

Community Based Tourism Development on Eco-Culture Tourism in Tanah Datar Regency, West Sumatra

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Abstract

Minangkabau in West Sumatra is one of the last matrilineal ethnic-group in the world. On one hand, the rule on "ancient belongings" (Harta Pusaka Tinggi) is safe the land-ownership and land-use pattern in the area – which is leading the beauty scenic of nature and culture still exist – but on the other hand it brings a serious problem to the investor for tourism. A community based tourism approached has been applied not only to bridge the problem but also to empower the local societis for involving an eco-culture tourism development in their area actively. The concept of "one village one product" (OVOP) has been chosen to aims a collaborative eco-cultural tourism image of the area. The results show that the awareness on tourism potentials already exist among the villagers, but they still need many support on knowledge for being creative genuinely using the potentials in each Nagari for a better eco-culture tourism in the whole area.

Keywords: *Minangkabau, West Sumatra, eco-culture tourism, Indonesia, OVOP.*

Introduction

The area of Minangkabau is bigger than Bali, as well as its terracing paddy field and natural landscape and also it's culture is not less than Bali. The sea-shore is also longer and has more characteristic than Bali, as well as its sea-wave and the coral reefs. There are more than 400 Nagaris which have unique *Adaik Salingka Nagari* (a specific culture at each Nagari which is still rooted on the Minangkabau culture). It is actually available to compete the Balinese culture. There are more than thousand Rumah Gadangs (the cultural traditional house) still remain in the area for trying to win the value of Balinese Puri, as well as other material-cultures and immaterial-cultures of each Nagari. The "pepata-petitih" (traditional old saying) of Minangkabau is very well known nationally, as well as the traditional culinary of Minangkabau which is also well recognized abroad.

Except the political will of the Government of Indonesia in the early 70's that appointed Bali as a main destination in Indonesia, one might no doubt to say that Minangkabau has more variation and uniqueness of tourism potentials than Bali. However, for many years the Minangkabau such likes misplaced themselves to steal any attention from the world for taking more benefit from their tourism potentials. In 2004, Bali has get 460.420 foreign tourists (1.668.531 foreign tourists in 2007 and 2.085.084 foreign tourists in 2008), while Minangkabau only has 76.951 foreign tourists (27.978 foreign tourists in 2007 and 37.762 foreign tourist in 2008).