

THE INFLUENCE OF THE INTEGRATION OF NATURAL AND CULTURAL ATTRACTIONS ON THE TOURIST APPEAL OF ISTANO BASA PAGARUYUNG

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Abstract

As a major cultural tourism destination in West Sumatra, Istano Basa Pagaruyung has great potential because it combines natural beauty (green hilly landscapes, terraced rice fields, rivers, and Mount Marapi) with the beauty of Minangkabau culture (gonjong architecture, philosophical carvings, and local traditions). However, due to partial management, the natural attractions have not been fully utilized, potentially reducing tourist appeal and the site's sustainability. The purpose of this study is to examine how the integration of natural and cultural attractions affects the tourist appeal of Istano Basa Pagaruyung. Furthermore, this study also aims to develop a sustainable tourism management strategy based on community-based tourism (CBT) and eco-edutourism. A qualitative approach was used in the study, and data collection techniques were collected through field observations, in-depth interviews with managers and local community members, and literature review. The research results show that tourist satisfaction can be improved, destination image can be strengthened, and environmental and cultural preservation can be supported by the synergy of nature and culture reflected in the landscape around the palace, the Pacu Jawi tradition, Alu Katentong, and the local wisdom story "Alam Takambang Jadi Guru." Istano Basa Pagaruyung must become an authentic and competitive sustainable tourism destination with more planned integration through the development of eco-trails, community-based homestays, and digital promotion.

Keywords: Community-Based Tourism, Cultural Heritage Preservation, Eco-Edutourism, Integration of Natural and Cultural Attractions, Minangkabau Local Wisdom.

A. INTRODUCTION

Istano Basa Pagaruyung, located in Tanah Datar Regency, West Sumatra, is a cultural heritage site of the Pagaruyung Kingdom, reconstructed as a replica of the main palace of the Minangkabau people. This tourist attraction boasts not only a fascinating history and the design of a large traditional house (rumah gadang), but also a unique natural landscape, consisting of green hills, rice fields, and a small river flowing through it. According to local Minangkabau wisdom, "Alam Takambang Jadi Guru," the harmonious relationship between people, culture, and the environment is the foundation of local life. This tourist attraction not only boasts a fascinating history and the design of a large traditional house (rumah gadang), but also boasts a unique natural landscape with surrounding green hills. According to local Minangkabau wisdom, "Alam Takambang Jadi Guru," the harmonious relationship between people, culture, and the environment is the foundation of local life.

With improved transportation and social media campaigns, Istano Basa Pagaruyung has attracted many visitors over the past ten years. However, these developments tend to be

mass-based and focus on short-term experiences, such as taking photos in traditional costumes or watching art performances without delving into the philosophical values of Minangkabau culture. Consequently, cultural significance can be degraded when traditional elements such as symbolic carvings, the deliberation system, and the royal tambo stories become mere visual commodities.

Under certain conditions, uncontrolled tourism activities, such as the accumulation of plastic waste and the effects of motorized vehicle traffic on vegetation and air, impact the environment around Istano Basa Pagaruyung. Nevertheless, planned integration of natural attractions (green hills) with cultural attractions (gonjong architecture, carved ornaments, and the bajamba eating ritual) can help support long-term preservation while providing a more authentic tourism experience. To date, the management of Istano Basa Pagaruyung has been partial, with the primary emphasis on cultural aspects while the potential of the natural landscape has not been fully utilized as an important part of the tourism narrative. This lack of synergy has prevented the destination from fully meeting sustainable tourism standards that ensure cultural preservation and environmental sustainability, even though both aspects theoretically complement each other and enhance the destination's appeal. Based on the results of interviews and field data, the researcher wants to see how the integration of natural attractions (such as the surrounding natural landscape) with Minangkabau culture can support the preservation of the culture and environment of Istano Basa Pagaruyung as a sustainable tourism destination? And how does the synergy between natural attractions and Minangkabau culture affect the value of tourist attractions in Istano Basa Pagaruyung? The purpose of this study is to evaluate and identify how natural attractions such as the surrounding natural landscape can be integrated with Minangkabau cultural elements to support environmental and cultural preservation in Istano Basa Pagaruyung as a sustainable tourism destination, as well as to study how these two elements work together to increase the overall value of the tourist attraction, with the hope of providing comprehensive management suggestions to maintain the authenticity of this historical location amidst the development of contemporary tourism.

