relics (Mandalia, et al 2023). Special characteristics will support efforts to diversify tourism products, which in turn can reduce touristification and the impression of placelessness; in other words, rural tourism can counter urbanization and be an alternative to mass tourism. This is because rural tourism is generally carried out by tourists in relatively small numbers who want to experience contact with nature and the rural population visited. (Sugiarti, 2016). According to Darsono 2005 (Mumtaz & Karmilah, 2022), village tourism is a concept of rural area development that presents the authenticity of the aspects of customs, socio-culture, traditional architecture, daily life, and the spatial structure of the village offered in the integration of tourism components, which are attractions, accommodation, and supporting facilities. *Kampung* Minang Tourism Village represents tourism village development based on environmental sustainability.

Many villages are tourist destinations in West Sumatra, especially in Tanah Datar Regency. One is *Kampung* Minang Tourism Village, located in *Nagari* Sumpu, South Batipuh, North of Lake Singkarak (Itsaini, 2022). When viewed from its geographical location, *Nagari* Sumpu is in a hilly area with an altitude of 500 m above sea level. This is why *Nagari* Sumpu has cool weather and high rainfall (2100-3000 mm/year). *Nagari* Sumpu is an area with high regional potential (besides its nature and environmental conditions); the thickness of the customs and culture of its people is also one of the advantages of *Nagari* Sumpu since the beginning. *Kampung* Minang Tourism Village in *Nagari* Sumpu is an alternative to accommodate the needs of tourists with special interests. So far, tourism villages have been in great demand by tourists who have special interests, and mostly live in urban areas. Many tourist attractions are found in rural areas

that have the power to bring in domestic and foreign tourists. The potential of the *Kampuang* Minang Tourism Village area in the form of rural natural scenery, historical heritage, culture, various arts, crafts, typical food of *Nagari* Sumpu, mustard fruit with good quality, as well as various cultural wealth of rural communities such as customs and traditional life patterns can be packaged into tourism products that can be offered to tourists and attract them to visit. The following is a list of local tourist visits to *Kampuang* Minang Tourism Village in 2021-2022.

Table 1. Local Tourist Visits to *Kampuang* Minang Tourism Village in 2021-2022

No.	Year	Number of Visits
1.	2021	1061
2.	2022	321

Source: *Pokdarwis Nagari Sumpu* (2023)

From the visitor table above, the author can conclude that there was a decrease in visits in 2022. The development of *Kampuang* Minang Tourism Village still needs to be well known by the community, especially the local community, due to the lack of development strategies to attract local tourists to visit *Kampuang* Minang Tourism Village. Therefore, the author is interested in writing this thesis which discusses the development strategy of *Kampuang* Minang Tourism Village through SWOT analysis. In 2021, the Indonesian Minister of Tourism and Creative Economy organized the Anugerah Desa Wisata Indonesia (ADWI), a promotional event for tourism villages. ADWI can trigger the development of tourist villages and can increase the economy by 20%-30% (V.A.R. Baro et al., 2022). *Nagari* Sumpu was registered and successfully entered the top 50 category of the Indonesian Tourism Village Award (ADWI) in 2021. The main tourism of *Nagari* Sumpu is *Rumah Gadang* Homestay, which obtained and fulfilled the assessment requirements such as implementing CHSE (Cleanliness, Health, Safety, and Environmental Sustainability). Several accommodations with facilities, including toilets, have also been provided for the needs of tourists. Therefore, tourists do not need to worry when visiting because standards for safety, cleanliness, and comfort related to health protocols during traveling have been implemented in this *Kampuang* Minang Tourism Village (Itsaini, 2022).

Tourism has emerged as a potent driver of economic growth and cultural exchange, serving as a catalyst for development in numerous regions around the world. The convergence of global trends towards sustainable and authentic travel experiences has further underscored the importance of harnessing local cultural heritage and natural resources for tourism development. In this context, the present study delves into the strategic formulation for the advancement of *Kampuang* Minang, a promising tourism village nestled within *Nagari* Sumpu, West Sumatra. The study employs the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis framework to comprehensively evaluate the village's potential and challenges, thereby devising a holistic and sustainable strategy for its tourism

evolution.

