

Tourist Motivation to Visit Padang's Old Town Area in the Post-COVID-19 Pandemic Era

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ABSTRACT

The Oldtown of Padang is one of various potential historical tourist attractions, which is located on the edge of the West Coast of Sumatra. Due to the Covid-19 pandemic, the old city of Padang has been deserted by visitors. Since 2022 until now, the government of Padang city has opened the visitors to the oldtown tourist attraction. It is hoped being able to motivate potential tourists to visit Padang. The purpose of this study is to analyze the forms of Dutch Colonial heritage and cultural diversity that exist in the oldtown of Padang, as well as to find motivating factors for tourists to visit traces of the past in the oldtown of Padang. This study uses a qualitative-quantitative approach, with a SWOT analysis of tourist motivation in visiting the tourist attraction of Padang oldtown. The results of this study indicate that tourist motivation to visit the oldtown of Padang is influenced by internal and external factors regarding existing tourism products, both related to tourist attractions and supporting factors.

Keywords: motivation, tourists, old city, internal and external analysis

INTRODUCTION

The tourism sector is one of the main drivers of Indonesia's economy, contributing significantly to foreign exchange earnings, job creation, and regional development. However, the Covid-19 pandemic that has been ongoing since early 2020 has dealt a heavy blow to the national tourism industry, including in West Sumatra. Restrictions on mobility, closure of travel access, and social restrictions have caused a drastic decline in tourist visits (Wijaya et al., 2020). Padang's Old Town, which was previously crowded with tourists due to its historical and cultural value, experienced stagnation during the pandemic.

After Covid-19, the world of tourism in Indonesia began to revive. For more than two years, the tourism sector, including in West Sumatra, was virtually paralyzed. This situation is understandable, as the pandemic and the restrictions on movement imposed by the government were the causes of the decline in the tourism sector, especially in Old Padang.

Padang Old Town is unique for its traces of Dutch colonial heritage, European and Chinese-style architecture, and the cultural acculturation of Minangkabau with Chinese, Indian, and Nias communities. This area offers not only physical attractions in the form of historic buildings but also cultural events such as the Cap Go Meh festival and the Serak Gulo tradition, which reflect diversity and social tolerance (Kompas, 2023). These historical and cultural legacies position Padang Old Town as a heritage tourism destination with strong potential for sustainable development.

In the post-pandemic period, opportunities have emerged to restore and enhance the tourism appeal of Padang Old Town, in line with the growing interest of travelers in culture- and history-based destinations. Chen and Petrick (2019) show that post-pandemic tourist motivation is increasingly driven by the need for authentic experiences, health, relaxation, and new knowledge. These factors align with global trends in sustainable tourism, which emphasize deep experiences, authenticity, and environmental sustainability.

The Old Town of Padang is unique in that it features traces of Dutch colonial heritage, European and Chinese-style architecture, and the acculturation of Minangkabau culture with the Chinese, Indian, and Nias communities. This area not only has physical attractions in the form of historic buildings, but also cultural attractions such as the Cap Go Meh celebration and the Serak Gulo tradition, which are evidence of the diversity and tolerance of the community (Kompas, 2023). This historical and cultural heritage makes Old Town Padang a potential destination for sustainable heritage tourism.

Post-pandemic, there is an opportunity to restore and enhance the tourist appeal of Old Town Padang as interest in cultural and historical destinations grows among travelers. A study by Chen & Petrick (2019) shows that post-pandemic tourist motivation is driven more by the need for authentic experiences, health, relaxation, and new knowledge. These factors are in line with global trends in sustainable tourism that emphasize in-depth experiences, authenticity, and environmental sustainability.

In addition, internal problems in Padang's Old Town, such as poor waste management, slow revitalization of old buildings after the earthquake, and limited transportation and supporting facilities, are obstacles that can reduce the destination's appeal.

In this context, understanding tourist motivation is very important. Tourist motivation not only explains the reasons individuals travel, but also forms the basis for developing destination marketing strategies. According to the push and pull factors theory, tourist motivation can be divided into two categories: push factors, which originate from individuals' internal needs, such as seeking new experiences, relaxation, or broadening their horizons, and pull factors, which originate from the external attractions of a destination, such as cultural attractions, competitive prices, and adequate facilities (Ramawati, 2022; Arifin & Hidayat, 2021).

