

Analysis of the Role of Local Government in Supporting the Development of the Puncak Koto Panjang Tourist Attraction, Lansek Kadok Village, Pasaman Regency

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Abstract: This research is motivated by the fact that road access to the Puncak Koto Panjang tourist attraction is still inadequate and the need for the development of new innovations and the provision of facilities and infrastructure to support tourists' interest in visiting tourist destinations. When viewed from the road access to the Puncak Koto Panjang Tourist Attraction. For road access to the Puncak Koto Panjang Tourist Attraction, it is still inadequate, the road is gravel, and has holes. For toilet and prayer room facilities, there are already some, but the management needs attention regarding the prayer room which looks dusty, poorly maintained, and the provision of mukena is still quite lacking. For the toilet at the tourist attraction, repairs are still needed regarding the toilet door which is already damaged and can interfere with the comfort of visitors. The formulation of the problem in this study is how is the Role of the Regional Government in supporting the Development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency? The type of research in this thesis is field research using qualitative descriptive methods, data collection techniques used are through observation, interviews and libraries. With the Miles and Huberman model data analysis technique, namely data reduction, data display, and conclusions. The results of the study indicate that the local government and Pokdarwis have fully contributed and carried out their roles in the development of the Puncak Koto Panjang tourist attraction. Regarding the development of the Puncak Koto Panjang tourist attraction, both in terms of construction, tourist facilities, tourist attractions, and empowerment of the local community, the results can be seen. not yet seen properly. However, regarding the road infrastructure, it is still not visible. There are obstacles experienced by the Public Works regarding road access, especially regarding the road area owned by the province, therefore the Public Works Department has not been able to carry out its role in supporting the development of the Puncak Koto Panjang tourist attraction.

Keywords: Role of Local Government; Infrastructure; Development of Tourism Objects.

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I. Introduction

Pasaman Regency is an area that has many potential tourist destinations that are worth developing. One of them is the Puncak Koto Panjang tourist attraction located in Jorong II Koto Panjang, Nagari Lansek Kadok, Rao Selatan District, Pasaman Regency, West Sumatra Province. The location of this tourist attraction in the golden triangle, near Rokan Hulu, which can be reached in about an hour from the border of North Sumatra Province and Riau Province, is very strategic. Located at an altitude of 700 meters above sea level, Puncak Koto Panjang is a natural tourist attraction with a pine forest atmosphere. Because the surrounding environment is still

beautiful, this tourist attraction is perfect for tourists who want beautiful views and fresh mountain air. This tourist spot is equipped with natural photo spots and a prayer hall office, public toilets, a simple routine meeting hall, a swimming pool and clean mountain water, rows of food stalls selling various regional strengths, and cheap food. The entrance fee to this tourist attraction is only IDR 5,000 per person. Under the pine forest area there is also a Flying Fox ride for adrenaline sports lovers, a multipurpose field suitable for holding outbound, community, and family events, and this field is usually used as a place for local social events. This can be seen in the following table:

Table 1 Potential data on the Puncak Koto Panjang tourist area

No	Potential in Tourism	Entrance Fee/person
1	Flying Fox	Rp.10,000
2	Swimming pool	Rp.5,000
3	Camping Place	Rp.30,000
4	ATV Motorcycle	Rp. 100,000/hour
5	Photo Spot	-
6	Tree House	-

Source: Interview with Mr. Hendra as the head of the Pokdarwis Wisata Puncak Koto Panjang, December 26, 2023¹