Nestled in the heart of West Sumatra, Kampuang Minang holds a wealth of untapped potential, including its rich cultural traditions, stunning natural landscapes, and authentic Minangkabau way of life. Recognizing the significance of tapping into this potential, this research aims to meticulously examine the internal strengths and weaknesses of the village while simultaneously capitalizing on external opportunities and mitigating potential threats. By doing so, it aspires to craft a development strategy that aligns with the principles of responsible and sustainable tourism, ensuring the long-term prosperity of the village while safeguarding its cultural authenticity.

In accordance with the initial objectives of this study, namely to determine SWOT (Strength, Weakness, Opportunity, Threat) in the development of Kampuang Minang Tourism Village in Batipuh Selatan District, Tanah Datar Regency, West Sumatra Province, therefore to see the form of development used, it can be seen from several indicators consisting of (1) economic feasibility (2) Environmentally Sound (3) Socially Acceptable (4) Technologically Developable, from these four indicators, can be seen the explanation from the results of the author's interviews with informants at the Tanah Datar Regency Tourism, Youth and Sports Office, Pokdarwis Nagari Sumpu, Wali Nagari Sumpu, Sumpu Community Leaders.

The integration of the SWOT analysis framework serves as a guiding light in unveiling the unique attributes that can be leveraged to enhance Kampuang Minang's appeal as a tourist destination. Moreover, it aids in identifying challenges that must be overcome to ensure a seamless visitor experience. Insights gained through this analysis pave the way for a strategic framework that not only resonates with the village's aspirations but also integrates seamlessly with the principles of sustainable tourism. At the heart of this strategy lies the pursuit of creating genuine and meaningful experiences for modern-day travelers seeking to immerse themselves in the traditions and beauty that Kampuang Minang has to offer. This entails preserving local customs, culinary heritage, and traditional arts and crafts, while also addressing infrastructural gaps and modernizing accommodations to meet evolving traveler expectations.

As the world continues to evolve and as traveler preferences shift, it is imperative that strategies for tourism development remain adaptable and forward-thinking. By capitalizing on its intrinsic strengths and addressing its vulnerabilities, Kampuang Minang has the potential to evolve into a model tourism village, harmoniously marrying economic progress with cultural preservation. This article delves into the intricacies of this journey, highlighting the SWOT analysis as a cornerstone in charting a trajectory toward the sustainable development of Kampuang Minang Tourism Village.

RESEARCH METHOD

Type of Research

The type of research used is descriptive qualitative research. This research uses the type of ethnography. Ethnography is a research that explores the form and function of language that exists in culture and community life. In the science of tourism, ethnography is used to know more about the social activities of culture,

society, beliefs, and traditional ways of life that can be potential in tourism development (Hermawan & Irawan, 2018). The SWOT matrix in this study produces strategies in the form of SO, WO, ST, and WT based on the results of observations and interviews that have been conducted with research informants, namely the *Wali Nagari* Sumpu or Staff, Chairperson and Members of the Nagari Sumpu Tourism Awareness Group, Head of Tourism Youth and Sports of Tanah Datar Regency, Head of Marketing and Tourism Promotion of Tanah Datar Regency, Tourism Village Homestay Managers, Community Leaders (Chairperson of KAN or *Bundo Kanduang*). This research is expected to explain in depth the development of *Kampuang* Minang Tourism Village based on a SWOT analysis in South Batipuh District. This research was conducted in *Nagari* Sumpu, South Batipuh District, Tanah Datar Regency, West Sumatra Province, and *Kampuang* Minang Tourism Village in June-July 2023.

Data Collection Techniques and Data Analysis Techniques

The data used in this research is qualitative in words and not numbers. The data sources in this research are information or topics and objects, as well as the overall condition of the place related to the researcher's questions. In this study, data sources or informants were selected purposively, which means data collection with certain considerations from sources who know the most about *Kampuang* Minang Tourism Village. This research uses several data sources, namely primary data sources and secondary data sources. The data collection techniques used in this research were observation, interview, and documentation. The data analysis used in this research is an interactive analysis using the model of Miles and Huberman in data selection, data presentation, drawing and giving conclusions, and using SWOT Analysis.

