

# Potential of Pariangan Tanah Datar Hot Spring for Domestic Tourism

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## Abstract

The aim of this paper is to assess the potential of hot spring tourism for domestic tourism in Pariangan Tanah Datar Regency West Sumatera. The points that the authors see in this study are: hot springs potential for domestic tourists, tourist facilities and accessibility. The method used is descriptive and the participation of communities was included in the study's approach. Data collection is observation, structured interviews, and documentation. This study uses a qualitative descriptive method that is analyzed interpretatively using appropriate theories or literatures, then inductively draws conclusions to answer the existing problems. The results of the study explained about 1) The potential of hot springs, 2) Public facilities, and 3) The accessibility of tourism objects.

## Keywords:

Hot spring, pariangan, domestic tourism, tanahdatar

## 1 Introduction

West Sumatra is one of the provinces in Indonesia which has natural wealth, incredibly beautiful culture and is interesting to visit. West Sumatra is divided into

several urban areas and districts that have their respective mainstay tours. One of them is Pariangan area which is located in Tanah Datar District. Tanah Datar District is one of seven best districts among four hundred districts in Indonesia. This was awarded in 2003 by the International Partnership Institute from the British Embassy and Indonesian Institute of Sciences (LIPI), because it is one of the four districts that have successfully implemented autonomy. Tanah Datar consists of 14 sub-districts, 75 nagari and 395 jorong. One of them is nagari Pariangan, located 500 to 700 meters above sea level. According to Tambo Minangkabau, Nagari Pariangan is the oldest village in Minangkabau. Pariangan was designated as the most beautiful village by Travel Budget Magazine USA, issued on February 24th, 2012. There are 16 beautiful cities in the world, however, Pariangan village is so beautiful because of its nature and culture. Travel Budget Magazine USA is an international standard magazine that released the results of a survey designed to get opinions and fees from travelers who have ever been in Nagari Pariangan. They netted around 2000 a questionnaire in the form of a survey filled out by tourists who never visited some of the most beautiful villages in the world. From the two thousand questionnaires that were collected, a statistical analysis was made to classify five villages that tourists find the most beautiful, one of them is Nagari Pariangan.

Hot springs are a popular tourist attraction in Indonesia, particularly in West Sumatera, where tourists may get body treatments and promote their health. Previously, studies revealed that hot springs-related services and activities included lodging, nature exploration, leisure, traditional massage, and food and beverage services. Furthermore, some individuals lacked understanding in using and managing facilities at the locations, such as discarding hot spring water on the ground instead of collecting it for tourist and domestic use. Some of the residents were inept at managing and maintaining the area's infrastructure. Notably, there was no survey for proper tourist management in the region, which resulted in tourism failure in terms of planning and development (Chuamuangphan, 2013) As a result, in order to respond to the needs of tourists, a study of area management must be conducted in order to regulate the dimension of tourism management, tourism products, and services in accordance with local participation. The study's main goal is to identify the tourist resource potentials at hot spring locations in Pariangan, West Sumatera. Nowadays, trends in health promotion among visitors, including hot spring tourism, are on the rise. As a result, this research focuses on the Domestic Tourism Potential of Pariangan Tanah Datar Hot Spring.

## **2 Literature Review**

Hot spring refers to spring water with temperature substantially higher than the surrounding area's air temperature Mahajan (Mahajan & Balachandran, 2016). Hot spring tourism is literally the integration of hot spring and tourism. As an emerging theme of tourism that is controlled by participation and experience, hot spring tourism

is an essential part of leisure tourism that combines health care, culture, leisure, and other functions (Chen et al., 2011). Currently, there is no unified determination for hot spring tourism (Wang, 2006). For instance, from a social development viewpoint phenomenon, it is presumed that hot spring tourism is a tourism activity held at hot spring locations away from one's permanent residence during leisure periods (Wu et al., 2015) consider hot spring as a special kind of tourism. Tourists hope to attain the objective of spa health care and a leisure vacation through a special experience and the cultural atmosphere at hot spring locations. In this study, hot spring tourism is determined as a prevalent term for leisure, health care, commercial conferences, and other leisure activities conducted at hot spring locations, which is supported by cultural customs, natural environment, and quality services for the purposes of hot spring experience, relaxation, culture appreciation, health care, and holiday.

