

CHAPTER I

INTRODUCTION

A. Research Background

The tourism sector is one of the important economic sectors and plays a significant role in increasing regional income (Li et al., 2016). However, according to Genç, (2018) this sector is also highly vulnerable to various natural disaster threats such as earthquakes, tsunamis, volcanic eruptions, and floods, particularly in regions with high disaster risk, such as Indonesia. These disaster risks pose a serious challenge to the sustainability of the tourism industry as they can threaten tourists and tourism industry players, considering that disaster can occur suddenly, cause infrastructure damage, and disrupt the operations of the tourism sector.

Physical damage can be observed in structures such as hotels, restaurants, roads, and public facilities needed by tourists. When these facilities are damaged, tourists may hesitate to visit an area because they feel unsafe or uncomfortable. On the other hand, disasters can create fear among tourists about visiting disaster-prone areas, such as those vulnerable to earthquakes or volcanic eruptions (Çakar, 2021). Tourists may hesitate and reconsider visiting these regions due to the perception that they might be in danger. Risk-aware tourists often seek information about the preparedness and mitigation measures in place in such areas. If they can't find information about evacuation routes

and safety protocols, they may feel that the destination is not adequately prepared to handle disasters. In the long term, this can decrease the number of visitors and reduce regional income. Therefore, efforts are needed from local governments and tourism managers to educate tourists, provide adequate mitigation infrastructure, and improve the destination's preparedness.

Disaster preparedness in the tourism sector is crucial to safeguard the safety of tourists, local communities and tourism assets themselves. According to Zhuo et al., (2024) disaster preparedness is an effort to enhance the ability of individuals or groups to respond to disaster by increasing knowledge, attitudes, and appropriate behaviors related to preparedness. It primarily focuses on preparing for emergency situations to survive, protect oneself, and take quick and effective actions when disaster occur. Furthermore, good preparedness will have a positive impact on the tourism image of a region, showcasing that the destination has resilient and ready system to face potential disasters. This will also boost tourists' confidence, which is a vital factor in the sustainability of the tourism industry.

Several preparedness strategies include developing emergency response plans, providing training and education for tourism stakeholders, and constructing infrastructure that support evacuation. Additionally, collaboration between the government, private sector, and community is a key element in building effective preparedness (Waugh & Han, 2017). This approach is expected not only to reduce the risks and losses caused by disaster but also to

expedite the recovery of the tourism sector post-disaster. By implementing comprehensive and sustainable disaster preparedness, the tourism sector can contribute more effectively to managing disaster risks and building resilience within local communities.

West Sumatra is one of Indonesia's provinces renowned for its natural beauty. Stunning natural tourist destinations are scattered across this region, such as the beautiful beaches in the Mentawai Islands, breathtaking lakes like Lake Maninjau and Lake Singkarak, and ranges of mountains and valleys offering extraordinary views, such as Mount Marapi and Harau Valley. Dey et al. (2020) said this natural beauty serves as the main attraction for both local and international tourists who wish to experience the charm of tropical nature blended with the unique traditional Minangkabau ambiance.

However, West Sumatera is also among the regions prone to natural disasters. Games et al. (2020) This province is located along the Pacific Ring of Fire, making it frequently affected by tectonic and volcanic activities that can trigger earthquakes and volcanic eruptions (Chen, 2020). Additionally, West Sumatera has a high potential for tsunami threats, especially in the western coastal areas that directly border the Indian Ocean. Several disaster that have occurred in this region, such as the major earthquake in 2009 and various tsunami events in the Mentawai Islands, have caused significant impacts on the local community and the tourism industry in the area.

In addition to earthquakes and tsunamis, other disaster risks such as landslides, and flash floods also frequently occur, particularly in steep hilly and mountainous areas. These pose threats to tourists and tourism industry players, as disasters can occur suddenly, causing infrastructure damage and disrupting the operations of the tourism sector.

