



Preserving Heritage, Marketing Tourism: Strategic Insights for Historical Tourism in West Sumatra

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ABSTRACT

West Sumatra holds significant potential for the development of historical tourism, with regions such as Bukittinggi, Padang, Payakumbuh, Batusangkar, Sawahlunto, Padang Panjang, Pariaman, and Bonjol showcasing a rich historical legacy from prehistoric times through the colonial era and the independence movement. This study employs a qualitative research approach combined with a descriptive method to explore the potential and marketing strategies of historical tourism in the area. The qualitative approach allows for a deep understanding of the region's social and material realities, while the descriptive method systematically illustrates current events, conditions, and opportunities within the historical tourism sector. The research highlights the importance of local stories and narratives in enriching the visitor experience and differentiating West Sumatra as a historical tourism destination. Furthermore, the study emphasizes the critical role of collaboration between government bodies, local communities, and tourism practitioners in achieving sustainable tourism development. Integrating both visible and intangible resources, especially human capital, is crucial for crafting a compelling and resilient tourism strategy. Overall, West Sumatera's rich historical assets present a substantial opportunity for economic growth and cultural preservation through thoughtfully developed historical tourism initiatives.

Keywords: *cultural heritage, historical tourism, marketing strategies, tourism development*

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1. INTRODUCTION

The current state of global economic growth is facing significant challenges. The ongoing financial crisis has forced the rate of economic growth to slow from double-digit levels to single digits. Some countries are even experiencing economic stagnation or negative growth. This global situation has also impacted the tourism sector and other industries, although tourism remains in demand due to the high interest in travel activities. As an industry with a global scope, tourism can be relied upon as a driving force for economic growth.

In Indonesia, tourism is one of the sectors growing faster than the national average economic growth rate (Soebagyo, 2012; Anggraini & Natasya, 2024). The development of tourism has long been a focus in national development, recognized in 1978 through government policies aimed at expanding and enhancing the tourism sector to increase state revenue, create employment opportunities, and introduce Indonesian culture internationally. National economic growth has also strengthened the role of the tourism sector in contributing to regional income. Tourism in Indonesia is closely linked with the cultural diversity of its regions, which presents a significant potential for tourism development. For the regions themselves, tourism plays a role in supporting economic growth through increased regional income.

One of the efforts to advance the tourism industry is by seeking new models in developing tourist attractions. Tourist attractions can be either natural or man-made. Natural attractions are considered as nature's gifts that must be preserved (Wantogia, Bempah, & Lihawa, 2024), while man-made attractions depend heavily on human creativity and have the potential to continue developing.

West Sumatra, despite having limited natural resources, has chosen tourism as one of its mainstays in increasing regional income (Miranti, 2006). This region has now become one of the main tourist destinations in Indonesia due to its combination of natural beauty and cultural richness. The number of tourists visiting West Sumatra has significantly increased, showing a high interest in the region's tourism potential (Putri & Susanti, 2024; Dwikinanti, Riesa, & Husna, 2024). This increased interest places a responsibility on the West Sumatra tourism industry to ensure visitor satisfaction.

The development of regional tourism must be adapted to local conditions. This article highlights the idea of developing tourism in West Sumatra, particularly historical tourism. The potential for historical tourism in West Sumatra is substantial, considering the significant history of the region as a site of important events in Indonesia's historical journey, especially during the Emergency Government of the Republic of Indonesia period during the independence war from 1945-1949.

In the tourism industry, using history as part of tourism development has great potential. Historical tourist attractions, in the classification proposed by Roberts, are one of the various tourist attractions, alongside natural attractions, zoos, and wildlife. Historical tourist attractions are considered an integral part of tourist attractions, along with natural and cultural attractions. Preserving and maintaining history is of great significance for a nation, and one way to do this is by integrating history into the tourism industry. This can be done by making historical aspects a tourist attraction.

Although there is no specific definition for historical tourism in tourism literature, it is generally considered part of heritage tourism. According to the World

Tourism Organization, heritage tourism involves activities that include the enjoyment of history, nature, cultural heritage of humans, arts, philosophy, and traditions of various regions. The National Trust for Historic Preservation in the United States also defines it as travel to enjoy places, artifacts, and activities that authentically represent the stories or history of past and present. Meanwhile, the Texas Historical Commission states that historical tourism is travel aimed at enjoying historical relics in a city, region, province, or country, allowing tourists to learn about local customs, traditions, history, and culture.