When it comes to hot spring tourism, customers have different purposes in visiting hot spring resorts in their different regions (Lo et al., 2015). A study showed that most customers in Asia pursue their personal inner peace (or peace of mind), so they pay more attention to look for escape, a soothing experience and serenity. In Western countries, all visitors focus on social factors in spas. To depict the strong demand from customers, a wide range of different types of service features is also provided as well as characteristics among establishments. According to Lee and King's study (2008), relaxation in natural hot springs is usually for vacation and leisure for Asian people. Besides, it is also to connect with nature, experience cultural traditions, and pursue alternative healing, rehabilitation, and prevention. Meanwhile, Asians set up hot spring establishments in different types based on their culture and history in order to instill more wellness-focused services. In China, for example, hot spring resorts generally offer services related to spas, such as hydrotherapy, traditional Chinese medicines/treatments, massage, and other treatments; in Japan, most hot springs provide thermal/mineral water for bathing or recreation. Influenced by the traditional Chinese culture and philosophy, customers in East Asia, South Asia, and Southeast Asia, usually accentuate the harmony of human and nature. The concern is not only about the natural hot spring itself, but also the surrounding environment.

As a great integration of natural resource and leisure experience, hot spring-based tourism has gained prominent academic interests. Original researchers were focusing the hot spring resources for physical therapy. Medical scholars analyzed hot spring resource's medical function and value (Wightman & Wall, 1985). Most developers of hot spring relied on medical authorities to publicize the medical function and value to attract customers]. Under mass exploitation, researchers gradually became concerned with the use of hot spring resources for comprehensive evaluation. In addition, the author for this paper will see the potential of hot spring tourism for domestic tourism in Pariangan Tanah Datar Regency West Sumatera.

### **3 Methodology**

This research was a descriptive qualitative research that used observation, interview, and documentation study as instruments to collect the data. Two types of data were collected, namely primary data and secondary data. The data was obtained from the Government Tourism Office and local community. Primary data was collected by conducting deep interviews with the informants and by conducting an observation about the condition of Pariangan Hot Spring. Secondary data was taken from monographic data and the internet regarding regional information and published documents of related Agencies. The participants of this research were local people, public figures, visitors, Government Tourism Office and the tourism manager. In this case the authors collect data in the form of general conditions of the research area, the state of existing facilities and infrastructure, tourist demography, facilities, map's location and information obtained from the management and from Nagari Pariangan and Inner data is taken in the form of maps, population, administrative location, type of livelihood and are analyzed interpretatively using appropriate theories or literatures, then inductively draws conclusions to answer the existing problems.

### **4 Findings**

Nagari Pariangan, Tanah Datar Regency, West Sumatra, which is located on the slopes of Mount Marapi, has its own charm, many tourist objects are hidden in this area. This Nagari is located at an altitude of 500-900 meters above sea level with an area of 17.97 km<sup>2</sup>. Nagari Pariangan is rich in natural tourism and cultural heritage as well as historical values. If you visit the area, it is a pity to miss the hot spring, the location is right in front of the Tuo Ishlah Mosque. The place for bathing is also quite unique, besides hot water, there is also cold water. There are four public baths here, one bath for women and three baths for men. Ranged Barang public bath is specifically for women, located across the bridge from the Tuo Ishlah Mosque. The Ranged Tujuh Pincuran (seven showers) is generally used for wudhu and shower, all of these seven showers provide warm water and seven special pouring cold water. Ranged Tujuh Pincuran is a symbol of men in Nagari Pariangan because it is very rare for men to bathe at home and this bath can be said to be a social identity in society. The location of these seven pouring baths is shaped like the Rumah Gadang. Above Ranged Tujuh Pincuran, there is another bathing place named Ranged Songo. There is a small pond with a diameter of two meters and 50 centimeters depth in this place. The water is hotter than in other pouring water.

There is another cold water pouring next to a small pool. This is also a men's bathing place; the water is hotter than before. This small shower pours cold water. If you finish showering or it's too hot you can take a shower using this cold shower. This Ranged Gaduang bath is also a men's bathing place, this place has only a few showers with hot and cold water. The study found that there were 5 main sites out come as follow:

#### **4.1 Water Temperature**

Temperature is the cold or warm sensation of an object you feel when you touch it. We can find it out quantitatively by using a thermometer. The difference of temperature in the pool and hot spring wells are between 40° to 95° depending on the location of the bathing place.

