ANALYSIS OF TOURIST SATISFACTION WITH ATTRACTIONS AND SERVICES IN TOURISM VILLAGES IN NAGARI SUNGAI BATANG, AGAM REGENCY

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ABSTRACT : This research aims to obtain information and insights regarding tourists' perceptions of the attractiveness of Sungai Batang Tourism Village, which encourage them to visit and return. Additionally, the study seeks to assess tourist satisfaction levels based on four key tourism product attributes: attractions, amenities, accessibility, and ancillary services.The research employs a quantitative method with a survey approach. Data were collected through questionnaires distributed to tourists visiting the village, with a sample size of 50 respondents. The analyzed variables include the quality of tourist attractions, facilities, services, and the overall tourist experience.The results indicate that overall tourist satisfaction is in the "good" category. However, several aspects require improvement, particularly in terms of supporting facilities and the availability of tourism information. These findings provide important implications for the management of Sungai Batang Tourism Village to enhance the quality of services and attractions offered, in order to strengthen the village's appeal and encourage increased tourist visits in the future.

ABSTRAK: Penelitian ini bertujuan untuk mendapatkan informasi dan wawasan mengenai persepsi wisatawan terhadap daya tarik Desa Wisata Sungai Batang, yang mendorong mereka untuk berkunjung dan kembali. Selain itu, penelitian ini juga bertujuan untuk menilai tingkat kepuasan wisatawan berdasarkan empat atribut utama produk pariwisata: atraksi, fasilitas, aksesibilitas, dan layanan pendukung Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebarkan kepada wisatawan yang berkunjung ke desa tersebut, dengan jumlah sampel sebanyak 50 responden. Variabel yang dianalisis meliputi kualitas atraksi wisata, fasilitas, layanan, dan pengalaman wisatawan secara keseluruhan. Hasil penelitian menunjukkan bahwa kepuasan wisatawan secara keseluruhan berada dalam kategori "baik". Namun, beberapa aspek perlu ditingkatkan, terutama dalam hal fasilitas pendukung dan ketersediaan informasi pariwisata. Temuan ini memberikan implikasi penting bagi manajemen Desa Wisata Sungai Batang untuk meningkatkan kualitas layanan dan atraksi yang ditawarkan, dalam rangka memperkuat daya tarik desa dan mendorong peningkatan kunjungan wisatawan di masa depan.

INTRODUCTION

One industry that has a multiplier effect is tourism; as it grows, it will have an impact on the expansion of other industries like infrastructure, transportation, and the food and beverage sector. As a result, more employment possibilities will become available as tourism grows. Tourist sites in the West Sumatra province are a powerful draw for tourists. This is because, according to the Indonesian tourism map, West Sumatra has a comparative advantage (Riesa, 2018). Nagari Sungai Batang, which is situated in Agam Regency, West Sumatra, is one of its popular tourist spots. Vellas and Becheler in Yulianto (2017) state that a tourist destination's lovely natural attractiveness, welcoming locals, and reasonably priced entertainment options are only a few of the numerous factors that contribute to its allure. According to Kurniasih and Yuliana's (2022) research, the Museum of Buya Hamka's Birthplace, situated on the banks of Lake Maninjau in Nagari Sungai Batang, Tanjung Raya District, Agam Regency, is currently one of the tourist attractions in the area. However, Nagari Sungai Batang offers several possible tourist attractions in addition to the Museum of Buya Hamka's Birthplace. Nevertheless, due to poor management, this tourist destination remains underutilized and has not yet established itself as a draw for visitors to Nagari Sungai Batang.

During the observation conducted, it can be seen that Nagari Sungai Batang has a good tourist attraction that piques the curiosity of visitors. With the management of existing tourist attractions, they can be utilized for the tourism sector, and community involvement in tourism is certainly a primary focus. It is hoped that the results of this research can map out the tourist attractions in Nagari Sungai Batang. And by involving community participation in managing and utilizing existing tourist attractions, it will contribute to the tourism sector in the community of Nagari Sungai Batang.

