



Management Of the Object of Tourism Mountain Padang by The Tourism Office of The City of Padang

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Abstract

This study examines the management of the tourist attraction Gunung Padang by The Tourism Government of Padang City. This study focuses on the management of the tourist attraction Gunung Padang which is conducted by Tourism Goverment of Padang City. In an effort to optimize regional potetial ang provide a positive impact on the economyand community welfare, the Tourism sector is one of the industries that has an important role in realizing this. The purpose of this study is to analyze how the management of the tourist attraction Gunung Padang is carried out by the Tourism Government of Padang City. The method used in this study is a qualitative approach using using the theory of George R. Terry regarding the main function of management. The results of the discussion of the Tourism Government in managing tourist attraction Gunung Padang with an integrated approach involving various parties, comprehensive, planned ad sustainable. The main obstacles in managing this tourist attraction Gunung Padang include limited budget, human resources and inadequate monitoring system for the tourist attraction Gunung Padang area. This makes it difficult for Tourism Government to carry out proper evaluation for necessary improvement. The effort the Tourism Government of Padang City to overcome various obstacles in managing tourist attraction Gunung Padang are carried out through cooperation with various parties to support finances and human resources. Designing training programs and workshops aimed at tourism managers and utilizing technology and social media to reach a wider audience. This is intended to integrate various aspects of management from service quality to tourist satisfaction.

INTRODUCTION

Tourism destination management refers to a way to organize and utilize resources efficiently to achieve desired goals, increase economic growth, and generate income, while providing services to tourists, protecting the environment, and preserving tourist attractions ([Adhal, M., 2024](#)). This approach is also key to the sustainability of the tourism industry. Such sustainability is highly dependent on the management of tourist destinations by stakeholders who can maintain competitiveness and meet tourist expectations, both in terms of attractions, accessibility, and available facilities ([Uhai, S., et al., 2024](#)).

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Therefore, tourism management must be based on principles that consider various factors, such as consumer needs, culture and cultural heritage, economy, ecology, financial aspects, human resources, future potential, and social dimensions ([Rudy, D. G., & Mayasari, I. D. A. D., 2019](#)). In order to realize the principle of tourism aimed at tourists and local communities. Synergy between local communities, local governments, and the private sector is the key to success in creating effective tourism governance ([Wijaya, A. A. M., et al., 2023](#)). This cooperation not only has an impact on increasing the number of tourist visits, but also contributes to creating a quality and sustainable tourism experience. Therefore, integrated management measures are needed to support the growth of a competitive and long-term tourism sector ([Atmaja, H. E., & Ratnawati, S., 2020](#)).

West Sumatra Province is one of the regions that has a variety of tourism potential, spread throughout its cities and regencies ([Del Rosa, Y., 2019](#)). Based on Article 1 paragraph 5 of Law Number 10 of 2009, tourist attraction is defined as everything that has unique value, beauty, and important meaning-whether sourced from natural wealth, culture, or human creation-which is the main reason for tourist visits to a destination. Cooper in ([Andrianto & Sugama, 2016](#)) revealed "There are four components of tourism called 4A including (1) Attraction, (2) Accessibility, (3) Amenity, (4) Ancillary Service. One of the areas in West Sumatra Province that has a tourist attraction is Padang City.

One of the popular and widely visited natural tourist destinations in Padang City is the Mount Padang area ([Isman, M. A., & Syarief, A., 2024](#)). One of the popular and widely visited natural tourist destinations in Padang City is the Mount Padang area. The natural beauty offered and the inherent historical and cultural values make this area an important tourist icon in Padang City ([Hamzah, F., et al., 2021](#)). The management of Gunung Padang tourist attraction based on the decision of the Mayor of Padang City No. 100 of 2021 stipulates that the Gunung Padang Integrated Area as a Featured Tourist Attraction (DTWU) in Padang City, this decision is valid from April 9, 2021. In managing Gunung Padang tourist attraction, it still faces various obstacles, especially in terms of the availability of supporting facilities and infrastructure ([Nanang, L., 2020](#)). Based on observations, a number of problems were found in managing facilities in the area. Among them are the unavailability of places of worship, limited sanitation facilities such as toilets or toilets, the minimal number of management officers, as well as the less than optimal security system and environmental cleanliness. In addition, the available parking area is considered insufficient to accommodate visitors' vehicles. Road access to the location is also damaged, thus reducing the comfort of tourists in reaching this destination.