Based on the information presented in the table above, the Puncak Koto Panjang tourist attraction has a number of potential advantages that can attract potential visitors. The Flying Fox game is a game that is played by sliding on a steel cable from a certain height. With cheap ticket prices, it can attract tourists of all ages, both teenagers and adults to visit the Puncak Koto Panjang tourist attraction. The swimming pool is an attraction of the Puncak Koto Panjang tourist attraction which is expected to be a place for children to play. The Puncak Koto Panjang tourist attraction also provides a camping ground with a rental fee of 30,000 per day. In addition, the Puncak Koto Panjang tourist attraction also has other rides such as ATV motorbikes that can be rented for Rp. 100,000 per hour. In addition, the Puncak Koto Panjang tourist attraction also has tourist attractions such as tree houses as photo spots, as well as resting places for tourists and many other interesting photo spots. The Puncak Koto Panjang tourism industry is the center of attention of the local community with beautiful natural scenery and cool air, the number of tourists is increasing, and the number of tourists on non-weekend days with holidays is also decreasing. The table below shows this:

Table 2. Number of tourist visits to the Puncak Koto Panjang tourist attraction in 2020-2023

No	Month	Year			
		2020	2021	2022	2023
	January	220	437	187	2,050
	February	670	365	587	1.120
	March	250	909	423	1.234
	April	282	765	752	9.664
	Mei	780	890	932	3,070
	Juni	799	812	986	2,130
	Juli	484	576	1.186	2.715
	Augustus	203	276	543	1.440
	September	780	543	371	1.638

¹Interview with Mr. Hendra as the head of the Pokdarwis Wisata Puncak Koto Panjang, December 26,

	October	709	732	970	1.270
	November	476	121	926	1.107
	December	279	987	898	1.200
Amount		5,932	7.413	8,761	28,668

Source: Interview with Mr. Hendra as the head of the Puncak Koto Panjang Tourism Pokdarwis, February 25, 2024²

From the table above, it can be explained that the number of tourists in 2020 was 5,932 people, in 2021 it was 7,413 people, in 2022 it was 8,761 people and in 2023 it reached 28,668 people.

With the increasing number of tourist visits every year to the Puncak Koto Panjang tourist attraction which is famous for its natural beauty. However, road access to the Puncak Koto Panjang tourist attraction is still inadequate. This can hinder the growth of tourism. Tourists who visit the Puncak Koto Panjang tourist attraction may have difficulty in reaching the location, or even tourists feel unsafe because of the poor road conditions. This can be seen in the following documentation image:

Figure 1
Road Access to the Puncak Koto Panjang Tourist Attraction



Source: Personal Documentation December 26, 2023

Figure 2
Road Access to Puncak Koto Panjang Tourism



Source: Personal Documentation December 26, 2023

The picture above can explain that the condition of the road to the Puncak Koto Panjang tourist attraction is still fairly damaged or not perfect. The road taken is still gravel and some of the asphalt roads are still damaged. This can cause various

²Interview with Mr. Hendra as the head of the Pokdarwis Wisata Puncak Koto Panjang, February 25, 2024

problems, difficulty in access, and the main problem identified is the inadequacy of road access to the Puncak tourist attraction and even the risk of accidents. With Puncak Koto Panjang becoming the center of attention of the outside community because of its stunning natural beauty and interesting natural photo spots, it is important to pay attention to the quality of road access so that tourists can arrive safely and comfortably. Poor road conditions can ruin the tourist experience and reduce the appeal of the tourist destination.

Poor road conditions can affect the tourist experience and the image of the tourist destination itself. Thus, repairing and improving road access to the Puncak Koto Panjang tourist attraction is very important to support tourism growth, increase tourist satisfaction, and promote the natural beauty and photo spots in the location.

Therefore, the improvement and enhancement of road infrastructure to Puncak Koto Panjang is very important. Investment is needed in improving road conditions, expanding road networks, and providing adequate transportation facilities to support sustainable tourism growth in the area. With the right steps, it is expected to improve accessibility, improve tourist experience, and maximize the tourism potential of Puncak Koto Panjang. Therefore, the role of the Regional Government regarding infrastructure is needed to make it easier for tourists to access the road to the tourist attraction.

The local government has a very important role in supporting the development of the Puncak Koto Panjang tourist attraction. As a motivator, the local government can provide motivation and support to the local community to be actively involved in the development of this tourist attraction. They can hold campaigns and programs that encourage community participation in maintaining the cleanliness and beauty of the tourist attraction.

