

# CHAPTER I

## INTRODUCTION

### 1.1 Background

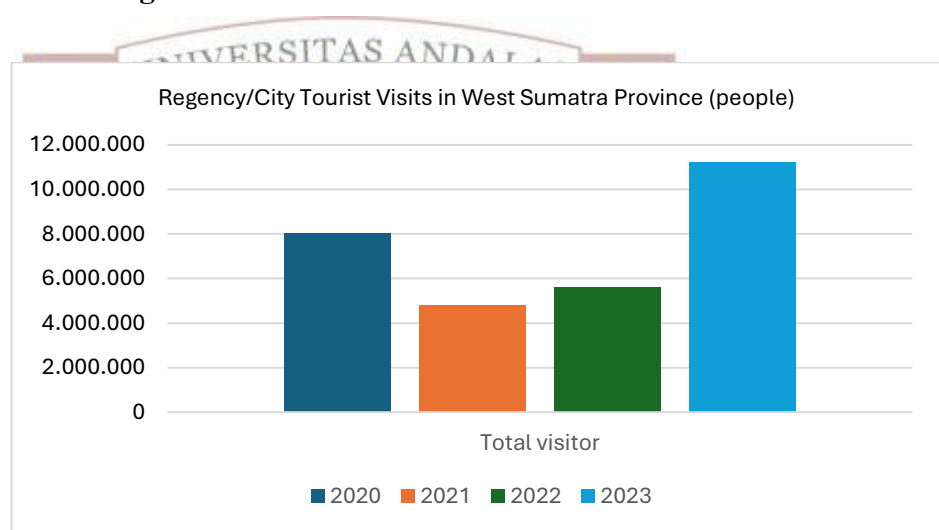
Indonesia is known for its cultural diversity and natural wealth, including tourist destinations spread throughout the archipelago. Tourism has become one of the contributors to Indonesia's revenue. Tourism in Indonesia is not just an economic driver but also a means of cultural exchange and environmental conservation. However, Indonesia is also located in the Pacific Ring of Fire, which causes a high risk of natural disasters such as earthquakes, volcanic eruptions, floods, and tsunamis. West Sumatra Province, particularly the Minangkabau region, is one of the areas with great potential in the culture and nature-based tourism industry, but it is also vulnerable to various natural disasters.

West Sumatra Province has various tourist destinations that include mountains, beaches, lakes, and cultural sites rich in Minangkabau traditions. West Sumatra Its diverse natural, cultural, and historical tourism, West Sumatra has become a tourist destination that offers unique and varied experiences for travellers who want to enjoy the beauty and cultural richness of Indonesia. West Sumatra with the famed of tourist destination, many local and international tourist come to visit. In addition, this province also has various cultural events, such as *Pacu Jawi* (cow racing) and traditional

ceremonies, which are interesting to learn. West Sumatra is famous for their culture, strong belief, customs, traditions and tourism destination yet it is prone to natural disasters.

The data below shows the number of tourist visits to West Sumatra during the period 2020-2023.

**Figure 1. 1 Number of Tourist visit to West Sumatra 2023**



(Source: *Badan Pusat Statistik Provinsi Sumbar 2023*).

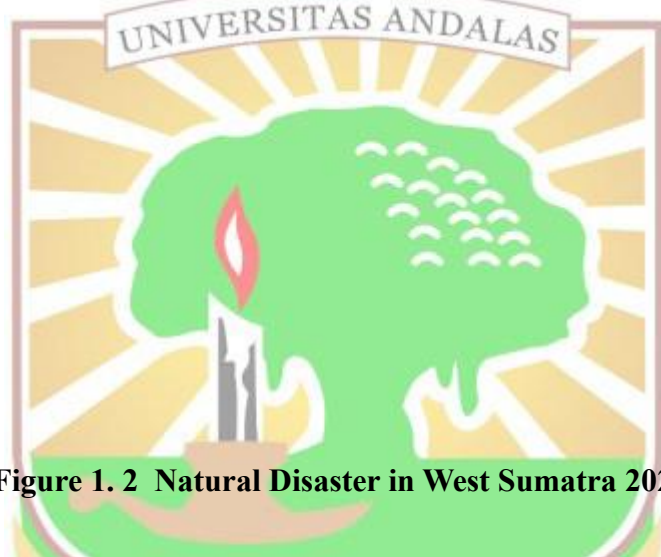
The effect of this natural disaster is the most significant impediment to the expansion of the tourist industry (Lenggogeni et al., 2019). According to Regional Disaster Management Agency (BPDB), natural calamities such as earthquakes, landslides, and tsunamis have the potential to reduce tourist visitation by 50.4%. This is because visitors are becoming more anxious about organizing their trips. Although the area is a popular tourist destination, people may postpone, reroute, or cancel their trips owing to security concerns about previously damaged and natural disaster-prone

areas. Lenggogeni et al., (2019) recommends that the government enhance its preparedness for disaster prevention and the management of hazards posed by earthquakes and tsunamis in the future. The mitigation is not only done by people, but government need to take action for mitigation strategy.

