

Working Rural Eco Tourism Planning in Yogyakarta Using MSP+DM Analysis

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ARTICLE INFO

Received
15 December 2017
Accepted
13 March 2018
Available online
30 March 2018

ABSTRACT

Ecotourism planning requires a systematic simple tool. This is because generally the actors of ecotourism in the region of Yogyakarta is a rural community activist which need a simple tools. Ecotourism activities are often associated with village tourism activities managed by the local community as community based tourism (CBT). Using MSP + DM analysis helps facilitate the planning and development of ecotourism for all stakeholders.

Keywords: ecotourism, planning, rural, CBT, MSP+DM

Introduction

Background

Ecotourism has become an important part in rural tourism activities in Yogyakarta. Most of the tourist villages make activities in the natural landscape as part of the attraction. Euphoria occurs in the community in response to the massive of tourism activities and the potential of nature that is considered to be developed as a tourist destination. Encouraging the massive use of eco-tourism issues become important. The countryside in the special region of Yogyakarta generally has a unique natural condition. Starting from the mountains, hills, plains, and coastal areas. In general, these different natural conditions become part of comparative advantage when compared to other areas and also for prospective visitors from other regions. Utilization of nature for this tourism aspects still largely managed and initiated by the local community. Starting from the determination, design, and operational activities of eco tourism usually done by the community and sometimes by local government. The role of government is to facilitate infrastructure and also to withdraw retribution or other schemes.

Rural in the suburbs of Yogyakarta often combine cultural activities and activities in the wild as attractions to attract tourists. The emergence of social media often feature landscapes or activities in the open space activities encourages community groups in villages to explore the potential of nature in the region to be sold as a tourist destination. Tourism stakeholder initiatives in developing tourist spots generally use trial and error systems, follow other areas that are considered successful, or use SWOT analysis. SWOT analysis result generate different management strategies among village stakeholders. The diferent of scientific background level and understanding about the uniqueness of tourism businesses among stakeholders also influences how the strategy of managing the eco-tourism assets. In such cases will be found some villages that are considered successful in selling eco-tourism activities but elsewhere there are areas that are considered failed to bring visitors. Not only the number of tourist visits is sometimes become a question for the stakeholders. The issue of sustainability has also been an issue that poses challenges to ecotourism activities initiated by the community. In addition, the local community's participation in ecotourism business activities in his village is also raising question for some

other residents. Profit sharing and transparency are still a big issues that few villagers dare to ask or even to know how to measure an activity that is considered participatory for all villagers. Another thing that is important in Yogyakarta is the low awareness of citizens and stakeholders that eco tourism business should also pay attention to disaster mitigation. In general the villagers life style has not considered disaster mitigation as one of the important variables of an ecotourism activity. The conditions of such problems require a solution in the form of a relatively easy to use, comprehensive, and consistent tool to design of an eco-tourism area. One such analytical tool is the analysis of MSP+DM, which measures the aspects of Marketing (Marketability), Sustainability, Participatory, and Disaster Mitigation Management.

Research Objectives

Based on the explanation of the problems above, this paper will discuss about the MSP+DM analysis as an analysis tool to determine, designing processes, and setting goals of ecotourism business in Yogyakarta. This study focuses on eco-tourism activities conducted by rural communities as community-based tourism (CBT). Ecotourism activities are viewed as a community-based tourism activity. Different conditions of understanding on society about ecotourism business require a simple guide to the direction of planning and development. This should be really useful and well targeted. The MSP + DM analysis will be tested whether it is truly appropriate as one of the tools to develop an ecotourism area. Objectives of the research are:

- a. to review the variables of ecotourism activities based on community through literature study
- b. to learn the condition of eco tourism activities in Yogyakarta
- c. to examines the variables of ecotourism activity on the MSP + DM analysis tool

Literature Review

Geographically, the Special Province of Yogyakarta has a land area of 318.58 hectares and 2169.6 km² ocean (12 miles ocean) (BAPPEDA, 2009). These areas of

land use is in the form of various forms. Various forms and utilization of this land that will be one factor to be used as ecotourism. The great number of land in Yogyakarta is forest area followed by rice field and settlement. Utilization of forests and rice fields for ecotourism activities in Yogyakarta is generally done by rural community groups. Such community groups are commonly affiliated in tourism village entities. Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well being of local people (Wood, 2002). The UNWTO's definition, ecotourism refers to forms of tourism which have the following characteristics, such as (i) All nature-based forms of tourism, observation and appreciation is the main motivation, (ii) The tourism activities contains educational and interpretation features. It is generally, but not exclusively organised by specialised tour operators for small groups, (iii) The bussiness organizations tend to be small and owned by local people, (iv) Tend to minimizes negative impacts upon the natural and socio-cultural environment, and (v) It supports ecotourism attractions natural areas by: Generating economic benefits for local communities, organisations and stakeholders managing natural areas with conservation purposes; Providing alternative employment and income ads for local communities; Increasing awareness towards the conservation of natural and cultural assets, both among locals people and visitors.