As a facilitator, the local government can provide adequate infrastructure, especially in terms of road access to tourist attractions. The problem of inadequate road access can be one of the problems that need to be addressed by the local government. By providing good and smooth roads, tourists will find it easier to visit the Puncak Koto Panjang tourist attraction.

As a dynamisator, the local government can make various efforts to promote the Puncak Koto Panjang tourist attraction. They can work together with the private sector in developing attractive tour packages and holding events that can attract tourists. Thus, this tourist attraction will be known and the number of tourist visits can increase every year.

Puncak Koto Panjang tourist attraction has great potential with beautiful natural scenery and interesting photo spots. Local government support is very important to maximize this potential and make this tourist attraction the center of attention of the outside community. With the role as a motivator, facilitator, and dismantler, the local government can ensure the sustainable and successful development of Puncak Koto Panjang tourist attraction.

The purpose of this study is to analyze the role of local government in supporting the development of the Puncak Koto Panjang tourist attraction, Nagari Lansek Kadok, Pasaman Regency.

Literature review

Role Theory . Actions taken by a person , organization , or institution . The work in question is the action that should be done by a association or association that on generally is arrangement from association or association the .³

Theory Local Government . Coordinator of government organization issues by provincial government and local individual agency associations with an important basis of independence and obligation.⁴

³Wibowo and Phill, Behavior in Organizations, (Jakarta: Raja Grafindo Persada, 2013). p. 169

⁴https://id.m.wikipedia.org/wiki/Pemerintahan_daerah (Accessed March 10, 2024)

Tourism Object Development Theory. The work of creating or encouraging vacation spots with the aim of making them better and more attractive for tourists to visit.⁵

Tourist Attraction Theory. Natural beauty, mountains, beaches, flora and fauna, zoos, ancient historical buildings, monuments, and temples, as well as dances, attractions, and other unique cultures are examples of tourist attractions.⁶

Research methods

This type of research is field research using qualitative descriptive methods. The research location is at Puncak Koto Panjang Tourism, Lansek Kadok Village, Jorong II Koto Panjang, Rao Selatan District, Pasaman Regency. The research was conducted from October to July 2024. Primary and secondary data sources are used. Research informants Head/Secretary of the Pasaman Regency Tourism Office (1 person), Head/Secretary of the Pasaman Raya Protected Forest Management Unit (KPHL) (1 person), Head of the Pasaman Regency Public Works Office (1 person), Head of the Beringin Sakti Tourism Awareness Group (Pokdarwis) (1 person), Visitors to the Puncak Koto Panjang Tourist Destination (2 people), Traders (community) (2 people). The data collection techniques used were through observation, interviews and literature. With the Miles and Huberman model data analysis technique, namely data reduction, data display, and conclusions.

Results and Discussion

1. The Role of Government in Supporting the Development of the Puncak Koto Panjang Tourist Attraction in Lansek Kadok Village, Pasaman Regency

1) Role Local Government as Motivator

The local government has a very important role as a motivator in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency. As a motivator, the local government can provide motivation and support to the local community to be actively involved in the development of this tourist attraction. They can hold campaigns and programs that encourage community participation in maintaining the cleanliness and beauty of the tourist attraction.

Following are some of the key roles that local governments typically play in this context:

- a. Policy Settings
The local government is responsible for creating policies that support tourism development in the area. This includes issuing regulations, permits, and standards required for the development of tourist attractions.
- b. Provision of Financial Support
Local governments can provide direct or indirect financial support in developing tourism objects. This can be in the form of budget allocations, incentives, or other assistance needed to improve tourism infrastructure and facilities.
- c. Promotion and Marketing
The local government can act as a motivator by actively promoting the Puncak Koto Panjang tourist attraction. Through various marketing and promotional campaigns, the government can increase public and tourist awareness of the existence of the tourist attraction.
- d. Infrastructure Development

⁵Barreto & Giantari, 2015

⁶Osman Ananto, "Visitors' Perceptions of the Artificial Lake Tourism Object in Pekanbaru City", *JOMFISIP*, Vol. 5: Edition I January-June 2018, 6.

