

## Identifying the Leading City for Urban Development Through Nature-Based and Cultural Tourism: A Comparative Study Between Padang and Bukittinggi Based on the Tourism Area Life Cycle (TALC) Approach

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### **Abstract**

This study aims to analyze the competitiveness of marine tourism destinations in Padang City and mountainous and cultural tourism destinations in Bukittinggi City in the context of urban area development. The method employed is a quantitative approach, utilizing an assessment technique based on 23 variables that correspond to the stages of *the Tourism Area Life Cycle* (TALC). The assessment is conducted to evaluate the level of readiness, facilities, attractiveness, management, and promotion of each destination. The results of the study show that marine tourism destinations in Padang City excel in *the development to consolidation phase*, supported by adequate infrastructure and active promotion. On the other hand, mountainous and cultural tourism destinations in Bukittinggi City are generally in *the development stage*, although they have strengths in cultural and historical tourism, such as Jam Gadang, Benteng de Kock, and Pasar Atas. These findings confirm that differences in destination characteristics affect competitiveness and their role in urban development. The main recommendation of this study is the need for a development strategy that is tailored to local characteristics to optimize the role of tourist destinations in the development of urban areas.

**Keywords:** Destination Competitiveness; Tourism Area Life Cycle; Padang City; Bukittinggi City.

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## 1. Introduction

Tourism is one of the strategic sectors in encouraging regional economic growth and increasing the competitiveness of a city. In Indonesia, the sector has grown rapidly, especially in areas with unique natural, cultural, and historical wealth. According to Eichelberger et al. (2020), effective tourism management at the regional level can increase the competitiveness of destinations and attract domestic and foreign tourists. One of the provinces with great tourism potential in Indonesia is West Sumatra, which is famous for its Minangkabau cultural heritage and its rich natural and historical tourism.

The two main cities that are the center of tourism in West Sumatra are Padang City and Bukittinggi City. The city of Padang, as the capital of the province, offers the charm of marine tourism through beaches and exotic islands such as Padang Beach, Air Manis Beach, Nirwana Beach, Caroline Beach, Pampahan Island, and Siranda Island. In addition, Mount Padang offers mountainous natural tourism combined with historical value. On the other hand, Bukittinggi City is known as the "City of Tourism," which relies on the natural beauty of the mountains and the power of cultural and historical tourism. Some of the main destinations include Jam Gadang, Sianok Gorge, Japanese Caves, Janjang Koto Gadang, and heritage areas such as Pasar Atas (Salinas Fernández et al., 2020).

To provide a visual overview of the characteristics of each city, here are photos of Padang City and Bukittinggi City, the main tourism centers in West Sumatra.



**Figure 1.** Landscape of Padang City

*Source:* Padang City Tourism Office, 2025



**Figure 2.** Landscape of Bukittinggi City

*Source:* Bukittinggi City Tourism Office, 2025

According to Butler (1980), the development of tourism in a destination can be analyzed through the concept of Tourism Area Life Cycle (TALC), which describes the stages of the destination's life cycle starting from the stage of exploration, development, maturation, and decline. With the TALC approach, it is possible to identify the position of the destination in its life cycle, as well as the steps that need to be taken to encourage sustainable development. The city of Padang, with the dominance of marine tourism, is generally in the development stage towards consolidation, which is characterized by improved facilities, accessibility, and tourism promotion (Gusriza, 2022). Meanwhile, the city of Bukittinggi, which relies on cultural and historical tourism, is in the development stage, with a focus on strengthening facilities and promoting (Shariffuddin et al., 2020).

The competitiveness of tourist destinations themselves is not only measured by the number of visits, but also by their ability to manage social, economic, and environmental aspects in a balanced manner. Ritchie & Crouch (2003) state that destination competitiveness includes an area's ability to attract and retain tourists, while providing economic benefits to local communities and preserving the environment.

In the context of urban area planning, the comparison of competitiveness between marine tourism destinations and cultural tourism, such as in the cities of Padang and Bukittinggi, is important to determine sustainable development priorities. The advantage of Padang City's marine tourism lies in its ease of accessibility and the potential for the development of new attractions, while Bukittinggi has unique strengths in cultural and historical heritage that other cities in West Sumatra do not have (Cronjé & du Plessis, 2020).

This study aims to analyze the competitiveness of marine tourism destinations in Padang City and mountainous and cultural tourism in Bukittinggi City, using a TALC-based scoring approach. The results of this study are expected to provide strategic recommendations for urban development planning based on local characteristics, in order to

strengthen the competitiveness and sustainability of tourist destinations in the two cities (Mior Shariffuddin et al., 2023).