Since the locals are actively involved in many facets of tourism in their village, the tourist village's existence is anticipated to be a catalyst for the local economy. Tourist visits undoubtedly play a major role in the sustainability and existence of tourist villages as well as their economic importance to the local population. Tourists are willing to spend money since they want to get something that will satisfy them. It is anticipated that the community will profit from the expenses of tourists. The potential for revenue generation for the community increases with the number of tourists. Tourists will repeatedly visit tourist destinations and will promote them to others if they are satisfied with their visit. This prompted the researcher to conduct a study on what attracts both domestic and international tourists to visit Sungai Batang Tourism Village and how the level of tourist satisfaction with the tourism village is measured from four aspects of tourism products: attractions, amenities, accessibility, and ancillary services.

RESEARCH METHOD

This research was conducted using a quantitative approach. According to Sugiono (2011), the quantitative approach is essentially a research method that uses a deductive-inductive approach. This approach starts from a theoretical framework, ideas from experts, or the researcher's understanding based on their experience, which are then developed into problems presented to obtain validation or rejection in the form of empirical field data documents.

This research was conducted using the survey method, which is one of the research methods aimed at obtaining a general overview of the characteristics of the population as depicted by the sample. The sampling of tourists who were made respondents was done accidentally, where during each data collection visit, tourists encountered were immediately made respondents. The number of respondents was 50 people, consisting of domestic and international tourists.

To achieve the first research objective, a descriptive analysis in the form of average percentages was conducted. Meanwhile, to determine tourist satisfaction as the second objective, Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) analyses were conducted.

A. IPA (Importance Performance Analysis)

Several calculation stages in the IPA method according to Santoso (2011) in Anggraini et al. (2018) are as follows:

1. The first step involves comparing the performance score with the importance score using the formula to ascertain the degree of alignment between the importance level and the performance level of the quality attributes under study:

$$Tki = \frac{Xi}{Yi} x\ 100\%$$

Note:
Tki = Level of respondent suitability
Xi = Performance rating score
Yi = Score of respondents' importance/expectation

2. The average rating of the importance and performance levels for each attribute item is determined in the second stage of the quadrant analysis by applying the algorithm to determine the average for each attribute as viewed by tourists:

$$Xi = \frac{\sum_{i=1}^{k} Xi}{n}\ (2)$$

$$Yi = \frac{\sum_{i=1}^{k} Yi}{n}\ (2)$$

Note:
Xi = Average score/weight of the performance attribute rating level i
Yi = Score/weight average rating level of the importance/expectation attribute i
n = Number of respondents

3. Using the formula, determine the average of all importance attributes (Y) and performance characteristics (X) that make up the boundaries in the Cartesian diagram to determine the average importance and performance ratings for all attributes:

$$Xi = \frac{\sum_{i=1}^{k} Xi}{k}\ (3)$$

$$Yi = \frac{\sum_{i=1}^{k} Yi}{k}\ (3)$$

Explanation:
Xi = The average score of the product performance level across all factors or attributes is the average score or weight of the performance attribute rating (performance) for the i-th attribute.
Yi = Average score/weight of the importance/expectation attribute rating (importance) for the i-th attribute (average importance level of all attributes affecting consumer satisfaction)
k = The number of attributes that can influence tourist satisfaction

4. The fourth and final stage, which is after obtaining the performance and importance weights of the attributes as well as the average performance and importance values, then these values are plotted into the "Cartesian Quadrant."

The degree of significance for visitors is determined by what the managers and employees of the tourist village should do to deliver first-rate services. A Cartesian diagram will be used to depict the importance level and performance level after

calculations are completed based on the relevance level and performance level assessment results. The overall scores for importance and performance evaluations make up the level of importance and performance shown in the Cartesian diagram. An attribute's position on the X-axis is indicated by the total score of the assessment of performance/satisfaction perception (performance), whereas the attribute's position on the Y-axis is indicated by the total score of the importance/expectation level (importance) towards the attribute (Rangkuti, 2003). Later, the results will be obtained in the form of four quadrants as shown in the following image:
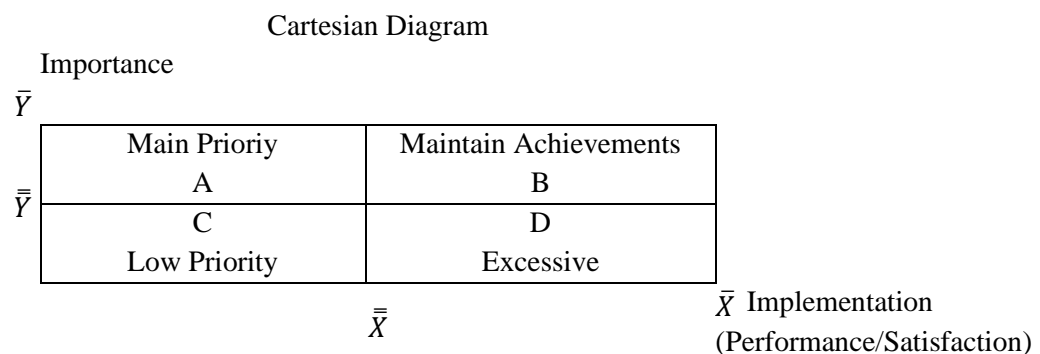
Cartesian Diagram