But behind these various shortcomings, the Gunung Padang area still shows enormous potential to be developed into a leading tourist destination ([Hamzah, F., et al., 2021](#)). In terms of natural wealth, Gunung Padang offers stunning natural scenery with a hilly landscape that directly faces the sea, providing a unique and captivating visual experience ([Hutabarat, D. C., 2019](#)). The existence of this area, which is close to other destinations such as Padang Beach, Kota Tua and Muara Batang Arau, makes it part of a tourist corridor that is strategic and easily accessible to tourists.

In addition to its natural beauty, Gunung Padang also has high historical and cultural value. The hill is known in folklore as a place associated with the legend of Siti Nurbaya, a famous literary figure in Marah Rusli's work ([Sumaryanto, E. A., 2020](#)). In addition, historical remnants of the Japanese colonial period, such as caves or defense tunnels, add to the educational value of this destination. The combination of natural, cultural, historical potential and strategic geographical location makes Gunung Padang a tourist attraction that is not only visually appealing, but also has narrative and emotional value for tourists ([Hamzah, F., et al., 2021](#)).

From an economic and social perspective, the existence of this tourist attraction has a positive impact on the surrounding community. Tourism activities in the Gunung Padang area open up business opportunities for local residents, such as culinary businesses, tour guide services and vehicle parking ([Ade, T. D., 2022](#)). This certainly contributes to improving

the economic welfare of the local community and supports community-based tourism development ([Syarifah, R., & Rochani, A., 2022](#)). Therefore, although there are a number of technical constraints in its management, the positives of the Gunung Padang area are far greater. Strategic steps are needed from the local government and other stakeholders to improve infrastructure, provide adequate public facilities, improve destination management, and strengthen tourism promotion ([Kurniati, P. S., et al., 2023](#)). With proper planning and management, Gunung Padang will not only become a favorite tourist destination in Padang City, but can also compete at the national and international levels as a sustainable and high-quality tourist attraction ([Hariadi, B., & Meilina, S., 2023](#)).

Based on observations made to the Gunung Padang tourist attraction area, there are still many facilities and infrastructure that are still inadequate, some have even been damaged due to lack of maintenance and supervision. This condition is exacerbated by the low awareness of some visitors in maintaining public facilities that have been provided by the Government. Some important facilities that are not yet available include places of worship such as prayer rooms, so tourists who want to pray are forced to use the space owned by local merchants as an alternative. In addition, the MCK facilities available are still far from a decent standard. Road access to the peak area of Mount Padang and Siti Nurbaya's tomb is also in a damaged condition, with the road surface starting to crack and break, thus endangering the comfort and safety of tourists.

From 2022 to 2024, the tourism sector showed signs of gradual recovery after experiencing a significant contraction due to the COVID-19 pandemic ([Asrul, M., et al., 2022](#)). This recovery process was driven by several main factors, including the easing of social restriction policies that allowed tourism activities to resume, increasing public confidence in the safety and comfort of tourist destinations, and the application of digital technology-based innovations in promotional strategies that expand market reach ([Muchlis, M., 2020](#)). These efforts resulted in an increase in the number of visits from year to year, so that by 2024, the level of tourist visits had returned to pre-pandemic levels. This condition reflects the effective success of the government, both through strengthening promotion, improving infrastructure, and managing destinations adaptively to post-pandemic challenges ([Saputra, V. A., et al., 2023](#)).