In the context of Indonesia, this heritage is regulated by Law No. 5 of 1992 on Cultural Heritage Objects, which states that cultural heritage objects, whether man-made or natural, have significant value for history, science, and culture.

As part of heritage tourism, historical tourism is typically a special interest attraction, not a mass one. While mass tourism emphasizes pleasure, historical tourism emphasizes experience and knowledge. Research shows that heritage tourism is one of the fastest-growing sectors of the tourism industry.

Thus, historical tourism can be defined as special interest travel to enjoy and learn about history through the relics found in a particular region. This definition aligns with the understanding of tourism mentioned in Law No. 10 of 2009 on Tourism, which includes a variety of tourism activities supported by various facilities and services from various parties. This article therefore, aims to explore the potential and marketing strategies of historical tourism in West Sumatra.

2. METHOD

This study employs a qualitative research approach with a descriptive case study method to explore the potential and marketing strategies for historical tourism in West Sumatera. The qualitative approach is used to gain an in-depth understanding of historical tourism's social, cultural, and economic realities, allowing for a comprehensive analysis of existing challenges and opportunities. The descriptive method is applied to systematically describe and analyze the current state of historical tourism and its marketing strategies within the region.

A case study design is utilized to provide a detailed and contextual analysis of historical tourism in West Sumatera. This case study focuses on specific historical sites, tourism practices, and stakeholder involvement in the region. The study aims to identify key factors influencing the development and promotion of historical tourism by examining various locations and their historical significance.

The study employs a triangulation approach, using multiple data sources to ensure reliability and validity. The data collection methods include semi-structured interviews with key stakeholders such as government tourism officials, local tourism operators, historians, and community leaders. Field visits to historical sites across West Sumatera are conducted to assess the current conditions of heritage attractions, visitor engagement, and promotional efforts. Additionally, secondary

data from government reports, tourism policies, academic papers, and marketing strategies are analyzed to provide context and support findings. Focus group discussions (FGDs) with tourism stakeholders, local communities, and visitors are conducted to gather diverse perspectives on the strengths, weaknesses, opportunities, and threats in historical tourism development.

The collected data is analyzed using thematic analysis, identifying key themes related to historical tourism potential, visitor engagement, and marketing strategies. The steps involved in data analysis include organizing and categorizing data from interviews, observations, and documents, followed by coding and thematic analysis to identify patterns and themes. Finally, interpretation and discussion of findings generate meaningful insights into the development of historical tourism in West Sumatera.

This study follows ethical research guidelines to ensure credibility and trustworthiness. Ethical considerations include obtaining informed consent from all interviewees and FGD participants, ensuring the confidentiality and anonymity of respondents, and avoiding bias in data interpretation while maintaining objectivity throughout the research process.

This study aims to provide valuable insights into the sustainable development of historical tourism in West Sumatera. It offers recommendations for policymakers, tourism stakeholders, and local communities to enhance the region's appeal as a historical tourism destination. The findings will contribute to policy formulation, strategic marketing, and conservation efforts to strengthen historical tourism's role in regional economic and cultural development.

3. RESULT AND DISCUSSION

3.1 Historical Tourism in West Sumatera

Based on the definition of historical tourism previously outlined and the role played by West Sumatera in national history, this region has great potential to become a prominent historical tourism destination. The criteria for establishing an area as a tourist destination are regulated by the Minister of Culture and Tourism Regulation No. PM.37/UM.001/MKP/07. These criteria include: the availability of resources and tourist attractions, tourism and general facilities, accessibility, the involvement and readiness of the local community, market potential, and the strategic role of tourism in regional development. West Sumatera already possesses some of these aspects, but further exploration is needed to enhance its potential as a significant historical tourism destination. Thus, West Sumatera has the potential to become a standout historical tourism destination in the national tourism landscape.