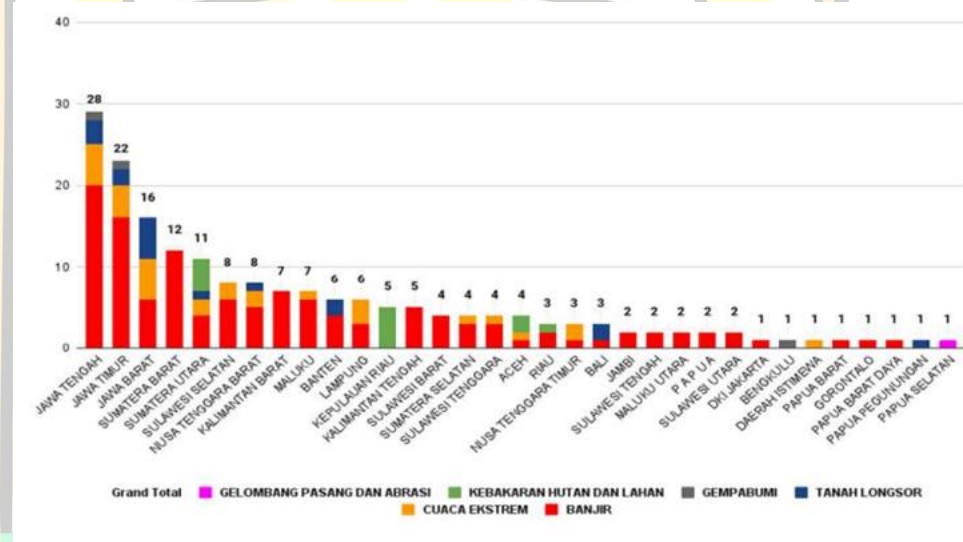


Figure 1. Disaster Event in March by Province in Indonesia
Source : (BNPB, 2024)

In this image above, it is shown that West Sumatra recorded 12 natural disaster events in March 2024. Flooding is the most frequent disaster occurring in West Sumatra, especially during periods of heavy rainfall. Floods can cause damage to infrastructure, agricultural land, and residential areas, as well as disrupt community activities and tourism destinations.

West Sumatra, known as a region with high potential for natural disasters, must be prepared to face such events, especially in the tourism sector

developing in rural areas. Tourist villages are rural areas developed into tourism destinations that utilize the natural, cultural, traditional, and local lifestyle potentials as attraction for visitors. Tourists can directly see and experience the authenticity of a place's culture and traditions and engage in learning activities about local culture, such as farming methods, cooking traditional foods, and studying local arts and culture. West Sumatra boasts tourist villages that showcase the unique natural and cultural wealth to attract visitors from various regions. These tourist villages are often located in strategic areas surrounded by mountains, rice fields, or beautiful rivers. Beyond their natural charm, these villages are also known for the rich Minangkabau cultural heritage, including traditional houses, dances, handicrafts, and authentic traditional cuisine.

Provinces	Number
East Java	603
West Sumatera	561
South Sulawesi	537
Central Java	514
West Java	470

Table 1. Number of Tourist Villages in Indonesia (2024)

Source: (jadesta.kemenparekraf.go.id)

Based on the data in the table above, it shows the provinces with the highest number of tourist villages in Indonesia. East Java ranks first with 603 tourist villages. It is followed by West Sumatra in second place with 561 villages, and so on. This ranking reflects the contribution of each province in developing village-based tourism potential, highlighting how each province utilizes local

assets such as natural beauty, cultural wealth, and community traditions to develop them into tourist destinations.

Region	Number
Kabupaten Pasaman	65
Kabupaten Pesisir Selatan	55
Kabupaten Tanah Datar	52
Kabupaten Agam	46
Kabupaten Lima Puluh Kota	45
Kabupaten Padang Pariaman	35
Kota Padang	31
Kabupaten Sijunjung	30
Kabupaten Dharmasraya	29
Kota Pariaman	28
Kabupaten Solok	27
Kabupaten Pasaman Baru	23
Kabupaten Sawah Lunto	21
Kota Padang Panjang	17
Kabupaten Solok Selatan	14
Kota Bukittinggi	13
Kota Solok	12
Kabupaten Kepulauan Mentawai	12
Kota Payakumbuh	6
Total	561

Table 2. Number of Tourist Villages in West Sumatra

Source: (jadesta.kemenparekraf.go.id)

Based on the data in the table above, it shows that there is a total of 561 tourist villages in West Sumatra, spread across various districts and cities. Kabupaten Pasaman has the highest number of tourist villages with 65 villages, followed by Kabupaten Pesisir Selatan with 55 villages and Kabupaten Tanah Datar with 52 villages. Overall, tourist villages are more widely distributed in the districts than in the cities.

Through these tourist villages, local communities develop community-based tourism that not only supports the local economy but also preserves the

culture and environment of their villages. However, these tourist villages face disaster preparedness challenges due to their location in disaster-prone areas. Natural disasters such as earthquakes, floods, volcanic eruptions, and tsunamis not only damage the infrastructure and physical environment of tourist destinations but also have a direct impact on the number of tourist visits. The loss of tourists due to disasters can affect the local community's economy, which heavily depends on the tourism sector (Irvine & Anderson, 2004). This dependency is often worsened by the lack of economic diversification in rural areas, making natural disasters a serious threat to economic stability and community well-being.

Rural tourist destinations, which are often located in remote areas, face challenges in accessing adequate disaster management facilities, such as evacuation routes, emergency communication tools, and disaster response training for local communities. Limitations in providing emergency facilities and the lack of socialization regarding evacuation procedures can increase vulnerability, both for tourists and local residents, which impacts the safety and appeal of the destination.

