

Implementation of Regenerative Tourism in Nyarai Tourism Village, Padang Pariaman Regency, West Sumatra, Indonesia



Derizal¹, Myrza Rahmanita², Hera Oktadiana³, Saptarining Wulan⁴

^{1,2,3,4} Tourism Doctoral Program, Trisakti Institute of Tourism, Indonesia

ABSTRACT: Nyarai Tourism Village is renowned for its natural attractions, such as the Nyarai Waterfall and Gamaran Forest, iconic to the village. Known for its community-based ecotourism, local residents actively participate as tour guides. This study aims to identify principles of regenerative tourism in Nyarai Tourism Village, West Sumatra, Indonesia. A qualitative descriptive approach was applied, with data collected through observation and in-depth interviews with three representatives: village tourism managers, government organizations, and the local community. Thematic analysis revealed regenerative principles, including holistic forest management, community-stakeholder collaboration, product diversification as transformation and inspiration, tree-planting and "Lubuk Larangan" areas as responsibility, and preserved cultural tourism as cultural management.

KEYWORDS: Regenerative Tourism, Characteristics, Strategy, Indonesia

I. INTRODUCTION

Tourism is one of the fastest growing sectors in many countries and is often an important pillar of the economy. However, this rapid development does not always bring positive impacts. Many tourist areas experience environmental damage due to excessive tourism activities, such as pollution, environmental degradation, and disruption of local ecosystems. In fact, in some cases, tourism has triggered the loss of local culture due to the commercialization of traditional culture which often does not involve local communities directly.

As in the UNWTO study (2018) revealed the environmental impacts of tourism, including pollution and ecosystem degradation, as well as the challenges in achieving a balance between the economic benefits of tourism and environmental sustainability. It also Gössling et al., (2012) revealed the impact of tourism on natural resources, especially water, as well as the sustainability challenges that arise due to uncontrolled tourism. Honey, M., & Krantz, D. (2007) also found the negative impacts of coastal tourism, including environmental damage and the loss of local culture in tourist areas due to excessive tourism activities. Not only the environment, local culture is also eroded as in the Greenpeace study (2019) which highlighted the various negative impacts of mass tourism, including pollution, habitat degradation, and exploitation of local culture and Bunten (2010) explores how the commercialization of indigenous culture often does not involve local communities directly, and actually risks eroding the values of these indigenous cultures.

When Covid-19 occurred, individual confidence in traveling decreased (Hussain, 2023; Hussain dan Haley, 2022). The vulnerability of the tourism industry attracted attention to find ways for the tourism industry to survive. Bellato, Frantzeskaki, and Nygaard (2023) revealed regenerative tourism as an opportunity to mitigate the impact of global shocks such as the global pandemic. The concept of regenerative tourism is referred to by many as an alternative/correction to sustainable tourism. The concept of regenerative tourism is seen as a tool to repair damaged ecosystems, restore marginalized cultures, and build community welfare (Hussain, 2023).

Higgins-Desbiolles (2020) reveals a paradigm shift from sustainable tourism to regenerative tourism. He explains that regenerative tourism involves the restoration of ecosystems and culture, inviting all parties, including tourists and local communities, to play an active role in this process. Regenerative tourism is a form of tourism that prioritizes the restoration of nature and culture, and not just maintaining the environment. Fusté-Forné and Hussain (2022) and Duxbury et al. (2021) reveal the involvement of tourists and local communities in restoring ecosystems to better conditions in regenerative tourism. Goodwin (2017) emphasizes that regenerative tourism goes beyond sustainable tourism by prioritizing the practice of restoring

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damaged environments, where the importance of the active role of all parties in restoring and repairing ecosystems and local cultures affected by tourism.

Bellato and Pollock (2023) and Pung et al. (2024) explains the indicators of regenerative tourism , namely the existence of an ecological view that respects the limits of ecosystem/environmental life as an effort to repair damaged ecosystems, the existence of collaboration between communities and stakeholders, the involvement of local communities to strengthen ecosystems, creating experiences for visitors created for the area and activities that displaying culture, being environmentally responsible and managing culture so that it does not become extinct. Chapin, Kofinas, and Folke (2009) provide a basis for community-based natural resource management. They emphasize the importance of an ecosystem-based approach that is also relevant in the context of regenerative tourism, especially in maintaining environmental sustainability and local community sustainability. Hwang et al. (2012) also explored the role of communities in supporting sustainable rural tourism development. Although the focus is on rural tourism, this study provides important insights into how collaboration between local communities and government supports the implementation of regenerative tourism in areas that depend on natural resources.

The new regenerative tourism framework seeks to describe how tourism systems and the roles of their key stakeholders can contribute to the sustainability and regeneration of social, ecological systems (Becken and Kaur, 2021) . Hussain and Haley (2022) stated that the indicators of regenerative tourism are being able to create conditions for continuously renewing tourism systems, transcending new forms of tourism, thriving in changing conditions, having economic stability, having minimal impact on the environment, producing pure and authentic tourism products.