The diverse richness and uniqueness related to historical relics scattered throughout West Sumatera can ideally attract tourists. Not only the physical forms

of these relics, but also the folk stories that are believed by the local community can be considered to explore them into valuable narratives. Thus, tourists who visit can directly verify the narratives conveyed through the physical evidence seen visually during their visit. Cultural attractions in West Sumatra can also be utilized as historical tourism attractions. The various types of cultural attractions in different regions of West Sumatra can be very important supporting elements for the development of historical tourism. Each region has unique characteristics that can be packaged into cultural historical tourism products. The local wisdom enriching various regions in West Sumatra can be a superior asset for the community to develop tourism. Local wisdom-based historical tourism not only offers natural beauty but also more valuable knowledge to reminisce about the past. Local historical relics that are part of national history can certainly enrich tourists' experiences. This becomes a special attraction for tourists to visit West Sumatra. They not only enjoy the journey but also gain various historical insights that remind them of the richness and diversity in Indonesia, particularly in West Sumatra.

The development of historical tourism in West Sumatra can essentially be initiated by identifying the potential of each region first. This identification should not only look at the existing physical buildings but also explore the stories circulating in the community. These narratives can then be used as promotional materials on various digital platforms or as material for tour guides when providing tourism services. Adi & Saputro (2017) in their article stated that the form of promotion is an important aspect that greatly influences tourism attraction. Therefore, to promote historical tourism in West Sumatra, various collaborations from different fields are needed. The provincial government, local governments, local communities, tourism communities, academics, and practitioners need to establish well-programmed cooperation for the development of historical tourism in West Sumatra.

Program activities involving many elements will facilitate the realization of West Sumatra as a historical tourism destination. Essentially, physical buildings or historical relics with many stories will not be known to tourists without various promotional activities. One initiative that has been carried out by West Sumatra is organizing events derived from local community wisdom. This can certainly serve as a platform for tourism attractions that will enhance the potential of historical tourism in West Sumatra. This is supported by Adi & Saputro's (2017) statement that tourism attractions can enhance tourism appeal, combining the potential of local wisdom as a tourism destination. Furthermore, cultural activities, festivals, and events that have become government programs at the provincial or local level can also be used as media to introduce existing historical tourism (Taghulihi & Ayuningsih, 2024).

Today, West Sumatra ideally already meets various indicators to be designated as a historical tourism destination. Although stronger branding and

promotion are still needed for West Sumatra to become part of the national historical tourism landscape. Serious management and creative tourism development are certainly needed to enhance the potential that is already evident. Collaborative projects from various fields can be carried out through the government's flagship programs related to tourism. Additionally, the implementation of policies aimed at tourism development in West Sumatra should focus on the existing potential to establish this region as a historical tourism destination.

3.2 The Potential of Historical Tourism in West Sumatra

In West Sumatra, there are numerous locations with significant potential to be developed into historical tourism destinations. This is due to the diverse cultural heritage in the region, encompassing areas such as Bukittinggi, Padang, Payakumbuh, Batusangkar, Sawahlunto, Padang Panjang, Pariaman, and Bonjol.

Bukittinggi, which has become a major tourist destination in West Sumatra, is renowned for its natural beauty and numerous potential tourist attractions. Since the Dutch colonial era, Bukittinggi has been a favored resting place. The city boasts many potential historical tourism sites that can be developed, such as Jam Gadang Park, Bung Hatta Palace, Bung Hatta Birthplace House, Japanese Tunnel (Lobang Jepang), the former Centrum Hotel, Kantin Field, Bukittinggi Station, and the former Gadut Airfield.

Padang, which has served as the administrative center of the West Coast of Sumatra since the Dutch colonial period, currently functions as the capital of West Sumatra Province. This city has numerous historical tourism potentials worth developing, such as the Police Headquarters where the first red and white flag was hoisted in West Sumatra after the proclamation of independence, Padang City Hall, the Linggarjati monument in Tabing and Lubuk Begalung, and the Muaro area (Dwikananti, Riesa, & Husna, 2024).

Payakumbuh has historical tourism potential, particularly in Koto Tinggi, which was a base for the PDRI struggle, and the Situjuh Batur tragedy. Several sites in Batusangkar also have significant potential to be developed as historical tourism destinations. Known as "Luhak Nan Tuo," Batusangkar holds many historical narratives about the origins of the Minangkabau people. The city has several relics in the form of stone inscriptions, such as Batu Batikam inscription, Kubu Rajo inscriptions I-II, Pagaruyung inscriptions I-V, Saruaso inscriptions, Balai Saruang's resting stone, Sasayangan stone, Pariangan inscriptions, Tigo Luak stone, Lasuang Tingga stone, Menhir Long Grave stone, Tigo resting stone, Woman statue stone, Turtle stone, Sunflower stone, Nan Salapan resting stone, Angkek-Angkek stone, Tujuh Tapak stone, and Baliang stone (Kurnia & Monanda, 2015). Each of these stones has unique and mythical historical stories. One particularly notable inscription is the Batu Batikam located in Dusun Tuo Lima Kaum. The Batu Batikam