## **2. Methodology**

### **2.1. Competitiveness of Tourist Destinations**

The concept of competitiveness of tourist destinations has been widely discussed in tourism studies and regional planning. According to Ritchie & Crouch (2003), the competitiveness of tourist destinations is not only determined by economic factors, but also by social, cultural, environmental, and political factors that affect the attractiveness and ability of destinations to attract tourists sustainably. Moreover, Dwyer & Kim (2020) developed a destination competitiveness model that emphasizes the role of resources, supporting conditions, and destination management factors as the main determinants of tourism competitiveness. A comprehensive destination competitiveness model includes elements such as key attractions, supporting facilities, accessibility, destination image, and promotional effectiveness (Song, 2025).

### **2.2. Tourism Area Life Cycle (TALC)**

The Tourism Area Life Cycle Concept (TALC) developed by Butler (1980) is one of the popular approaches in studying the dynamics of the life cycle of tourist destinations. The TALC model divides the stages of goal development into six phases, namely exploration, engagement, development, consolidation, stagnation, and decline. Each phase shows different destination development conditions, both in terms of the number of tourists, facility capacity, and destination management. This model is useful for formulating adaptive tourism management strategies in various regional contexts (Gore et al., 2022).

### **2.3. Tourism and Urban Development**

In the context of urban area development, a study from Happ (2021) emphasized that tourism can be a catalyst in increasing regional competitiveness. Tourism development strategies based on local characteristics are expected to strengthen the role of this sector in encouraging economic growth, expanding employment opportunities, and improving the quality of regional infrastructure. This is in line with the report (Rheeders, 2022) that emphasises the importance of local community involvement to achieve the Goals (Eichelberger et al., 2020). He emphasized that strengthening networks between local actors, developing locally based tourism products, and integrating with regional planning are key strategies to increase the competitiveness of destinations sustainably.

## **3. Result and Analysis**

This study uses a quantitative approach with an assessment method to assess the competitiveness of tourist destinations based on the Life Cycle of Tourist Areas (TALC) (Becker et al., 2021). The selection of assessment methods is carried out to objectively assess the level of readiness and competitiveness of the destination by considering the weight of the TALC stages that have been determined. The research objects consist of seven marine tourism destinations in Padang City and seven mountain and cultural tourism destinations in Bukittinggi City. The selection of objects is deliberately based on popularity, development potential, and contribution to regional tourism.

Research data was collected through field observations, documentation studies, and in-depth interviews with destination managers and the Tourism Office. Observation is used to observe the condition of infrastructure, facilities, attractions, and management in the field. Documentation studies were used to access visit data, promotional programs, and development plans, while targeted interviews were conducted to explore management strategies and constraints faced by each destination.

Respondents for the interviews were selected using purposive sampling to ensure representation from key tourism stakeholders in Padang and Bukittinggi. They included officials from the local tourism offices, tourism business owners (hotels, restaurants, travel agencies), community leaders, and destination managers. The selection criteria comprised a minimum of five years of experience in the tourism sector, direct involvement in destination management, and knowledge of local tourism development. A total of 10 respondents were interviewed, providing diverse and in-depth perspectives (Creswell, 2014).

### **3.1. The National Drinking Water Policy in Indonesia**

The assessment was carried out based on 23 variables covering five main aspects, namely accessibility, facilities, attractiveness, management, and promotion. Scores are given on a scale of 1 to 5 for each indicator, then summed up to determine the final score of each goal. Furthermore, destinations are placed at the TALC stage according to their characteristics and development conditions.

To ensure a more proportionate assessment outcome, each phase of the TALC is given a certain weight that reflects the level of readiness of the goal in its life cycle. The exploration phase was weighted 0.25, engagement 0.50, development 0.75, consolidation 1.00, and stagnation 0.80. Thus, destinations that are in the advanced stage will obtain a higher score in the competitiveness analysis. After each destination is classified into TALC phases and weighed according to its stages, the weight value of each destination is then summed up for each city. Furthermore, the results of the summation are calculated on average to get the average score of the competitiveness of tourist destinations in each city. This average score is an indicator to measure the general position and aggregate competitiveness level of tourist destinations in Padang City and Bukittinggi City. Thus, this analysis not only shows the phases of each destination individually but also illustrates the collective competitiveness of each city as a leading tourist destination in the context of urban development.