This is where the concept of regenerative tourism emerged. Unlike sustainable tourism which focuses on efforts to maintain environmental conditions so that they are not damaged, regenerative tourism goes further by aiming to repair and restore damaged natural and social conditions (Ateljevic and Sheldon, 2022). Regenerative tourism invites tourists, business actors, and local communities to play an active role in restoring local ecosystems and cultures to better conditions than before.

Although regenerative tourism promises positive impacts, its implementation in the field is not easy. The phenomena that occur include limited funding, lack of understanding of the regenerative concept, and resistance from some tourism actors who prefer conventional approaches because they are considered more profitable in the short term (Saarinen, 2016 and Goodwin, H. , 2017). These obstacles indicate the need for further research to identify specific challenges and formulate strategies that can accelerate the adoption of regenerative tourism.

In many tourism destinations, local communities are often only complementary and do not receive economic benefits or direct involvement in tourism management. This causes injustice and dependence on foreign tourists without strengthening community independence. This phenomenon shows that a regenerative tourism approach, which actively involves communities in tourism management, can be a solution to empower and improve the socio-economic welfare of local communities.

Nyarai Tourism Village, located in Padang Pariaman Regency, West Sumatra, Indonesia, has developed rapidly as an ecotourism destination with various natural and cultural attractions. In particular, Nyarai Tourism Village is known for its enchanting natural attractions, such as Nyarai Waterfall and the Gamaran Forest area which are the icons of the village. The village is also famous for its community-based ecotourism practices, where local residents are involved as tour guides.

This village is a tourism village development area to improve tourism sustainability, especially in maintaining Minangkabau customs and nature. West Sumatra has a tourism development area themed "Marine Adventure Tourism" based on the West Sumatra Provincial Tourism Development Master Plan 2014-2025. Currently, this tourist village has entered the top 75 of the 2023 Indonesian Tourism Village Award, which indicates its popularity and contribution to sustainable tourism. With an area of 265,337 hectares, 60% of which is community forest and protected forest, which is the location of various conservation activities. In addition, Nyarai Tourism Village also offers unique tour packages such as Mahseer Fly Fishing which focuses on fish conservation.

Based on the characteristics of regenerative tourism practices in the Nyarai tourist village, the author wants to identify the extent to which the Nyarai Tourist Village implements regenerative tourism, as well as what strategies are faced in maintaining regenerative tourism in the Nyarai tourist village, West Sumatra, Indonesia.

II. LITERATURE REVIEW

Research from Hussain and Haley (2022) explains that regenerative tourism is an approach to holistic tourism, where the needs of destinations become more creative, adaptable, and resilient to ensure increased well-being, while for regenerative tourism visitors, visitors are aware and attentive when traveling, make the right decisions and know the impact of travel, and are motivated to make a difference and do things differently at the individual and community levels.

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Bellato et al. (2023) revealed that there are several indicators of regenerative tourism, namely an ecological worldview, development that aims to realize potential, non-colonial power or involving all stakeholders and diverse expertise at various levels, adopting a whole system in which social, cultural, environmental, political, and ecological elements are interrelated, local communities are inseparable agents of change, humans and nature are interconnected, and building supporting capacity to achieve sustainability of social, economic and ecological systems.

Regenerative tourism aims to strengthen the capacity of living systems to carry out sustainable recovery. According to Bellato et al. (2022), the principles include: first, applying a global ecological perspective to establish mutually beneficial relationships and respect planetary boundaries; second, using living systems thinking in tourism design to achieve transformative impacts; third, harnessing local and community potential based on local uniqueness and history; fourth, optimizing natural and social elements to create positive impacts; fifth, adopting a cultural and natural restoration approach, especially respecting local communities; sixth, generating net positive impacts with ongoing contributions to ecosystems; and seventh, strengthening collaboration across roles and resources.

Pollock (2019) revealed that UNWTO has outlined a series of regenerative tourism principles that utilize natural wisdom, namely holistic understanding and life systems approach, collaborative principles, diversity principles, inclusive and equitable principles, transformational and inspirational principles, environmentally responsible principles, and cultural management principles. The study by Fusté-Forné and Hussain (2022) entitled "*Regenerative Tourism Futures: A Case Study of Aotearoa New Zealand*" discusses the principles of regenerative tourism with a focus on the unique approach in New Zealand. The authors emphasize how regenerative tourism integrates indigenous Māori values such as *manaakitanga* (hospitality and respect), *kaitiakitanga* (nature protection), and *whanaungatanga* (connection and community). These values drive regenerative tourism practices that aim to go beyond sustainability by creating connected ecosystems that value cultural, social, environmental and economic well-being. Key principles and indicators in the study include Community and Ecological Connectedness, Empowerment of Local Culture and Knowledge, Slow Tourism and Local Focus.

