

Program for Disaster Risk Reduction Through the Tourism Village

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Program for Disaster Risk Reduction Through the Tourism Village

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Abstract: Pentingsari tourism village as a pioneer of natural tourism sector in DIY has a high level of vulnerability to disasters, especially natural disasters. There needs to be a joint program between the government, institutions and the community where tourism village managers are provided with facilities to carry out the disaster risk reduction activities. Integration of disaster risk reduction programs through tourist villages will be the right combination considering both have the same goal of improving the quality of life of the community. Social capital is one of the strategies in the effort of sustainable development. Investment in social capital is given by each party both in the form of time, effort, mind, and the other things that can help the social ties and cooperation become the capital to achieve group goals. Disaster risk reduction programs through tourism villages are community development programs carried out through local agents with empowered communities as their final destination.

1 INTRODUCTION

1.1 Background

Tourism is one sector that has a large share in the progress of the Province of DIY. The DIY tourism sector, which is largely based on natural tourism such as coastal and mountainous areas, makes this sector vulnerable to disaster threats. Law No. 24 year 2007 defines disaster as an event or series of events that threaten and disrupt people's lives and livelihoods caused by natural, non-natural and human factors, causing loss of life, environmental damage, property loss, and psychological impact.

According to the data from the DIY Regional Disaster Management Agency in 2013, there were 12 kinds of disaster threats that could occur at any time in DIY. In fact, according to Ritchie (2009) the increase in disaster and crisis figures has a large influence on the tourism industry. The higher frequency of disasters that occur and cannot be handled properly in a tourist area will clearly affect the number of tourists visiting. This will clearly affect the disruption of the development of the

tourism sector and the stability of the flow of tourists in the region.

The Indonesian government has various instruments to deal with disasters such as BNPB and BASARNAS, the Ministry of Health, the Ministry of Social Affairs, TNI and POLRI, as well as community-based organizations namely PMI. These are all humanitarian social capital owned by the Indonesian people. Social capital includes institutions, patterns of relationships, attitudes and values in a society that regulate interactions between people which affect the function and socio-economic development of society. Francis Fukuyama (2001) stated that "There is a presumably a period in human history in formal law and scarcely existed, and that social capital was the only means of achieving coordinated action." The tourism sector is one of the strategic sectors that can be used as an alternative in the Disaster Risk reduction program, given its nature that is able to improve the quality of life of the community as one of the objectives of disaster risk reduction according to BPBD DIY.

Tourism Village is a program from the government. The government provides opportunities for people to participate in the tourism sector because tourism can provide welfare for its people.

The pioneers of tourism villages which are increasingly in number in DIY Province are the Pentingsari Tourism Village which has been pioneered since 2008. The tourism village located in Pentingsari Hamlet, which is divided into 2 RWs and 4 RTs with total population of 399 people, is in the category of second level disaster-prone area of Mount Merapi (BPPTKG, 2014). This tourism village develops the concept of sustainable tourism as the basis for the development and development of its 22 grams. The tourist village, which is located 12.5 km from the peak of Mount Merapi, was recorded between 2008-2016 and managed to attract domestic tourists as many as 167,457 people and foreign tourists as many as 1,664 people.

Pentingsari tourism village is formed as a result of the community deliberation itself which aims to improve the standard of living and economic level of the village community through tourism activities based on nature, culture, agriculture, and environmental conservation. Emile Durkheim (1893), the founder of nineteenth-century sociology, was particularly interested in how the social bonds between people became nodes that united the broader fabric of society. Social capital is summed up simply by the World Bank as "the norms and networks that enable people to act collectively" (Woolcock; Narayan, 1999). Whatever the definition, the value or spirit that animates social capital are trust, goodwill, reciprocity, solidarity, and civic engagement. The goals, expectations or externalities that are expected to be obtained from social capital can be in the form of economic benefits or improvements, safety and security, the environment, justice, good governance, gender emancipation, comfort, and various other humanitarian demands.

Regarding the area that is included in the volcano-prone disaster area, tourism village managers have made several disaster risk reduction efforts for surrounding communities such as installing evacuation signs when disasters occur, actively participating in disaster forums, and inviting government and private institutions to hold Disaster education programs for both tourism village visitors and the surrounding community. James Coleman (1990) mentioned the vertical component of social capital, namely aspects of social structures that encourage the actions of actors – both individuals and communities within the structure. The lack of involvement of managers and the knowledge they have regarding disaster risk reduction programs have caused disaster education activities not to be consistent and only incidental. Even though natural disasters can occur at any time without being able to be foreseen and it will obviously threaten the safety of the Pentingsari Tourism Village managers and the surrounding community. Therefore, a program is needed, especially one that can facilitate tourism

village managers in obtaining and adding insight into disaster risk reduction programs.

1.2 Focus on Problems

Problems that will be the focus of the discussion and will be tried to be given an alternative solution is related to the need for a program to increase the knowledge of tourism village managers regarding disaster risk reduction activities.

2 METHODS

2.1 Research Design

This research is a social action research with qualitative approach. Through the method of social action research, this method tried to do an action on the village tour manager. The action was conducted in a planned, purposive and systematic way to improve the ability of village tourism managers and the surrounding community about disaster risk reduction based on tourism village.

2.2 Subject and Place of Research

This research was conducted in the tourist village of Pentingsari, Cangkringan, Sleman, Yogyakarta. While the target of the empowerment program was all managers of the Pentingsari Tourism Village.