The determination of the score range in the classification of *the stages of the Tourism Area Life Cycle* (TALC) requires objective parameters that can measure the level of maturity of tourist destinations comprehensively. This classification was compiled based on the analysis of the empirical conditions of tourist destinations in the two study cities, taking into account the variability of scores obtained from the assessment of 23 external variables. The range of values set reflects the gradation of the development of the destination from the initial stage to the saturated stage, thus allowing for the proper categorization of each destination based on its specific characteristics.

To maintain objectivity in the TALC scoring, a source triangulation approach was applied, combining field observations, official statistical documents, and in-depth interviews. Any discrepancies in scores from these sources were discussed among the research team until

a consensus was reached. This process reduced potential subjective bias and enhanced the reliability of the analysis (Denzin, 1978).

**Table 1.** Interpretation Guide to Score Ranges and Characteristics of TALC Stages

Stages of TALC	Average Score Range (million)	Stage Description
Exploration	< 1,300,000	The destination is still in its early stages, facilities are very minimal, and visits are low.
Involvement	1.300.000 – < 1,575,000	Basic facilities are developing, starting to be widely known by tourists.
Development	1.575.000 – < 1,850,000	Visits increased rapidly, attractions grew, and facilities began to be completed.
Consolidation	1.850.000 – ≤ 2,400,000	Established facilities, active promotions, and visits tend to be stable.
Stagnation	> 2,400,000	Growth began to slow down, the market was saturated, and challenges arose in maintaining attractiveness.

**Source:** Primary Data Processing Results, 2025

The classification of TALC stages through the score range provides an analytical framework to evaluate the strategic position of tourist destinations in their life cycle. The implementation of this guide allows for the identification of targeted development priorities, where destinations in the early stages require a focus on basic infrastructure development, while mature destinations require innovation strategies and product differentiation. This quantitative approach also facilitates objective comparisons between destinations and supports the formulation of tourism development policies based on empirical evidence to achieve the optimization of destination competitiveness in the context of sustainable urban area development.

#### 4. Results, Analysis, and Discussions

The results of the analysis of assessments carried out on tourist destinations in Padang City and Bukittinggi City show significant differences in the life cycle of tourist destinations based on the Life Cycle of Tourist Areas (TALC). The highest average score was obtained by Padang City with a score of 2,293,529, which indicates that most tourist destinations in this city are in the *consolidation* stage. Meanwhile, Bukittinggi City has an average score of 1,497,945, which puts its tourist destinations in the *development stage*.

To provide a more detailed overview of the components and weights in each phase of TALC, the following is presented an assessment table containing weight, number of variables, results of weight multiplication by variables, and total scores per phase in Padang City and Bukittinggi City.

**Table 2.** Assessment of Tourist Destinations Based on the TALC Phase in Padang City and Bukittinggi City

POWDER PHASE	4A	Variable	Heavy	Garden	Multiplication (Weightx Variable)	Bukittinggi	Multiplication (Weightx Variable)	Total Field	Total Hills	
	-	Number of Tourist Visits	0,25	4.492.762	1123190,5	766,64	191,66			
<b>Exploration</b>	<b>Attraction</b>	Number of Tourism + Cultural Festival + Cultural Heritage Events	0,25	103	25,75	88	22	1.124.031,488	610,963	
		Children's Playground + Pokdarwis	0,25	55	13,75	32	8			
		<b>Accessibility</b>	Road Width + Public Transportation Mode	0,25	13	3,25	21	5,25		
		<b>Facilities</b>	Homestay + Melati Hotel + 1-4 Star Hotel	0,25	150	37,5	107	26,75		
		Restaurant <50 + >50 + Coffee	0,25	383	95,75	238	59,5			

POWDER PHASE	4A	Variable	Heavy	Garden	Multiplication (Weightx Variable)	Bukittinggi	Multiplication (Weightx Variable)	Total Field	Total Hills
		Shop + Cinema							
		Public Toilets + Worshipping Facilities + Souvenir Center	0,25	1915	478,75	790	197,5		
	<b>Addition</b>	Percentage of PAD + Government-Community Cooperation	0,25	90	224,875	68,21	17,05		
		Free Wi-Fi + Ekraf + Safe Ground	0,25	430	107,5	225	56,25		
		Active Promotional Media	0,25	225	56,25	108	27		
	-	Number of VisitsTourists	0,50	4.492	2246381	766,64	383,32	2.248.062,975	1.225
<b>Involvement</b>	<b>Attraction</b>	Number of Tourism + Cultural Festival + Cultural Heritag	0,50	103	51,5	88	44		