Hussain and Haley's (2022) research, they developed a regenerative tourism model that adapts principles from natural sciences, such as regeneration in natural ecosystems, to be applied in the context of tourism. This model seeks to not only reduce negative impacts but also increase positive impacts through ecosystem restoration and support for local communities. This concept goes beyond sustainable tourism that maintains current conditions, to an approach that actively renews and repairs the environment and communities where tourism takes place. Hussain's (2021) regenerative tourism indicators cover six main aspects. First, Tourism System Renewal which focuses on continuous renewal so that tourism can thrive with change. Second, Transformation Beyond New Innovation, which aims to create profound changes that revitalize tourist destinations. Third, Adaptation to Changing Conditions emphasizes flexibility so that tourism can thrive in various situations. Fourth, Economic Stability which ensures sustainable economic support for local communities without damaging the environment. Fifth, Minimal Impact on the Environment to maintain the integrity of the ecosystem. Finally, Authentic Tourism Products that offer pure experiences without excessive commercialization, maintaining local cultural and ecological values.

Regenerative tourism, as conceptualized in recent studies, is centered around principles that view tourism as an interconnected, thriving socio-ecological system. This approach includes (1) Living Systems and Nature: integrating communities and ecosystems, emphasizing the long-term renewal of tourism, (2) Local Communities: supporting place-based development that fosters local identity, equity, and community well-being, and (3) Holistic Knowledge: utilizing indigenous, experiential, and spiritual knowledge for informed and sustainable tourism management (Becken and Kaur, 2021; Corral-Gonzalez, Cavazos-Arroyo, and García-Mestanza, 2023; Dredge 2022; Duxbury et al., 2021; Paddison and Hall, 2024; Pearson, Bardsley, and Pütz, 2024; Pung, Houge Mackenzie, and Lovelock, 2024).

Implementation of regenerative tourism by Hussain (2023) in his research examines the application of regenerative tourism in New Zealand. The main focus of this research is on efforts to reduce carbon emissions, empower local communities, manage natural resources in a way that supports ecosystem recovery, and adapt to the challenges of climate change. This research emphasizes the importance of tourist involvement in conservation activities and environmental education, so that a tourism experience is created that contributes to environmental sustainability and restoration in a sustainable manner.

Then, Ferrero and Pinto (2023) in their study of the "Museo dei Cinque Sensi" in Sciacca and the "Sea Working Brindisi" in Brindisi, Italy, illustrate how these two destinations implement the concept of regenerative tourism. They show the transition from initially less environmentally conscious destinations to more environmentally friendly ones. In addition, both projects also focus on the importance of involving local communities in tourism development, with the aim of rebuilding the identity of marginalized areas. Synergy between local communities, industry, and local institutions is considered essential to attract tourists while strengthening the attractiveness of the area for local communities. Ferrero and Pinto (2023) emphasizing that

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regenerative tourism aims to create a mutually beneficial relationship between the environment, local communities and the tourism sector, and introduce initiatives that can support long-term social and ecological sustainability.

Major and Clarke's (2022) research on regenerative tourism in Aotearoa (New Zealand) emphasize the importance of close relationships between various parties, both vertically and horizontally, to realize sustainable tourism. Vertically, the relationship between local communities, local governments, and national management bodies must be well established. While horizontally, collaboration between sectors, such as the tourism sector, local economy, and environmental conservation, is crucial. In an economic context, this study shows that the purpose of regenerative tourism is more than just generating income. Tourism businesses are expected to provide more benefits to local communities, not just seeking profit. The regenerative tourism model encourages local communities to not only serve tourists well, but also demonstrate the values of "manaakitanga" (hospitality and generosity). This creates a mutually supportive system and provides broader social benefits, which strengthens the relationship between visitors and the community.

III. RESEARCH METHOD

A. Method

The research method is a way to obtain data scientifically for research purposes (Creswell, 2014). In this study, the researcher used a descriptive qualitative research approach where this research is based on a description of a situation based on the researcher's point of view from the information provided by respondents to describe a particular problem. The descriptive approach in this study is used with the aim of obtaining a description in accordance with the facts that occur in the field. Then the facts are presented and described clearly and as they are without any manipulation (Creswell, 2014).

B. Data Sources

The research location is Nyarai Tourism Village located in Nagari Salibutan Lubuk Alung, Lubuk Alung District, Padang Pariaman Regency, West Sumatra. The researcher determined that the unit of analysis in this study is the Manager of Nyarai Tourism Village, the Local Community of Nyarai Tourism Village and the Head of Nagari Salibutan Lubuk Alung, Lubuk Alung District, Padang Pariaman Regency, West Sumatra, Indonesia. The unit of analysis in this study can at least provide an overall picture of the unique information contained in Nyarai Tourism Village.