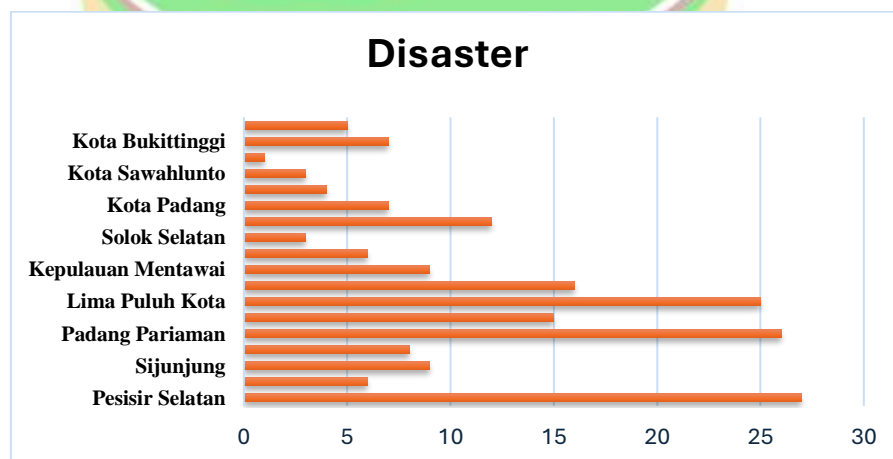
Disaster preparedness is preparation to reduce the impact of natural disasters. It is the creation of plans through which individuals, communities, governments and private sector actors minimize vulnerability to hazards. It encompasses everything from assessing risk, allocating resources, training and creating plans for emergencies that are situation dependent. Reducing damage during an emergency relies on making sure people know what to do, where to go and how to collect required supplies. While stockpiling supplies can be vital to your survival, building awareness and cultivating a culture of preparedness through community participation and education is equally important.

Disaster preparedness plans are very important to implement in West Sumatra. These plans are not only intended for the local community but also for local and international tourists who must be informed about this (Pelupessy & Silverman, 2024). A disaster preparedness system involves the strategic planning of tourism enterprises and the industry collectively for natural calamities. This includes furnishing tourists with unequivocal and consistent information to promote self-protection, as well as disseminating natural disaster warning indicators and self-evacuation routes. Furthermore,

it necessitates that tourism service providers, with the backing of the broader destination community, be equipped to aid tourists in a region following a disaster. Preparedness is a method of making choices that involves the effective use of resources, the development of knowledge, the enhancement of skills, and the implementation of measures to effectively cope with and recover from a disaster (Pelupessy & Silverman, 2024). Table below shows natural disasters that occurred in West Sumatra.



**Figure 1. 2 Natural Disaster in West Sumatra 2024**



*Source: Badan Nasional Penanggulangan Bencana 2024*

The disaster mitigation process in coastal areas is also very important. The construction of shelter buildings in tsunami red zone areas should be prioritized, and the provision of evacuation route signs must also be fulfilled in crowded areas. The spatial knowledge of tourists and local communities must be possessed by every individual considering that disasters occur without predicting their type and strength. At tourist attractions with crowds, disaster mitigation becomes something that must be considered by the government and has standards in its implementation. The recovery process after a disaster becomes an important task for the government, especially for tourist locations affected by the disaster

Tourism entrepreneurship is a vital component of economic development, characterized by the ability and willingness to create, organize, and manage a business venture while assuming associated risks. Tourism entrepreneurship has proven to be a powerful tool for economic development. It creates jobs, promotes cultural heritage, and provides income opportunities in areas where traditional industries may be in decline. This process is not only about profit generation but also involves innovation, resource allocation, and market disruption. Entrepreneurship has long been recognized as an essential source for economic growth and innovation (Elson, 2010). The most success woman minang and inspirative role in business sectors, especially in cosmetics industry is Mrs. Nurhayati Subakat the founder and commissioner of PT Paragon Technology.