Local governments are obliged to provide the basic infrastructure needed to support the development of tourist attractions, such as roads, electricity, clean water, and transportation facilities.

e. **Local Community Involvement**

Local governments also need to motivate local communities, including tourism awareness groups, to be involved in the development and management of tourist attractions. By involving local communities, tourism development can be more sustainable and provide direct benefits to them.

Thus, the local government has a very vital role in being the main motivator in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, to generate a positive impact on tourism and the local economy.

2) The Role of Local Government as a Facilitator

The local government has an important role as a facilitator in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency. Here are some key roles that the local government can play as a facilitator in the context of developing the tourist attraction:

1. **Provision of Facilities and Infrastructure**

The local government is responsible for providing the facilities and infrastructure needed to support the development of tourism objects. This includes road infrastructure, sanitation, parking lots, and other public facilities needed by visitors.

2. **Provision of Capital Support**

As a facilitator, local governments can provide capital support or access to funding sources for tourism development. This can help local tourism business owners to improve or develop existing tourism facilities.

3. **education and training**

Local governments can provide education and training to local tourism actors to improve their skills and knowledge in managing tourist attractions properly. This can help improve the quality of services and management of tourist attractions.

4. **Counseling and Mentoring**

Through outreach and mentoring programs, local governments can help tourism business owners understand regulations, standards, and best practices in managing tourist attractions. This can help improve the sustainability and quality of these attractions.

5. **Technical Skills Provision**

Local governments can also provide technical skills to tourism actors, such as guidance on tourism management, marketing, and sustainability. This can help them manage and develop tourism more effectively.

By playing the role of facilitator, the local government can provide comprehensive support in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, so that it can provide maximum benefits for local tourism and the regional economy.

3) The Role of Local Government as a Dispersant

The local government has an important role as a dimanisator in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency. The role of the dimanisator refers to the government's efforts to beautify, enhance, or increase the attractiveness of the tourist attraction. Here are some specific roles of the local government as Dimanisato in the development of the Puncak Koto Panjang tourist attraction:

a. **Infrastructure Development**

Local governments can play a key role in developing infrastructure around tourist attractions, such as improving road access, building public facilities, and providing adequate transportation facilities to facilitate tourist access to the Puncak Koto Panjang location.

b. **Environmental Management**

The local government is responsible for preserving the environment around tourist attractions. They can implement environmental protection policies, waste management, and nature conservation to maintain the natural beauty of Puncak Koto Panjang.

c. Provision of Tourism Facilities

As a moderator, local governments can also be responsible for providing adequate supporting facilities for tourists, such as rest areas, parking areas, tourist information centers, and other public facilities that can increase visitor comfort.

d. Promotion and Marketing

The local government has a role in promoting the Puncak Koto Local Potential Development Panjang tourist attraction to be better known by the wider community. They can conduct promotional campaigns, hold promotional events, and work with related parties to increase the attractiveness and popularity of the tourist destination.

e. Local Potential Development

As a diversifier, the local government can support the development of local potential around tourist attractions, such as local crafts, regional culinary specialties, and cultural activities that can attract tourists to visit Puncak Koto Panjang.

Thus, the local government plays an important role as a diversifier in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, to increase tourist appeal, local community welfare, and the growth of the tourism sector as a whole.

Development of Infrastructure for Puncak Koto Panjang Tourist Attraction

The development of the Puncak Koto Panjang tourist attraction infrastructure in Lansek Kadok Village, Pasaman Regency is an important part of advancing tourism in the area. Based on the information found, Lansek Kadok Tourism Village has been appointed by the Pasaman Regency government as a focus village to manage nature-based tourism with a panoramic pine forest object that has a height of around 700 meters above sea level.