Based on the explanation and exposure of the background of the problem and the phenomenon above, the researcher wants to examine it in a study entitled "Management of Mount Padang Tourism Objects by the Padang City Tourism Office". The purpose of the research is to find out the Management of Mount Padang Tourism Objects and what are the obstacles to the Management of Mount Padang Tourism Objects and find out how efforts are made in the Management of Mount Padang Tourism Objects by the Padang City Tourism Office.

METHODS

This research uses a qualitative approach with a descriptive analysis method. The qualitative research design format stands from three models, namely the descriptive format, verification format and grounded research format. In this study, a qualitative method with a descriptive design was used, namely research that provides a careful description of certain individuals or groups about the circumstances and symptoms that occur ([Yuliarso, M. Z., & Purwani, D. A., 2018](#)). The use of qualitative methods is intended to find and understand what is behind the phenomenon to be studied.

RESULT AND DISCUSSION

Tourism destination management is a way of controlling or organizing various resources successfully to achieve goals, economic growth and income with services to tourists as well as protection of the environment and preservation of tourist objects. Tourism

management must refer to the principles of tourism management that emphasize the value that must be considered regarding consumers, culture and cultural heritage, economics, ecology, finance, human resources, future and social opportunities ([Rudy, D. G., & Mayasari, I., D. A. D., 2019](#)). According to Henry Fayol with classical management theory which is very concerned about the productivity of factories and workers, in addition to paying attention to management for a complex organization, so that he presents a more complete method of teaching management in the form of a blueprint ([Boko, Y. A., 2022](#)). Fayol believed that the success of managers was not only determined by their personal qualities, but because of the use of appropriate management methods. In the context of this thesis, management is seen and identified from the strategy to improve the development of Gunung Padang tourist attractions carried out by the Padang City Tourism Office.

Based on the results of the research, researchers obtained information about the Management of Mount Padang Tourism Objects by the Padang City Tourism Office. In accordance with the results of interviews with several informants who are part of the Padang City Tourism Office through field studies. The methods used are observation, interviews, and documentation to obtain the data and answers needed by researchers in completing research on how the management of Mount Padang Tourism Objects by the Padang City Tourism Office.

From the results of the interview it was concluded that the management of Gunung Padang tourist attraction is carried out with an integrated approach, involving local communities, local governments, and the private sector. The Tourism Office is committed to maintaining natural beauty by applying the principles of ecotourism and involving the community in management, so that they can feel the direct benefits of tourism. Efforts to increase tourist attraction are made through improvements to infrastructure and facilities, as well as effective promotion to attract more visitors. Overall, the management of Gunung Padang is considered good, but there is still room for improvement for more optimal tourist comfort.

Then, based on the theory used by researchers regarding research Then, based on the theory used by researchers regarding research on Gunung Padang Tourism Object Management, namely using George R. Terry's theory. In George R. Terry's theory there are indicators of Planning (planning), Organizing (organizing), Movement (actuating), Supervision (controlling).

1. Planning (planning)

Planning is the selection or determination of organizational goals and the determination of strategies, policies, projects, programs, procedures, methods, budget systems and standards needed to achieve goals ([Arifudin, M., et al., 2021](#)). Planning is also an integrative activity that seeks to maximize the overall effectiveness of an organization as a system in accordance with the objectives to be achieved.

Based on the results of the interview, it can be seen that the Tourism Office is committed to strengthening collaboration with local communities and stakeholders so that planning in tourism management runs effectively and provides direct benefits to the community. Massive and strategic promotion is also an important part of this plan, utilizing technology and digital media to attract more tourists, both domestic and foreign.

2. Organizing

Organizing is the determination of resources and activities needed to achieve organizational goals, planning and developing an organization or work group that will be able to bring these things towards goals, assigning certain responsibilities and then, delegating the necessary authority to individuals to carry out their duties ([Saefrudin, S., 2017](#)). This includes how the Padang City Tourism Office organizes human resources to support the management of Gunung Padang tourist attractions.