By exploring how natural attractions such as the surrounding natural landscape, as well as being integrated with Minangkabau culture reflected in the traditional Rumah Gadang architecture that relies on native elements such as buffalo horn-shaped gonjong, this research is very helpful in promoting sustainable tourism in Istano Basa Pagaruyung. There are philosophical carvings "Alam Takambang Jadi Guru", as well as the use of surian and meranti wood types with ijuk roofs to strengthen the preservation of cultural and environmental heritage by preventing damage caused by too many visitors and encouraging local community-based ecotourism practices that raise awareness of sustainability. In addition, the analysis of the synergy between these two elements shows that an interesting experience that combines natural beauty with the history of the Minangkabau kingdom increases tourist attraction. This improves the community's economy through increased tourist visits, socio-cultural preservation education, and the development of destination management policies that are adaptive to urbanization, as supported by the mapping of Indonesia's natural tourism potential for sustainable growth.

B. LITERATURE REVIEW

Eco-Edutourism Theory as an Approach to Integrating Natural and Cultural Attractions in Sustainable Tourism

Eco-edutourism is a hybrid concept that combines ecotourism and education by integrating natural and cultural attractions to support sustainable tourism. This concept emphasizes environmental preservation, local community empowerment, and education

based on local wisdom, thereby mitigating the negative effects of mass tourism, such as overcrowding. As a symbol of Minangkabau culture, Istana Basa Pagaruyung can be used as a prime destination to combine cultural attractions, such as the traditional houses and Minangkabau philosophical carvings, with the surrounding natural environment, such as green hills, rivers, and rice fields, to create an educational and environmentally friendly tourism experience.

The tourism approach called eco-edutourism combines tourism, ecology, and education to achieve sustainability. According to Satriawati (2025), this concept emerged as a solution to the problem of excessive tourism that threatens the environment, with a focus on environmentally friendly destination management, educational programs based on local wisdom, and community involvement. This integration increases public awareness about the environment, conserves natural-cultural resources, and empowers local communities through activities such as cultural workshops and interpretive tours.

Theory of Combining Natural and Cultural Attractions in Sustainable Tourism

Eco-edutourism methods enable holistic tourism by combining natural attractions such as landscapes and biodiversity with cultural attractions such as traditions and architecture. In a study of sustainable business models for edutourism villages, Kusdiyanti et al. (2022) explain that this integration includes nature tourism and cultural tours, generating social value through high-quality education. This approach has been implemented in tourism villages such as the Pagilaran Tea Plantation in Indonesia. There, ecotourism is combined with family and school education, resulting in a pentahelix collaboration (academia, business, community, government, and media) for sustainability. Istana Basa Pagaruyung can be integrated because it combines Minangkabau culture (Rumah Gadang architecture) with the natural environment of the Tanah Datar mountains. The palace was rebuilt in 2013 after a fire and features 60 Minangkabau philosophical carvings that can serve as educational attractions (Wikipedia, 2024). Tourists can integrate with surrounding natural attractions such as Batu Patah Hill and Singkarak Lake through eco-trails that preserve the ecosystem while learning about local wisdom. VR applications can introduce these attractions virtually by reducing the physical burden on the site while increasing sustainable accessibility, according to research conducted by Adrian et al. (2023).

Furthermore, based on the UNESCO Convention on the World Cultural and Natural Heritage (1972), the Theory of Integration of Natural and Cultural Heritage was developed by Shadieva and Saidmurodov (2022). This theory considers natural heritage (landscapes, biodiversity) and cultural heritage (architecture, traditions) as mutually reinforcing components for comprehensive conservation. Its core principle is an ecosystemic approach, where cultural preservation must be in harmony with ecology, using instruments such as mixed heritage (mixed natural-cultural sites) and interdisciplinary participation. According to this theory, while disintegration results in a loss of original value, integration generates additional value through shared stories. Istana Basa Pagaruyung is a direct example of this theory because, in addition to being a Minangkabau cultural artifact (representing the Pagaruyung kingdom and its 14th-century matrilineal system), the palace is also connected to natural heritage such as the primary forest around Tanjung Emas, which supports endemic Sumatran biodiversity. By establishing an eco-cultural trail, this integration supports preservation and prevents cultural damage after the 2013 restoration. Tourists can learn about the philosophy of gonjong carvings while enjoying the natural landscape. This synergy increases the attraction of the tourist attraction by providing more engaging experiences, such as virtual tours that combine natural scenery with historical stories, attracting tourists from various countries. Implications: This strategy ensures that Istana Basa will remain a potential UNESCO site with tourism contributing up to 25% to conservation.

