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Implementation of the Module Development Program for the Increase of Tourism Awareness for Souvenir Merchants in Bukittinggi City

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Abstract

This research is motivated by the low awareness of souvenir merchant tourism. This study aims to produce the implementation of module conscious tourism development for souvenir merchants include: (1) test validity, practicality, and effectiveness test of tourism-awareness modules for souvenirs traders, (2) process of module conscious tourist development and (3) produce guide the implementation of module conscious development of tourist souvenir merchants. The research approach is used quantitatively. Research subjects are education experts, city market office Bukittinggi, and merchants' souvenirs. The collection of validity test data, the practicability of the tourism conscious module is obtained from educational experts, city market service and to test the effectiveness of modules obtained from souvenir merchants. Research findings can be put forward as follows: (1) the content validity test data, and module practicality module is very good, and the development of the tourism conscious module for the souvenir merchants proved perfective to increase the conscious tourist souvenir merchants, (2) the process of developing a module for increasing tourism awareness for souvenir merchants is designed based on the needs of souvenir merchants on the behavior that must be owned by souvenir merchants to participate, actively participate in developing the city of Bukittinggi as a tourist area, and (3) generated guidance implementation of the development of module conscious tourist souvenir merchants. This research is useful to foster souvenir merchant participation in the tourism industry and promote souvenir products.

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INTRODUCTION

Tourism is very crowded talked about people because by developing the tourism sector then the influence on other sectors is very large, therefore the demand for tourism is increasing along with the level of the human need for the importance of traveling (travel) to make us fresh again after work. The more advanced a society, the busier a person's need for recreation is perceived as a basic need to be fulfilled in the framework of physical fitness and spiritual serenity.

In GBHN 1999, it is noted that the development of tourism continues to be improved and expanded to enlarge the country's foreign exchange revenue, expand and level jobs promote regional development, improve the welfare and prosperity of the people, enrich the national culture and maintaining the personality of the national for the implementation for religious values, strengthening friendship among nations, fostering the love of the homeland, and maintaining the faction and quality of the environment. Furthermore, according to Muslim (2016), development and development of tourist area in the future need better management because it will bring more income support national development.

West Sumatra includes areas that have stunning natural beauty. In the district and municipality in western Sumatra there are many attractions, if managed properly will be able to bring in foreign exchange revenue of the country, and the surrounding community will be able to improve its economy (B. Hidayat, Hesna, Suraji, Istijono, & Ophiyandri, 2017; S. Hidayat & Arkhi, 2015). Therefore, it should be that the existing tourist attraction in western Sumatra is well managed, and it is expected that the involvement of local government as the spearhead in order to develop the tourism industry is expected (Aini, Hayatunnufus, & Ismaniar, 2019; Aini, Ismaniar, & Hayatunnufus, 2018; B. Hidayat et al., 2017; S. Hidayat & Arkhi, 2015).

Of the attractions in the province of West Sumatra is quite famous is the city of Bukittinggi famous for its natural beauty such as Sianok Canyon, Jam Gadang, and the zoo. Then the tourist attraction that is also interesting for tourism is the historical object of Japanese heritage of centuries ago and still good, durable and can bring its own beauty that is Japan hide, where in the past used by the Japanese to hide so as to avoid the enemy, and used to store their weapons (Aini et al., 2019, 2018). Then during the reign of the Dutch many centuries ago the existence of a tourist attraction vordekock fort, where in the past they were used

for gathering places, as well as discussing in order to string than their position in the provinces of West Sumatra, and the country of Indonesia more broadly (Aini et al., 2019, 2018; Dwisaputra & Achnes, 2017; Rafi, Kasmita, & Waryono, 2015).

Tourism development has very strategic value because it can be developed its culture and maintain its natural potential, and the potential of existing tourism into economic activities in creating employment and then impact on the welfare of the community (Risman, Wibhawa, & Fedryasyah, 2016; Waluyo, 2016). The development of the tourism area certainly does not grow without any attempt made. Including the factors that are very large influence on the development of tourist areas such as local government availability of facilities and infrastructure is needed for the development of this sector and in order to become one of the mainstay sector (Adinugroho, 2017; Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia cooperative with International Labour Organization, 2012; Soebagyo, 2012; Tatali, Lasabuda, Andaki, & Lagarensen, 2018). So is the quality of the environment an integral part of the tourism industry. For developers and organizers of tourism activities, the quality of the environment should be able to inattention, including the awareness of tourism for the community.