is a physical testament to the historical division of the Minangkabau clan systems. This division began due to a disagreement between two Minangkabau ancestors, Datuk Katumanguan and Datuk Parpatiah Nan Sabatang, regarding the governance system. To resolve their anger-fueled dispute, they pierced a stone with a keris. The stone they pierced is known today as Batu Batikam. This division led to the establishment of two clan systems in Minangkabau, Koto Piliang and Bodi Caniago.

The history of Batu Batikam can be visually narrated to develop it into a premier historical tourism destination that tells the origin of the clan systems in Minangkabau. Covering an area of approximately 1800 square meters, this site can attract tourists by selling narratives about Minangkabau ancestral history (Kurnia & Monanda, 2015). Additionally, the presence of a "medan nan bapaneh" (a traditional Minangkabau meeting place) at this location can be used to further develop Batu Batikam into a historical tourism destination comparable to other prominent destinations in West Sumatera. Although it has great potential, proper facility management and collaboration between the community and government are needed to support the realization of Batu Batikam as a historical tourism destination.

Besides stone inscriptions, other government-developed historical tourism sites also hold potential, such as Desa Tuo Pariangan, which has many historical sites associated with the origins of the Minangkabau people, potentially forming part of a historical tour package. Despite having decent facilities, the management of Desa Tuo Pariangan needs more cooperative collaboration with the local community to ensure that the historical tourism potential, which can enhance the value and income of the area, operates effectively.

Many other sites hold potential for historical tourism. Even the iconic tourist attractions of the city already sufficiently establish West Sumatera as a historical tourism destination. The Pagaruyung Palace, known as the great house of the Minangkabau people, still stands strong and attracts numerous domestic and international tourists. Despite having adequate management and facilities, this tourist site still needs development and preservation of local wisdom to maintain its authenticity as a cultural historical tourism destination in West Sumatera.

Buildings such as the Fort Van der Capellen, which now serves as the Tanah Datar Tourism Office, still stand strong and hold great potential to be part of historical tourism. This fort, established in 1824 by the Dutch at the request of local adat leaders to aid in the Padri War, is a historical relic of Dutch colonialism in Tanah Datar. The war between adat and religious factions was exploited by the Dutch to subdue local leaders, leading to the transfer of governance power to the Dutch (Asnan, 2014). The functional state of this building facilitates its development into a local historical tourism site, enriching the national historical tourism landscape.

Sawahlunto has historical tourism potential related to mining and railway history. Some tourist sites in this city, such as Lubang Mbah Soero, Mining Museum, three coal silos, Railway Museum, Gudang Ransum Museum, and Kandi Tourism Area, are already being developed. The physical condition of a tourist site significantly affects its development potential. Therefore, the authenticity of buildings in Sawahlunto is a major asset for developing cultural historical tourism. The original condition of these buildings offers a strong potential for tourism development (Adi & Saputro, 2017). Authenticity also serves as a distinguishing feature from other tourist sites. Besides revitalization and facility provision, various research into the historical background of these buildings is essential. This significantly influences the unveiling of the uniqueness and characteristics of a historical tourism site. Additionally, involving the community in development efforts is crucial. For this reason, developing tourism sites in the mining city with potential as a must-visit historical tourism destination requires narrative development from existing historical stories. Furthermore, since 2019, the Ombilin Coal Mine site in Sawahlunto has been recognized by UNESCO as a World Heritage Site, strengthening the potential of various other tourism sites to form a structured historical tourism network. Attractions such as the Silungkang International Songket Silungkang Carnaval (SISSCa) and Sawahlunto International Music Festival (SIMFest), held annually by the local government, support the city's status as a historical tourism destination.

Padang Panjang, known as the city of religious education, alongside Parabek and Kayu Tanam for their nationalist education history. Ulakan in Pariaman is linked with the history of Islam spread in West Sumatera. Bonjol and Palupuh bear witness to the Padri War. During the independence struggle of 1945-1949, most areas in West Sumatera served as significant fronts against the Dutch, including Kuranji, Pasar Usang, Parit Malintang, Sungai Penuh, Sungai Dareh, and Sijunjung. The potential for historical tourism in West Sumatera is indeed varied and extensive (Putri & Susanti, 2024).