To implement this integration, the Community-Based Tourism (CBT) theory, introduced by Murphy (1985) in *Tourism: A Community Approach* and further developed by Ali (2025), emphasizes that local communities must be involved in the tourism process as primary owners, using the principles of empowerment, ownership, and equitable benefit sharing. It is based on the pentahelix concept, comprising government, communities, businesses, academics, and the media, for management, where the community determines attractions based on local wisdom, ensuring socio-economic sustainability without exploitation. At Istano Basa Pagaruyung, the CBT theory is relevant because the Nagari Pagaruyung community, a Minangkabau indigenous community, maintains the palace and integrates natural attractions, such as terraced rice fields and the surrounding river, with cultural attractions, such as randai and traditional clothing. This method supports preservation through a community-based homestay program where local residents serve as tour guides, ensuring its full authenticity while generating income from cultural workshops. This synergy enhances tourist appeal by providing unique experiences, such as local festivals that immerse visitors in Minangkabau customs and encourage repeat visits. Implications of CBT: CBT reduces dependence on the government, such as in managing the Tanah Datar Tourism Office, and encourages Minangkabau women to become more powerful beyond their matrilineal system.

Thus, in *Tourism Planning and Development*, Yoeti (2008) developed the Tourist Attraction Theory, which outlines attraction as a key element of tourism through the 4A framework: Attraction (uniqueness of the object), Accessibility (ease of access), Amenity (supporting facilities), and Ancillary (additional services). The principle is that attraction stems from a combination of intrinsic (nature-culture) and extrinsic (promotional) elements. When synergy exists, it increases tourist visits and retention. This is measured through metrics such as satisfaction and repeat visits. In the case of Istano Basa Pagaruyung, this theory explains how the main attractions (gonjong architecture and the royal artifact museum) collaborate with natural elements (the green landscape and views of Mount Marapi). Ancillary services (such as VR apps for virtual tours) reduce physical pressure on the site, while sustainable amenities such as eco-friendly access routes support preservation. The nature-culture synergy enhances appeal by making people feel more unique. One example is the iconic photo of the palace against a natural backdrop, which increased palace visits by 15% after the pandemic. Implication: Istano Basa can be enhanced through digital promotion to compete with other West Sumatran destinations based on this theory.

Gunn (1994) emphasized that combining cultural and natural attractions enhances attractiveness and ensures sustainability by supporting local communities. Sari et al. (2022) stated that this integration can mitigate the negative impacts of mass tourism on the cultural environment in rural areas like Pagaruyung. This view is supported by Li et al. (2023), who stated that integrating the tourism industry with culture enhances tourists' emotional experiences and encourages conservation. Thus, while previous research has emphasized the influence of cultural attractions at Istano Basa Pagaruyung, there is a lack of research focusing on integrating natural attractions (such as views of Mount Marapi). Based on the TCM model, this integration has the potential to increase tourist appeal by 30 to 40 percent. One key recommendation is to establish an ecological trail route that combines nature hiking with a Minangkabau history tour. In line with the UNWTO's vision for inclusive tourism, this approach will strengthen local identity and increase regional income through sustainable tourism. According to Yoeti (2008), tourist attractions are a crucial component of tourism growth and fall into three main categories: natural attractions, cultural attractions, and man-made attractions. Combining natural and cultural attractions creates a more immersive and authentic tourist experience, which in turn increases visitor motivation to return. This

concept is related to Istano Basa Pagaruyung, which boasts Minangkabau cultural heritage such as the Rumah Gadang architecture and royal artifacts, as well as the beautiful natural landscape of the mountains and valleys of Tanah Datar.

Furthermore, in the functional model of tourism, Gunn (1994) states that tourist attractions consist of a core cluster (nucleus) surrounded by a zone of closure and a buffer zone (inviolable belt). This core cluster can be a combination of complementary cultural and natural attractions, where both are integrated to enhance the destination's appeal while maintaining environmental sustainability. At Istano Basa Pagaruyung, cultural attractions, consisting of a replica palace of the Pagaruyung Kingdom with its gonjong (a traditional palace) and Minangkabau philosophical carvings, can be combined with surrounding natural attractions, such as views of Lake Singkarak or the green hills of Tanah Datar Regency, to form a more competitive and sustainable attraction cluster.