POW DER PHAS E	4A	Variable	He av y	Gard en	Multiplic ation (Weightx Variable)	Bukitt inggi	Multiplic ation (Weightx Variable)	Total Field	Tota l Hills
		e Events							
		Childre n's Playgro und + Pokdar wis	0,5 0	55	27,5	32	16		
		<b>Access ibility</b>							
		Road Width + Public Transp ortation Mode	0,5 0	13	6,5	21	10,5		
		<b>Facilit ies</b>							
		Homest ay + Melati Hotel + 1-4 Star Hotel	0,5 0	150	75	107	53,5		
		Restaur ant <50 + >50 + Coffee Shop + Cinema	0,5 0	383	191,5	238	119		
		Public Toilets + Worshi p Facilitie s + Souveni r Center	0,5 0	1915	957,5	790	395		
		<b>Additi on</b>							
		Percent age of PAD + Govern ment-	0,5 0	90	44,975	68,21	34,105		

POW DER PHAS E	4A	Variable	He av y	Gard en	Multiplic ation (Weightx Variable)	Bukitt inggi	Multiplic ation (Weightx Variable)	Total Field	Tota l Hills
		Commu nity Coopera tion							
		Free Wi-Fi + Ekraf + Safe Ground	0,5 0	430	215	225	112,5		
		Active Promoti onal Media	0,5 0	225	112,5	108	54		
	-	Number of Tourist Visits	0,7 5	4.49 2.76 2	3369571, 5	766,6 4	574,98	2.522,9 63	1.25 7,90 8
<b>Develo pment</b>	<b>Attrac tion</b>	Number of Touris m + Cultural Festival + Cultural Heritag e Events	0,7 5	103	77,25	88	66		
		Childre n's Playgro und + Pokdar wis	0,7 5	55	41,25	32	24		
	<b>Access ibility</b>	Road Width + Public Transp ortation Mode	0,7 5	13	9,75	21	15,75		

POW DER PHAS E	4A	Variable	He av y	Gard en	Multiplic ation (Weightx Variable)	Bukitt inggi	Multiplic ation (Weightx Variable)	Total Field	Tota l Hills
	<b>Facilit ies</b>	Homest ay + Melati Hotel + 1-4 Star Hotel	0,7 5	150	112,5	107	80,25		
		Restaur ant <50 + >50 + Coffee Shop + Cinema	0,7 5	383	287,25	238	178,5		
		Public Toilets + Worshi p Facilitie s + Souveni r Center	0,7 5	1915	1436,25	790	592,5		
	<b>Additi on</b>	Percent age of PAD + Govern ment- Commu nity Coopera tion	0,7 5	90	674,625	68,21	511,575		
		Free Wi-Fi + Ekraf + Safe Ground	0,7 5	430	322,5	225	168,75		
		Active Promoti onal Media	0,7 5	225	168,75	108	81		

POWDER PHASE	4A	Variable	Heavy	Garden	Multiplication (Weightx Variable)	Bukittinggi	Multiplication (Weightx Variable)	Total Field	Total Hills
	-	Number of Tourist Visits	1,00	4.492.762	4492762	766,64	766,64		
<b>Consolidation</b>	<b>Attraction</b>	Number of Tourism + Cultural Festival + Cultural Heritage Events	1,00	103	103	88	88	4.496.125,950	2.443,850
		Children's Playground + Pokdarwis	1,00	55	55	32	32		
	<b>Accessibility</b>	Road Width + Public Transportation Mode	1,00	13	13	21	21		
	<b>Facilities</b>	Homestay + Melati Hotel + 1-4 Star Hotel	1,00	150	150	107	107		
		Restaurant <50 + >50 + Coffee Shop + Cinema	1,00	383	383	238	238		

POW DER PHAS E	4A	Variable	He av y	Gard en	Multiplic ation (Weightx Variable)	Bukitt inggi	Multiplic ation (Weightx Variable)	Total Field	Tota l Hills
		Public Toilets + Worshi p Facilitie s + Souveni r Center	1,0 0	1915	1915	790	790		
	<b>Additi on</b>	Percent age of PAD + Govern ment- Commu nity Coopera tion	1,0 0	90	89,95	68,21	68,21		
		Free Wi-Fi + Ekraf + Safe Ground	1,0 0	430	430	225	225		
		Active Promoti onal Media	1,0 0	225	225	108	108		
	-	Number of Tourist Visits	0,8 0	4.49 2.76 2	3594209, 6	766,6 4	613,312		
<b>Stagna tion</b>	<b>Attrac tion</b>	Number of Touris m + Cultural Festival + Cultural Heritag e Events	0,8 0	103	82,4	88	70,4	3.596.9 00,760	1.95 5,08 0