The consequences of natural-based utilization and responsible utilization require serious attention prior to development as a tourist area. Ecotourism usually using protected areas that strives to be low impact and (often) small scale (Sayyed, 2013). But in its development process, ecotourism, nature, heritage, cultural, and soft adventure (e.g.: fish catching, bird watching, and milking) tourism are taking the lead and are predicted to grow rapidly over the next two decades. It is estimated that global spending on ecotourism is increasing about six times the industry-wide rate of growth (UNEP, 2011). For the protection of natural assets and side effects and the utilization of eco-tourism activities need to be carefully taken into account. As an activity that has a business purpose, ecotourism is related to marketing activities.

The marketing aspects involved in ecotourism activities by Priatmoko (Ayub *et al.*, 2013) are: (i) Determination of the tourism market. (ii) Products that uniqueness and originality typical of the local area which is regarded as a tourist attraction, (iii) Price is an obtained agreement on the profit margin, and its distribution among tourism businesses, (iv) Distribution is the stability of the availability of various tourism products and can be accessed by consumers/travelers, and (v) Promotion in term of communication dissemination of information on the local tourism product range.

Ecotourism is a special interest activity tourism. Every area will have special uniqueness and originality, the prices are also setting up differently with another mass tourism bussines. The role of marketing strategy is needed for various purposes i.e. gaining competitive advantage, counteracting markets' insurgencies, and identifying market potentials (Ayub *et al.*, 2013). Strategy of marketing also need differentiated approach: Provides marketing mix in a different way than competitive destinations Oreski (2012). This will be definetely including kind of product, price, place, promotion, people/market. Marketing efforts can be focused by developing the most effective message for the segment targeted. In Yogyakarta ecoturism activities the example is bird watching for animal lover or fish catching for river activities lover. Furthermore communicating the message through the most effective communication channel for the segment is also important (Dolnicar, 2008), i.e., using Instagram or other social media platform for student visitors). There is no doubt that communication through social media will affect visits to destinations (Priatmoko, 2017b).

Analysis MSP + DM requires sustainability variables to be assessed. The aspects of sustainibility include the concern of (i) carrying capacity of tourism products, (ii) waste treatment , (iii) preservation of the environment, (iv) the continuity of tourist visit, and (v) business development actors and local related groups (Priatmoko, 2017a). Ecotourism is a sub-component of the field of sustainable tourism. Sustainable meanings are also not limited to the sustainability of

nature but also include in the face of changing economic, social and cultural patterns and widespread rural restructuring (Dashper, 2015). Sustainable issue in tourism not only the expectations of tourists regarding responsible natural- resource management (demand), but also the needs of communities that support or are affected by tourism projects (in this case is ecourism project) and the environment (supply) (UNEP, 2011). From the sustainable concept it shows that the sustainability of the continuity of visit and business development must be considered. In the development of ecotourism area the role of local community participation is became important. Promoting sustainable value chains within local communities need to be done. The need is to ensure a consistent quality and creativity, fostering local training and educational opportunities in creative and cultural industries; and encouraging public and private investment to sustain local creative industries among local people (UNWTO, 2016).

Participatory variabel also be assessed in MSP+DM analysis. Participatory values in MSP+DM regard to the following matters, (i) Main role by local communities , (ii) Responsible for local accountability, (iii) Focus in Local variety. Sustainable tourism development, in particular of local communities, need to be ensured to the wide participation (UNWTO, 2011). One of most definitions of ecotourism need to meets meaningful for community participation (Dorobantu and Nistoreanu, 2012). Public participation in tourism activity like ecotourism can take many forms, including organizing tourism advisory committees or boards (Spencer, 2010).