Tourism development at this tourist attraction is carried out by the Beringin Sakti Tourism Awareness Group with assistance from other actors such as the West Sumatra Provincial Forestry Service. The Puncak Koto Panjang tourism management strategy in Nagari Lansek Kadok also involves various parties such as supervisors from local universities to ensure that the management runs well.

Efforts to develop infrastructure in this tourist attraction include improving road access to the location, supporting facilities for visitors, cleanliness management, tourism promotion, and efforts to preserve the surrounding environment. With good infrastructure development, it is hoped that the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok can increase tourist visits, provide a positive impact on the local community, and strengthen the tourism sector in Pasaman Regency.

The infrastructure at the Puncak Koto Panjang tourist attraction includes:

a. Road Conditions

Roads are a potential that needs to be considered in planning because this infrastructure is very important to facilitate tourism activities. Road conditions can affect the development of the number of tourists to the Puncak Koto Panjang tourist attraction because road conditions in the Puncak Koto Panjang tourist area are still inadequate.

Road access to the Puncak Koto Panjang tourist attraction is still inadequate, this can be seen from the many roads that are full of rocks and the roads that are taken are uphill and have many bends and turns, this was an obstacle for me during my trip to the Puncak Koto Panjang tourist attraction.⁷

b. Clean Water, Electricity, Sanitation and Communication

⁷Sanah, Interview with Visitors/Tourists, July 11, 2024, Puncak Koto Panjang Tourist Attraction

The availability of infrastructure such as clean water, electricity and communication networks at an object can guarantee the comfort of visitors (tourists). Thus, tourists can visit tourist attractions for a long time (long stay) and not go home immediately when visiting a tourist attraction. The availability of clean water around the Puncak Koto Panjang tourist area is quite adequate. However, at this tourist attraction there is no electricity yet, for tourists who want to camp per/night for their wives only a ginset is provided. Likewise, the communication network in the Puncak Koto Panjang tourist area can be served and supported by the presence of good cellular networks such as Telkomsel, Indosat and XL.

c. Islamic Prayer Room

Prayer facilities for Muslim tourists who are performing their prayers have been provided by a prayer room. However, the availability of mukena and prayer mats is quite minimal. The condition of the prayer room is still not clean or not well maintained.

In this case, the management should pay more attention to the existing facilities, where visitors feel uncomfortable if there is no barrier between men and women.

d. Public toilet

At the Puncak Koto Panjang Tourist Attraction, public toilets have been provided, but again, the maintenance has not been maximized by the management and the awareness of tourists is still lacking, where there are some tourists who litter in the toilet even though trash bins have been provided. Maintaining the cleanliness of tourist facilities including public toilets must be prioritized, besides cleanliness is important and is part of faith, this is also related to the reduction in the tourist attractions of a destination.

e. Transportation

Transportation is an important element in supporting tourism activities, both on land, sea and air. Increasing development efforts require transportation to support population mobility and facilitate the flow of tourist visits. Transportation as a supporting facility to take tourists to tourist destinations must be managed in such a way that tourists remain physically and spiritually fresh when they arrive at the tourist location.

a) Mode of transportation

The availability of transportation modes around the Puncak Koto Panjang tourist area has not been developed, as evidenced by the unavailability of four-wheeled and two-wheeled public transportation to support the flow of movement from and to the Puncak Koto Panjang tourist attraction. The availability of transportation modes around the tourist area, especially at the Puncak Koto Panjang tourist attraction, is not only a medium to facilitate the flow of tourist visits, but is something that needs to be considered by the local government to facilitate the movement of the community and tourists at the location.

b) Accessibility

High level of accessibility makes it easy for people and tourists to move from and to their destinations so that transportation is no longer a limiting factor in reaching tourist destinations. Accessibility in the Puncak Koto Panjang tourist area can be said to be inadequate, the road is gravel, rocks and potholes. The distance between the tourist attraction and the capital of Pasaman Regency is close, only 85 km and can be reached in a travel time of approximately 2 hours.

By playing the role of facilitator, the local government can provide comprehensive support in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, so that it can provide maximum benefits for local tourism and the regional economy.