RESULTS AND DISCUSSION

The initial objectives of this study, namely to determine SWOT (Strength, Weakness, Opportunity, Threat) in the development of *Kampuang* Minang Tourism Village in South Batipuh District, Tanah Datar Regency, West Sumatra Province, therefore, to see the form of development used can be seen from several indicators consisting of: (1) Economically Feasible, (2) Environmentally Sound, (3) Socially Acceptable, and (4) Technologically Developable. From these four indicators, an explanation can be seen from the results of the author's interviews with informants at the Tanah Datar Regency Youth and Sports Tourism Office, Pokdarwis *Nagari* Sumpu, the *Wali* of *Nagari* Sumpu, and Sumpu Community Leaders. Based on the interview transcripts that have been made during the interview process, the author concludes as follows:

Economically Feasible

The following is a general data table about the profession of the community in *Nagari* Sumpur, which is measured from 100% with a population of approximately 2,246 people:

Table 2. List of Occupations of the Sumpu Community

No.	Type of Occupations	Number of (%)
1.	Not yet / Not working	5 %
2.	Farmers / Planters	25 %
3.	Fisherman	20 %
4.	Tourism Activist	15 %
5.	Civil Servant	10 %
6.	Self-employed	10 %
7.	Housewife	5 %
8.	Trader	10 %

Source : (Nagari Sumpu Planning Team 2023)

From the Table 2 results, the source explains that tourism activists also include farmers or fishermen because the attractions in *Kampuang* Minang Tourism Village involve farmers and fishermen. Tourism activists include managers and guides. Micro, Small, and Medium Enterprises (MSMEs) it is still included in the entrepreneurial profession, for now, in 2023, there are several MSMEs, such as:

Table 3 MSMEs of Nagari Sumpu

No.	Type of MSME Business
1.	Culinary Business <i>Rendang Rebon</i> Meat <i>Rendang</i> Dried <i>Bilih</i> Fish <i>Dendeng Pucuk Parancih</i> <i>Bika Sumpu</i>

Source: (Nagari Sumpu Planning Team 2023)

Based on the statements of several informants above, the results of observations about economic feasibility in *Kampuang* Minang Tourism Village can be concluded that the existence of *Kampuang* Minang Tourism Village has been able to develop existing MSMEs, and it can be said that some people are involved in the process of developing *Kampuang* Minang Tourism Village. This can be a strength for the development of *Kampuang* Minang Tourism Village because it can be done efficiently and provides convenience, and has economic benefits for the development of an area to improve community welfare and positively impact the community.

Environmentally Feasible

The Environmentally Feasible principle is the second principle in developing a tourist village that must be fulfilled to develop a tourist attraction. Environmentally Feasible emphasizes that all forms of development and development of the village into a tourist village must pay attention to natural and environmental conditions and changes that may occur. Environmentally feasible can guarantee sustainability, not harm future generations, and can optimize the environment, not exploit the environment (Ministry of Tourism of the Republic of Indonesia, 2019). Based on the statements of several informants

above, the results of observations about the principle of environmental insight in *Kampuang Minang Tourism Village* can be concluded that *Kampuang Minang Tourism Village*, the principle of environmental insight has been achieved, such as paying attention to natural and environmental conditions and changes that occur in *Kampuang Minang Tourism Village*, because indeed all activities in *Kampuang Minang Tourism Village* are related to nature.

Socially Acceptable

Socially acceptable is a development principle that is accepted by local residents, villagers, or indigenous people because local values will be lost. Based on (the Ministry of Tourism of the Republic of Indonesia, 2019), the development of tourist villages must involve local communities and create a balance between tourists and the community, both in number and quality. From the statements of several informants above, the results of observations about the principle of developing a tourist village that is socially acceptable in *Kampuang Minang Tourism Village* can be concluded that the community has accepted this principle. With community support, local values will be recovered, such as the increase in Homestay (*Rumah Gadang*) and the education provided to tourists, especially about the values and norms in *Nagari Sumpu*. So far, *Kampuang Minang Tourism Village* continues to develop into an advanced tourist village.

Technologically Appropriate

Technologically appropriate is a principle emphasizing technology and the internet, which should be an important concern for villagers so they get all the information and global developments. Therefore, applying technology is necessary to achieve efficient, broad, and oriented development in the long term (Ministry of Tourism of the Republic of Indonesia, 2019).