Importance

$\bar{Y}$

	Main Prioriy A	Maintain Achievements B
$\bar{\bar{Y}}$	C Low Priority	D Excessive

$\bar{\bar{X}}$

$\bar{X}$ Implementation (Performance/Satisfaction)

Figure 1. The "X" Axis and the "Y" Axis in the Cartesian Diagram of IPA
(Source: Ong dan Pambudi, 2014)

In the IPA analysis, a mapping into four quadrants is carried out for all variables affecting service quality. The division of quadrants in IPA is as follows:

Figure 2. Peta *Importance Performance Analysis*
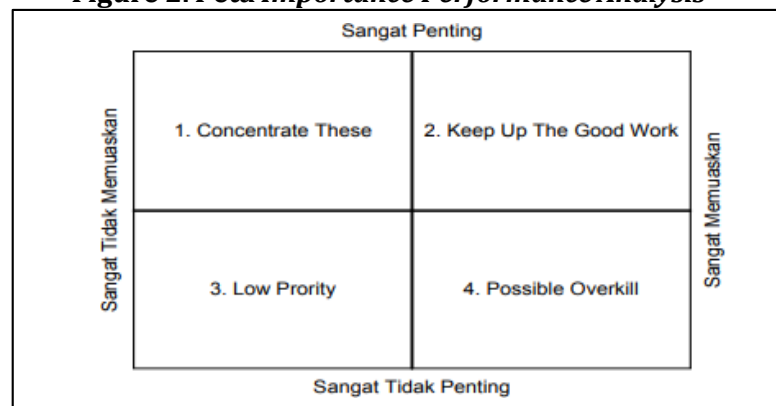
(Source: Nugraha et al., 2014)

According to Nugraha et al., 2014, the strategies that can be implemented regarding the position of each variable in the four quadrants can be explained as follows:

1. Quadrant 1 (Top Priority/Concentrate Here). There are elements in this quadrant that customers and consumers find appealing and/or anticipate, but in practice, these elements fall short of their expectations. To increase the performance that falls under this quadrant, the management must thus focus on allocating their resources.

2. Quadrant 2 (Keep Up The Good Work). This quadrant includes elements that consumers find attractive and that they believe already align with their perceptions, leading to comparatively higher levels of pleasure. Because all of these factors contribute to the product or service's perceived superiority in the eyes of customers, the variables that fall within this quadrant must be maintained.

3. Quadrant 3 (Low Priority). This quadrant includes elements that consumers find less appealing and those that, in practice, don't perform all that well. Since the variables in this quadrant have a negligible effect on customers' perceptions of benefits, improvements to them may be reexamined.

4. Quadrant 4 (Excessive/Possible Overkill). It is better for managers to direct the resources associated with these aspects to other factors that have a higher priority level because this quadrant contains elements that customers find less appealing, less expected, and excessive. identifies elements that are deemed excessive in their use yet less appealing in influencing customers.

B. CSI (*Customer Satisfaction Index*)

In this study, CSI is used to measure tourist satisfaction levels regarding the performance of the management and staff of the tourist village. The stages in measuring CSI according to Anggraini et al. (2022) are as follows:

1. Calculating the Weighted Factor (WF), which involves converting the average importance level into a percentage of the total average importance level of all tested attributes, resulting in a total WF of 100%.

2. Calculating the Weighting Score (WS), which is the product of the average performance level of each attribute and the WF of each attribute.