C. Data Collection Techniques

Data collection techniques are an important step in a study. The data collection technique used is a type of qualitative research that prioritizes observation techniques, in-depth interviews and documentation (Boeije, 2010). The observation technique was carried out through direct observation by researchers at one time, namely on October 17, 2024. According to Creswell (2014), participatory observation is important in qualitative research because it provides an opportunity to experience the social context directly. In this study, observation aims to assess the implementation of regenerative tourism principles, including community involvement in nature and cultural conservation (Bellato et al., 2022); Identifying the socio-economic impacts of regenerative tourism on local communities (Hussain, 2021), Observing community involvement in sustainability and regeneration-based activities (Ferrero & Pinto, 2023). Interviews were conducted by asking in-depth questions (in-depth interviews).

In-depth interviews were conducted to explore perspectives and in-depth understanding from various stakeholders, such as local communities, tourism village managers, and government officials. According to Kvale (2007), in-depth interviews allow researchers to obtain more complex information and nuances that are not visible in observations. Interview participants are selected through non-random and practical sampling methods because it is relatively easy to determine the right respondents.

The informants for this research are : 1. Tourism Village Manager, To find out the policies and practices of regenerative-based destination management. Pollock (2019) emphasizes the importance of collaborative policies in supporting regenerative tourism; 2. Local Communities, to understand their feelings towards regenerative tourism and its impacts on their lives. Hussain (2021) suggests that community understanding of regenerative tourism is critical to the success of this model; 3. Local Government or Tourism Organizations : To understand the support and policies implemented to support regenerative tourism in the village.

D. Data Analysis

Observation data will be analyzed using qualitative analysis. Boeije (2010) stated that descriptive analysis is very important in qualitative research to describe the observed phenomena. While interview data will be analyzed using a thematic analysis approach to identify patterns and themes related to the implementation of regenerative tourism, such as community involvement and impacts on the local economy (Braun & Clarke, 2006).

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RESULTS

A. Condition of Nyarai Tourism Village

Nyarai Tourism Village is located in Nagari Salibutan, Lubuk Alung District, Padang Pariaman Regency, West Sumatra. This village has an interesting geographical location because it is located in the foothills of Bukit Barisan, which is a protected forest area. This location supports natural beauty while maintaining environmental balance with preserved biodiversity. The main attraction of Nyarai Tourism Village is Nyarai Waterfall, which is located in the Nyarai Ecotourism area, the main icon of this village. Nyarai Ecotourism includes the Gamaran Forest, which attracts not only domestic but also foreign tourists, including from Europe, Australia, New Zealand, America, Japan, Malaysia, and Singapore (Pokdarwis, 2024).

In the early development of Nyarai Tourism Village, there was a significant dilemma related to the utilization of natural resources, especially related to the community's need for forest wood which plays an important role in the local economy. Despite the prohibition on logging, the activity continued, with information received indicating that around 10 to 15 logs were removed from the forest every day. This logging activity occurred in several locations that were actually prohibited, but the local community considered the area to be their customary land, which had been managed for generations and was not strictly supervised by the authorities (Pokdarwis, 2024).

At that time, there was no involvement in the realm of licensing or formal regulations related to natural resource management. However, a strategic step was taken by gathering a team to hold direct discussions with the community. In the meeting, one of the community leaders, Datuak Daus, provided in-depth insight into the views and social conditions of the community regarding forest and land use. In 2013, the area was still dense forest, and the idea of developing natural tourism potential began to be rolled out. However, the idea was rejected by some of the community who were worried about the impact of development on their lives and existing local wisdom. In response to this rejection, independent socialization was carried out, without involving external funding support or assistance from outside parties. All activities were carried out using resources from the local community. One form of socialization held was an exhibition to introduce the potential for natural tourism in the village. This exhibition aims to educate the community and visitors about the opportunities that can be taken from managing natural tourism, although at that time tourism facilities in the village were still limited and not optimal. Despite the limited funds and facilities, these efforts were still carried out with a spirit of independence and a focus on the importance of understanding the potential of natural tourism as a source of income and environmental conservation efforts.

The initiation process began with direct meetings and discussions with local residents, followed by reporting to the village and tourism offices. This led to the formation of Pokdarwis, which then received a Regent's Decree (SK) in 2014, after being submitted in 2013. When entering the area, it was discovered that the area was a protected forest area, so additional permits were needed. The Nagari Forest Management Institution or *Lembaga Pengelola Hutan Nagari* (LPHN) was formed, which obtained official permission in 2019 after several modifications. With LPHN, Pokdarwis began to form the Social Forestry Business Group or *Kelompok Usaha Perhutanan Sosial* (KUPS), facilitating official collaboration between the two in the management and development of sustainable forest tourism.