Based on the statements of several informants above, the results of observations about the principle of tourism village development can be developed technologically in *Kampuang Minang Tourism Village*; it can be concluded that this principle cannot be said to be technologically developed, because the principle of tourism development must also focus on the application of technology to achieve efficient, broad and long-term oriented development. In addition, there are still some obstacles, such as the concept of *Kampuang Minang Tourism Village*, which contains the concept of rural customs and culture and cost constraints. However, for the development of technology in terms of promotion, *Kampuang Minang Tourism Village* has utilized existing technology in current developments, such as social media platforms and the official website of *Kampuang Minang Tourism Village*.

Development Strategy of *Kampuang Minang Tourism Village* in *Nagari Sumpu*

Formulation of Tourism Village Development Strategy using SWOT Matrix

IFAS / EFAS	STRENGTH	WEAKNESSES
Economically Feasible	1. Can improve and advance MSMEs in <i>Kampuang Minang Tourism Village</i> . 2. It can add economic value and improve welfare for the community in <i>Nagari Sumpu</i> . 3. Creating new work fields for the community. 4. The atmosphere of the <i>Kampuang</i>	13. Only some people can get involved in developing <i>Kampuang Minang Tourism Village Nagari Sumpu</i> . 14. Lack of funds for infrastructure development in <i>Kampuang Minang Tourism Village</i> . 15. Limited access and infrastructure facilities in <i>Kampuang Minang</i>

Environmentally Feasible	Minang Tourism Village is still original. 5. Has a strategic location, which is in the middle and not far from the highway. 6. The uniqueness of the culture and local values in <i>Kampung</i> Minang Tourism Village can increase tourist visits. 7. Has the uniqueness that there is a homestay with a building in the form of a <i>Rumah Gadang</i> . 8. Has unique attractions such as farming activities and <i>Manjalo di Ateh Biduak</i> . 9. Has a unique cuisine that only exists in <i>Kampung</i> Minang Tourism Village, such as <i>Bilih</i> Fish, the sensation of eating sawo fruit with <i>ketupat pulut</i> , the sensation of eating <i>bajamba</i> , and others. 10. Introducing <i>Kampung</i> Minang Tourism Village to the international stage.	Tourism Village. 16. Lack of human resources (HR). 17. Lack of public awareness of environmental balance. 18. Backward thinking of the community. 19. Lack of information on norms and social norms listed/displayed in <i>Kampung</i> Minang Tourism Village. 20. Inadequate telecommunication facilities such as an internet network. 21. Lack of human resources (HR) who can utilize digital technology. 22. Tourism villages only hold special attractions if there are group visits, and they are performed only a few times a week.
Socially Acceptable	11. Facilitate the development of <i>Kampung</i> Minang Tourism Village using promotion through digitization. 12.	23.
Technologically Appropriate		

OPPORTUNITY	SO STRATEGY	WO STRATEGY
1. <i>Manjalo di Ateh Biduak</i> attractions can only be found in <i>Kampung</i> Minang Tourism Village <i>Nagari</i> Sumpu, which can be an opportunity for further development and will certainly improve the welfare of fishermen in <i>Nagari</i> Sumpu. 2. Introducing and advancing MSME products in <i>Nagari</i> Sumpu, which will have the opportunity to become souvenirs from <i>Nagari</i> Sumpu. 3. Very likely	1. Become a leading tourism village with the classification of tourism village development towards advanced by selecting local potential that is considered highly attractive with the uniqueness of customs and culture in <i>Kampung</i> Minang Tourism Village. 2. Continue to develop MSMEs in <i>Nagari</i> Sumpu and create new products by utilizing natural resources in <i>Nagari</i> Sumpu. 3. Maintain the authenticity of customs and culture by embracing young people in <i>Nagari</i> Sumpu.	1. The government or tourism village managers hold training for the community that is useful for individuals in increasing public awareness and knowledge of the advantages of <i>Nagari</i> Sumpu. 2. Building networks with government and private agencies to get mentoring, training, and guidance in procuring and improving tourist support facilities and road access to tourist villages. 3. <i>Kampung</i> Minang Tourism Village managers must present local traditions periodically as a tourist attraction.

- to improve and advance the people's economy in *Nagari Sumpu*.
4. The emergence of environmental balance in *Nagari Sumpu*, such as the flow of clean water and the maintenance of gadang houses that become homestays.
 5. The progress of *Nagari Sumpu* in the field of village development assisted by the government.
 6. Introducing the customs and culture of *Nagari Sumpu* to the international stage.