3. Calculating the Weighted Total (WT), which is the sum of the WS from all attributes.

4. Calculate the Satisfaction Index, which is WT divided by the maximum scale used (in this study, the maximum scale used is 5), then multiplied by 100%.

The overall satisfaction level of respondents can be seen from the criteria for tourist satisfaction. Meanwhile, the stages in measuring CSI according to Aritonang (2005) are as follows:

1. Determine the Mean Importance Score (MIS) for each variable;

2. Calculating the Weighting Factor (WF) per variable, which means converting the average importance value into a percentage of the total average importance level of all tested attributes, resulting in a total WF of 100%. This weight is the percentage of the MIS value per variable against the total MIS of all variables;

3. Determine the Mean Satisfaction Score (MSS) for each attribute;

4. Calculating the Weight Score (WS) for each variable, which involves evaluating the multiplication of the average satisfaction score of each attribute with the WF of each attribute. This weight is the product of WF and MSS;

5. Calculate the Total Weight (TW), which is the sum of the WS from all attributes.

6. Calculating the Satisfaction Index, which is WT divided by the maximum scale used, then multiplied by 100%.

Where the highest scale utilized is denoted by Hs (Highest Scale). The highest scale utilized in this investigation is 5. The satisfaction level criteria in Table 1 below show the respondents' overall degree of satisfaction:

Table 1. Interpretation of the Customer Satisfaction Index

Index Number	Interpretation
87% < X	The Excellent
84% < X ≤ 87%	The Very Good
80% < X ≤ 84%	The Good
77% < X ≤ 80%	The Borderline
71% < X ≤ 77%	Reasons to Be Concerned

$64\% < X \leq 71\%$	The Poor
$X \leq 64\%$	The Very Poor
Ket: X = Index Customer Satisfaction Index	

Quality is necessary in the provision of products or services to customers. A quality product is one that has specifications that meet consumer needs, resulting in customer satisfaction.

RESULTS AND DISCUSSION

Primary data comes from respondents/tourists who visited Nagari Sungai Batang, totaling 50 people, consisting of 15 domestic tourists and 35 international tourists. The characteristics of tourists can be explained as follows:

1. Age Group
   The majority of foreign and domestic tourists fall within the age group of 20-30 years, totaling 23 people or 46%. Then, foreign and domestic tourists aged 31-40 years accounted for a total of 20% or around 10 people, and tourists aged >40 years accounted for a total of 14% or around 7 people, while the remaining 10 people or around 20% were tourists aged <20 years.

2. Gender
   Out of the 50 respondents encountered during this study, 30 were female (60%) and 20 were male (approximately 40%).

3. Level of Education
   Respondents were predominantly bachelor's degree holders, accounting for 74% or 37 individuals, followed by high school graduates at 24% or 12 individuals, and junior high school graduates at 2% or 1 individual.

4. Type of Occupation
   Visitors/tourists who come to Nagari Sungai Batang are predominantly self-employed, with a total of 24 people or 48%. Meanwhile, the number of ASN workers is 7 people or 14%, and students are 16 people or 32%. And the occupations of traders, farmers, and private employees with a total of 3 tourists or 6%.

5. Origin of Tourists
   Respondents from West Sumatra totaled 9 people or 18%, while those from the Riau Archipelago amounted to 2 people or 4%, and those from Riau were 4 people or 8%. Meanwhile, the respondents from Malaysia were the most numerous tourists, with a total of 35 people or 70%.

Visiting Sungai Batang is not the main goal, but rather just a side trip. The main attraction for them is the nature of Lake Maninjau. There are also those who mention Lake Maninjau and the sensational panorama of the 44 (forty-four) bends. Generally, tourists obtain information about Nagari Sungai Batang from online media.

The perceptions and expectations of the community as tourists in Nagari Sungai Batang, particularly regarding the Buya Hamka Museum, were analyzed using consumer satisfaction levels and examined using two different techniques: the CSI analysis technique and the IPA analysis technique. The results of the CSI and IPA analyses will be explained as follows:

A. Tourist Satisfaction Level Based on the Customer Satisfaction Index (CSI) Analysis

Tourist satisfaction with the significance and caliber of the management's overall performance at the Museum Buya Hamka is gauged using the CSI analysis technique. The calculation of the CSI analysis is presented simply as follows:

Table 2. CSI Analysis Results

No.	Indicator	Level of Importance (I)	Performance Level (P)	Score (S) (I x P)
X1	The beauty of the natural scenery	4,22	4,44	18,74
X2	Events and performances	4,20	3,64	15,29
X3	Economic impact and benefits of tourist attractions	4,10	4,14	16,97
X4	Management of tourist spots for photo opportunities	4,72	4,70	22,18
X5	Electricity/other lighting sources	4,48	4,46	19,98
X6	Availability of clean water	4,38	4,50	19,71
X7	Facilities and services for telecommunications and internet networks	4,42	4,60	20,33
X8	Security/health facilities and services	4,46	4,68	20,87
X9	Shopping facilities and services as well as food and beverage provision	4,56	4,54	20,70
X10	Public toilet and bathroom facilities	4,20	4,80	20,16
X11	Worship facilities	4,76	4,40	2094
X12	Parking lot facilities	4,92	4,82	23,71
X13	Souvenir shop facilities	4,56	4,28	19,52
X14	Homestay accommodation facilities	4,58	4,54	20,79
X15	Access road to the tourist village	4,88	4,72	23,03
X16	Availability of directional signs/information boards	4,76	4,74	22,56
X17	Availability of transportation facilities	4,84	4,00	19,36
X18	Development of access through digitalization	4,40	4,18	18,39
X19	There are ATMs/banks around the tourist area and they are accessible	4,66	4,10	19,11
X20	The openness of the community	4,92	4,52	22,24
Total		91,02	88,80	404,60

Based on the information in the table, the value of customer satisfaction among Nagari Sungai Batang visitors can be calculated as follows:

1. $\text{CSI} = \frac{\sum_{k=1}^{p} WS}{Hs} \times 100\%$

2. $\text{CSI} = \frac{404,60}{5} \times 100\%$

3. $\text{CSI} = 80,92\%$

Measuring tourist satisfaction levels is very important to determine how much of their expectations can be met. Based on the analysis of the consumer satisfaction index, namely the tourists of Nagari Sungai Batang, a CSI value of 80.92% was obtained. Based on the previously described CSI table or customer satisfaction index (Aritonang, 2005), a CSI value of 80% < X ≤ 84% means that overall, tourists feel "good" about the quality and performance of the provided services.

This shows that tourists' perceptions of the four aspects of tourism attributes such as attractions, amenities, accessibilities, and ancillary services obtained after visiting Nagari Sungai Batang can be said to be satisfactory overall, and the administration of Nagari Sungai Batang still has to focus more on improving some of these service aspects as the service provider, as they are still considered not to meet the expectations of the tourists themselves.

According to Mateka (2013), Customers will feel happy when performance matches their expectations and extremely satisfied when performance surpasses them. Muharastri (2008) asserts that by improving the performance of attributes in light of the findings of the IPA

analysis, the CSI value can be raised. It is anticipated that the CSI value will rise to 100% as a result of the enhancement of qualities discovered by IPA research.

B. Tourist Satisfaction Levels Based on Importance Performance Analysis (IPA)

To evaluate the scope of accomplishments and determine which qualities require maintenance and improvement, the Importance Performance Analysis (IPA) technique is employed. The IPA data analysis table is presented in Table 3, and the IPA quadrant analysis (Cartesian Diagram) is presented in Figure 3. The table for the simple calculation of the IPA analysis is presented as follows:

Table 3. Results of IPA Analysis

No.	Indicator	Performance	Average Performance Level	Interest	Average Level of Importance	(Tki) %
X1	The beauty of the natural scenery	222	4,44	211	4,22	105,21
X2	Events and performances	182	3,64	210	4,20	86,67
X3	Economic impact and benefits of tourist attractions	207	4,14	205	4,10	100,98
X4	Management of tourist spots for photo opportunities	235	4,70	236	4,72	99,58
X5	Electricity/other lighting sources	223	4,46	224	4,48	99,55
X6	Availability of clean water	225	4,50	219	4,38	102,74
X7	Facilities and services for telecommunications and internet networks	230	4,60	221	4,42	104,07
X8	Security/health facilities and services	234	4,68	223	4,46	104,93
X9	Shopping facilities and services as well as food and beverage provision	227	4,54	228	4,56	99,56
X10	Public toilet and bathroom facilities	240	4,80	210	4,20	114,29
X11	Worship facilities	220	4,40	238	4,76	92,44
X12	Parking lot facilities	241	4,82	246	4,92	97,97
X13	Souvenir shop facilities	214	4,28	228	4,56	93,86
X14	Homestay accommodation facilities	227	4,54	229	4,58	99,13
X15	Access road to the tourist village	236	4,72	244	4,88	96,72
X16	Availability of directional signs/information boards	237	4,74	238	4,76	99,58
X17	Availability of transportation facilities	200	4,00	242	4,84	82,64
X18	Development of access through digitalization	209	4,18	220	4,40	95,00
X19	There are ATMs/banks around the tourist area and they are accessible	205	4,10	233	4,66	87,98
X20	The openness of the community	226	4,52	246	4,92	91,87
Total		4440	88,80	4551	91,02	
	Average		4,44		4,55	97,74