Nyarai Waterfall is formed from the breccia phenomenon, a natural process in which whirlpools gradually erode the walls of the pool, so that the pool gets bigger and finally forms a stunning natural pool. Visiting Nyarai gives tourists the opportunity to see a geological phenomenon that has been going on for millions of years, an experience that combines natural beauty with a long natural history (Pokdarwis, 2024).



Picture 1. Nyarai Waterfall, West Sumatra

Source: Documentation of Pokdarwis (2024)

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The forbidden fish harvest, called "bongka niaik," is a traditional activity in Nyarai Tourism Village, where fish in the Batang Salibutan River may only be harvested at certain times, namely during the commemoration of the Prophet Muhammad's Birthday. If the harvest is carried out before the agreed time, violators will be subject to sanctions. This tradition aims to maintain a sustainable fish population and allow the community to enjoy the harvest together, which is then used in religious events, strengthening togetherness and local wisdom values.



Picture 2. Forbidden Fish in Nyarai Tourism Village, West Sumatra

Source: Documentation of Pokdarwis (2024)

Nyarai Tourism Village has a tradition of *boar hunting* to overcome pests that damage plantations, involving collaboration between villages. In addition, the *long fish* typical of the Batang Salibutan River is also a culinary treat that can be enjoyed by visitors. This village also supports environmental conservation efforts with the *Pohon Asuh program*, where everyone can donate IDR 10,000 to support reforestation and maintain the village ecosystem for future generations.

Alek Nagari is an annual village event held like a social gathering, moving from one location to another and lasting all night long. This event showcases various Minangkabau arts and culture, such as traditional silat (silek), folk theater (randai), ulu ambek dance, pasambahan, and tambua tasa percussion, all of which aim to preserve and promote local culture.

Nyarai Tourism Village offers various interesting nature tours. Tourists can join the Bird Watching Adventure to observe endemic birds or try catching fish in the Batang Salibutan River with traditional tools such as shooting arrows and water glasses made by residents. There is also a Mahseer fishing package using the Fly Fishing technique in the river's prohibited area. For adventure enthusiasts, there is a trekking tour through the Gamaran tropical forest for 5.5 km to Nyarai Waterfall, following the local flora, fauna, and rivers.

In Nyarai Tourism Village, there are various educational tour packages that introduce Minang culture. The *Silek Tuo Nyarai-Sekapur Sirih Tour* provides a silek martial arts learning experience guided by *Silek Tuo* and local pandeka, held day and night. There is also a *randai educational tour*, including silat training, music, dance, and folklore. For oral culture, there is a *pasambahan learning tour* and understanding the *petatah petiti Minang*, offering in-depth insight into the traditions and politeness in Minangkabau culture.

B. Characteristics of Regenerative Tourism in Nyarai Tourism Village

Based on research from previous studies (Becken and Kaur 2021; Bellato and Pollock 2023; Corral-Gonzalez, Cavazos-Arroyo, and García-Mestanza 2023; Duxbury et al. 2021; Fusté-Forné and Hussain 2022; Hussain and Haley 2022; Paddison and Hall 2024; Pung, Houge Mackenzie, and Lovelock 2024), the following characteristics of regenerative tourism were found in Nyarai tourist village.

i. Holistic understanding and life systems approach

The first informant revealed that ecotourism is basically tourism that is carried out with full responsibility towards the environment. This concept emphasizes that nature is used as a tourist attraction, but the perpetrators must be responsible for maintaining and preserving it. One example of the application of ecotourism in Nyarai Tourism Village is the policy to maintain the existing paths in the forest. This decision was taken as a form of responsibility towards nature, to ensure that the ecosystem is maintained and not disturbed by human activities. In addition, the first informant also added that there is a policy that

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requires this tourist area to close on Fridays. This is done as an effort to provide a rest period for nature, considering that nature also needs a recovery period from various interactions with visitors. This policy shows that responsible tourism is not only beneficial for humans, but also to maintain the balance of the ecosystem.

The second informant also revealed that in ecotourism, it is important to understand that excessive dependence on forest products can damage the environment. For example, if the forest in this area loses trees, the impact will be very noticeable for the surrounding environment. Without trees, there is nothing to hold back erosion or landslides, which can damage soil structure and reduce water quality. As happened in several areas in Riau, where forest damage caused the water to become cloudy just one hour after rain, which previously could take weeks.