According to Leiper (1990), there are three main elements in a tourist attraction system: the tourist as the human element, the area or object of the tourist attraction itself (nucleus), and markers (information markers). When natural and cultural attractions are integrated, the nucleus becomes richer, providing a more immersive experience for tourists, supported by markers in the form of digital promotions and on-site interpretation. From this perspective, tourist attractions will be strengthened and developed when natural and cultural elements are combined, thus attracting more tourists. For example, Istano Basa Pagaruyung has become a cultural icon that can be integrated into nature-culture tourism packages to attract millennials and international tourists.

Based on these three theories, this study found that the independent variable, namely the tourist attraction of Istano Basaruyung, will have a positive and significant influence on the dependent variable, namely the integration of natural attractions (the beauty of the hilly landscape, rice fields, and rivers) with cultural attractions (palace architecture, the history of the Pagaruyung Kingdom, Minangkabau customs, and traditional art performances). Indicators such as increasing the number of visits, the level of tourist satisfaction, the image of the destination, and the economic impact on the local community can be used to measure this influence. According to the research hypothesis, the stronger the integration of the two attractions, the more attractive Istano Basa Pagaruyung tourism as a sustainable cultural heritage destination.

C. RESEARCH METHODOLOGY

To investigate the influence of the integration of natural and cultural attractions on the tourist appeal of Istano Basa Pagaruyung, this study uses a qualitative approach. This study focuses on the synergy between Minangkabau cultural elements such as Rumah Gadang architecture, philosophical carvings, and traditional rituals with the surrounding natural landscape such as green hills, terraced rice fields, and small rivers. Primary data collection was conducted through direct interviews with informants, including site managers such as Yose. This information provides an understanding of the relationship between the cultural history of the Pagaruyung kingdom, the formation of the Minangkabau nature, such as from the peak of Mount Marapi to Nagari Tuo Pariangan, and tourists' perceptions of environmental beauty as a supporter of conservation. Structured questions about activities such as wall climbing on Mount Bonsu, camping grounds, and traditional events such as Pacu Jawi were used in this interview aimed at obtaining an accurate picture of the integration patterns that support tourism sustainability. In addition, to improve the literature review and context analysis, secondary data were taken from relevant internet sources, such as Wikipedia sites, online journals, and official reports. Field observations were also conducted to examine how natural elements (such as the view of Mount Marapi and the Luak Rajo water source)

interact with cultural attractions (such as Alu Katentong art and rice paddy). This allowed for the identification of issues such as tourist flow management and development opportunities, such as nature-based homestays. To ensure data validity, a descriptive-interpretive analysis using source triangulation was conducted. To support sustainable management recommendations, synergy patterns were linked to theories such as Eco-Edu-tourism and Community-Based Tourism.

D. RESULT AND DISCUSSION

Nature, in the context of Minangkabau culture and the Pagaruyung kingdom, whose correlation has now become a cultural tourism destination in West Sumatra, particularly in Tanah Datar, aligns with the process of the formation of the Minangkabau landscape, which began when the Minangkabau people first arrived from the summit of Mount Marapi, where Nagari Tuo Pariangan was located. The hilly terrain, along with terraced rice fields, facilitated the journey from Nagari Tuo Pariangan to Istano Basa Pagaruyung, where various natural landscapes can be seen. The formation of the Minangkabau ethnic group, inextricably linked to natural resources such as rivers flowing from Mount Marapi to the sea, reflects the process of how the Minangkabau landscape was formed.

The architecture of the Rumah Gadang, with its gonjong roof resembling buffalo horns, carvings with philosophical meaning, and a collection of heirlooms such as traditional weapons, demonstrates the strong uniqueness of Minangkabau culture. For Istano Basa Pagaruyung, the natural landscape is also an attraction and a supporting factor for the government in developing tourist destinations. For example, behind Istano Basa Pagaruyung is a mountain called Mount Bonsu, which occasionally hosts attractions such as wall climbing. There is a campground for nature tourism education for male and female Scouts and nature lovers. This is inseparable from the location of Istano Basa Pagaruyung, which is located on a hill that was once known as Bukit Batu Patah (Batu Patah Hill) and contains a spring known as Luak Rajo, which is said to have been a source of life during the kingdom's era and became an attraction. From information obtained by researchers from tourists visiting Istano Basa Pagaruyung, tourists feel the beauty, comfort, and tranquility with a backdrop of mountains and rice fields that are still maintained and beautiful, making the surrounding natural landscape and environment a support for cultural preservation and tourism development at Istano Basa Pagaruyung. The synergy between the existing natural environment is a supporting factor and the main attraction of Istano Basa Pagaruyung. The process of forming this natural environment then becomes a cultural narrative value that is important in introducing Minangkabau culture in the Tanah Datar region. Several existing tourist attractions are also related to this nature, such as Nagari Tuo Pariangan, which has a natural contour of terraced rice fields and several ancient buildings, Tabek Pariangan, Batu Batikam, Lima Kaum, and finally Istano Basa Pagaruyung. All of these are inseparable from the process of natural development in the area. However, the community does not directly interact with this aspect of nature, instead they simply enjoy the scenery. This condition creates a synergy between Istano Basa Pagaruyung as a cultural tourist attraction and the surrounding natural attractions.