One form of the role of the Regional Government in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency is by facilitating the Puncak Koto Panjang tourist attraction, and

promoting the Puncak Koto Panjang tourist attraction so that it can be known by outside areas. Efforts made by the Tourism, Youth, Sports and Culture Office are by providing funds for infrastructure development, but for the construction of road access to the Puncak Koto Panjang tourist attraction, there has been no ACC from the Provincial Government". That government Darah also conducted counseling with the Lansek Kadok Village community. Providing facilities, as the facilities we have provided, namely, ATV motorbikes, Flying Fox, Gates, Glamping tents. However, for now, Flying Fox is no longer available. For the development of new innovations, the Pasaman Regency Government plans to build educational tourism which is currently starting with planting seedlings such as 800 musangking durian trees, and also honey oranges. This is an action from the Pasaman Regency Government in supporting the development of the Puncak Koto Panjang Tourism object.⁸

The Head of Lansek Kadok Village and the Head of Jorong of Lansek Kadok Village have a very important role in supporting the development of infrastructure for the Puncak Koto Panjang tourist attraction. Especially in Development Planning: The Head of the Village plays a role in planning the development of infrastructure needed to support the development of the Puncak Koto Panjang tourist attraction. This includes determining development priorities, identifying infrastructure needs, and preparing long-term development plans to improve accessibility and attractiveness of tourist attractions.

Coordination with Related Parties, As a leader at the village level, the Village Head plays a role in coordinating various related parties, such as local governments, related agencies, and local communities, to support the development of tourist attraction infrastructure. This involves close cooperation to ensure that infrastructure development runs smoothly and according to needs. Project Supervision and Management, the Village Head is responsible for supervising and managing the Puncak Koto Panjang tourist attraction infrastructure development project. This includes ensuring construction quality, proper use of funds, and meeting construction time targets so that the infrastructure can be used immediately by tourists.

Community Empowerment, Wali Nagari also plays a role in involving local communities in the development of tourism infrastructure. Through community empowerment programs, such as construction skills training or increasing the capacity of tourism management, the community can participate in supporting infrastructure development and feel the benefits directly.

With the proactive role of the Head of Lansek Kadok Village, the development of the Puncak Koto Panjang tourist attraction infrastructure can be carried out efficiently, sustainably, and provide a positive impact on the development of local tourism.⁹

2. Local Government Efforts to Support the Development of the Puncak Koto Panjang Tourist Attraction, Lansek Kadok Village, Pasaman Regency

The local government of Pasaman Regency has made various efforts to support the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency. Here are some efforts made by the local government in this context:

1. Designation of Village/Nagari
Focus The Pasaman Regency Government has appointed Langsek Kadok Village/Nagari as the focus village to manage tourism based on natural nuances with panoramic pine forest objects. This action shows the government's commitment to directing tourism development in the area.
2. Support from the Provincial Government

⁸Terra Dharma Head of UPTD KPHL Pasaman Raya, Interview July 10, 2024

⁹Reva, Secretary of the Lansek Kadok Village Head, Interview July 15, 2024

The West Sumatra Provincial Government provides real support in the development of ecotourism, including in the Puncak Koto Panjang tourist attraction. This support covers various aspects, such as improving the community's economy and transforming social forestry into a sustainable tourist attraction.

3. Development of Tourism Village

Lansek Kadok Tourism Village is one of the villages/nagari appointed by the Pasaman Regency government to manage nature-based tourism with a pine forest panorama object. This shows the government's efforts in developing the concept of a tourism village to increase tourism potential in the area.

4. Cooperation with Related Parties

The local government works together with various related parties, such as tourism awareness groups, the Tourism Office, and other actors, in developing the Puncak Koto Panjang tourist attraction. This collaboration strengthens synergy between agencies and the community to design a holistic tourism development program.

5. Promotion and Marketing

The local government is making promotional and marketing efforts to increase the popularity of the Puncak Koto Panjang tourist attraction. Through the right promotional campaign, the government is trying to attract tourists to visit and enjoy the natural beauty of the area.