#### **4.2 Hot Water Clarity**

Clarity is a measurement to quantify the quality of the water when the water is experiencing a dull colour and the level of cleanliness or clarity is very low. Informant and local people classified the water clarity as high clarity So it can be concluded that the water in this bath has high clarity

#### **4.3 Cleanliness**

Cleanliness is a state free from dirt, including dust, trash, and odours. Humans need to maintain environmental hygiene and personal hygiene so that they are healthy, not smelly, not ashamed, do not spread dirt, or transfer germs to themselves or others. For the level of cleanliness in the hot spring tourism object, informants said that the conditions of the hot springs were not clean. Many damaged and unused facilities and infrastructure

#### **4.4 Benefits for Health**

The term healthy in everyday life is often used to indicate that something can work normally. Even inanimate objects such as motorized vehicles or machines, if they can function normally, the owner often says that the vehicle is in good health. Most people say it is healthy if the body feels fresh and comfortable. Most tourists do not visit hot spring tourism objects solely for recreation or vacation, some tourists deliberately come for treatment, informants stated that the hot springs in Pariangan village have health properties. The majority of visitors who suffered from skin illness claimed that this hot water had a satisfying impact, similar to how rheumatism sufferers reported that this hot water therapy provided a sensation of comfort in the aching body parts. However, many people came only for pleasure, wanting to experience the sensation of bathing in a hot spring.

#### **4.5 Service Facilities**

The facility is one of the tourism potentials that can make tourists happy, feel at home, and feel comfortable. The facilities contained in hot spring tourism objects include supporting facilities. The service facilities in this tourism object consist of 3 toilets, no place to rinse, the management combine the bathing place and washing room, 9 canteens, 3 trash can and 1 parking space. This bathing place is easy to reach, the distance is relatively close, the travel time is short, the tourist attraction locations are close to the city center of Batusangkar and in the Lintas Batusangkar-Padang highway. This hot spring destination costs very little money because the ticket price is not expensive and some of the hot spring bathing places are free for domestic tourists.

The Sukhothai Thammathiraj University (2009) views about tourism potential in any area that there were: 1) the physical pattern of the destination which have to be considered in body of the destination, accessibility, complexity of resources and its worth to visiting; 2) environmental conservation that have to be thought about waste, water quality, air pollution, noise and sensitively of environment management; 3) the economic and social that related to local benefits, local capability on their living and their strengthen in local cultural conservation; 4) the value of culture and history are considered in value of local identity, their wisdom, aesthetics, value of history, value to society and the risk to be destroyed; 5) value to learning and education such as benefit and worth of learning, method of giving information in tourism sites for learning and process of learning techniques improvement and 6) quality of management in tourism which is important in its potential to be used for tourism activities in appropriate ways.

When it comes to the Pariangan hot springs in the region, there are no private baths available for tourists. It does not appear to be worth the effort to make development in the field of tourism services. Aside from that, the hot springs are understaffed in terms of tourism services. As a result, the local community wanted to become a part of it, but negotiations were ongoing due to a lack of authority between the government and the local population. They also do not sell their local products to tourists, resulting in little economic influence on the community. Additionally, there are no tourist destinations in the hot spring region, resulting in people coming just for the hot springs. Although they were in possession of the potential to develop an attraction that would be staffed entirely by locals, they required some guidance and financing from an investor or from the government. It is necessary to connect tourism resources with all of the attractions in a given location. In terms of tourist management, there had not been a consensus reached in collaboration among the government, local administration, local community, and local villages on the best practises to follow.

All hot spring sites in Pariangan should have been designed and managed in accordance with the guidelines for tourist planning and management of hot spring destinations in Pariangan, in order to promote sustainable tourism. The master plan would assist all destinations in being better positioned in the proper directions of all hot spring tourism locations, according to the plan. All of these would be beneficial to the local people, organisations, and private sector organisations, as well as maximising the potential of the resources and ensuring their protection for long-term sustainability.

## **5 Conclusion and Suggestion**

### **5.1 Conclusion**

Based on the results of research on the tourism potential of the Nagari Pariangan Hot Spring in 2021, the following conclusions can be obtained: The existing hot springs actually have a very good level of potential. Data obtained from interviews stated that the water temperature in this hot spring was relatively hot, even though the

environmental conditions around the hot water baths were not too clean. Overall, the hot springs in Nagari Pariangan have health properties.

Existing facilities in this hot spring tourism object have a moderate to high level of potential. The data obtained from direct observation by researchers using a checklist obtained facilities such as service facilities including 3 toilets, 9 canteens, 3 trash cans and 1 parking lot. Accessibility to hot springs is that it has a high level of potential. This hot spring tourist location has good accessibility because it is located on the Jalan Lintas Batusangkar Padang Sumatra. And the transportation network in this hot spring is very smooth because it is located on the side of the road and is traversed by many public transportations. The location was very strategic and 13 respondents the costs needed by tourists were very small.

## **5.2 Suggestion**

Managers of Pariangan hot spring tourism are suggested to further increase the potentials in this hot spring, as well as add more existing facilities, because the facilities greatly affect the progress of a tourism object. Besides, management must also pay attention to cleanliness around hot springs as well as increase promotion and information about the potential objects of hot water tourism. If the promotion and information are conducted properly, a tourism object will rapidly develop.

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