3.3 Marketing Strategy for Historical Tourism in West Sumatra

Tourism, as a service industry, possesses intangible, inseparable, perishable, and dependency characteristics. In the context of tourism marketing, focusing on service provision is crucial for visitors to spend their time and money. Tourism marketing approaches not only rely on external marketing using the 4 Ps but also consider internal and interactive marketing aspects. Internal marketing pertains to enhancing the teamwork abilities of employees who interact directly with customers, while interactive marketing emphasizes service quality that depends on interaction between employees and customers.

In formulating tourism marketing strategies, an analysis of strengths, weaknesses, opportunities, and threats is conducted. The market potential for

historical tourism in West Sumatra includes various groups, such as Dutch or Japanese individuals as former colonial rulers, domestic tourists from outside West Sumatra with historical ties to the region, local tourists, Minangkabau migrants from various countries, students, academics, and communities interested in history and heritage.

Visitor satisfaction in tourism is crucial and closely related to the quality of tourism services. The measurement of service quality is carried out through an integration approach of SERVQUAL and QFD (Quality Function Deployment). Dimensions of service quality for historical tourism in West Sumatra include tourist attractions, facilities, transportation and infrastructure, services, information and promotion, pricing, and security guarantees.

In addition to consumer behavior theory to measure tourist satisfaction, exchange theory and tourism marketing paradigms are also used to determine marketing strategies. Marketing strategies can include market development, market penetration, and diversification. Market development can be achieved through promoting historical tourism to potential tourists, supported by adequate tourism infrastructure and professional human resources. Market penetration can be achieved through the use of tourism intermediaries and participation in tourism exhibitions. Meanwhile, diversification strategies can be implemented by creating tour packages that combine historical, cultural, and natural tourism.

There are many strategies that can be implemented to market historical tourism in West Sumatra. One example that can be used as a marketing strategy in the West Sumatra region is the SWOT analysis conducted by Tyas (2016) in his article, which formulates the 7Ps to market and enhance tourist attraction. This 7P marketing strategy formulation consists of product, price, place, promotion, people, process, and physical evidence. Below are explanations of the marketing strategy formulations that can be implemented:

1. Product

Product is defined more in terms of what is offered to visitors. This is not only related to its physical form but also the experiences that bind tourists, ensuring their satisfaction when visiting historical sites. Offering tourist activities related to the local wisdom of each area can be a selling point for tourists. Historical explanations combined with various media to attract tourists can also be done. Simulated stories presented with interesting actions can enhance the experience of visiting tourists.

To market historical tourism in West Sumatra, products need to be grouped according to the characteristics of the region. This can be done directly by each regional government in accordance with the instructions and policies of the provincial government. Subsequently, management of historical tourism products offering various advantages in service should be undertaken. For example, providing local guides at tourist locations to provide information or simulations about specific historical sites. Then, offering simulated stories involving tourists to

delve into the history. This would be more interesting for tourists than just passively visiting and reading information boards. The provision of local guides can involve local communities, thus also creating job opportunities for people in various areas of West Sumatera.

2. Price

Price refers to the amount of ticket prices paid by visitors. This needs to be applied and adjusted according to the products offered to tourists. Effective and satisfactory management is key to determining the price paid by tourists. Ticket prices should be set in accordance with the target market accessible to all segments of society, including students. Additionally, offering historical tourism packages for tourists who want to make special visits for educational or research purposes is a strategy that can be implemented. Another aspect to consider in setting ticket prices is differentiation based on age categories, domestic, and international tourists. These categories need to be given different levels according to logical provisions and facilities and services that correspond to the conditions of the tourist sites.

3. Place/Distribution Channels

Essentially, to distribute a product, there needs to be an intermediary between the producer and the consumer. However, in tourism, distribution strategies are implemented indirectly. This is because tourism products are not easily transferable goods. Therefore, indirectly distributed tourism products take the form of brochures containing tour packages or leaflets providing information about specific tourist attractions. Brochures or leaflets can be distributed to travel agents or directly disseminated through various promotional media.