THREATS	ST STRATEGY	WT STRATEGY
1. The existence of destinations that will duplicate the attractions of <i>Kampuang Minang Tourism Village</i> around South Batipuh Regency. 2. Access to facilities and infrastructure in <i>Kampuang Minang Tourism Village</i> still needs to be fulfilled. 3. Like other homestays,	1. Make changes to the development of tourist villages, such as adding photo spot areas that can increase visits to <i>Kampuang Minang</i> tourist village. 2. Creating a web to provide rights for tourists to complain about dissatisfaction or discomfort while in the tourist village. 3. Continue to explore the potential of the tourism market needed at this time by utilizing social media that is currently popular.	1. The government or tourist village managers train the community to develop existing MSMEs. 2. Embracing young people in <i>Nagari Sumpu</i> who are useful for developing individuals in increasing their awareness and knowledge of the tourism potential in <i>Kampuang Minang Tourism Village</i> . 3. Finding investors and submitting proposals for infrastructure development, village infrastructure, and working with financial services. 4. Always present a typical form of culinary, and create an art group ready to perform at any time.

modern facilities are not available at *Kampuang Minang Tourism Village*.

4. There will be local values that will be lost.
5. Possibility of slowing down the development of tourism villages.
6. The existence of competitors who open new destinations and build homestays around the Batipuh Selatan Sub-district.

Based on the analysis above, the development of *Kampuang Minang Tourism Village* can be determined by a combination of internal and external factors. The combination of the two factors is shown in the SWOT analysis diagram as follows:

1. SO Strategy (Strength-Opportunity)

The SO strategy for the development of *Kampuang Minang Tourism Village* in *Nagari Sumpu*, South Batipuh District, is:

- 1) Become a superior tourist village with the classification of tourist village development towards advanced by selecting local potential that is considered highly attractive with the uniqueness of customs and culture in *Kampuang Minang Tourism Village*.
- 2) Continue to develop MSMEs in *Nagari Sumpu* and create new products by utilizing natural resources in *Nagari Sumpu*.
- 3) Maintain the authenticity of customs and culture by embracing young people in *Nagari Sumpu*.

2. ST Strategy (Strength-Threats)

This strategy uses the existing strengths in developing *Kampuang Minang Tourism Village* in *Nagari Sumpu*, South Batipuh District. The ST strategy used is:

- 1) Make changes to the development of tourist villages, such as adding photo spot areas that can increase visits to *Kampuang Minang Tourism Village*.
- 2) Creating a web to provide rights for tourists to complain about dissatisfaction or discomfort while in the tourist village.
- 3) Continue to explore the potential of the tourism market by utilizing social media that is popular now.

3. WO Strategy (Weaknesses-Opportunity)

This strategy is applied based on utilizing existing opportunities by minimizing existing weaknesses. The WO strategies used in the development of *Kampuang Minang* Tourism Village in *Nagari Sumpu*, South Batipuh District, are:

- 1) The government or manager of the tourist village conducts training for the community, which is useful for individuals in increasing public awareness and knowledge of the advantages of *Nagari Sumpu*.
- 2) Building networks with government and private agencies to get mentoring, training, and guidance in procuring and improving tourist support facilities and road access to tourist villages.
- 3) *Kampuang Minang* Tourism Village managers must present local traditions periodically as a tourist attraction.
4. WT Strategy (Weaknesses – Threats)

This strategy combines internal factors (Weaknesses) and external factors (Threats). This strategy is based on defensive activities, minimizing weaknesses, and avoiding threats. The WT strategies used in the development of *Kampuang Minang* Tourism Village in *Nagari Sumpu*, South Batipuh District, are:

- 1) The government or tourist village managers train the community to develop existing MSMEs.
- 2) Embracing young people in *Nagari Sumpu* who are useful for developing individuals in increasing their awareness and knowledge of the tourism potential in *Kampuang Minang* Tourism Village.
- 3) Finding investors and submitting proposals for infrastructure development, village infrastructure, and working with financial services.
- 4) Always present a typical form of culinary, and create an art group ready to perform at any time.