Another implementation of ecosystem balance according to the first informant is that the existence of *Lubuk Larangan* is highly dependent on the condition of the surrounding forest ecosystem, especially in maintaining water quality. Damage to the forest environment, which causes the loss of trees, will have a direct impact on the quality of water flowing into this area. Water that is no longer properly filtered due to the absence of water-retaining vegetation will cause the waters to become cloudy and damage fish habitats, as well as reduce the quality of the ecosystem that supports the sustainability of this tourism. For example, when compared to tilapia fish, which are able to survive in less clean water conditions, fish in *Lubuk Larangan*, such as Mahseer fish, need clear water and maintained quality to support their growth. The existence of trees around the river flow functions to stabilize water quality by regulating the flow of rainwater, filtering particles that can damage the ecosystem, and maintaining the existence of springs in the area. Without these trees, the water flowing into *Lubuk Larangan* will become cloudy, which can disrupt the survival of the fish in it.

Thus, the fishing tour package in *Lubuk Larangan* not only functions as a recreational activity, but also as a form of tourism. sustainable that integrates the principles of environmental conservation. Visitors are not only given the opportunity to fish, but are also given an understanding of the importance of preserving the environment and natural ecosystems. One of the steps implemented is the catch-and-release practice, where fish that are caught will be released back to ensure the continuity of the fish population and the sustainability of the aquatic ecosystem. Thus, the management of *Lubuk Larangan* can continue to support environmentally friendly tourism activities while providing educational benefits for the community and tourists.

These results show that there is a holistic understanding that has been implemented by the Nyarai tourism village, a recognition that every aspect of the tourism system is interconnected and influences each other and the ecosystem as a whole, which is in line with Pollock's research (2019). With this understanding, every interaction in the tourism value chain has an impact on the well-being of the environment and society, underscoring the need for a tourism approach that considers ecosystem sustainability in every decision and practice (Ateljevic and Sheldon 2022; Becken and Kaur 2021; Corral-Gonzalez, Cavazos-Arroyo, and García-Mestanza 2023; Duxbury et al. 2021; Pung, Houge Mackenzie, and Lovelock 2024).

ii. Local Community and collaborative

The second informant said that community involvement is important in this tourist village. At that time, there was no involvement in the realm of licensing or formal regulations related to natural resource management. However, a strategic step was taken by gathering a team to hold direct discussions with the community. In the meeting, one of the community leaders, Datuak Daus, provided in-depth insight into the views and social conditions of the community regarding forest and land use. In 2013, the area was still dense forest, and the idea of developing natural tourism potential began to be rolled out. Although there was rejection, the community is now the bottom up driving force of tourism in the Nyarai tourist village, West Sumatra, Indonesia. Interview result from first informant, Tourism Awareness Group focuses on a mature process to prepare themselves to receive assistance by building real evidence in real action, collaborating with traditional stakeholders, including *ninik mamak*, *bundo kanduang*, and village youth. This collaboration is very important to run programs that solve economic, social, and environmental challenges. They believe that collaboration is the key to ensuring the success of these programs. The second informant also revealed that the role of the Tourism Awareness Group (*Pokdarwis*) under the *nagari* structure involves coordination with the *nagari*, *nagari wali*, or *jorong* who act as mentors, as well as forestry groups such as LPHN and KUPS. This collaboration aims to avoid overlapping roles, maximize the potential of each group, and optimize budget access. *Pokdarwis* has access to human resource development funds through the tourism office, while LPHN and KUPS receive budgets from the forestry sector. The hope is that *Pokdarwis* can become an independent group by empowering the community in tourism management.

In addition, based on the second informant, it was revealed that the community also received support from private companies, such as Pertamina, Astra and Semen Padang, which donated various assistance, ranging from basic facilities in the form of CSR (Corporate Social Responsibility) such as toilets by Pertamina, seeds from Astra, directions and HR training to manage businesses by Semen Padang. In addition, Non-Governmental Organizations are guided by the World Resources

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Institute (WRI), providing an in-depth understanding of sustainable forestry management. WRI has guided this group for several years, and even sent delegations from various countries to see firsthand the progress and initiatives of the community, which are considered inspiring examples for the empowerment of village women.

Based on the interview results above, it was found that the Nyarai Tourism Village has the principle of local community and collaboration in realizing regenerative tourism, because it emphasizes the importance of cooperation between various stakeholders, including the government, private sector, voluntary organizations, and communities as in line with research by UNWTO (2018), Becken and Kaur (2021) and Pollock (2019) . This approach differs from the competitive model that generally dominates today's economy, and emphasizes more on synergy and sharing of resources, knowledge, and responsibilities to achieve common goals in sustainable and regenerative tourism management.

iii. Diversity

The first informant revealed that logging activities occurred in several prohibited locations, but the local community considered the area as their customary land, which had been managed for generations and was not strictly supervised by the authorities. Now they have switched to being tour guides so they can protect the forest and increase the community's income sources. The second informant revealed that as a result of this training, local products such as jam and syrup, which are the result of the creativity of the mothers in the village, are now known abroad, some have even reached England and Ireland. Not only that, the assistance received from Dompot Dhuafa is also very valuable in supporting bookkeeping training for mothers, enriching their management capacity. This collaboration helps the group to develop integrated ecotourism, and is managed with professionalism and a vision of sustainability. The mothers in the village now feel the benefits of involvement in ecotourism and local business development programs that are getting better. Ecotourism and the local products produced provide additional income and opportunities for the village mothers to have economic awareness and the ability to manage businesses. They can now share their time between household activities and entrepreneurship, and have a positive influence in building a strong village image and identity in the eyes of visitors.