Based on the results of the interview, the researcher concluded that the Padang City Tourism Office to support the management of Gunung Padang tourist attraction. He

appreciated the Dinas's efforts in conducting selection and training for tour guides, as well as actively involving local communities, which contributed to a better visitor experience. Although there are challenges such as the guides' lack of understanding of the site's history and culture, which need to be improved for visitors to experience the depth of the story behind Gunung Padang. Visitors hope that the Tourism Office continues to improve the quality of human resources to achieve more effective management in the future.

3. Movement (actuating)

Movement is encouraging and mobilizing people and other resources through motivation, organization, maintaining morale, etc. so that work / tasks can be completed ([Febrianty, F., et al., 2020](#)). In organizations in order to achieve organizational goals. In an organizational context, movement can be interpreted as an effort to achieve certain goals through resource management and planned activity arrangements.

Based on the results of the interviews, the researcher can conclude that the Padang City Tourism Office implements a strategy that focuses on improving infrastructure and facilities to increase visitor comfort at the Gunung Padang tourist attraction. In addition, they empower local communities by involving them in tourism management, thus creating a positive impact on the local economy ([Utami, V. Y., 2022](#)). Promotion through social media and collaboration with stakeholders are also key in this strategy. The Tourism Office seeks to make Gunung Padang a leading tourist destination that provides benefits to the community and local economy.

4. Supervision (controlling)

Supervision is the discovery and application of ways and equipment to ensure that plans are carried out in accordance with what has been determined. Supervision is a managerial process that includes observing, assessing, and controlling the implementation of activities in the organization ([Djadjuli, D., 2018](#)). Supervision includes observing individual or group performance, evaluating the results achieved, and taking corrective action if there are deviations from the plan.

Based on the results of the interviews, it can be concluded that the Padang City Tourism Office carries out control and evaluation of the management of Gunung Padang tourist attractions with a systematic and structured approach. They conduct regular monitoring of operations, facilities and services to ensure all activities are in line with set standards. In addition, the Dinas collects feedback from visitors and the local community to assess service quality and identify areas for improvement. The results of this evaluation form the basis for designing a more effective development strategy, with a commitment to preserve Gunung Padang and increase economic and social benefits for the local community.

CONCLUSIONS

The Padang City Tourism Office in managing this tourist attraction is carried out with an integrated approach by involving various parties, including local communities, local governments, and the private sector. The management of this tourist attraction is also carried out with a comprehensive approach. The Tourism Office seeks to increase tourist attractiveness by improving existing infrastructure and facilities. In addition, the management of this tourist attraction is also carried out with a planned and sustainable approach. The Tourism Office is committed to maintaining natural beauty and preserving the environment by applying the principles of ecotourism, as well as involving the community in management so that they can feel the direct benefits of tourism.

The main obstacle of the Padang City Tourism Office in managing Gunung Padang tourist attraction is the limited budget available, which limits the space for the Tourism Office to plan and implement ambitious development programs. Another constraint is the lack of human resources who understand tourism management strategies effectively, which makes it difficult to design appropriate programs. And people who do not fully understand the

importance of tourism, so their participation in the management of tourist attractions is still low. Another obstacle is the lack of an integrated monitoring system, making it difficult to obtain accurate and real-time data on the condition of tourist attractions. This makes it difficult for the Tourism Office to conduct proper evaluations and take the necessary corrective measures.

The Tourism Office's efforts in overcoming various obstacles in the management of Gunung Padang tourist attraction by establishing cooperation with various parties, including the private sector and donor agencies, to obtain financial support and additional resources. The Tourism Office has also made efforts by designing training programs and workshops to improve the skills of staff and managers of tourist attractions. In addition, the Tourism Office is working on improving supporting infrastructure, such as road access and public facilities, to create a more comfortable environment for visitors. The Tourism Office will also utilize technology and social media to reach a wider audience. And the Tourism Office has sought to implement a comprehensive control system, which includes the establishment of clear and measurable performance indicators. This is designed to integrate various aspects of management, from service quality to visitor satisfaction. The data obtained is used to analyze trends and patterns that can help in making better decisions.

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