One of the influential factors in the development of the tourism industry in the city of Bukittinggi is a souvenir merchant. The souvenir merchants in the City of Bukittinggi are still not ready to support the success of the tourism industry. Based on first-year research findings (Aini, 2018; Aini et al., 2019, 2018) as follows: (1) souvenir merchants do not commit to promoting tourism in their area. This observed souvenir merchants have not been able to provide good service to local tourists and foreign tourists, including observed they offer merchandise at high prices, sometimes even among them have not behave friendly to local and foreign tourists, (2) the research findings illustrate the low awareness of souvenir merchants on order, cleanliness and beauty and, (3) Resulting in a draft of the development of tourism conscious module for souvenir merchants.

As a follow-up of the research the researcher's research on the implementation of the module development program to increase tourism awareness for souvenir traders of the City of Bukittinggi. Tourist conscious module is designed based on the needs of souvenir merchants in terms of behavior that must be indicated by sou-

venir merchants to participate provide input to the officers to main taint security, cleanliness and order. This study aims to describe the implementation of the development of tourism conscious module for souvenir merchants in Bukittinggi City, which include: (1) test the validity, the practicality, the effectiveness of the awareness-raising module for souvenir merchants, (2) describes the process of developing a module for increasing tourism awareness for souvenir merchants, and (3) resulting in blend of implementation of module conscious tourism development for souvenir merchants.

Conscious tourism for souvenir merchants aims to increase the role of souvenir merchants participate to advance the tourist area, including advancing the City of Bukittinggi as a tourist destination. The role of souvenir merchants in the form of attitude-raising, behavior to be the friendly host and also to improve the image, quality of tourism product and service based on or improve the application of charm sapota (safe, orderly, clean, cool, beautiful, friendly and memorable). Sapota charm is a condition that must be realized to attract interstate visit a region or our region Indonesia. For it must be created beautifully dazzling visitors, when and where are especially in the tourist destination area so interesting and comfortable, stay longer and feel satisfied and give a beautiful memory in his life.

Based on the description above, seven elements of tourist attraction can affect the desire of tourists who make it stay longer stay in the tourist destination. Three elements of the charms sapota have targeted that need to be realized to improve national discipline, safe, orderly and clean. The seven elements in the charm sapota is the author of a quotation from the explanation from the explanation of the director-general of tourism Dinas Pariwisata (1994) and Bakaruddin (2011) as follows:

Safe, tourists will be happy to visit a place if they feel safe, peaceful, not afraid, protected and free from crime, violence, threats, such as pickling, extortion, mugging, fraud and so forth. Free from infectious disease and another dangerous disease. Further avoided from accidents by improper equipment and facilities such as a vehicle, equipment, for food and beverages, lifts, recreational or sports equipment. Factors that also need to be considered are to avoid the disturbance by the community, among others, in the form of forgery by hawkers, ignorance, speech and actions and behavior that is not friendly and so forth. So the security of a condition that provides a peaceful atmosphere for tourists, free from

fear and does not worry about the safety of life, body, and property, free from threats of disturbance and violence (Fanani & Pangestuti, 2017).

Orderly conditions are something that is highly coveted by everyone including tourists. The condition is reflected in an orderly neat and smooth atmosphere and shows high discipline in all aspects of community life, such us orderly, regular and smooth, traffic, transportation equipment arrives and departs time. There is no visible crowd or scramble to get or buy anything necessary. Then building and environment are organized and neat. Service in various fields is done well and the information that tourists get is true is not appropriately confusing (Efrita, 2015; Fadilah et al., 2017).

Clean, is a condition/environmental condition that displays the atmosphere free of dirt, garbage, disease waste, and pollution. Tourists will feel at home and comfortable. When in clean and healthy places such as (1) clean environment both at home or in public places such as in hotel restaurants, public transportation, recreation places, defecation/small, (2) clean and healthy food and drink, (3) the use and provision of clean tools such as spoons, plates, beds, exercise equipment and so on, and (4) the clothing and appearance of the clerk is clean, neat and does not smell bad, and so forth (Fadilah et al., 2017; Violinaa & Suryawan, 2016).