In the Cartesian Diagram that results in four quadrant divisions, the mapping of performance value (X) and importance (Y) is discussed. The Cartesian diagram resulting from the IPA analysis is as follows:
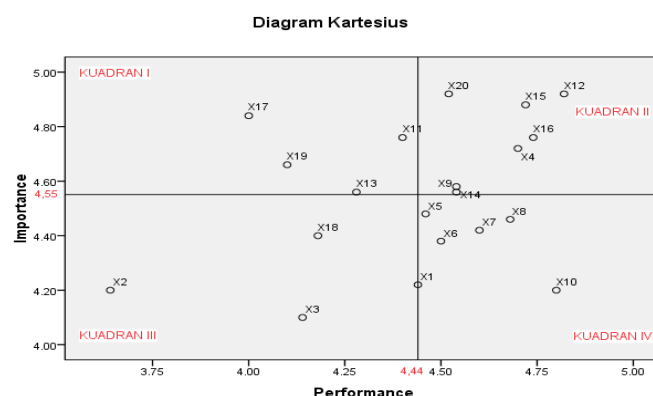
Figure 3. Cartesian Diagram IPA Analysis Results
Source: Processed data analysis results, 2024

The interpretation of that quadrant according to Tjiptono (2011) is as follows:

A. Main Priority (Concentrate Here)

In this quadrant, there are factors that are considered important and/or expected by tourists, but the performance is deemed unsatisfactory. Therefore, the Nagari Sungai Batang authorities need to focus on allocating their resources to improve the performance in this quadrant. The attributes that fall into this quadrant are presented in table 4 below:

Table 4. Research Attributes that Fall into Quadrant I

Attribute Number	Attribute
X11	Worship facilities
X13	Souvenir shop facilities
X17	Availability of transportation facilities
X19	There are ATMs/banks around the tourist area and they are accessible

Thus, these attributes become the main priority scale for the Nagari Sungai Batang to improve.

Quadrant I is the quadrant that has a very low level of satisfaction, making it the top priority for the Nagari Sungai Batang authorities to improve. There are four attributes that fall into this quadrant, ranked according to their level of priority. The four attributes are Worship facilities (X11); Souvenir shop facilities (X13); Availability of transportation facilities (X17); and There are ATMs/banks around the tourist area and they are accessible (X19).

B. Keep Up The Good Work

Nagari Sungai Barang has to continue to perform well because this quadrant contains elements that are seen to be significant and anticipated to enhance customer satisfaction. The attributes that fall into quadrant II are presented in table 5 below:

Table 5. Research Attributes that fall into Quadrant II

Attribute Number	Attribute
X4	Management of tourist spots for photo opportunities
X9	Shopping facilities and services as well as food and beverage provision
X12	Parking lot facilities
X14	Homestay accommodation facilities
X15	Access road to the tourist village
X16	Availability of directional signs/information boards
X20	The openness of the community

Thus, these attributes need to be maintained in their performance by the Nagari Sungai Batang authorities.

Tourists' expectations and feelings at Nagari Sungai Batang are in line with quadrant II. This quadrant contains seven traits that are arranged in order of priority. The seven attributes are Management of tourist spots for photo opportunities (X4); Shopping facilities and services as well as food and beverage provision (X9); Parking lot facilities (X12); Homestay accommodation facilities (X14); Access road to the tourist village (X15); Availability of directional signs/information boards (X16); and The openness of the community (X20).