4. Promotion

Promotions in historical tourism marketing strategies can be carried out in various ways such as distributing brochures through travel agents, advertising products in print and electronic media, conducting roadshows, art performances, festivals, and other events that can attract many visitors. In addition, establishing partnerships with various educational institutions or other private institutions can also be done for promotional marketing strategies. Nowadays, there are many simple ways to execute marketing strategies using these promotional media. Utilizing digital media and social media platforms available can be done to promote historical tourism. This can be done by recording or photographing and providing interesting narratives or captions to attract tourists. Especially if cooperation can be made with influencers or individuals who have great communication and influence skills on social media platforms. This would greatly facilitate the implementation of marketing strategies to attract tourists to visit specific historical tourist attractions.

5. People

What is needed to execute marketing strategies is to have creative and competent people involved in development and promotion. To produce these

individuals, training and guidance for local communities are needed to equip them with adequate knowledge related to services and accurate and structured information in line with the achievements of the historical tourist sites. Training can be conducted for field management teams who will directly execute historical tourist sites, whether it be ticketing officers, local guides, or security and cleanliness staff. This is because knowledge about systems and job descriptions is needed to ensure that each field executor can work professionally.

6. Process

Another aspect that needs to be addressed in marketing strategies is the process of work carried out in the management and service provision when the tourist sites are operational. Related to the development of the capacity of people who will perform their duties, attention needs to be paid to service and process strategies in ticket purchases, information provision, and complaint services as places to accommodate tourist complaints. Providing comfortable queuing areas during ticket purchases, offering sophisticated and practical technological tools to facilitate entry and payment access also needs to be done to ensure that all processes in marketing strategies run smoothly (Andini, 2023).

7. Physical Evidence

The main product for marketing in historical tourism is physical evidence in the form of remnants such as buildings, stones, and other artifact objects. Therefore, attractive management is needed so that this physical evidence can be witnessed by visiting tourists. Layout, neatness, and cleanliness need to be considered so that tourists feel comfortable when observing this physical evidence. In addition, explanations and grouping of this physical evidence can be organized to facilitate tourists in understanding the meanings and functions of each physical evidence. Furthermore, public facilities need to be provided and maintained, such as toilets, prayer rooms, and information boards as guides and conveniences for visiting tourists.

The above seven marketing strategies can be implemented by the government of West Sumatra in developing the existing potential of historical tourism. Many things can be done in marketing historical tourism in the West Sumatra. However, in order to adopt such a plan, it is vital to emphasize the many tourist tactics that are employed globally. Paham Ginting, a prominent marketing instructor at the University of North Sumatra, conducted tourism marketing study that emphasized the need to reorganize Indonesian tourist marketing tactics by combining visible and invisible resources, as well as human resources, in the spirit of collaborative learning. With its tremendous historical potential, Western Sumatra has a fantastic chance to create historical tourism. To ensure long-term tourist growth, governments, corporate entities, and academics must actively participate in realizing this historical potential. With its tremendous historical potential, Western

Sumatera has a fantastic chance to create historical tourism. To ensure long-term tourist growth, governments, corporate entities, and academics must actively participate in realizing this historical potential.

4. CONCLUSION

Tourism is a strategic sector in increasing state revenues and regional original income, both of which play an important role in economic development. Tourism development must consider the specific conditions of each tourist area. West Sumatera, with its natural and cultural uniqueness, has great potential for developing historical tourism. Through historical tourism, tourists can not only see historical objects (something to see) and buy souvenirs (something to buy), but also engage in various activities (something to do) themselves.

By considering the criteria for becoming tourist destinations, West Sumatera offers great potential for developing historical tourism. Areas such as Bukittinggi, Padang, Payakumbuh, Batusangkar, Sawahlunto, Padang Panjang, Pariaman, and Bonjol have rich historical heritage, ranging from prehistoric times to the colonial era and the struggle for independence. This historical tourism can be marketed through strategies of development and penetration of the tourism market, as well as diversification strategies to attract tourist interest. This article discusses marketing strategies for historical tourism in West Sumatera. Tourism as a service industry requires a comprehensive approach, including internal and interactive marketing aspects. analysis should be conducted to identify market potential, with a focus on visitor satisfaction and service quality. Marketing strategies include market development, market penetration, and diversification. Implementation of these strategies requires active involvement from the government, businesses, and academia. In conclusion, West Sumatera has great potential to develop its historical tourism, but joint efforts are needed to ensure sustainable development.

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