Cool, green environment, fresh, neat, giving the atmosphere of coolness comfortable and peaceful. The desired coolness must not only be outside the room or building, but also indoors, as work/ study space, dining room, and so on. Participate actively maintain environmental sustainability and the reforestation done by the community or by the government. Actively participate in promoting and spearheading for local communities to undertake reforestation and hygiene activities, planting a variety of crops at their respective homes for home decoration and plants that are beneficial to households, planting shady trees along the roads in their respective neighborhoods, in the schoolyard and so forth. Forming an association to preserve the environment. Adorn the study/workroom, living room, bedroom and other places with decorative or air conditioning. Then invitee various activities and other efforts that can make our environment cool, clean, fresh and comfortable (Fadilah et al., 2017; Violinaa & Suryawan, 2016).

Beautiful, circumstances or atmosphere featuring an interesting and unsightly environment called beautifully. Beautiful can be seen from various facets, such as in terms of color,

layout, the layout of shapes or styles and movements are harmonious and harmonious, so that gives the impression of a nice and beautiful to look at. Beautiful always in line with clean, orderly and inseparable from the environment either in the creation of god almighty and the work of man. Therefore, we are obliged to maintain the environment for sustainable and can be enjoyed by mankind. Things that need to be done with respect to the beautiful: (1) pioneered and encouraged the community to maintain the preservation and beauty that exists, and (2) invite the community to organize the environment regularly, orderly and harmoniously (Fadilah et al., 2017; Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia collaborate with International Labour Organization, 2012; Violinaa & Suryawan, 2016).

Friendly is an attitude and behavior of someone who shows intimacy, polite, helpful, smiling and attractive. Friendly is the character and culture of the Indonesian nation in general, who always respect his guests and can be a good host. This friendly attitude is one of the attractions for tourists and should be maintained well. Things that need to be done include: (1) invites the community to show a good, friendly and willing attitude to help and serve the tourists, and (2) to help inform the customs especially not to be broken (Bakti, Sumartias, Damayanti, & Nugraha, 2018; Efrita, 2015; Fadilah et al., 2017; Nugraha, Perbawasari, & Zubair, 2017).

Then memories, are impressions that are firmly attached to a person's memories and feelings caused by his or her experience. Memories can be beautiful and fun but can also be unpleasant. Memories that want to be realized in the memory and the feeling of tourists from the experience of memories can also be created include: (1) comfortable, clean and healthy accommodation, fast, precise and friendly service, an atmosphere that reflects the regional characteristic in the form and style of the building and its decoration, (2) the distinctive and fascinating local cultural arts attractions in the form of dance, sound art, various ceremonies, (3) delicious regional specialties and food, with attractive appearance and presentation. Food and drink is one of the strongest appeals and can be the identity of the nation, and (4) a small souvenir that reflects regional characteristics, high quality, easy to carry, and at an affordable price, ha a meaning alone and made proof or memories of a person's visit to a place/area (Efrita, 2015; Fadilah et al., 2017; Marschall, 2015; Smith & Robinson, 2005).

METHOD

This study was designed using a research development approach. According to Richey & Klein (2007) that research and development are intended to determine an empirical basis, to create an innovative module of tourism awareness that leads to development. Besides that, research development is expected to create a process and procedure of development of a module of increase of tourism awareness for a souvenir merchant in Bukittinggi City.

The approach used in this research quantitative. According to Sugiyono (2011), quantitative approaches are used to test the effectiveness of the development of tourism conscious modules for souvenir merchants. To test the validity of the content and practicality of module development used a quantitative approach. The process of developing a module of tourism awareness needed by souvenir merchants is obtained from souvenir merchants. And the findings of the researchers compiled a blend of implementation of the module development of tourism awareness. Trial module to test the validity, practicality, and effectiveness of tourism conscious module for souvenir merchants in the following way : (1) to test the validity of the content/of the tourism conscious module for the souvenir merchants is done to four educational experts asked for their input to complete the module that has been designed, (2) for the practical test of the module conscious tour for the souvenir merchants conducted on four people of market of Bukittinggi, and (3) to test the effectiveness of conscious module souvenir merchants tourism conducted by experiment to souvenir merchants. The type of data in this study is data related to the validity test content module conscious tour for souvenir merchants given to four experts of education, the data relating to the test of the module conscious tourism modality is given to four Bukittinggi City market officials, and the data related to the module test developed are the interval data used to describe the effectiveness of modules developed through limited testing and wider testing. Testing uses a one-group pretest-posttest design.