C. Low Priority

In this quadrant, The officials of Nagari Sungai Batang do not need to give these things more priority or focus since they are seen as having low levels of perception or actual performance and are not very vital or highly expected by tourists. Table 6 below lists the characteristics that belong to this quadrant:

Table 6. Research Attributes that Fall into Quadrant III

Attribute Number	Attribute
X1	The beauty of the natural scenery
X2	Events and performances
X3	Economic impact and benefits of tourist attractions
X18	Development of access through digitalization

Thus, these attributes become a priority scale for improvement for the Nagari Sungai Batang authorities.

Quadrant III is a low-priority quadrant because it contains attributes that are considered less important by tourists and, in reality, their performance does not need to be exceptional. There are four attributes that fall into this quadrant, ordered according to their priority level. The order of attributes according to the priority level that need improvement is The beauty of the natural scenery (X1); Events and performances (X2); Economic impact and benefits of tourist attractions (X3); and Development of access through digitalization (X18).

D. Excessive (*Possibly Overkill*)

In this quadrant, there are factors that are considered less desirable by tourists, so the Nagari Sungai Batang authorities should better allocate resources related to these factors to other factors that have a higher priority level. The attributes that fall into this quadrant are presented in the following table 7.

Table 7. Research Attributes that Fall into Quadrant IV

Attribute Number	Attribute
X5	Electricity/other lighting sources
X6	Availability of clean water
X7	Facilities and services for telecommunications and internet networks
X8	Security/health facilities and services
X10	Public toilet and bathroom facilities

As a result, the Nagari Sungai Batang authorities believe that these characteristics are being applied excessively. As a result, Nagari Sungai Batang would be better off focusing its resources on its top priorities initially.

Quadrant IV has characteristics that are deemed excessive or have a high performance execution level but a low level of importance. The five traits that make up this quadrant are arranged in order of priority. Electricity and other lighting sources (X5), clean water availability (X6), telecommunications and internet network facilities and services (X7), security/health facilities and services (X8), and public restrooms and toilets (X10) are the attributes that Nagari Sungai Batang can prioritize its performance on by according to the priority level to reduce their performance.

CONCLUSION

Based on the research results that have been outlined in the previous section, it can be concluded as follows:

1. Visiting as tourists to Nagari Sungai Batang are particularly interested in the museum of Buya HAMKA's birthplace. A visit to the museum serves as a historical relic of the life of an idolized figure, as many have read his literary works and religious books by Buya HAMKA. For foreign tourists from Malaysia, it feels incomplete if they haven't visited the birthplace museum of Buya HAMKA located in Nagari Sungai Batang.

   In general, tourists believe that the natural beauty, cultural arts, and the opportunity for fishing in Lake Maninjau are also great tourist attractions, but seeing the birthplace of Buya HAMKA in person remains the main highlight, at least once. To visit again with another group is still a possibility, but if not with a group, it feels difficult to visit again.

2. Overall tourist satisfaction falls into the "good" category, as the visit to Nagari Sungai Batang is only a part of the trip to Lake Maninjau. Tourists do not consider transportation facilities, accommodation, and consumption needs when visiting Nagari Sungai Batang.

3. Assistance can be provided through tourism stakeholders involved in the tourism pentahelix, both those in Agam Regency and parties that can be invited for collaboration. Also involving the local community with the aim of maximizing the existing natural tourism potential. The assistance that can be provided includes training for creating tour packages, guiding tours, and managing tourist sites, which includes knowledge of Sapta Pesona and Sadar Wisata.

4. In addition, the current challenge is access to tourist destinations. The access roads to the existing attractions are still natural, making them difficult to traverse. Some tourist attractions must be reached by trekking, which requires us to pass through forests and plantations managed by the community on a self-sustaining basis. Thus, this situation means that the existing natural tourism potential has not yet been utilized as an income generator for the people of Nagari Sungai Batang. With the proper management of the existing natural tourism potential, these tourist attractions can certainly be introduced to many people to visit. It remains to be seen how the packaging of these tourist attractions can be done well so that they can be promoted, allowing tourists to visit and enjoy the natural beauty of the tourist sites in Nagari Sungai Batang. The visit of tourists can certainly create a positive domino effect from tourism activities. The emergence of tourism components consisting of the 4As, namely attractions, accommodation, accessibility, and ancillary services.

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