POWDER PHASE	4A	Variable	Heavy	Garden	Multiplication (Weightx Variable)	Bukittinggi	Multiplication (Weightx Variable)	Total Field	Total Hills
		Children's Playground + Pokdarwis	0,80	55	44	32	25,6		
		<b>Accessibility</b>							
		Road Width + Public Transportation Mode	0,80	13	10,4	21	16,8		
		<b>Facilities</b>							
		Homestay + Melati Hotel + 1-4 Star Hotel	0,80	150	120	107	85,6		
		Restaurant <50 + >50 + Coffee Shop + Cinema	0,80	383	306,4	238	190,4		
		Public Toilets + Worship Facilities + Souvenir Center	0,80	1915	1532	790	632		
		<b>Addition</b>							
		Percentage of PAD + Government-Community	0,80	90	71,96	68,21	54,568		

POW DER PHAS E	4A	Variable	He av y	Gard en	Multiplic ation (Weightx Variable)	Bukitt inggi	Multiplic ation (Weightx Variable)	Total Field	Tota l Hills
		Coopera tion							
		Free Wi-Fi + Ekraf + Safe Ground	0,8 0	430	344	225	180		
		Active Promoti onal Media	0,8 0	225	180	108	86,4		

Source: Data Processing Results, 2025

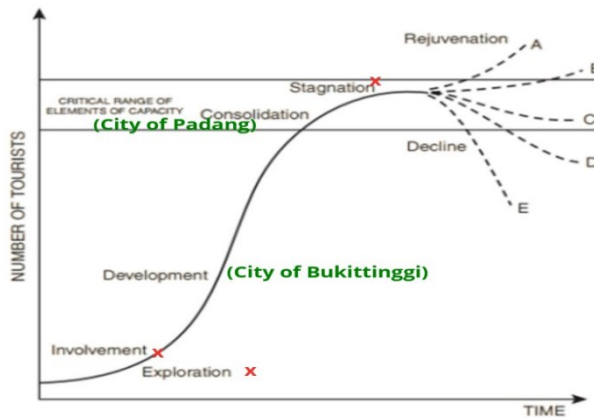
Based on the results of the assessment, it can be seen that Padang City has a higher score in all phases of TALC than Bukittinggi City. This shows that tourist destinations in Padang City have generally been in a more mature phase in the tourism life cycle. The results of the assessment are then summarized in the following table showing the overall total score based on the TALC phase in both cities.

**Table 3.** Combined Score of Tourist Destinations in Padang City and Bukittinggi City Based on External Components

TALC Phase	Field Score	Bukittinggi Score
Exploration	1.124.031	610.963
Involvement	2.248.063	1.221.925
Development	2.522.963	1.257.908
Consolidation	4.496.126	2.443.850
Stagnation	3.596.901	1.955.080
<b>Middle</b>	<b>2.293.529</b>	<b>1.497.945</b>

Source: Data Processing Results, 2025

The table shows that the highest scores in both cities are in a consolidation and stagnation phase. Padang City consistently has a higher score in all phases, with the highest score of 2,293,529 in the *consolidation phase*. Bukittinggi City also showed the highest score in the *consolidation phase*, but with a lower score than Padang City. To clarify the position of Padang City and Bukittinggi City in the Life Cycle of Tourism Areas (TALC), the following is presented a TALC model graph showing the stages of each city based on the results of the assessment.



**Figure 1.** TALC Score Comparison Chart

Source: Researcher, 2025

Based on the graph it shows that Padang City has reached a higher level of maturity as a tourist destination, especially in marine tourism, which is supported by more optimal infrastructure, facilities, and promotions. In addition, Padang City's high score is also inseparable from its position as the capital city of West Sumatra Province, which administratively has more complete infrastructure and facilities support than Bukittinggi City (González-Rodríguez et al., 2023). Historically, Padang City also has an older development than Bukittinggi City, where Padang City has been an important trading center and port since the 17th century, which encouraged the acceleration of the development of the city's marine tourism area. The dominance of the score in the consolidation phase reflects the readiness of destinations in Padang City to receive tourist visits with adequate facilities and services (Arabadzhyan et al., 2021).