To maintain and increase the number of visits and services to tourists, tourism managers need to know what factors attract and motivate foreign and domestic tourists to visit Padang Old Town. If the appeal of the tourist destination and the motivation of tourists are fulfilled as expected, They will surely be satisfied and come back again.

Previous studies on tourist motivation in Indonesia have been conducted, such as the study by Utama & Junaedi (2017) in Blimbingsari Tourism Village and Safitri et al. (2019) in Sumenep, but there have not been many studies that specifically highlight tourist motivation in the context of heritage tourism in West Sumatra. Therefore, this study is expected to fill the literature gap by analyzing the factors that motivate tourists to visit Old Town Padang after the pandemic.

The research questions are:

1. What forms of Dutch colonial heritage and cultural diversity exist in Padang's Old Town?
2. What factors motivate tourists to visit Padang's Old Town after the pandemic?

The purpose of this study is to analyze Dutch colonial heritage, cultural diversity, and tourist motivation factors in visiting Padang's Old Town. This research also aims to provide recommendations for sustainable tourism management strategies for local governments and tourism industry players in Padang.

Another impact of this satisfaction is verbal and written recommendations to colleagues and family members of the tourists. A further effect that follows this level of satisfaction is an increase in the number of visits from the tourism sector in Padang City.

The presence of domestic and foreign tourists in Padang's Old Town is determined not only by the attractiveness of the destination but also by the motivation of the tourists.

LITERATURE REVIEW

According to Fandeli (2021), a person's motivation to travel is triggered by internal factors that encourage them to take a trip and external factors that attract them to take a trip. Attractive factors are the appeal of a

tourist destination. Knowing the motivation for traveling can determine the factors that encourage and attract a person to travel to a tourist destination.

Motivation, in Pitana's (2005) view, is fundamental to the study of tourism, because motivation is the trigger for the process of travel. Tourism motivation is increasingly important to understand when linked to tourism as a global social phenomenon, where people's behavior is influenced by various motivations.

The purpose of their visit to the old town of Padang is, of course, to have fun and feel satisfied. Other motives include gaining knowledge, experience, and so on. The current trend among young people is to take selfies with unique backgrounds and then upload them to social media.

There have been studies related to the motivation of tourists to visit a particular destination. Rai Utama and Ruspindi Junaedi (2017) in *Tourist Motivation to Visit Blimbangsari Tourism Village in Jembrana, Bali*, explained that the factors that drive tourists do not have a significant effect on tourist arrivals to Blimbingsari Tourism Village. However, the attractiveness of Blimbingsari Village has a significant effect on tourist arrivals to this village.

Safitri, Wicaksono and Maulidi (2019) describes the results of factor analysis, namely that tourist motivation priorities differ based on tourist characteristics. As with natural tourist attractions, the biggest factor influencing tourist motivation is the tourism offering. With cultural tourist attractions, the biggest factor influencing tourist motivation is basic needs, and with man-made tourist attractions, the biggest factor influencing tourist motivation is motive. From the relevant research above, there are no studies that discuss the analysis of tourist motivation for visiting the old town of Padang.

Research Method

This study uses quantitative and qualitative approaches. The quantitative analysis used is descriptive quantitative analysis using descriptive statistics. The results of the processing will be presented in the form of numbers so that they are easy to interpret (Sugiyono, 2020). The nature of this analysis is only to organize and analyze numerical data, to provide a regular, concise, and clear description of the state of tourism in the old town of Padang.

The researcher conducted the study based on the conditions experienced in the old town of Padang, by trying to gather information in the field, without influencing the informants. In qualitative research, the design can be prepared in advance, but it is not complete. Once the design is in use, it can be supplemented and refined (Moleong, 2004).

The design is constantly changed and adjusted based on the data obtained in the field and new knowledge discovered. Qualitative research is interpretive in nature and involves methods of examining the issues being studied.

Qualitative research aims to explain phenomena by collecting data relevant to the research objectives, explaining phenomena in depth through data collection. Qualitative research is essentially observing people in their living environment, interacting, trying to understand language and interpretation in the surrounding situations and conditions (Yusuf, 2017).

The qualitative approach is carried out based on the natural circumstances and environment. Data and field information are then used to draw meaning and concepts in accordance with the events experienced during observation. The qualitative approach is a research approach oriented towards natural phenomena. Due to this orientation, it is natural and fundamental in nature and requires fieldwork. Therefore, this type of research is called a field study (Nanang, 2010).

