

Does the Context of MSPDM Analysis Relevant in Rural Tourism?: Case Study of Pentingsari, Nglanggeran, and Penglipuran

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Abstract: This study aims to proof of the presence of variables in Marketing, Sustainability, Participation and Disaster Mitigation (MSPDM) based on research conducted in three tourist destination villages namely Nglanggeran in Gunung Kidul Regency, Pentingsari in Sleman Regency (both of them are located in Yogyakarta Special Province), and Penglipuran in Bangli District, Bali Province, Indonesia. MSPDM analysis is a new method as an alternative to SWOT analysis in community-based tourism planning and needs to be assessed before it becomes commonly understandable method. The methods in the MSPDM analysis quantitatively measure the variables of Marketing, Sustainability, Participation, and Disaster Mitigation from several locations. The searching for these variables is carried out on tourist attractions, existing facilities and infrastructure, and tourism potential that can be displayed in the development area.

1 INTRODUCTION

MSPDM analysis is the analysis used as alternative for the SWOT analysis in facilitating decision making on tourism development (Purbadi, 2016). MSPDM analysis focuses on calculating elements of Marketability (M), Sustainability (S), Participation (P) and Disaster Mitigation (DM) (Priatmoko, 2018a). This analysis aims to avoid elements of bias on SWOT. SWOT depends on subjective views, avoids quantification, and lacks predictive capabilities (Ayub et al., 2013). This research was conducted to prove that the elements of MSPDM are indeed real and become a concern for tourism managers who are considered good. The first step to ensuring the relevance of MSPDM analysis is to see the existence of the MSPDM aspects in several community-based tourism (CBT) locations. The selected tourist locations are community-based destinations sites that are considered good by competent tourism institutions. These locations are Nglanggeran tourism village in Gunung Kidul and Pentingsari Tourism Village in Sleman, Yogyakarta which received the 2017 CBT Award by the Indonesian Ministry of Tourism (of Tourism, 2017). The third location is Penglipuran village in Bali, which was awarded the cleanest village in the world in 2016 (of Tourism, 2017). However, data from the third location will only be conducted by literature studies and online sources. At

beginning, the MSPDM analysis specifically designed as an initial measurement instrument to determine the initial conditions of the development area. MSPDM is also used for long-term development strategies and monitoring and evaluation of the implementation of its development (Purbadi, 2016) (Priatmoko, 2019).

2 STUDY LOCATIONS

2.1 Pentingsari Village

Pentingsari hamlet located 22.5 km north of Yogyakarta city, Indonesia at about 700 meters above the sea level, at the sloop of Mt. Merapi, one of the most active volcano on the planet. Pentingsari officially became a tourist village on April 15, 2008 based on the Sleman Regency Tourism Office's declaration. The community start activities as a rural tourism destination since May 15, 2008. Pentingsari tourism village can be referred as a tourist destination because there are components of accommodation and activities associated with tourism activities. It brings themes of agriculture life style, fresh nature, culture, and friendly environment. Villagers still use conventional tools from particular surrounding nature, which should be very fascinating for those who are looking for a recognition to the indigenous people of early

(of Tourism, 2016). The village offers a deeper insight about local wisdom that's solidly rooted within the people. Known as Dewi Peri, Pentingsari Tourism Village assessed as one of the best tourist village destination in the Province of Yogyakarta Special Region. Until now, Pentingsari is still active as a tourist village and receives visitors.

2.2 Nglanggeran Village

Nglanggeran Village is located at Patuk District, Gunungkidul Regency, D.I.Yogyakarta, Indonesia. The village starts their activities since 12th Mei 1999. Their mascot and central attraction is Mount Api Purba. Mt. Api Purba Nglanggeran is also recognized by UNESCO as one of Mt. Sewu's Global Geopark sites. Nglanggeran's uniqueness also comes with an astonishing a 48-hectare mountain natural panorama from Mt. Api Purba, or 'ancient volcano' (of Tourism, 2016). The main tourism attractions in Nglanggeran are ancient volcanic, pond and rural natural scenery with numerous cocoa farms, rice field terraces and forests, flora – fauna such as rare plants, medicinal plants and rare animals (ASEAN, 2018).