With the various efforts made by the local government, it is hoped that the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency can continue to grow, provide economic benefits for the local community, and preserve the natural beauty and culture of the region.

3. **Obstacles faced in the development of the Puncak Koto Panjang tourist attraction, Nagari Lansek Kadok, Pasaman Regency**

Based on the information that has been found, there are several obstacles faced by the local government in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency. Some of these obstacles include:

1. Budget Constraints

One of the main obstacles faced by the local government is the limited budget to develop the Puncak Koto Panjang tourist attraction. Infrastructure development, tourism promotion, and environmental maintenance require a large allocation of funds, but sometimes the available budget is not sufficient to meet these needs.

2. Environmental Conservation

The local government needs to face the challenge of preserving the environment around the Puncak Koto Panjang tourist attraction. The increase in the number of tourists and tourism activities can have negative impacts on the environment, such as environmental damage, decreased air and water quality, and decreased ecosystem sustainability.

3. Inter-agency coordination

In developing tourism objects, local governments need to coordinate with various related agencies, such as the Tourism Office, the Environmental Office, and other agencies. Ineffective coordination between agencies can be an obstacle in formulating integrated and sustainable policies.

4. Improving the Quality of Human Resources

To manage tourism objects well, local governments need to pay attention to improving the quality of human resources involved, such as tourism management officers, tour guides, and others. Training and education related to tourism management and environmental sustainability need to be improved to support the development of Puncak Koto Panjang tourism objects.

5. Sustainable Tourism Management

It is important for the local government to manage the Puncak Koto Panjang tourist attraction sustainably. This includes controlling the number of tourists, waste

management, protecting biodiversity, and efforts to preserve the natural environment so that the tourist destination can still be enjoyed by future generations.

By overcoming these various obstacles through careful planning, cross-sector cooperation, and local community involvement, the local government can be more effective in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency.

4. Forms of Facilities Provided by the Pasaman Regency Regional Government

The local government can provide adequate infrastructure, especially in terms of road access to tourist attractions. The problem of inadequate road access can be one of the problems that need to be addressed by the local government. By providing good and smooth roads, tourists will find it easier to visit the Puncak Koto Panjang tourist attraction. The form of facilities provided by the Tourism, Youth, Sports and Culture Office is by providing development funds to complete the facilities available at the tourist attraction. The local government plays a role in promoting tourist destinations so that tourist destinations can be known by the outside community. Conducting outreach involving the community around the Puncak Koto Panjang tourist attraction.

The following are several forms of facilities that have been provided by the Pasaman Regency Regional Government, namely:

1. Entrance gate
2. Flying Fox
3. Glamping Tent
4. ATV Motorcycle
5. Planting seedlings (for the development of educational tourism)
5. **Local Government Involved in Supporting the Development of Puncak Koto Panjang Tourism Object**
 - a. Head of Tourism Office (Ade Harlien, S STP, M Sc)
 - b. Head of Tourism Promotion Section (Mon Herlina, SST. Par)
 - c. Head of UPTD KPHL Pasaman Raya (Terra Dharma, S.Hut M.Si)
 - d. public Works Service
 - e. Head of Lansek Kadok Village
 - f. Head of Jorong Village of Koto Panjang

6. Enthusiasm from the Community in the Implementation of the Development of the Puncak Koto Panjang Tourism Object

The enthusiasm of the community in supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, is an important factor in the success of tourism development. Although specific information regarding the level of community enthusiasm for the tourist attraction is not available in the sources provided, based on general understanding, several factors that can influence community enthusiasm in supporting the development of the tourist attraction are as follows:

- a. Economic Potential

If the development of the Puncak Koto Panjang tourist attraction can provide economic opportunities for the local community, such as tourism service businesses, local crafts, or new jobs, then the community tends to be more enthusiastic in supporting this development.
- b. Public welfare

If tourism development can improve the welfare and income of local communities, for example through community-based tourism development programs, then the community will be more supportive of these efforts.
- c. Local Community Empowerment

If tourism development involves and empowers local communities in the management and administration of tourist attractions, the community tends to feel ownership and support for the development.

d. The Importance of the Environment

If people are aware of the importance of protecting the environment and natural sustainability, they will be more supportive of the development of sustainable and environmentally friendly tourism.

e. Cultural Awareness

If tourism development is integrated with the preservation of local culture and traditional values, the community will be more enthusiastic in supporting such efforts to promote regional cultural heritage.