Generaly ecotourism management in Yogyakarta is conduct by villagers. Usualy their understanding of disaster mitigation is still not similar and standard. Safety still needs to be reinforced among the managers and stakeholders. UNWTO also promote and ensure the need global awareness to future hazards of any kind to improve regional and global efforts (UNWTO, 2011). Disaster consists of two kinds: natural disaster and non-natural disaster. Natural disaster is is an event or series of events that threaten and disrupt the lives and livelihoods caused by natural factors

(e.g.: earthquake, tsunami, volcanic eruption) that can lead to result in loss of material and life (BPS, 2017). For Yogyakarta community the understanding on disaster characteristic is a warranty of safety investment in the future (Susmayadi *et al.*, 2014). During 2015-2016 Yogyakarta had 12 life fatality, 11 injury, and 1 person missin. Using MSP+DM analysis disaster mitigation can be focused in: (i) natural disasters (e.g.: earth quake, volcano eruption, tsunami, storm), and (ii) non-natural disasters, especially for handling the risks that may arise for the products and or human error (Priatmoko, 2017a). A rational approach to aware lifting aspects of Disaster Mitigation can be key the development of a tourist area in the long term (Purbadi, 2016).

Methodology

MSP+DM approaches which is a measurement method based on the aspects of Marketing (Marketibility/M), Sustainability (S), Participatory (P), and Disaster Mitigation (DM) Management was used to analyse the data information in order to determine, design processes, and set the goals of ecotourism business in Yogyakarta. This study focuses on ecotourism activities which are viewed as community-based tourism (CBT) activity conducted by rural communities. Different conditions of understanding on society about ecotourism business require a simple guide to the direction of planning and development. The MSP + DM analysis will be tested whether it is truly appropriate as one of the tools to develop an ecotourism area.

MSP + DM was undertaken based on setting and selecting the attractions that already exist and the potential attractions as contents that will be analyzed and revealed in the future quantitatively. Because ecotourism is a product that contains aspects of marketibility, sustainability, participatory, and need emphasis in disaster mitigation using the parameters of MSP+DM analysis tools very compatible. The use of scores based on the presence level of the indicators will also facilitate easily for stakeholders to establish of the basis planning area. The rank of the Value Scale & Categories of a region's initial condition become embryo, pioneer, growing, and advance which will help stakeholders in

determining the steps of development as can be seen in Table 1.

Table 1. Values Scale & Categories

Scales	Categories
1.00 -1.99	Embryo
2.00 -2.99	Pioneer
3.00 -3.99	Growing
4.00 -5.00	Advance

Source: Priatmoko, 2017a

Results and Discussion

Results of the MSP+DM analysis can be seen in Table 2 which show that stakeholders can determine more advance target using bigger points in MSP+DM. The criteria for improving the condition of the area exist in the content of evaluation parameters of MSP+DM.

Table 2. Content of evaluation parameters of MSP + DM Scale

1. MARKETIBILITY						
PARAMETER	DETAIL	VALUES & INDICATORS				
		1 point	2 points	3 points	4 points	5 points
A. Product Packaging	the packaging of goods or services appearance	If there is no agreement for the packaging of various types of tourism products	If using standard for packaging several types of tourism products, but not for all its products yet	If using product standardization, however, for certain types of business only	If there are agreement and standardization of forms and all kinds of packaging of tourism products	If there are agreement and standardization of forms and all types of tourism products and thematic packaging continuity
B. Promotion Model	kind of various media promotions	if not using a promotional media	If using one type of promotional media	If using more than one media campaign	If using of various promotional model for all businessman has been	If using varieties of media promotions and take advantage of coordinated

					coordin ated	commu nicatio ns networ k
C. tourism information system	The combination of information technology and the activities of people who use the technology to support the activities of tourism	If not using the information system	If using one kind of information systems by local tourism players	If using a wide variety of information systems, but is driven by outsiders	If using various forms of travel information and only driven by local tourism players	If using various forms of information systems and driven independently by local tourism stakeholders and outside stakeholder
D. Distribution	products reaching and relationship	If the product reaching & relationship is still very local (one district and surrounding areas only)	If the product reaching & relationship levels is between districts	If the product reaching & relationship levels is other provinces in the island	If the product reaching & relationship levels is national	If the product reaching & relationship levels is international