The researcher tries to understand the explanations obtained from relevant sources related to the research. Quantitative data is collected by distributing questionnaires. The questionnaire consists of questions that describe the attributes of tourist attraction and motivation. This Likert scale questionnaire was distributed to tourists in the old town of Padang from March to May 2023.

The next analysis is a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, which is a qualitative analysis that examines internal factors (strengths, weaknesses) and external factors (opportunities, threats).

The results of this analysis are expected to provide a basic overview of the strategies needed to achieve the objectives. SWOT analysis is a form of analysis that compares internal factors with external factors.

Strengths and weaknesses occur more often in the internal environment, while opportunities and threats occur more often in the external environment. This analysis method is based on logic, with the aim of maximizing potential and opportunities. However, at the same time, it is able to minimize obstacles and threats with the hope of producing targets and measures to achieve objectives (Irawan, 2007).

The strategies produced in the SWOT analysis in this research include: (1) SO, used to take advantage of opportunities available in the external environment; (2) WO, used to improve internal weaknesses by taking advantage of opportunities from the external environment; (3) ST strategy, used to minimize the impact that will occur from the external environment; (4) WT, aimed at minimizing internal weaknesses and reducing external challenges.

FINDINGS AND DISCUSSION

Traces of Dutch Colonial Heritage in Old Padang City

The existence of Old Padang City is inseparable from the influence of the Dutch colonial presence on the west coast of Sumatra. Specifically, August 7, 1669, was designated as the founding date of Gemeente Padang, the capital of Sumatra Westkust (Sufyan, 2018). Initially, Padang was just a fishing village at the mouth of the Batang Arau River. After the Dutch arrived under the banner of the Vereenigde Oostindische Compagnie (VOC), the area became a bustling port.

Large-scale development along the Batang Arau port made Padang one of the largest cities on the island of Sumatra. The Dutch government at that time was actively building office buildings, trade representatives, and lodges along Batang Arau.

Most of the Dutch colonial heritage that still survives today and attracts the attention of foreign and domestic tourists is located in Batang Arau, Pasar Tanah Kongs (Pondok village), and the old markets (Pasar Gadang, Pasar Mudik, Pasar Batipuh, and Pasar Malintang) (Sufyan, 2021).

One of the Dutch colonial buildings that is still well maintained today. According to records, this building was constructed almost 100 years ago, on March 31, 1921. The colonial government at that time built the building for the offices of De Javasche Bank Padang. This office was one of 12 branch offices throughout Indonesia built by De Javasche Bank, including Aceh, Medan, Bandung, Jakarta, Cirebon, Surabaya, Manado, and Pontianak.

Another building is the Padangsche Spaarbank. This two-story building, approximately 10 meters high, was once used as a bank. The art deco architectural style is very evident in this building. The Muhammadan Mosque, located in Pasar Batipuh, Padang Selatan District, is also situated in the old town of Padang. The green-painted mosque is a legacy of the Indian Muslim community. Built in 1843, the mosque was constructed using sand, lime, and sugar. However, in the 20th century, its structure was renovated using cement without altering its original form (Tempo, 2023).

Picture 1 The atmosphere of Padang's old town, located on the edge of Batang Arau Harbor. Source: (Republika, 2014)



Cap Go Meh Celebration and Serak Gulo Tradition: Icons of Diversity in Padang City

Entering another area, which is part of the icon of Padang's old town—is a building located in Berok Nipah, West Padang District. During the Dutch East Indies period, this atmosphere was very strong in the area. This is because it was once a bustling commercial center for the Padang municipality (Haluan, 2023).

The Tanah Kongsu Market, which is a major part of Kampung Pondok, is an undeniable fact of cultural fusion in Padang during the Dutch East Indies period. Uniquely, the area was influenced by Chinese culture. It even became home to See Hien Kiong, known as Vihara Tri Darma or Kelenteng See Hien Kiong, which was founded in 1905 (Media Indonesia, 2016).

One of the facts of cultural diversity among ethnic groups in Padang City is the celebration of Chinese New Year in Pondok Village, which is not only celebrated by the Chinese ethnic group but also by other ethnic groups in Padang City. After being suspended in 2020-2022, Cap Go Meh was once again celebrated on a large scale in 2023.

