Environmental determinants of destination competitiveness: A case study

R R Aji*, S Aviandro, D R Hakim and A F N Djabrail
Urban and Regional Planning, UNISBA, Jl. Tamansari no. 1 Bandung, Indonesia

*riswandha@unisba.ac.id

Abstract. Environment is related to tourism as one of determinant to determine tourism destination competitiveness. Environmental determinants that can affect destination competitiveness are society, technology, culture, demographic, economy, geography, history, infrastructure, law, opponent, politics, and resources. This research aims to explain how environmental determinants take effect to destination competitiveness in Pentingsari tourism village. This research finds out that seven environmental determinants which are society, culture, economy, geography, infrastructure, opponent, and resources take effect on destination competitiveness by using nature and local value that live in Pentingsari tourism village. But some environmental determinants do not take effect in Pentingsari tourism village such as technology, demographic, history, law, and politics. Lack of nature relation is the main reason that five environmental determinants do not take effect on destination competitiveness. This research conclude that environmental determinants take effect to destination competitiveness in Pentingsari tourism village through seven determinants.

1. Introduction
The tourism village is one of the tourism development models [1]. Tourism which developed through tourism villages is tourism related to the natural or cultural environment [2]. Tourism attractions that are owned by the tourism village will dwell on the development of natural attractions and cultural attractions [3–5]. This makes the tourism village has a different destination competitiveness compared to other types of tourism [6]. Destination competitiveness has several indicators such as environmental, social, and economic [7,8]. Each indicator has mutually determinants so that they will be interrelated and influence each other [9].

Environmental determinants consist of society, technology, culture, demography, economy, geography, history, infrastructure, law, opponent, political, and resource. All of these indicators will always be related to the environment in determining destination competitiveness that is owned by the tourism village. Environmental determinants are also related to the development of sustainable tourism which aims to preserve nature while taking economic advantage as a livelihood [10,11].

Pentingsari tourism village is one of the tourism villages in the Special Region of Yogyakarta province. The Pentingsari tourism village is located in Umbulharjo village, Cangkringan district, Sleman regency. Pentingsari tourism village is a tourism village that relies on the natural resources and cultural resources that are owned as its main tourism attractions [12,13]. This study aims to reveal the destination competitiveness of the Pentingsari tourism village through environmental determinants.
2. Research method
The research method used in this research is a case study. Case studies are research methods that use a qualitative approach with descriptive analysis to explain an event, phenomenon, or certain situation that occurs in one place and does not occur in other places that have similar characteristics. This research uses single holistic model that has three rational case which are to confirm theory, unique phenomena, and uncover something. This research uses holistic model because only has 1 unit analysis [14]. This research started in 2018 and done by 2019. This research takes place in Pentingsari tourism village. Pentingsari tourism village is in Umbulharjo village which is one of villages in Cangkringan district, Sleman regency, Special Region of Yogyakarta.

![Pentingsari map.](image)

Figure 1. Pentingsari map.

Data collection method that conducted in this study were observation and interview. Observation data is obtained by observing and documenting events in the field, while interview data are obtained by asking directly to informants who have authority over information [15]. This research only uses one informant. The informant is Mr. Doto as head of Pentingsari tourism village. Observation and in-depth interview are used to collect and explain data in Pentingsari tourism village to see the environmental determinants to destination competitiveness. The collected data must have epistemic values consists of descriptively adequate, reactivity transparent, and relevant [16]. After that the data explained by using descriptive analysis to describe reason behind a certain phenomenon [17].

3. Results and discussions
Environmental determinants were identified in the Pentingsari tourism village. The results of the study found that not all determinants were found in the tourism village of Pentingsari. Each determinant will be described as follows.

Society determinants in term of tourism attractions in Pentingsari tourism village is socializing such as plant paddy and roast coffee. The tourist can feel how villagers work and do their daily activities.
Management of rice planting land and coffee processing sites is done in the traditional way. Coffee can be a tourism attraction [18]. This is related to the tourism village policy that emphasizes environmental sustainability. The purpose of the development with the concept of environmentally sustainable is to make the Pentingsari tourism village remain sustainable and can be developed until continued by the next generation. The community as the spearhead of tourism development becomes an environmental determinant which shows that the Pentingsari tourism village is able to develop destination competitiveness based on a sustainable environment.

![Coffee roasting.](image)

**Figure 2.** Coffee roasting.

Culture determinants in term of tourism is focused on heritage [19]. Javanese culture as main attraction such as gamelan and crafting *janur*. Community members use gamelan and crafting *janur* art as tourism attractions. The culture that lives in the Pentingsari tourism village community is related to the environment both directly and indirectly. Gamelan is very suitable to be played in the atmosphere of the village environment and crafting *janur* art is a form of art that uses natural materials. The ability of citizens to use nature to support culture is a sign that Pentingsari tourism village is able to develop destination competitiveness based on the environment.

![Gamelan.](image)

**Figure 3.** Gamelan.

Economy determinants in term of tourism as some community members make their occupation as attractions. One of the occupations that is an attraction is farmers and ranchers. By utilizing the
environment to develop agriculture and animal husbandry [20], the community is able to attract tourists to visit the tourist village of Pentingsari. Utilization of nature as the main thing in developing destination competitiveness.

![Animal husbandry](image1.png)

**Figure 4.** Animal husbandry.

Geography determinants in term of tourism as some community members utilize the geographical conditions of their area as attractions [21]. Geographical conditions at the foot of Mount Merapi make people have a landscape that can be used as attractions such as river. The river is used to flow the lava stream when Mount Merapi erupted. This is used while preserving the environment. A sustainable geographical environment makes destination competitiveness.

![River](image2.png)

**Figure 5.** River.

Infrastructure determinants in term of tourism as community members develop infrastructure as support for tourism attractions [22]. Infrastructure is built with regard to the environment. Infrastructure is built in line with the landscape and does not damage the landscape that is owned by the tourist village of Pentingsari. This is to support the Pentingsari tourism village that uses nature as a destination competitiveness.

Opponent determinants in term of tourism as some of the existence of competitors makes citizens develop innovations in developing attractions [9]. The Pentingsari tourism village is surrounded by other tourist villages spread across the Sleman district. This causes competition between tourist villages. Each tourism village must be able to develop innovations that can make the tourism village superior to its
competitors. The innovation carried out in the tourist village of Pentingsari is the development of nature as the main attraction.

Resources determinants in term of tourism as some community members use natural resources as attractions [23]. As a tourism village that develops tourism using nature, Pentingsari tourism village uses resources as destination competitiveness. All things in nature can be used by Pentingsari tourism village as a tourism attraction and to preserve the nature so that it is sustainable.

4. Conclusion

Environmental determinants in the Pentingsari tourism village show an influence on destination competitiveness that is owned by the Pentingsari tourism village itself. Society, culture, economy, geography, infrastructure, opponent, and resources of each environmental determinant have an effect both directly and indirectly on the destination competitiveness of the Pentingsari tourism village. This is because each environmental determinant is closely related to the natural environment, the natural environment itself is the main source of attraction for the Pentingsari tourism village. While other environmental determinants such as technology, demographic, history, law, and politics are not factoring in developing destination competitiveness. That is because it is not too related to the natural environment which is the main attraction of the tourism village Pentingsari.

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