2. SUSTAINABILITY						
PARAMETER	DETAIL	VALUES & INDICATORS				
		1 point	2 points	3 points	4 points	5 points
A. Physical development Thresholds	The extensive use of open land for physical development	If there is still no regulation of land use	If the existing arrangement of land use not obeyed	If the existing arrangements and restrictions on physical development began to be obeyed	If the existing land use regulation is obeyed and trendily expanded open space rather than physical development	If the existing land use regulation is obeyed and willingness revision for physical development
B. number of visitors threshold	Number of visitors to the various attractions of the carrying capacity according to the UNWTO standard	If there is still no path scenario and visitors only understand a particular point of attraction	If there is still no tread path scenario for the flow of visitors and the amount of build up only at certain points	If there is existing thread path for a variety of interest but there is no mechanism for distributing the number of visitors	If there is existing thread path for a variety of point of attraction and a mechanism for distributing the number of visitors	If existing thread path for a variety of point of attraction and the number of visitors dispersed as the carrying capacity of each object
C. natural resources Thresholds	Supply capability and durability of natural resources on the needs of tourists in	If there is still no regulation on the use of local natural resources	If there is already regulation on the use of local natural resources but have not	If the existing arrangements and restrictions on natural resources began to be obeyed	If the existing regulation on the use of natural resources tendency to renew the carrying capacity	If the existing regulation on the use of natural resources obeyed and willingness to contribute

	various tourism objects		obeyed		ty resources	but to the renewal function of resources
D. local communities' response	Reaction and action of local community on tourism activities in the region	If the majority of local people do not accept tourism activities in the area	If the majority of local people feel no need to engage the activities of tourism	If the majority of local people want to be involved in tourism activities	If communities have formed organizations to regulate the role of the tourism activity	When the organization formed by community tourism has been connected with various stakeholders
E. Tourist's Response	Reaction and action tourists who visit	If various attractions deserted and stalled	If visited by individual travelers but no tourist groups	If the group of tourists began to visit at least by family group	If already marketed by tourism businesses corporation	If start to be a list of must visit for tourists who come to Bantul
F. Government's response	Reaction and action of government in the development area	If there is no response from government in planning the region	If it listed in the regional development agenda	If it began to be included in local government development agenda and budget allocations	If it involves a wide range of stakeholders in the development of the region	If the provincial or national government making plans and budget allocations

3. PARTICIPATORY						
PARAMETER	DETAIL	VALUES & INDICATORS				
		1 point	2 points	3 points	4 points	5 points
A. local resources	The use of various resources and local materials insights	If local people do not want to use local materials	If local people using local resources as compulsion	If Local People want to use any local resources as a supplement	If the majority of local people using local resources	If the local people maximizing in using local resources and make it as a theme of tourism area
B. local accountability	The involvement of local communities for the management and development of organizations	If local people do not want to get involved in the activities of tourism	If local people want to be involved in tourism activities but do not want to form organizations	If there are tourism organizations but there is no activity	If tourism organization start become as a regulator of local community activities	If the organization has been associated with cross-sectoral stakeholders
C. local variety	The uniqueness of the various local tourism attraction	If there is not uniqueness of the area	If there is already uniqueness of the area but not been packaged yet	If some existing local uniqueness has been packaged for tourism products	If the local uniqueness has become the collective consciousness as tourism product	If the local uniqueness has become the collective consciousness and protected by legal instruments
D. The economy advantage for local people	Distribution of income received by the	If there is no economic benefit received	If there is already a small part of	If most of the travel needs can be supplied	If an existing business entity/ organization	If the business institution formed by local

	local community and direct business player	ved by local communities	community members receive economic benefits	ed by a variety of backgrounds of individuals in society	to distribute most profit for local people	people has associated with the majority of citizens and external parties
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Conclusion

MSP+DM analysis helps ecotourism stakeholder to develop the destination area because quantifications of the analysis process during planning and preopening process will help stakeholder and local community easier to understand what will they do. The planning target for stakeholders also can be seen in MSP+DM so the activities in the future can be determined easily.

4. DISASTER MITIGATION

PARAMETER	DETAIL	VALUES & INDICATORS				
		1 point	2 points	3 points	4 points	5 points
A. The earthquake and landslides	Anticipation of risk and recovery planning	If there are no anticipation and rescue plans from earthquakes and/or landslides	If there are anticipation and a rescue plan for earthquakes and landslides but has not been socialized	If there are anticipation plan, socialization and rescue training	If there are evacuation plan and a special team to handle the disaster by the local people	If there are a plan, SAR Team, and the post-disaster recovery area plan
B. non-natural disasters as effect of failed technology, pestilence	Anticipation of human error and standardize the safety and health	If there is no anticipation and standardization for minimum safety and health	If already have a standardization but has not been used as a reference	If safety & health standard is already becoming a reference for local tourism stakeholders and tourists	If there is international standardization of safety and health are obeyed	If there is sanctions/penalty for disobeyed health and safety standardization by local people and tourists

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Source: Inspect.id team, 2016

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