With the enthusiasm and active support from the community, the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, can be more successful and sustainable, providing benefits to the local community and increasing the potential for regional tourism.

The Koto Panjang village community is very supportive and participates in the development of the Koto Panjang peak tourist attraction. With the development of the Koto Panjang peak, it can help the local economy, such as us who can open a food stall business .

7. Goals and Targets of Pa Sa Man Regency Regional Government Strategy

In supporting the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, the local government has strategic goals and targets that cover several important aspects. The following are the strategic goals and targets of the local government in supporting the development of the tourist attraction:

1. Objective:

a. Increasing Tourism Potential

The local government aims to increase the potential of the Puncak Koto Panjang tourist attraction as an attractive tourist destination, promoting the natural beauty and local culture to local and foreign tourists.

b. Local Economic Empowerment

The government's goal is to empower the local economy through tourism development, creating new jobs, and increasing regional income.

c. Environmental Conservation

The local government is committed to preserving the natural environment around the Puncak Koto Panjang tourist attraction, maintaining the sustainability of the ecosystem, and reducing the negative impacts of tourism activities.

2. Strategic Objectives:

a. Infrastructure Development

Providing adequate infrastructure around tourist attractions, such as access roads, parking areas, public facilities, and other supporting facilities to improve visitor comfort and accessibility.

b. Preparation of Management Plan

Formulate a sustainable tourism management plan, including development planning, natural resource management, and governance of the Puncak Koto Panjang tourist attraction.

c. Human Resources Training

Empowering human resources involved in tourism management, such as tour guides, cleaners, and security officers, through training and education to improve service quality.

d. Promotion and Marketing

Developing effective promotional and marketing strategies to increase the popularity of Puncak Koto Panjang tourist attractions, both through conventional and digital media, to attract tourists.

e. Nature Conservation

Carrying out environmental conservation around tourist attractions, such as reforestation programs, waste management, and biodiversity protection, to maintain the beauty and sustainability of nature.

By setting these strategic goals and targets, the local government is making targeted efforts to support the development of the Puncak Koto Panjang tourist attraction in Nagari Lansek Kadok, Pasaman Regency, with the hope of providing maximum benefits for the local community and increasing regional tourism.

CONCLUSION AND SUGGESTIONS

Based on the results of the study at the Puncak Koto Panjang Tourist Attraction, it can be concluded that there are several main factors that influence the development of this destination. Inadequate road access is a major challenge that needs to be addressed immediately by the local government through improving transportation infrastructure to make it easier for tourists to reach the location. In addition, the development of facilities and infrastructure such as parking lots, public toilets, rest areas, and other supporting facilities is very much needed to improve visitor comfort and experience. Innovation is also the key to success in tourism management, both through promotional strategies, tourism product development, and the use of technology to increase tourist attractions. Collaboration between local governments and the private sector is also important to accelerate the development and provision of better facilities. Therefore, improving road access, developing facilities and infrastructure, increasing innovation, and cross-sector cooperation are strategic steps that need to be taken to support the development of the Puncak Koto Panjang Tourist Attraction in Nagari Lansek Kadok, Pasaman Regency. The advice to the local government is to analyze the needs of the facilities and infrastructure needed, prioritize the development of facilities to improve the tourist experience, and explore new innovations in managing tourist attractions, such as the use of technology, creative promotion, and the development of unique tourism products as an effort to increase the attractiveness of the destination.

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