Source: https://jadesta.kememparekraf.go.id/homestay/homestay_siti_fatimah (2023)

Figure 1. Rumah Gadang Homestay in *Kampuang Minang* Tourism Village

CONCLUSIONS AND SUGGESTIONS

Some strategies that can be taken from SO (Strength-Opportunity) are: (1) Become a superior tourist village with the classification of tourist village development towards progress by choosing local potential that is considered to have high attractiveness with the uniqueness of customs and culture in *Kampuang Minang* Tourism Village. (2) Continue to develop MSMEs in *Nagari Sumpu* and create new products by utilizing natural resources in *Nagari Sumpu*. (3) Maintain the authenticity of customs and culture by embracing young people in *Nagari Sumpu*. Strategies that can be taken from WO (Weaknesses-Opportunity) are: (1) The government or tourism village managers conduct training for the community,

which is useful for individuals in increasing public awareness and knowledge of the advantages of *Nagari Sumpu*. (2) Building networks with government and private agencies to get assistance, training, and assistance in procuring and improving tourist support facilities and access roads to tourist villages. (3) *Kampung Minang* Tourism Village managers must present local traditions periodically as a tourist attraction.

The ST (Strength-Threat) strategy that *Kampung Minang* Tourism Village can adopt includes several strategic programs: (1) Make changes to the development of tourist villages, such as adding photo spot areas that can increase visits to *Kampung Minang* Tourism Village. (2) Create a website to give tourists the right to complain about dissatisfaction or discomfort while in the tourist village. (3) Continue to explore the potential of the tourism market needed by utilizing social media that is currently popular. The WT (Weaknesses-Threats) strategy that *Kampung Minang* Tourism Village can carry out includes: (1) The government or tourist village managers train the community to develop existing MSMEs. (2) Embracing young people in *Nagari Sumpu* is useful for developing individuals and increasing their awareness and knowledge. (3) Finding investors and submitting proposals for infrastructure development, village infrastructure, and working with financial services. (3) Always provide a form of typical culinary, and create an art group ready to be displayed at any time. *Kampung Minang* Tourism Village can continue to be developed and promoted as one of the leading tourism villages in West Sumatra, then shortcomings and threats can be overcome; the more people who know about the existence of *Kampung Minang* Tourism Village, the more popular it will be and the more curious tourists will want to visit it.

In conclusion, the strategy for the development of tourism in *Kampung Minang Nagari Sumpu*, West Sumatra, as derived from the SWOT analysis, presents a comprehensive framework to unlock the village's potential as a thriving tourist destination. The analysis identified the village's strengths, weaknesses, opportunities, and threats, providing valuable insights into crafting an effective development strategy. Leveraging the village's rich cultural heritage, stunning natural landscapes, and traditional practices as strengths, the strategy should focus on creating authentic and immersive experiences for visitors. This can be achieved through the preservation and promotion of local customs, culinary delights, and handicrafts. Collaborations with local artisans and experts can further enhance the authenticity of these experiences.

Addressing the weaknesses identified, such as limited infrastructure and amenities, is crucial. Investment in necessary facilities, transportation networks, and accommodations can significantly improve the overall visitor experience. Moreover, training and capacity-building programs can empower the local community to actively participate in the tourism industry and provide high-quality services. Exploiting opportunities, such as growing interest in eco-tourism and cultural experiences, call for a sustainable approach to development. Emphasizing eco-friendly practices, minimizing the ecological footprint, and incorporating responsible tourism principles can attract environmentally conscious travelers while safeguarding the village's natural beauty.

Mitigating potential threats, such as competition from nearby tourist destinations or over-commercialization, requires a balanced approach. Preserving the village's unique character and ensuring that development aligns with the community's values will

differentiate it from other destinations. Implementing effective marketing and branding strategies will also help *Kampung Minang Nagari Sumpu* stand out in a competitive market. Incorporating these strategic elements, the development plan for *Kampung Minang Nagari Sumpu* should be a collaborative effort between government bodies, local communities, private enterprises, and tourism experts. Regular monitoring and feedback loops will be essential to ensure the strategy remains adaptable to changing circumstances and continues to align with the village's long-term vision.

Ultimately, the synergy between the SWOT analysis findings and the proposed strategy has the potential to drive sustainable tourism growth in *Kampung Minang Nagari Sumpu*. By capitalizing on its strengths, addressing weaknesses, maximizing opportunities, and managing threats, the village can evolve into a model tourism destination that celebrates its heritage, benefits its residents, and captivates visitors from around the world.

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