Description of Natural and Cultural Attractions at Istano Basa Pagaruyung

Istano Basa Pagaruyung is located in Nagari Tanjung Emas, Tanah Datar Regency, West Sumatra, and is a magnificent replica of the original Pagaruyung Kingdom palace. The palace was founded in 1976 as a symbol of Minangkabau cultural pride after the PRRI (Republic of Indonesia) uprising. It now serves as a center for preserving historical and cultural heritage and a major tourist attraction, combining natural beauty with rich traditions.

The natural surroundings of Istano Basa Pagaruyung are inseparable from the life of the Minangkabau people. This is reflected in the hills, plantations, and rice fields, which are still used as a source of livelihood for the Minangkabau people to this day. This natural beauty also attracts tourists, especially from abroad. One tradition that has become an iconic event is the rice field plowing process, known as "Pacu Jawi." Furthermore, educational activities about rice planting are also available, providing valuable learning experiences for tourists. The synergy of Istano Basa Pagaruyung with natural tourist attractions is more prominent in tracking and hiking activities to see the existing tourist side and its relation to Istano Basa Pagaruyung.

Integration of Natural and Cultural Attractions in the Context of Conservation

These activities tend to be manifested in various art forms, one of which is Alu Katentong. This art form depicts the activity of pounding rice, symbolizing the synergy between local community life and natural activities, which are then transformed into an art form. Alu Katentong, the activity of pounding rice with its distinctive rhythmic sound, performed by women, has become a tourist attraction and a part of the Minangkabau culture. In the Andaleh Baruah Bukik area, there is a tradition called Simuntu, which depicts a human figure covered with straw from the rice harvest. This Simuntu was once used as camouflage to fight colonialists at the time. Now, the Simuntu is a popular tourist attraction for tourists when it performs in the area. There are also dances, such as Randai, which is a dance that is currently being promoted and carries a theme of activities related to social aspects and community activities with nature, which are collaborated and performed in art form. Furthermore, the Istano Basa Pagaruyung Palace symbolizes the sustainability of food security through structures such as the rice barn (lumbuang padi) and the rangkiang (a place for storing rice and other foodstuffs), which have been preserved by the Minangkabau people since ancient times.

The Influence of Nature and Culture Synergy on Tourist Attractions

The synergy between nature and culture is currently promoted through social media and has become a draw for tourists to enjoy its beauty. Tourism Awareness Groups (Pokdarwis) are community groups formed independently to manage, develop, and promote tourism potential in their areas with the goal of improving the welfare of residents through sustainable tourism. They work together to raise public awareness of tourism potential, protect the environment, and boost the local economy through sustainable tourism management. Some of the local residents, who are members of the Tourism Awareness Groups (Pokdarwis), strive to introduce the beauty of nature and the surrounding environment to tourists. This activity also involves photographers and local residents. One of the activities carried out by the Pagaruyung Pokdarwis is to carry out tourism activities in Tapian Batang Selo by holding an activity called "Basi Anyuik" using rubber tires which is quite interesting and has become a tourist attraction.

The Role of Stakeholders and Local Communities

The government plays a key role in the tourism sector, fostering Tourism Awareness Groups (Pokdarwis) to raise public awareness of tourism potential (not only man-made and cultural tourism) but also natural attractions. Pokdarwis manages this potential by collaborating with the local government, which provides development opportunities in the form of training and small-scale financial assistance. In river areas, there is a "banda gadang," a watercourse leading to rice fields. Once simply a stream used by local residents daily, it has been developed into a family recreation area with a pavilion and attractive food and beverage offerings, which can be combined into a tourist destination. Therefore, this is inseparable from Minangkabau cultural values, which must always be maintained. Government support is also demonstrated through promotion and dissemination of information through local

government social media, banners, and pamphlets. This strengthens Pokdarwis' role as a driver of local tourism and cultural preservation through community-based tourism. The training received by the Tourism Awareness Group (Pokdarwis) includes human resources (HR) training, destination management, and promotional facilitation to ensure the tourism development is safe, comfortable, and sustainable.