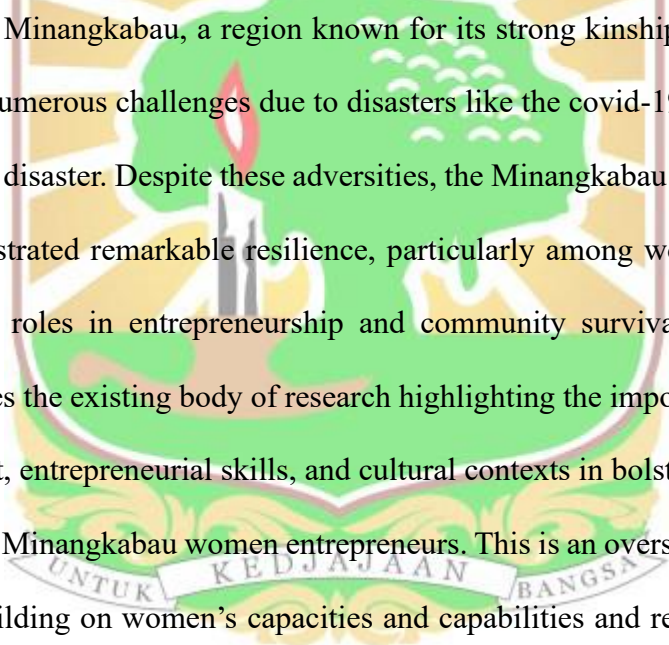


The sector has lately been shaped by male perspectives, leading to the inequality and exclusion of women entrepreneurs (Seyfi et al., 2025). Entrepreneurial resilience among Minangkabau women is influenced by their ability to adapt and respond to external shocks, such as natural disasters, which directly impact the tourism sector. Tourism businesses are particularly vulnerable to disasters as they rely heavily on the availability of infrastructure, safety, and stable visitor numbers. as the misconception of Minangkabau women entrepreneurs have demonstrate the resilience and prove their ability to sustain and grow the business.

Women-led enterprises are consistently regarded with disdain by the community (Kevane et al., 2024). Many presume that women lack the capacity for business, and this stereotype is a persistent challenge for them. Women entrepreneurs have distinct barriers, mainly structural, in their pursuit of business and entrepreneurial success. Foss et al. (2019) stated in previous research, women were frequently regarded as a challenge requiring resolution, since they were thought to be less ambitious, risk-averse, deficient in essential skills and competencies for successful entrepreneurship, and mostly engaged in part-time, home-based enterprises within sectors with constrained growth potential.

There is limited research literature on gender in tourism sector especially the role of women itself. Women have given a lot of contribution for this sector, the stereotyping of women skill and knowledge become the barriers for them to get acknowledge for the community (Choudhury et al.,

2018). The culture and society influence on how women involve in activities which is mostly men working on. During the disaster recovery, women contributed to give aid for the victim and family. Women give aid such as trauma healing, communal kitchen and other work forces that men are not expert. The challenges that women faced, when community or people exclude the women from the activities which assumes about gender roles. The presence of women figure becoming necessary for disaster preparedness especially for cultural and social str.

The logo of Universitas Andalas is a circular emblem. It features a green tree in the center, with a red flame or torch at its base. The tree is set against a yellow background with radiating lines. The words "UNIVERSITAS ANDALAS" are written in a banner at the top, and "UNTUK KEDJAJAAN BANGSA" is written in a banner at the bottom.

Minangkabau, a region known for its strong kinship-based society, faces numerous challenges due to disasters like the covid-19 pandemic and natural disaster. Despite these adversities, the Minangkabau community has demonstrated remarkable resilience, particularly among women who play pivotal roles in entrepreneurship and community survival. This section explores the existing body of research highlighting the importance of social support, entrepreneurial skills, and cultural contexts in bolstering resilience among Minangkabau women entrepreneurs. This is an oversight as utilizing and building on women's capacities and capabilities and recognizing their specific needs and vulnerabilities Enarson et al. (2018) are critical for improved disaster recovery and resilience-building prospects.

Women in *Minangkabau* have a very important role in the community, known as *Bundo Kanduang*. *Minangkabau*, known for its matrilineal society, refers to *Bundo Kanduang*, women who play significant roles in maintaining family harmony and stability, which is crucial during

disasters (Desfita & Djendrius, 2021a). Women in this region are often involved in various business activities such as handicrafts, culinary arts, homestay management, and cultural tourism guiding. In the face of disaster, the role of women becomes crucial in maintaining the continuity of businesses, which not only impacts the family economy but also the continuity of culture and the social life of the local community.