2.3 Penglipuran Village

Penglipuran is located in Bangli Regency, Bali Province, Indonesia. Being one of the threecleanest in the whole planet, Penglipuran also one of the most placid, unpolluted, and peaceful area throughout the whole country (of Tourism, 2017). Penglipuran Traditional Village has strong concern to the environment, or eco-based tourism. This traditional village is located in Bangli Regency, with an area of approximately 112 ha (Sudiarta and Nurjaya, 2017). This traditional village is a village that still maintains beliefs and cultural Bali elements (Rizfa and Amos, 2016). The uniqueness and potential possessed by Penglipuran Village have been recognized and made a part as tourist attraction since 1993 (Sulistiyawati, 2014).

3 LITERATURE REVIEW

Applying SWOT for tourism place strategic planning could be a though assignment as there are many possible strategies derived from the assessment of environmental elements (Oreski, 2012). Involving community members to make informed decisions about tourism development is important and become useable, relevant and understandable (Deuchar, 2012). SWOT and other modification of SWOT also need experts from related organizations to make an offering

strategies for development area (Arsić et al., 2017). Because of these facts, MSPDM analysis offers some easier tools for rural destinations' stake holders.

MSPDM Analysis is establishing and choosing the attractions that already exist and the potential attractions as contents that will be examined and disclosed quantively (Priatmoko, 2018b). Content analysis is the beginning action to specify the aspect and elements of Marketibility, Sustainability, Participation and Disaster Mitigation (MSPDM). Content analysis is a research procedure which permits the qualitative data collected in research to be examined systematically and reliably so that generalizations can be made from them in connection to the classification of topic to the researcher (Duran, 2013). The use of scores based on the presence level of the MSPDM indicators will also facilitate easily for stakeholders to establish of the basis planning area (Priatmoko, 2018b). Rural tourism links tourism products, regions of rural recreation activities, based on the rural situations and can be consolidated with the elements of cultural and live tourism (Pakurar et al., 2008). In Indonesia, mostly rural tourism activities formed as community-based tourism (CBT). Russel in Rindrasih stated CBT needs three aspects: (1) local community support and participation; (2) community living at or near the destination advantage from the tourism activities; and (3) local community's cultural recognition and natural surroundings are well-preserved throughout the tourism activity (Rindrasih, 2018).

The community provide the visitor's need. The visitors who stay in the homestay usually ask to follow daily activities conducted by villagers (Pramanik et al., 2019). Pentingsari, Nglanggeran, and Penglipuran villages are considered as rural tourism destinations (Vitasurya, 2016)(Jemadu et al., 2016)(Priatmoko, 2017)(Rindrasih, 2018). From the tourism activities, poeple got some benefits. The society advantages may be distributed in cash money or more frequently as investments in local community assets (Goodwin et al., 2009). On the other hand, involving community members to make informed decisions about tourism development is important and become useable, relevant and understandable (Deuchar, 2012). The activities objectives conducted by people in rural area in modern nowadays need to care about Marketibility, Sustainability, Participation and Disaster Mitigation (MSPDM), because aside from being part of the daily activities of rural communities, tourist villages also become business products that are sold to tourists ((Priatmoko, 2018a). For this reason, a balance is needed for the perpetrators, namely the village community and modern strategies as a business activity. That things related to product problems