RESULTS AND DISCUSSION

The findings of tourism conscious behavior research for souvenir merchants from the research results of Aini (2018) are participation, participation, in the form of a contribution of mind, can also be a contribution of energy to achieve a goal that is to achieve the progress of

tourism in Bukittinggi area. The research findings describe a small number of souvenir merchants have started to realize the intended tourism here is the participation of souvenir merchants in terms of providing advice, inputs, opinions to the government or to fellow traders souvenirs or input to the community to achieve progress in tourism in the city of Bukittinggi. Conscious tourism souvenir merchants should be improved, because it will encourage tourists to visit the city of tourism in West Sumatra, including public awareness to open to tourism will support the economic growth of Indonesia. As revealed by Fitriana (2017) businessman, and government which known as triple helix actors. This study is designed with aim to (i, creative economy development in 2025 lies in the quality of education government, and awareness of tourism developers in the Sumatra region, including in Indonesia.

The research findings of the validity content module of the conscious tour module for the souvenir merchant are done to four education experts, requested the input to refine the module already designed. Educational experts provide input for this module to expand the material related to the behavior that must be owned merchant souvenirs to participate in promoting the tourist area. The results of the module validity data processing by education experts can be described as: education expert one score is obtained 75, second education expert score is 73, third education expert score is 74, and fourth education expert score is 78. The average score is 75. Based on the distribution of answers stated by the three education experts is in a good category. Thus, it can be concluded that the tourism awareness improvement module that the researcher designed is valid/good, it means that the module that designed by the researcher is valid, it describes the behavior that should be owned by souvenir merchants to participate in advancing the tourist area.

Furthermore, the findings of the research on the practicality test, the research conducted with three official staff of Bukittinggi city. The market office believes this research is to improve the level of practicality or module of conformity with that carried out by traders as a user module as a guide to participate in advancing the city of tourism. To assess the practicality, the module designed by the researcher was designed as a trial instrument.

To test the practicability of module conscious tourism for souvenir merchants are requested input Bukittinggi City. Instrument practicality level module formulated 22 items, with alternative answers strongly agree, agree, disagree

and disagree. Furthermore, the alternative answers are given weight, strongly agree with a weight 4, agree with a weight 3, disagree with a weight 2, and disagree with a weight 1. Thus, the highest score is 88, and the lowest score is 22. Based on the findings of research on market services one obtained a score of 72, market service two obtained a score of 76, market service three gained 75. The average score was 74.3. Therefore, can we conclude the market office suggests that the module that researchers design is good and following the needs of souvenir merchants. Input from the municipal market service to provide intensive counseling to souvenir merchants so that conscious tourism/participation of souvenir merchants in tourist areas can increase.

To see the effective application of the developed module, the indicator that used is a description of souvenir merchants' behavior after the treatment is given, and the researchers' observations about the implementation of counseling and group learning. The data obtained in the trial research is data on the behavior of souvenir merchants to participate in promote Bukittinggi city as a tourist area which includes: behavior towards the tourism environment, behavior to develop skills in the field of souvenirs, and the behavior of participating and providing input/suggestions to local governments to grow the tourist area.

Furthermore, research findings on the implementation of tourism conscious module for souvenir merchants, to test the effectiveness of tourist conscious module conducted experiments based on developed module show the result of the behavior of souvenir merchant increase before counseling was done and after counseling did, either limited test or in testing more broadly. Souvenir merchant data collection involve promoting the pre-test and post-test tourist areas in the experimental group before and implementing the tourism awareness raising module, in the souvenir merchant group for experiments, and the souvenir merchant group B for the control class. Wider test results on the effectiveness of the application of modules on increasing tourist awareness of souvenir merchants on average gain the test score of the improvement module on tourism awareness are greater ($17.03 > 3.56$) and differ significantly from t count $31.60 > 2.00$. The establishment of a conscious tour for souvenir merchants towards the better shows that the module conscious tourism developed allows souvenir merchants to better understand the importance of conscious tourism / their participation to advance the tourist area. Besides the impact of tourists coming to souvenir merchants according to Pitana & Diarta

(2009), the community individually will get income from the sale of souvenir items.