Picture 2 The Cap Go Meh celebration on February 5, 2023 was lively. This celebration had been suspended for two years due to the Covid-19 pandemic. Source: (Kompas, 2023)



On February 5, 2023, the Cap Go Meh celebration was once again enlivened despite the rain. On Sunday, the peak of the celebration was centered under the Siti Nurbaya Bridge in the Kampung Pondok Village, Padang Barat District. Thousands of Padang residents gathered to watch the Chinese ethnic cultural event. The rain that fell in the afternoon did not dampen the residents' enthusiasm to watch the cultural celebration (Kompas, 2023).

In addition to the Cap Go Meh celebration, another cultural attraction that showcases diversity and attracts the attention of foreign and domestic tourists is the serak gulo tradition. Similar to the Cap Go Meh celebration, which was temporarily suspended due to the Covid-19 pandemic, the serak gulo tradition was celebrated again on December 24, 2022 (Haluan, 2022).

The Serak Gulo tradition is an annual event held in front of the Muhammadan Mosque, Jalan Pasa Batipuh, Kelurahan Pasa Gadang, Kecamatan Padang Selatan. During this celebration, thousands of people gather in the streets to participate in a tradition that is more than three centuries old, long before the arrival of the Dutch on the west coast of Sumatra (Zed, 2009).

Figure 3 The serak gulo tradition held at the Muhammadan Mosque in Pasar Batipuh, Padang City. This tradition was celebrated again in 2022, after a two-year hiatus due to Covid-19. (Kompas, 2020)



The tradition begins with collecting sugar from donations made by the community, which is then wrapped in small pieces of colorful cloth. Next, the sugar packages are thrown from the top of the Muhammadan Mosque building to be scrambled for by the residents crowding below.

This diversity means that tourists visiting the old town of Padang have the opportunity to enjoy a variety of tourist attractions. Tourists visiting Padang acknowledge that the old town's tourist destinations offer diversity, plus the legacy of Dutch colonialism.

Additionally, there is natural tourism in the form of beautiful scenery along Muaro Padang Beach, as well as diverse cultural attractions. This demonstrates the potential of tourist attractions in the old city of Padang, promising various pleasures for tourists.

Table 1 Tourist Responses to Padang Old Town Destinations

No	Objective Variabel	Result	Figures
1	attraction	Excellent	4,30
2	accessibility	Fairy Good	3,35
3	ammenities	Good	3,50

Source: Processed from 2023 questionnaire data

Based on Table 1 regarding tourist responses to the old town of Padang as a destination, it shows that existing tourist and cultural attractions are generally rated as very good by tourists, facilities are categorized as good, and accessibility is considered adequate. This is evident from the fact that the attraction variable received the highest score compared to accessibility and amenities, indicating that tourist attractions are the primary factor driving tourists to visit Padang City.

Additionally, the positive reception from the local community contributes to providing comfort and a sense of security for tourists enjoying their vacation, which is one of the reasons motivating tourists to revisit the old city of Padang.

Tourism industry players in Padang are also recognized as having good management skills. However, the management of tourist attractions is still considered adequate. Overall, the existing tourist attractions are rated as good by tourists visiting the old city.

Accessibility is an important supporting factor that influences tourist visits to a tourist destination, whether by air, land, or sea. No matter how attractive the tourist attractions are, if they are very difficult to reach, they may not be chosen as tourist destinations. Therefore, the availability of transportation facilities and infrastructure is absolutely necessary.

The availability of air and land transportation modes, including routes and schedules to and from the old town of Padang, was rated as good by tourists who participated as respondents, while the condition of the roads leading to tourist destinations was rated as representative. The availability of sea transportation was only rated as adequate. Overall, accessibility to the old town of Padang was rated as quite satisfactory.

Figure 3: Bendi, traditional transportation ready to serve foreign and domestic tourists visiting the old town of Padang. Source: (Tempo, 2012).



Amenities or tourist facilities at tourist destinations were generally rated as good by participating tourists. The availability of restaurants at tourist destinations was rated as very good. The availability of clean water is only considered adequate. Meanwhile, health, electricity, telecommunications, security, TIC, and the availability of facilities for selling souvenirs and food specialties of Padang City are considered good. In the strategy for visiting a tourist destination, it is important to increase the motivation to visit so that they will return to the old city of Padang.