Tourism villages have shown the implications of diversity, which is one of the principles of regenerative tourism (Bellato, Frantzeskaki, and Nygaard 2023b; Bellato and Pollock 2023; Geytenbeek 2023) leading to diversification of income sources to reduce the dependence of ecosystems and communities on tourism. There is already variation between the recreational and business markets, as well as domestic and international segments. The diversification carried out in the Nyarai tourism village is very helpful in reducing economic and geopolitical risks, and increasing the resilience of the tourism sector by minimizing dependence on one source of income or a particular market as expressed by (Fusté-Forné and Hussain 2022) .

iv. Inclusive and fair

The first informant said that the collaboration was fair and no one felt disadvantaged. For example, this tourism village is not only carried out by Pokdarwis and the community, there is a role for BUMNag (Nagari-Owned Enterprises) or BUMDes which is vital in helping to manage local businesses. However, challenges arise when tourism awareness groups and BUMDes have views that are not always aligned about the results they want to achieve. For example, this community group established various tourism-based businesses with the support of BUMDes as a business unit. There are two methods of cooperation between the group and BUMDes: first, this group's business can enter BUMDes as a business unit under BUMDes; second, the tourism awareness group can provide initial capital and receive profit sharing from BUMDes. The existence of a fair principle is also seen from the informant's statement where Pokdarwis has access to HR development funds through the tourism office, while LPHN and KUPS receive budgets from the forestry sector. The hope is that Pokdarwis can become an independent group by empowering the community in tourism management.

So Nyarai tourism village, has revealed the principle of regenerative tourism focusing on the active involvement of local communities to strengthen the ecosystem as a whole. This includes collaboration with local suppliers, as well as ensuring that space and accommodation needs are considered fairly, including supporting marginalized groups such as refugees or the homeless (Fusté-Forné and Hussain 2022; Hussain 2021, 2023) .

v. Transformational and inspirational

The informant revealed that the Nyarai tourist village is not only intended for recreation, this tourist village provides a life-changing experience for tourists. For example, first, tourists are offered the experience of exploring the 5.5-kilometer Gamaran tropical forest to reach the Nyarai waterfall. Along the way, visitors will encounter various endemic flora and fauna and follow the flow of the Batang Salibutan River, which adds to the charm of this natural adventure. Second, informant information found that in Nyarai Tourism Village, the activity of harvesting prohibited fish shows transformational value because it shifts the focus of tourism from just the results to the overall experience. This experience is inspiring by emphasizing the togetherness and happiness created when fishing and being in nature. Activities such as picking local fruit, taking pictures with fish, and sharing

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moments with friends create an immersive experience that connects visitors to the local culture and environment more meaningfully than just visiting conventional tourist attractions. Third, in Nyarai Tourism Village, educational tourism packages that introduce Minang culture demonstrate a transformational and inspiring approach. By inviting tourists to learn and experience firsthand the martial arts of *silek*, *randai* (a combination of *silat*, music, and dance), and the tradition of *pasambahan* speech, Nyarai Village not only preserves cultural heritage but also inspires a change in perspective.

The experience of tourists to better understand the values of politeness and local wisdom of Minangkabau, creating a deeper and more sustainable appreciation of the culture is a characteristic of regenerative tourism. This involves recognizing the uniqueness of each destination through activities that highlight cultural heritage, folklore, culinary expertise, local sites, and wildlife (Hussain and Haley 2022). This approach encourages a deeper understanding of the places visited, while promoting sustainability and responsibility in interacting with culture and nature (Ateljevic and Sheldon 2022; Dredge 2022; Fusté-Forné and Hussain 2022; Hussain and Haley 2022; Paddison and Hall 2024).

vi. Responsible for the environment

The principle of responsibility is reflected in the Nyarai tourist village. This principle involves a commitment to preserving nature in ecotourism in the Nyarai Tourist Village. This approach includes responsible management of the environment, such as maintaining footpaths to protect the ecosystem, setting a rest time for nature by closing the tourist area on certain days, and educating visitors about ecosystem preservation through activities such as fishing with the catch *-and-release method*. The goal is to balance tourism with sustainable environmental preservation. Another interesting thing in the principle of responsibility was expressed by the third informant that Nyarai Tourism Village supports environmental conservation efforts through the "Patronage Tree" program. Through this program, everyone can donate Rp10,000, which is used for reforestation and maintaining the village ecosystem. The goal of this program is to ensure environmental sustainability and ecosystem health for future generations, while involving the community in conservation efforts that have a direct impact on the beauty and diversity of the village's nature.