These limitations highlight the need for attention to the local community's ability to endure, adapt, and recover from the impacts of disasters. Community resilience is key to reducing risks, maintaining socio-economic stability, and supporting the sustainability of the tourism sector. Therefore, Mastura et., al 2020, state that understanding the factors that influence community resilience,

such as attachment to place and emotional solidarity, is essential to help local communities face challenges while also leveraging tourism potential sustainably.

One key aspect in building community resilience is emotional solidarity. This solidarity reflects a sense of mutual support and sharing among members of a community in facing challenges together, including disasters. According to Aleshinloye et al., 2020 states that emotional solidarity refers to the bonds between individuals within a community. These bonds help strengthen the relationship between local communities and tourists, creating an atmosphere that supports positive tourism experiences and encourages cooperation in facing potential disaster challenges in the area.

Place attachment is also related to community identity. When individuals feel connected to their place, they tend to have a greater sense of ownership and responsibility toward the community. According to Wang & Zhai, (2023) in the context of place attachment psychology involves emotions cognition, and behaviors that develop through an individual's experiences and interactions with that place. In tourism areas, the interaction between local communities and tourists is very strong, and place attachment can serve as a bridge to build better relationships and solidarity.

Place attachment, emotional solidarity, and tourism community resilience are closely interconnected in shaping community resilience against disasters. Place attachment refers to the strong emotional bond between individuals and

a place that holds special meaning for them, such as a tourism destination. This attachment can enhance the sense of responsibility and commitment of the community towards environmental preservation and the sustainability of tourism, especially when facing disaster crises. Meanwhile, emotional solidarity reflects the mutual support among community members in strengthening their collective capacity to face challenges. In the face of disaster threats, communities with high emotional solidarity tend to be more adaptable and recover more quickly. In the context of tourism, emotional solidarity also encompasses the relationship between local communities and tourists, which influences the involvement of both parties in post-disaster recovery efforts. Therefore, understanding the interaction between these factors is not only important for enhancing community resilience against disasters but also for ensuring the sustainability of tourism as a livelihood source for local communities.

Based in the background and issues explained above, the researcher concludes that several factors influence community preparedness for disasters, namely place attachment and emotional solidarity. Research on tourism community resilience has largely focused on structural factors such as infrastructure, policies and risk management. In West Sumatera, with its strong local culture and high vulnerability to disasters, there has been limited research exploring in depth how place attachment and emotional solidarity can support tourism community resilience. Therefore, this study aims to fill this gap by

conducting research titled *“Exploring Community Resilience, Emotional Solidarity and Place Attachment for Disaster Preparedness (Case Study: Rural Destination in West Sumatra).”*

B. Research Problem Formulation

Based on the background explained above, the researcher formulated the research problem related to the role of place attachment in emotional solidarity and its contribution to tourist community resilience, as well as the level of local community preparedness in welcoming tourist back to the destination after a disaster occurs.

C. Research Objectives

The aim of this research is to explore the role place attachment in influencing emotional solidarity and its contribution to tourist community resilience. In addition, this study aims to explore the extent of local community preparedness in welcoming tourist back to the destination after a disaster occurs.

D. Research Contribution

This research is expected to provide for:

1. Theoretical Contribution

The result of the research are expected to serve as a reference for future research in the tourism industry, particularly concerning about

the role of place attachment and emotional solidarity on disaster preparedness.

2. Managerial Contribution

The result of this research are expected to be used as a guide for communication in disaster-prone areas in making policies related to the impact of place attachment and emotional solidarity on disaster preparedness.

E. Scope of Research

The scope of research titled “Exploring Community Resilience, Emotional Solidarity and Place Attachment for Disaster Preparedness. (Case Study: Rural Destination in West Sumatera)” is classified into two parts: theoretical and practical.

Theoretically, this research discussed about place attachment, emotional solidarity, and disaster preparedness, or how the role of place attachment helps foster community emotional solidarity to maintain and prepare for the reception of tourists returning to the destination. Practically, this research aims to support the sustainability and management of tourism, particularly in the social and community aspects, as well as to examine tourism crises and disaster management in West Sumatera.

F. Thesis Structure

This research consists of five chapter, with each chapter consisting of sub-chapters that systematically discuss the topics as follow:

CHAPTER I INTRODUCTION

This chapter includes the background, problem formulation, objectives, benefits, and the scope of the research.

CHAPTER II LITERATURE REVIEW

This chapter consists of theoretical framework and concepts related to the issues to be research.

CHAPTER III RESEARCH METHODS

This chapter includes the research methods use, such as research design and object, operational definitions, and data collection techniques, research instruments, as well as data analysis methods and stages.

CHAPTER IV RESULT AND DISCUSSION

This chapter present the research findings that have been collected and analyzes the topics discussed in the study.

CHAPTER V CONCLUSION AND RECOMMENDATIONS

This chapter contains a conclusion of the research findings and recommendations for further research.