Furthermore, the research findings of the process of developing the tourism conscious module are developed based on the needs of souvenir merchants. Based on the results of the study of tourism conscious implementation, in this case, can be in the form: (1) of participating in maintaining order, hygiene and security in the environment of trade. Participation showed by some souvenir merchants to advance Bukittinggi as a tourist city, in this case, the traders keep the order of selling, with attention to the beauty in which they sell. The neighborhood where merchants sell is always clean to keep a healthy life, and the buyers will feel happy and they will be more comfortable in a clean environment. Avoided from unwanted odors, allowing travelers to stay in the tourist area longer. Security is a very important factor guarded, among the behaviors shown by traders are local tourists and foreign countries avoid bad deeds from the environment, such as avoid pickpockets, frauds that occur in tourist areas. (2) Souvenir merchants 'skills in marketing their merchandise, by packaging souvenir items so that they attract buyers' interest, and (3) Promoting souvenir merchant tourist areas to participate in providing suggestions/input in the form of developing facilities for smooth transportation and increasing providing a place to sell facilities for souvenir merchant.

Orderly behavior, clean, and maintain security is a behavior that is always grown, nurtured and manifested in the daily life of souvenir merchants. The research findings depict a small number of souvenir merchants already behaving to maintain order, cleanliness, and maintain the security. In line with that Dinas Pariwisata Seni & Budaya Provinsi Sumatera Barat (2004) for tourism development required *sapta pesona* meant a condition that must be realized to attract tourists visiting, to a certain region or region in our country. Things to note for tourist areas to attract foreign or local tourists are; security, cleanliness, orderliness, beauty, cool, friendly, and have significant memories for local tourists and foreign tourists.

Maintain friendly behavior, appreciate local tourists as well as foreign tourists. Friendly is good-hearted, and interesting language, sweet words, and speech, gratitude, and fun. The familiar attitudes that characterize our nation as a hereditary descent will be a factor supporting tourists visiting our country. The research findings show that some of the souvenir merchants are behaving kindly shown by souvenir mer-

chants so that local and foreign tourists will be interested to buy souvenirs for sale. Friendly behavior is a behavior that has existed since the ancestors of Indonesia who passed down to the next generation. The Indonesian nation is famous for its hospitality to welcome guests, sweet language, interesting minds that cause foreign tourists to stay longer in the country of Indonesia. So also souvenir merchants are expected to serve friendly buyers, behave well, not rude to the buyer. Behave fun in association with tourists, as well as with fellow communities around where souvenir merchants sell. According to the Dinas Pariwisata Seni & Budaya Provinsi Sumatera Barat (2004) the process of guidance conscious tourism community should be a disciplined education process community. Through the process of attitude education and behavior of the community in the tourist area should be friendly to serve the traveler, said good and polite words indicated by the community, including the behavior of souvenir merchants with friendly service in terms of selling goods merchandise, thus growing the motivation of tourists to buy.

Packing souvenir goods to attract local and foreign tourists to buy merchandise. One of the most important behaviors to promote merchandise of souvenir merchants is the packing of souvenir items as attractive as possible. The research findings depict a small number of souvenir merchants have begun to pack their goods well. The better the packaging of the goods the more interested them / tourists to buy it. Merchandise wrapped neatly, cleanly, will pull from the open, dirty, and dusty stuff. Behavior clean, neat, must be owned by souvenir merchants because with a clean, neat will cultivate the desire of people to buy souvenir items. In line with this stated by the Dinas Pariwisata Seni & Budaya Provinsi Sumatera Barat (2004), among the factors that encourage the development of tourism industry is the community's skills to sell quality goods, and more importantly, accompanied by the hospitality behavior of our residents in welcoming and serving guests.

Maintain good communication among souvenir merchants. Good and conducive communication needs to be created between traders. Providing input among traders is necessary. The research findings illustrate that a small number of traders have given each other input on the pricing of goods following the quality of goods. Selling goods is too expensive while the quality is less good will be able to harm the trader himself. Goods on display are certainly less salable or no one to bargain or buy merchandise. For that, it

needs a meeting between souvenir merchants so that the goods are sold in favor of local tourists and foreign tourists

Growing awareness to improve the quality of souvenirs sold. Further behavior should be owned by souvenir merchants is the awareness to improve the quality of goods sold. Good quality goods will attract buyers to buy souvenir items. Kuliatas low goods will reduce the desire of tourists to buy the goods offered.