and marketing are the main concern of these activities (Priatmoko, 2019). Sustainability aspects are also the main thing from tourism village activities (Okech et al., 2015). Thus, in context of tourism industry the natural environment, culture, and also in the business aspect should be sustain and preserve (Zhu et al., 2017). Another interesting fact is tourism activities become a business activities that are considered as common business and involve many local communities (Manaf et al., 2018). The trend of Community Based Tourism (CBT / Community Base Tourism) and its participation appeared in various regulatory treasures ranging from UNWTO to the level of local regulations even at the smallest level of community groups (of Tourism, 2011). The absence of an element of community participation will immediately be a differentiator whether tourism activities in such a place are considered to be a CBT or just an ordinary private business (Gunawijaya et al., 2019). Another important issue is the problem of disaster mitigation in the tourist area (Priatmoko, 2018b). A related analysis is needed so tourism activities can be more mitigated from the start to reduce greater risks for tourists and local managers (Susmayadi et al., 2014). Awareness of the importance of disaster mitigation is needed in the community of the villages (McNamara and Des Combes, 2015). It can be said that the elements of Marketing, Sustainability, Participation and Disaster Mitigation are basically the necessary tools for managing a tourism village (Priatmoko, 2018a).

4 METHODOLOGY

The research method that researchers use in this research is descriptive qualitative research methods. With this method researchers will make a systematic description or picture of how the role, enabling factors of tourism, and management of rural tourism in Mt. Merapi area based on the facts. Researchers chose to assess the presence of MSPDM focusing in Pentingsari, Nglanggeran and Penglipuran village as the three best of rural tourism destinations in Indonesia (ASEAN, 2018)(of Tourism, 2019). Data is obtained through field observations, interviews, source searches, online news, and literature studies.

The researchers interviewed the tourist village manager, and the people who were appointed as coordinators of the providers of destination elements included attractions, accommodation, and community leaders involved in village tourism activities. The understanding of respondents (from Pentingsari and Nglanggeran villages) on the topics asked by researchers was also relatively similar because they

routinely coordinated in FORKOM Desa Wisata (the organization of the Tourism Village Communication Forum).

For the location of Penglipuran village which only relies on literature studies and online information sources (news, social media feeds, and youtube contents), researchers also interviewed tour guides from Yogyakarta who often visited and accompanied guests to Penglipuran village. The data then collected in a table to see in general the existence of MSPDM aspects.

5 RESULTS AND DISCUSSIONS

From the aspects of marketing, Pentingsari, Nglanggeran, and Penglipuran market determination target is a group of students, cultural enthusiasts and free individual traveller (FIT). From the aspect of product, the villages consider uniqueness and originality of the local village which is considered as tourist attractions. Prices have been set firmly and the distribution of fees for third parties who bring business also be given. In the case of the distribution of tourism products is always available and spread to various parties who are considered as potential markets. Promotions on a range of tourism products also use a variety of offline and online platforms even though there are differences in the stage of skill to use it.

In sustainability aspects, all of three villages pay attention to the carrying capacity of each tourism product by determining the maximum visitor of each service, place and attraction. Waste management is also carried out independently or in collaboration with other parties. Activity in environmental preservation is considered important because the natural atmosphere is also part of the attractions in these villages. They also made various efforts to make tourist visits continue as repeated business. In the village, there is also a division of tasks that encourages business development for each actor and community group. These actions are conducted through POKDARWIS (local community tourism group enthusiast) and traditional background villager groups. In the Participatory aspect, the three villages pay attention to the following matters: 1. Mastery local resources in the form of various property and intellectual property assets 2. Local accountability in the form of routine meetings to report and evaluate activities that have been done as well as the results 3. local variety with forms that match the uniqueness of each village.

In the aspect of disaster mitigation, Disaster Management, two types of disasters are grouped, namely: 1. Natural disasters in terms of the condition and

history of regional disasters to be developed, for example, earthquakes and/or tsunamis have occurred. 2. Non-natural disasters especially for handling risks that may arise for tourism products in the region. Especially for Pentingsari tourism village which is under the foot of active volcano, the government regularly disseminates information to remind the community about the risk and the actions to be taken in an emergency (Rindrasih, 2018). In Nglanggeran, enforcement efforts were carried out with the addition of embankment in some areas with sloping landscapes to prevent landslide hazards (Hermawan, 2017). In Penglipuran, the distribution of zones of spatial is carried out, place for all villages and space for houses owned are defined by residents to facilitate management and mitigation (Priyoga and Sudarwani, 2018). The details of the MSPDM aspects of the three villages above can be illustrated in the following table:

Table 1: Aspect and activities in rural destinations(Source: researcher analysis)

Village Aspects	Penting sari	Nglanggeran	Penglipuran
Marketability	-Group visitors -Firmly pricing and various attractions packages -Use of social media - Collaboration with other business body	-Group visitors -Firmly pricing and various attractions packages -Use of social media - Collaboration with other business body	-F.I.T, family and small group visitor (Asteya and Pamungkas, 2017) -Firmly pricing and various attractions packages -Collaboration with other business body -The use of offline media is more dominant (Asteya and Pamungkas, 2017)

Sustainability	-Tree planting program -Waste management Independent clean water treatment - Cooperate with state-owned companies and large companies for long-term MOUs bussines	- Cooperate with state-owned companies and large companies for long-term MOUs bussines - Chocolate planting program -Waste management Independent clean water treatment	-Waste management and preservation of bamboo forests (Muliawan, 2018) - Customary rules that become agreements (Andayani et al., 2017) - Restricted access for large vehicles in certain areas - Customary rules Regarding Architectural design (Rizfa and Amos, 2016)
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Participatory	<ul style="list-style-type: none"> -Using products from local agriculture farmer -Local architectural Design (Joglo style) -Workers from local residents -decoration made from young coconut leaf 	<ul style="list-style-type: none"> - Chocolate ingredient products from local farmer -Local architectural Design -Workers from local residents 	<ul style="list-style-type: none"> -Specific culinary products and local recipes (lolah cem-cem)
		<ul style="list-style-type: none"> -specific visitor activities (rock climbing and home made chocolate show) 	<ul style="list-style-type: none"> -Local architectural design and spatial patterns (Priyoga and Sudarwani, 2018)
Disaster Mitigation	<ul style="list-style-type: none"> -Volcano eruption evacuation warning & routes -Hygienic standards for toilets 	<ul style="list-style-type: none"> - Hygienic standards for food products -Build landslide retaining embankment - Evacuation route 	<ul style="list-style-type: none"> - Determining zones according to area functions (Rizfa and Amos, 2016) -Provide health clinics (Andayani et al., 2017)

From the table above it appears that the elements of MSPDM always appear in the locations of advanced tourist villages. This shows that the attention of the local community to the aspects of MSPDM has brought progress to the activities of tourism villages. The local people's attention and actions are very planned and measurable and can be seen in these aspects. In the marketing aspect, they do things based on the marketing mix theory. Product, price, place, promotion, people, process, and physical evidence are relatively considered and packaged in tourism business standards. In sustainability aspects, the elements carrying capacity of tourism products, waste treatment, conservation of the environment, the continuity of tourist visits, and business development actors and local related groups appear from their concern in maintaining the environment and business sustainability of their villages. They even want to use the hygiene standards for existing facilities. The local communities also conducted long-term business relationship by making of the MOU. In the Participatory aspect, there are elements of the main role by local communities, responsible for local accountability, focus in local variety manifested in the use of resources and various forms of architecture, performances, and typical foods. For the Disaster Mitigation aspect they focus on natural disasters (e.g.:volcano eruption, landslide), and non-natural disasters. They pay attention to food safety, health and safety standards also provide evacuation routes.

6 CONCLUSIONS

Tourism villages who get the best predicate as rural destination pay attention to the MSPDM aspects even though in the form of different activities according to the characteristics of the village. The use of MSPDM analysis is easily seen by its existence and can reduce subjectivity in assessing a development plan as well as evaluating the current period of a development program. It will guide to objectively, measurably, and consistently assesment. Furthermore, the regional development program will be determined based on the analysis of the initial. The conditions of the MSPDM value also can be expected to be measurable and easily evaluated. The present research was limited to three cases studies; therefore, further research should be conducted to establish a complete understanding of MSPDM in another form of rural tourism activity.

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