Tourist Motivation to Visit the Old City of Padang

There are two important factors that motivate tourists in determining the tourist destinations they visit. This condition certainly applies to tourists visiting the tourist destination of Old Padang. The two factors in question are push and pull factors.

Based on tourist respondents, it shows that the motivation for visiting Old Padang is caused by three main push factors,: gain a new knowledge and experience, visit new place, dan rest and relaxation.

The attracting factors include nature, history, and reasonable prices. The data shows that the drivers of tourists visiting the old town of Padang are in line with current global tourism patterns. They not only want to escape their daily routines, but also seek new knowledge and experiences. They visit tourist areas that they have not been to before, and their ultimate goal is to rest and relax.

As for what motivates tourists to visit the old city of Padang as a tourist destination, it is more about the charm of nature and the traces of Dutch colonial heritage. In addition, they are driven by curiosity about the history of acculturation and harmonization of the Minang, Chinese, Indian, and Nias ethnic groups, which are certainly very different from the conditions in their home countries. The affordability of the prices or costs incurred for this tourist trip also motivates tourists to visit the old city of Padang.

Basically, tourists are motivated to travel by several things. First, physiological motivation, including relaxation, health, comfort, participation in sports activities, leisure, and so on.

Second, cultural motivation, which is the desire to learn about the culture, customs, traditions, and arts of other regions. This includes an interest in various cultural objects. Third, interpersonal motivation (social motivation), such as visiting friends and family (VFR - Visiting Friends and Relatives), meeting business partners, doing prestigious things, going on pilgrimages, escaping from boring situations, and others.

Fourth, fantasy motivation, which is the fantasy that in other regions one can escape from boring daily routines, and ego enhancement that provides physiological satisfaction (McIntosh, 1997). The factors that encourage tourists to visit the old city of Padang, when viewed from a SWOT analysis, are influenced by external and internal factors.

Table 2 Internal and external factors of tourist motivation to visit the old city of Padang

Internal Factors	
Strenght	Weakness
i. The beauty of natural attractions around Muaro Padang Beach and Mount Padang. ii. The cultural pluralism of Minangkabau, Chinese, Indian, and Nias. iii. European-style buildings are an important part of the Dutch colonial heritage in Padang City. iv. The community's acceptance of tourists. v. The Siti Nurbaya Festival, which has been held since November 2019.	i. Weak management of tourism based on the old town. ii. Slow response by the Padang Municipal Government in rehabilitating old buildings damaged by the earthquake on September 30, 2009. iii. Poor waste management (garbage scattered on Muaro Padang Beach). iv. No consistency in prices, especially for food and beverages. v. Lack of sea transportation services connecting to islands outside the city of Padang.
Eksternal Factors	
Opportunity	Threat
i. Tourists love the natural atmosphere around the old town of Padang, which is close to the legendary Batang Arau harbor, Muaro Beach, and the exotic Mount Padang. ii. Tourists love the Dutch colonial heritage, in the form of European-style buildings along Batang Arau, the old market, and Tanah Kongsì-Pondok. iii. Tourists seek places to rest and relax. iv. Tourists gain new knowledge and experiences—especially spices at Gadang Market, Mudik Market, and Batipuh Market. v. Tourists want to visit new places.	i. The abundance of potential tourist attractions in old towns outside West Sumatra and other countries that are better managed. ii. Intense promotion carried out by regions outside Padang City, which are well-established in managing old town tourism.

Source: Compiled from questionnaire data for the year 2023

The internal and external factors in Table 2 above are factors that motivate tourists to come to the old town of Padang. Strengths in internal factors are strengths possessed by tourist destinations that motivate them to visit

the old town of Padang. Meanwhile, weaknesses are things that can weaken tourists' motivation to visit.

Opportunities in external factors are things that support and increase tourists' motivation to visit the old town of Padang. Meanwhile, threats are things that can threaten tourists' motivation to return to Padang.