Thus, Nyarai tourism village shows the implementation of regenerative tourism emphasizing the importance of maintaining and preserving the environment through the management of natural resources and biodiversity. This includes the protection of vulnerable landscapes and wildlife species, in a way that ensures that tourism activities do not damage or threaten the sustainability of the ecosystem. As (Pung, Houge Mackenzie, and Lovelock 2024) stated, this approach prioritizes environmental sustainability to support long-term ecosystem balance.

vii. Management culture

The second informant revealed that in addition to being shown cultural tourism, educational tourism in the Nyarai tourist village, one of the rules in the Nyarai Tourist Village is a prohibition for guests to wear bikinis, which reflects the local wisdom of Minangkabau with the principle of *adat basandi syara', syara' basandi Kitabullah*. This rule is intended so that the culture of the community is not influenced by tourists. In addition, this village has an art studio "Sekapur Sirih" which was previously inactive but is now active again, thanks to the support of the community and tourism initiatives that help revive local arts and culture, involving artists and the local community. So it can be seen that the Culture in Nyarai Tourism Village is very close to Minangkabau customs which reflect the principles of *the traditional basandi syara', syara' basandi Kitabullah*. This local wisdom is seen in the rules that maintain ethics, such as the prohibition of wearing bikinis in public areas, to respect local customs and religious values. In this village there is also the "Sekapur Sirih" Art Studio, which preserves traditional arts such as dance, music, and Minangkabau folklore. The existence of this educational and art tourism supports efforts to preserve cultural identity for the community and the younger generation.

Nyarai tourism village has demonstrated cultural management which is a characteristic of regenerative tourism which emphasizes the importance of protecting cultural heritage and local traditions in line with previous studies (Becken and Kaur 2021; Bellato and Pollock 2023; Corral-Gonzalez, Cavazos-Arroyo, and García-Mestanza 2023; Duxbury et al. 2021; Fusté-Forné and Hussain 2022; Hussain and Haley 2022; Paddison and Hall 2024; Pung, Houge Mackenzie, and Lovelock 2024). Local communities, who often have traditional knowledge and wisdom, play a crucial role in maintaining biodiversity and natural ecosystems, valuing and involving them in cultural and ecosystem management not only supports cultural sustainability, but also ensures environmental sustainability through practices that have been passed down from generation to generation.

C. Policy to maintain regenerative tourism

The first key strategy focuses on economic solutions that support local communities, both as groups and individuals. By involving communities in tourism, they can shift from activities such as logging to new professions, such as tour guides or equipment rentals, with additional income from salaries and rent. In addition, environmental sustainability initiatives are

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implemented through the use of organic products and tree planting programs, aimed at keeping the valley cool and preventing erosion. Tourism is ensured not to be the sole source of income, encouraging residents to have more stable side professions, such as gardening or becoming teachers, given that tourism is vulnerable to disruptions such as natural disasters or pandemics. Since 2014, tourism in the area has attracted thousands of tourists, especially young people and content creators, although the priority is still to provide communities with other sustainable career options. Natural souvenirs such as palm fruit and kandis acid are also relied upon as seasonal souvenirs, so that tourists always remember the unique experiences offered by this area.

CONCLUSION AND SUGGESTION

A. Conclusion

Nyarai Tourism Village in West Sumatra has successfully developed ecotourism with the principles of regenerative tourism that emphasize environmental sustainability, community involvement, and preservation of local culture, including holistic forest management, community-stakeholder collaboration, product diversification as transformation and inspiration, tree-planting and "Lubuk Larangan" areas as responsibility, and preserved cultural tourism as cultural management. The village utilizes natural beauty such as Nyarai Waterfall and Batang Salibutan River as tourist attractions, while maintaining the surrounding forest ecosystem. Collaboration between Pokdarwis, government, and private companies has encouraged the community to shift from destructive forest utilization practices to environmentally friendly tourism businesses. Activities such as the harvest of forbidden fish and Minangkabau cultural educational tours demonstrate a commitment to cultural sustainability and environmental balance.

B. Suggestion

Suggestions that can be done include Strengthening local product innovation, Nyarai village can increase tourist appeal by introducing more local products with added value, such as typical culinary or unique handicrafts; Development of tourism infrastructure, Nyarai tourism village improves basic facilities such as pedestrian paths, directions, and rest areas will improve the tourist experience and support sustainability efforts; Education and training for the community where continuing to provide training to the community on sustainable tourism practices, financial management, and foreign languages in order to be able to serve foreign tourists better; Provision of technology-based tourism where adopting technology in the form of applications or digital guides that provide information about local flora, fauna, and culture will increase the interest of young generation tourists who tend to be more digital-savvy.

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