On the other hand, Bukittinggi City is still dominated by *Development*. Although the score on the Phase *Development is quite* significant, the average score of Bukittinggi City is still below Padang City. This shows that tourist destinations in Bukittinggi are still in the development stage and need improvement, especially in terms of infrastructure, accessibility, and promotion (Wuyo & Slabbert, 2021). This difference also shows the difference in the characteristics and focus of tourism development in the two cities. Padang City, as a marine tourism center, is increasingly advanced in the management of natural and sea-based tourism. On the other hand, Bukittinggi City has major strengths in cultural and historical tourism, but it needs a more targeted development strategy to increase the competitiveness of destinations (Cimbaljević et al., 2023). From the perspective of urban planning, these results confirm the importance of implementing development strategies based on local characteristics. The city of Padang needs to focus on strengthening marine tourism destinations through improving the quality of infrastructure, diversifying tourism products, and digital-based promotion. Meanwhile, Bukittinggi needs to focus on the development of cultural and historical tourism with a strategy to preserve cultural heritage areas, improve facilities, and strengthen the promotion of local culture-based tourism (Calero & Turner, 2020).

In addition to the variables measured under the TALC framework, several external factors influenced the competitiveness of Padang and Bukittinggi as tourism destinations. These included national tourism promotion campaigns under the *Wonderful Indonesia*

brand, post-COVID-19 domestic travel trends favoring nature and cultural destinations, climate change risks affecting Padang's coastal attractions, and global trends in experiential tourism that benefited Bukittinggi's cultural and historical assets. Incorporating these external dynamics into policy planning could enhance adaptive capacity and long-term competitiveness (UNWTO, 2022).

## 5. Conclusions and Recommendations

### 5.1. Conclusions

This study concludes that there is a difference in the level of competitiveness of tourist destinations between Padang City and Bukittinggi City. Padang City shows a higher level of maturity, with dominance in the *consolidation phase* in the Tourism Area Life Cycle (TALC) cycle. This is influenced by the role of Padang City as the capital of West Sumatra Province, which has better infrastructure, facilities, and tourism promotion, as well as an older history of urban development. Meanwhile, Bukittinggi City is still in the *construction and consolidation* stages. Despite this, the city has great potential in the development of cultural and historical tourism, which is the main attraction. Therefore, the tourism development strategy in both cities needs to be adjusted to the local characteristics of each city. Padang City needs to focus on diversifying marine tourism products, improving infrastructure, and digital promotion. On the other hand, Bukittinggi City needs to prioritize cultural and historical preservation, improve facilities, and strengthen the promotion of local culture-based tourism. The results of this research are expected to be a reference in urban area development planning, especially in increasing the competitiveness of sustainable tourist destinations in West Sumatra.

### 5.2. Recommendations

Based on the results of the analysis of the competitiveness of tourist destinations, the implementation of a comprehensive and integrated development strategy is needed to optimize tourism potential in both cities. Optimizing infrastructure through an integrated tourism information system based on digital technology and the development of *mobile tourism applications* can strengthen the accessibility of destination information, especially to support *the positioning* of Padang City in the consolidation phase. The diversification of tourism products based on local excellence needs to be realized through the development of integrated marine tourism packages in Padang City that combine beach, island, and maritime tourism, while Bukittinggi City optimizes the potential of heritage tourism through cultural routes that connect historical destinations with Minangkabau culture-based experience tourism. Strengthening *multi-stakeholder collaboration* through the establishment of a *Destination Management Organization* (DMO) involving local governments, business actors, and local communities is key in creating synergy in destination management, especially to encourage the transition of the development phase towards consolidation for the City of Bukittinggi, which requires accelerating the development of infrastructure to support sustainable tourism.

To ensure that tourism development in both cities progresses in a structured and measurable manner, recommendations are formulated based on a specific implementation timeframe as follows: Short-term (1–2 years): Enhance domestic tourism promotion through digital platforms, improve basic amenities at high-demand attractions, and strengthen

coordination among local stakeholders. Medium-term (3–5 years): Diversify tourism products by integrating nature and cultural experiences, develop thematic tourism corridors, and upgrade transport infrastructure linking major attractions. Long-term (>5 years): Implement climate adaptation measures for coastal tourism, preserve and restore heritage assets, and institutionalize tourism–urban planning integration within municipal development strategies (Bappenas, 2020).

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