The behavior that souvenir merchants need to grow is to provide friendly service, friendly to foreign tourists as well as local tourists is to help the visitors to introduce the attraction to them. Souvenir merchants can provide good and true information about any tourist attraction in a certain area. For example in the city of Bukittinggi introduced tourist objects that exist so that foreign tourists and locals feel helpful about the information provided. Honesty souvenir merchant in providing information about the existing tourist attractions are expected to help local/foreign tourists to visit the tourist attractions. The tourists will have a positive impact on society and also for the equally upcoming government material benefits.

Growing the participation of souvenir merchants to maintain the facilities of orderliness, hygiene, and security. Participation/participation of souvenir merchants in maintaining the facilities of orderliness, hygiene, and security is very much expected. Public facilities should be kept clean. For example, public toilets, places of prayer, resting place of the tourists must be kept order and cleanliness. Souvenir merchants are expected to participate to provide input to the service providers, to the public to take care of the cleanliness, order and security facilities so that the high motivation of tourists to visit the area of West Sumatra, including the city of Bukittinggi known as a tourist city

Providing advice to local governments in maintaining cleanliness, order, and security. For the smooth progress of tourism activities in Bukittinggi City, a small number of souvenir merchants provide inputs to the local government to prepare special hygiene personnel responsible for the hygiene facilities around the city tour. With the presence of hygiene personnel are expected to cleanliness hygiene such as public toilets where prayers are kept clean, beauty at all times.

Provide advice/suggestions morally to the local government for the progress of the tourist area. Souvenir merchants partly participate in providing moral input, in the form of donations in the form of suggestions, opinions to the

government for the realization of Bukittinggi as a tourist city. Moral donation given by a souvenir merchant is in the form of support to local government policy about tourism implementation in Bukittinggi City. Souvenir merchant support to accelerate the development of Bukittinggi City, such as the construction of public facilities such as the construction of roads, bridges, toilets, etc. need to be improved penyediannyaTransfomasi activities streamlined its use. The drivers of urban transport to improve their hospitality to local and foreign tourists.

Souvenir merchants are expected to have an awareness of the importance of their advancing tourist attractions that can interest local tourists, as well as foreign tourists. Some merchants offer souvenir merchandise do not be too expensive, especially for souvenirs for tourists. Then traders are expected to be friendly in serving buyers. Conscious tourism for souvenir merchants will lead to high motivation for tourists to visit in tourist areas. Hospitality, good behavior and understated will cause tourists to rollick to come to attractions such as the City of Bukittinggi.

CONCLUSIONS

The research findings of the validity content module content of the conscious tour module for the souvenir merchant are done to four education experts, requested the input to refine the module already designed. Educational experts provide input for this module to expand the material related to the behavior that must be owned merchant souvenirs to participate in promoting the tourist area. To test the practicality of the module conscious tourism for souvenir merchants requested input Bukittinggi City market office suggests that the module that researchers have designed good and following the needs of souvenir merchants. Input from the municipal market service to provide intensive counseling to souvenir merchants so that conscious tourism/participation of souvenir merchants in tourist areas can increase.

Furthermore, research findings of to test the effectiveness of tourist conscious module conducted experiments based on developed modules show the result of the behavior of souvenir merchant increase before counseling was done and after counseling did, either limited test or on the test more broadly. The establishment of a conscious tour for souvenir merchants towards the better shows that the module conscious tourism developed allows souvenir merchants to better

understand the importance of conscious tourism their participation to advance the tourist area. Besides the impact of tourists coming to souvenir merchants according to Pitana & Diarta (2009), the community individually will get income from the sale of souvenir items.

Based on the conclusion of the research that has been proposed, then in this section submitted suggestions as follows: (1) expected to the tourism office of Bukittinggi City to improve the conscious tourism guidance to souvenir traders, so the city of Bukittinggi as a tourist area will be more advanced, (2) expected to souvenir merchants to increase their participation, to behave kindly, politely, to appreciate bargaining between buyers and souvenir merchants, and (3) souvenir merchants are expected to take the tourism conscious module formulated in order to promote Bukittinggi as a tourist city.

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