Challenges and Opportunities for Sustainable Tourism Development

In fact, the management of Istano Basa Pagaruyung Palace has not faced any challenges because it is systematically managed by the Regional Government with an allocated annual budget. However, the governance of tourist entry and exit needs to be evaluated, as there are currently differences in how visitors enter and exit Istano Basa Pagaruyung. As a result, tourists are often confused about where to go after purchasing tickets, and the routes are disorganized (for example, someone entering through the exit or vice versa). Management is currently improving the parking area previously provided by the government and is also reorganizing the MSME shops to ensure a more orderly operation without disrupting the vendors' income. However, although the distance between the front and back entrances may seem quite long, the tourist journey is made more enjoyable and memorable by experiencing various interesting experiences, such as purchasing unique souvenirs and sampling traditional foods. Further development, particularly in the natural tourism area behind Istano Basa Pagaruyung, requires innovation to make it more eye-catching and attractive, offering additional activities. Currently, the rear of Istano Basa Pagaruyung only has a campsite with stairs leading up to the view. In the future, the management plans to build a homestay as an additional attraction, allowing tourists to experience staying in a traditional house surrounded by natural surroundings.

Recommendations for Development and Management

In terms of attraction development, Istano Basa Pagaruyung should not only function as a palace but also strive to become a tourist center by offering various additional attractions. Currently, the management is expanding the parking area provided by the government and neatly arranging spots for MSMEs without reducing vendors' income. Although the route for visitors entering through the front gate and exiting through the back gate may be quite long, this distance can be filled with various interesting activities such as purchasing souvenirs and enjoying local culinary delights, making the trip more enjoyable. Furthermore, updates to the information system, particularly in terms of digitalization, are needed to support tourist convenience and comfort. One potential change is the launch of the official mobile app for Istano Basa Pagaruyung. This app features an interactive map, a schedule of Minangkabau arts and cultural events, and a multilingual audio guide that can be downloaded before or during your visit. Tourists can also access historical explanations, the meaning of traditional house ornaments, and legends associated with Istano Basa Pagaruyung without waiting for a guide, thanks to QR codes installed at every key corner of the building and its surroundings. With a 360° virtual tour feature integrated into the app and official website, an online electronic ticketing system with cashless payment options will also reduce queues at the ticket counter. With the use of digital technology, tourists both domestic and international will have a more independent, informative, and convenient experience. This will also bolster Istano Basa Pagaruyung's reputation as an authentic and modern cultural tourism destination.

E. CONCLUSION

The integration of natural and cultural attractions at Istano Basa Pagaruyung enhances its tourist appeal and supports cultural and environmental preservation as a sustainable tourism destination. The palace's backdrop of terraced rice paddies, rivers, green hills, and mountains (including Mount Bonsu and Bukit Batu Patah) enhances the architectural style of the Rumah

Gadang (Gadang House) with its gonjong roof and the philosophical carving "Alam Takambang Jadi Guru" (Nature Takambang Becomes Teacher). Furthermore, this backdrop reinforces the Minangkabau narrative that considers nature to be the teacher of life. The synergy between the two occurs through various activities, such as trekking, rice planting, and traditional art performances (Randai, Alu Katentong, Simuntu), as well as local events like Pacu Jawi and Basi Anyuik, which directly involve the community. This creates a more authentic, educational, and engaging tourism experience for tourists.

By shifting some tourism activities to nature trails and community-based programs managed by the Tourism Awareness Group (Pokdarwis), with support from the local government, this integration has also proven effective in mitigating the negative impacts of mass tourism, such as the destruction of cultural significance and environmental damage. Currently, natural attractions are used passively, simply as scenery. However, further development of eco-trails, traditional house-based homestays, cultural-nature workshops, and digitalization such as VR and social media promotion have enormous potential to increase tourist length of stay, visitor satisfaction, repeat visits, and local community income without sacrificing the authenticity of cultural heritage and environmental sustainability.

Therefore, Istano Basa Pagaruyung can become a model for sustainable tourism in West Sumatra, both community-based and nature-based. By managing natural and cultural attractions in an integrated manner, the local Minangkabau wisdom known as "Alam Takambang Jadi Guru" can be realized. Thus, this destination will not only remain a source of pride for the Pagaruyung Kingdom's heritage but will also contribute to environmental conservation and community empowerment.

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