2.3 Data, Instruments, and Data Collection Techniques

Instruments in this study were the researchers themselves who assisted by using simple guidelines to collect the data in accordance with the problem to be studied. To obtain the required data in research, the researcher used data collection techniques in the form of observation, interview and documentation. Observation used in this research was participant observation. Interviews referred to in this study were unstructured interviews. While the use of documentation techniques in this study were to complete the data that can't be obtained through interviews and observation.

2.4 Data Analysis Technique

Data analysis technique used in this research was qualitative analysis technique. Activity in data analysis, data reduction, data display, and data conclusion drawing verification.

2.5 Action Success Criteria

The success criteria of action in this research were: Indicator of success in community empowerment program is seen if the following conditions occur, namely (1) establishment of effective community empowerment model by utilizing local potency in Pentingsari Tourism Village; (2) village Tourism Manager in Pentingsari has the capacity to socialize DRR activities; (3) village Tourism Manager Pentingsari actively socialize DRR activities on surrounding communities; (4) the community around Pentingsari Tourism Village becomes a community who is ready for disaster; and (5) the formation of a disaster resilient community is at the RT / RW level in Dusun Pentingsari.

3 RESULTS AND DISCUSSIONS

Pentingsari tourism village as a pioneer of the natural tourism sector in DIY has a high level of vulnerability to disasters, especially natural disasters. Aware of its position which is very susceptible to natural disasters, tourism village managers have tried to react wisely. Installation of evacuation signs is one of the efforts they have taken to deal with critical situations when natural disasters can occur at any time. However, the managers' lack of knowledge and insight about the disaster risk reduction programs must be taken seriously. There needs to be a joint program, where village tourism managers are provided with facilities to carry out disaster risk reduction activities.

Disaster risk reduction programs through tourism villages are a community development programs carried out through local agents with empowered communities as their final destination. According to Ife (1995) the core idea of community development is that change from below and respecting local capacity will be much more effectively implemented because basically empowering is not like colonialism. Furthermore, according to McCowan (1996) local processes will be better understood and accepted by community members. Using local agents means involving community members to actively participate in helping themselves and members of the surrounding community. A community development process can be said to use the principle of empowerment when displaying 5 characteristics, namely: locally based, partnership, based on improving welfare, holistic, and sustainable (Latama, 2002).

The empowerment strategy used in this program was focused on community education through an awareness raising process. According to Ife (1995) there are 3 strategies that can be applied in the community development process, namely (1) through planning and policy; (2) through social and

political action; and (3) through increasing public awareness and education. Furthermore, according to Phillip Clark (1977) the main components in public education related to community empowerment include the use of resources, collaboration between institutions, involving community members, and lifelong learning experience.

The implementation of the community empowerment program described above will be carried out with the stages of adult implementation according to Knowles (1984), namely:

3.1 Planning

This stage begins with preparations related to program planning such as identification of local needs and potential owned by the community, as well as coordination with stakeholders. The next stage is program planning. Program planning is based on the results of the identification of needs that have been prepared based on the priority of the urgency of the settlement in advance in the previous stage. The composition of the identification of needs is then formulated an alternative solution to the problem by utilizing all the potential possessed by the community itself.

3.2 Implementation

This stage starts with awareness activities through a dialogue method between experts (resource persons) and Pentingsari Tourism Village managers. The dialogue that is built will focus on building awareness of the managers about the existing problems and are happening around their environment. Construction between the real conditions that occur and the ideal conditions in this process will build an awareness of the managers. This awakened awareness is then used to carry out the next learning stage, namely Training of Trainers (TOT). TOT is used as a method in empowering Pentingsari Tourism Village managers to remember their characteristics as adults who will actively participate in disseminating disaster risk reduction activities to the surrounding community. The next step is community empowerment around the Pentingsari Tourism Village. The method used in the empowerment process in the community education is the experiential learning, considering that the method highly respects local potentials and will be suitable to be applied with diverse community goals.

3.3 Evaluation

The evaluation that is applied in this program is the principle of personal evaluation (self-evaluation). This principle is considered suitable considering the characteristics of the program which are compiled based on the aspirations and participation of the

target community itself. Therefore, evaluation methods used open dialogue techniques, critical reflection and semi-structured interviews. Observation techniques and questionnaires are also be carried out as part of the expert's assessment of the effectiveness of the program in empowering the community.

3.4 Follow-up

The follow-up of this program is in the form of mentoring, strengthening and the formation of disaster resilient communities that can be used as a role models for other communities or other tourism villages in an effort to empower communities to be ready to face disasters.

4 CONCLUSIONS

Social capital includes institutions, patterns of relationships, attitudes, and values in a society. In society there is an effective instrument for developing social capital, namely education. The education process does not only occur in the transfer of knowledge or information exchange but also in the process of learning about values, norms, culture, or attitudes that can eventually form social capital. Education, training and information sharing that adhere to the local context and order in an area can also be a reinforcement in mobilizing community social capital, for example to be prepared to face disasters. Disaster risk reduction programs through tourist villages are able to provide knowledge and capacity building for managers and communities around the Pentingsari tourism village. The addition of the capacity of tourism village managers in disaster risk reduction programs will make them as actors who play an active role in disseminating

disaster risk reduction programs to communities around tourism villages.

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