A period of recovery from disaster, women play the important role in this condition. Women give emotional support for individual nor community. Women played diverse roles and assumed greater responsibilities in post-disaster scenarios compared to men (Austin & McKinney, 2016). Women are now recognized as critical contributions to disaster resilience. women take the lead in organizing community-based recovery efforts from coordinating relief distributions to ensuring that the most vulnerable, including children and the elderly, receive adequate care, women often mobilize local resources efficiently. Organizations like the UN Women and the International Federation of Red Cross and Red Crescent Societies have emphasized the importance of including women in leadership roles during disaster preparedness, response, and recovery (UNWomen, 2019).

Comparison of women and men in emotional aspects, where women tend to be more emotional and have an impact on the situation. According to previous research defined that women and families play a crucial role in mitigating the prevalence of emotional disorders and stress in children.



Furthermore, women are seen as highly proficient at establishing positive emotional connections within the family (Budirahayu et al., 2019). Women can endure threats or recover after a disaster. In the aligned with theories about gender relations theories about the ability of women who tend to have a caring nature and theories about women's awareness and collective action Kaplan (1985) in which women can be considered tough and able to survive during various difficulties, even though they are in a marginalized situation (Budirahayu et al., 2019).

The disaster experience is different for diverse group however when it's come to recover and preparedness also being the frontlines as women nature to being caretaker for victim and community. Women's leadership in post-disaster recovery tourism is crucial due to their unique perspectives, role and capacities. Initiatives aimed at empowering women through education, entrepreneurship support, and policy changes are essential components of sustainable recovery strategies. According to Raj (2019) stated each of the abilities, experience, and knowledge of women in disaster preparedness, response, and recovery are still undervalued. Traditional leaders are responsible for making judgments about customary matters, resolving conflicts, and guiding the progression of customary events. The role of *adat* leader is transmitted by matrilineal descent, with leadership acquired via the maternal line (Desfita & Djendrius, 2021).

Effective disaster preparedness strategies are essential for minimizing the impact of crises on tourism-related businesses, particularly

for Minangkabau women entrepreneurs who play a pivotal role in local tourism. Women leadership in preparedness situation are Women have served in various roles and have taken on more responsibilities in post-disaster situations than men (Austin & McKinney, 2016). Their contributions encompass various aspects, ranging from business management to cultural preservation. Informally, women play an important role in tourism, such as managing homestays, restaurants, souvenir shops, and creating souvenirs and among others.

The purpose of this study was to explore how Minangkabau women in the tourism sector demonstrate entrepreneurial resilience during disaster preparedness. This study focused on Padang city, because this region is the capital city of west Sumatra and tourism destination. This study used a qualitative approach and conducted in-depth interviews with women leader and entrepreneurs of disaster preparedness.

## **1.2 Research questions**

Based on the research problem background, the research problem formulating for this research is as follow:

1. What are the key factors contributing to the entrepreneurial resilience of Minangkabau women in the tourism sector?
2. What unique challenges do women face in leadership roles within business and community?

### 1.3 Research Purpose

This research offers a new perspective by combining the analysis of entrepreneurial resilience and disaster preparedness from the viewpoint of Minangkabau women in tourism. In addition, this research contributes to government policies and related organizations in formulating strategies that support the economic resilience of women in the tourism sector in disaster-prone areas.

1. To investigate the key factors contributing to the entrepreneurial resilience of Minangkabau women in the tourism sector
2. To investigate challenges, do women face in leadership roles within business and community

### 1.4 Scope of the Research

The scope of the research is limited to focusing of women leadership. In this study, the researcher will explore about the women in entrepreneur tourism sector.

### 1.5 Writing Systematics

In this section, the author will present the topics that will be discussed as the content of the following chapters:

## I. CHAPTER I INTRODUCTION

In this chapter, the author will elaborate on the background of the problem, problem formulation, research objectives, research benefits, hypothesis, research scope, and writing systematics.

## **II. CHAPTER II THEORETICAL FRAMEWORK**

In this chapter, the author will explain the theoretical framework, which will summarize the theories related to the research title to be examined by the author and several previous studies that serve as references for the author.

## **III. CHAPTER III RESEARCH METHODOLOGY**

This chapter explains the research methodology, which consists of data analysis and data sources to be examined in the research, along with the variables and operational definitions.

## **IV. CHAPTER IV DATA ANALYSIS AND DISCUSSION**

This chapter explains the description of the research findings that have been accumulated using the methods employed according to the needs of the research analysis. Which this chapter consists of three subsections, namely empirical findings from the research, policy implications, and research limitations.

## **V. CHAPTER V CONCLUSION**

In this chapter, the conclusions from the research findings and constructive suggestions for improvements and possible alternative solutions to address the various issues that have arisen based on the research results are presented.