Table 3 Strategies for Internal and External Factors that Motivate Tourists to Visit the Old Town of Padang

Strategi SO	Strategi WO
i. Preserve the natural atmosphere surrounding the old town of Padang, which is close to the legendary Batang Arau harbor, Muaro Beach, and the exotic Mount Padang. ii. The Padang Municipal Government must preserve Dutch colonial heritage, namely European-style buildings along Batang Arau, Pasar Tua, and Tanah Kongsí – Kampung Pondok. iii. Maintain the community's attitude towards tourists so that they feel comfortable and safe while enjoying their activities. iv. Preserve the Siti Nurbaya festival as part of the icon of the old city of Padang.	i. Improve tourism management based on the old town. ii. The Padang Municipal Government must immediately rehabilitate old buildings damaged by the earthquake on September 30, 2009. iii. Improve the ability of tourism operators in waste management. iv. Raise awareness to adjust the price standards offered to tourists. v. Improve services for sea transportation, which connects to islands outside the city of Padang.
Strategy ST	Strategy SW
i. Preserve the natural atmosphere surrounding the old town of Padang, which is close to the legendary Batang Arau harbor, Muaro Beach, and the exotic Mount Padang. ii. Preserve and maintain Dutch colonial heritage, in the form of European-style buildings along Batang Arau, Pasar Tua, and Tanah Kongsí – Kampung Pondok. iii. Continue to promote tourism through websites, brochures, and other means.	i. Enhance the potential of managing old town tourism, and promote it outside the region and abroad.

Source: Processed from questionnaire data for the year 2023

The first strategy focuses on maintaining the natural and cultural assets that make Padang's Old Town distinctive. The area's rich cultural diversity, ranging from Minangkabau to Chinese, Indian, and Nias heritage, must be safeguarded as a key attraction for both domestic and international visitors. Preserving community acceptance and ensuring that tourism-related prices remain affordable and aligned with standard market values are also crucial. When tourists perceive fair value and are able to immerse themselves in authentic cultural experiences, the likelihood of repeat visits increases, thereby reinforcing Padang's position as a sustainable heritage tourism destination.

Second, governance and management improvements are urgently needed to strengthen tourist services. Training programs for tourism operators and managers can ensure that services meet international standards and cater to the evolving expectations of visitors. Good governance also requires transparent coordination

between government agencies, local communities, and private stakeholders to ensure that tourism is managed inclusively. Alongside this, the conservation of Dutch colonial heritage buildings should be prioritized through sustainable tourism principles, incorporating environmental awareness and strong community participation. This will not only maintain the authenticity of the built heritage but also foster local ownership in tourism development.

Third, infrastructure and supporting facilities in the Old Town must be enhanced to create a more comfortable and satisfying visitor experience. This includes improving the availability and quality of accommodations, restaurants, souvenir shops, and clean water facilities, as well as investing in environmentally friendly waste management systems. At the same time, cultural events such as the Siti Nurbaya Festival, which in 2022 successfully attracted over one million visitors, should be further developed and promoted. By strengthening both physical facilities and cultural attractions, Padang can provide a holistic tourism experience that appeals to a wide range of visitor motivations.

Finally, strengthening connectivity and knowledge development is essential for long-term growth. Land, sea, and air transportation facilities need to be upgraded to improve access to Padang's Old Town and facilitate tourist flows. Promotional activities should also be extended to tourists' countries of origin through digital marketing, international collaborations, and cultural diplomacy. Equally important is the need for continuous academic and professional studies on historical tourism, which can provide evidence-based recommendations for policymakers. Collaboration between scholars, practitioners, and tourism observers—both locally and nationally, will ensure that development strategies remain adaptive, innovative, and aligned with global trends in heritage tourism.

CONCLUSION

The results of testing the relationship between tourist motivation and the old town of Padang prove that the internal and external factors that encourage tourists to visit the old town of Padang cannot be separated from their motivation to enjoy the Dutch colonial heritage. Domestic and foreign tourists who come to Padang's old town are motivated to visit new places; to learn and experience new things, socialize; enrich their intellectuality; and visit family and friends.

The attractions of Padang's old town include the beauty of the West Sumatra coast in the city of Padang; old Dutch colonial heritage buildings; the acculturation of Minang, Chinese, Indian, and Nias cultures; the availability of representative accommodation; the availability of Minang cuisine; and public facilities.

Efforts that can be made to respond to the factors that attract tourists back to the old city of Padang include swift action by the Padang City Government to immediately revitalize old buildings that have been ravaged by age and the adverse effects of earthquakes, improve the management of historical tourism, and so on.

Efforts to address current weaknesses include training all components involved in tourism management in the old city, starting with administrative skills, databases, and the internet, as well as offering tour packages to foreign and domestic tourists.

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