



THE IMPLEMENTATION OF TOURISM AXIOLOGICAL DIMENSION FOR WOMEN SURVIVORS: A PHILOSOPHICAL EXAMINATION

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Abstrak

Penelitian ini bertujuan untuk menganalisis implementasi dimensi aksiologis pengembangan pariwisata di Kabupaten Manggarai Barat, khususnya terhadap perempuan korban kekerasan gender. Hal ini sejalan dengan perkembangan pariwisata sebagai sebuah ilmu pengetahuan yang memiliki ciri epistemologi, ontologi dan aksiologi. Penelitian ini menggunakan metode penelitian kualitatif dimana informan kuncinya berasal dari perwakilan komunitas. Penelitian ini menggunakan pengamatan lapangan, forum diskusi terpumpun, dan studi literatur. Matriks analisis SWOT juga digunakan sebagai teknik analisis data. Hasil penelitian menunjukkan bahwa terdapat sejumlah kekuatan, kelemahan, peluang, dan potensi ancaman yang mengganggu keseluruhan implementasi proses pengembangan pariwisata dan inklusivitasnya. Oleh karena itu, disarankan agar para pemangku kepentingan perlu melakukan koordinasi yang lebih baik dan kuat, kemudian harus diikuti oleh suatu kemauan politik bersama, untuk memastikan bahwa setiap rencana tindak lanjut strategis dapat dilaksanakan dengan baik dan efisien.

Katakunci: Kekerasan gender, Dimensi Aksiologis Pariwisata, Pariwisata Berkelanjutan, Pariwisata Inklusif

Abstract

This study aims to analyze the implementation of axiological dimensions of tourism development at Kabupaten Manggarai Barat, especially for women addressed as a victim of gender violence. This is in line with the development of tourism as a science, which is characterized by epistemology, ontology, and axiology foundations. This research uses a qualitative research method in which the key informant comes from the representative's community itself. As a tool of data collection, this study uses field observations, forum group discussions, and literature studies. SWOT Matrix Analysis is also used as a data analyzing technique. The result of the study showed that there are a number of strengths, weaknesses, opportunities, and potential threats that interfere with the whole implementation of the tourism development process and its inclusivity. Therefore, it is recommended that stakeholders need to make better and strong coordination, then should be followed by common political will, in order to ensure that any strategic-follow-up plans can be implemented properly and efficiently.

Keywords: Gender Violence, Tourism Axiological Dimensions, Sustainable Tourism, Inclusive Tourism



INTRODUCTION

Philosophically, the study of science or knowledge rests on three main foundations: ontological, epistemological, and axiological.¹ The ontological foundation pertains to the characteristics of science, encompassing the scope of the work area, objects, targets, and objectives to be gleaned from the scientific pursuit. In contrast, the epistemological foundation is associated with the scientific approach, including the steps, methods, means, and scientific rules employed. Lastly, the axiological foundation is concerned with science's value, utility, and ethical implications.

Discussing tourism as a science also involves addressing these three foundational dimensions. Over the past few decades, tourism has experienced rapid development not only as an industry but also in the academic field.² It encompasses more than just travel and leisure activities; it delves into the intricate interactions between individuals, humans, and their environment, culture, and society across various aspects of life. Tourism is not solely about the comings and goings of tourists to destinations or attractions; it also involves examining the economic, cultural, environmental, and social impacts stemming from such travel.

In line with this, the research centers on the axiological facet of tourism science, which underscores the application of ethical and moral values in the practice of tourism. As the main focus of most axiological investigations is on its intrinsic value or in other words “value for its own sake”.³ This dimension of tourism can also serve as a tool to assess the impact of the tourism industry on various aspects, including its inclusivity.⁴ Key inquiries arise, such as whether the development of tourism in Labuan Bajo has positively affected all segments of the population, particularly women survivors. To what degree does the implementation of the axiological dimension in tourism prioritize inclusiveness and sustainability principles? Moreover, how can women survivors actively engage in the advancement of the tourism sector? Initiated by these pivotal questions, the study was undertaken.

Previous Studies

Axiology, is derived from two Greek words, *axios* or worth, and *logos* or reason. The problem and issues axiology investigates have been with us from the moment man began to reflect upon the conditions of his life, the structure of reality, and the order of nature and man’s place in it.⁵ Furthermore, formal axiology, as a central pursuit within this, is understandable as a subdiscipline of moral philosophy

¹ Raoul V. Bianchi & Frans de Man, *Tourism, inclusive growth and decent work: a political economy critique* (Journal of Sustainable Tourism, 2021), 29:2-3, 353-371

² Telfer, D. J., & Sharpley, R., *Tourism and development in the developing world*. (London & New York: Routledge, 2015), 41

³ Hansson, S. O., Hendricks, V. F., Hansson, S. O., & Hendricks, V. F. (2018). Introduction to Formal Philosophy. In *Springer Undergraduate Texts in Philosophy*.

⁴ Biddulph, R., & Scheyvens, R. (2018). Introducing inclusive tourism. *Tourism Geographies*, 20(4), 583–588. Bdk. Joelle Soulard, E. L., & Zou, S. S. (2024). Exploring inclusivity perceptions among residents: insights from rural tourism destinations. *Journal of Sustainable Tourism*, 0(0), 1–20.

⁵ Hart, S. L. (2012). *International Phenomenological Society*. 36(4), 506–522.

that deals with structural and conceptual issues about value and value concepts. In other words, axiology has the same understanding as value theory.

The tourism axiology dimension can be defined from the perspective of intercultural interaction, the clash of civilizations, and the emergence and solution of various cultural conflicts.⁶ Axiological aspects of tourism also have a direct correlation to personal value orientations such as self-improvement, autonomy, stimulation (test), hedonism, power (lifestyle), and safety.⁷

Based on this, tourism's axiological dimension also has a strong connection with empowerment issues of community members. Park & Soulard found that tourism development could lead to both empowerment and disempowerment in all four expressions of power: access and control over resources, individual autonomy and belief, opportunities for collective action, and individual capability for taking action.⁸ These types of powers interacted with, built upon, or influenced, by each other.

RESEARCH METHODS

This research employs qualitative research methods to identify the implementation of the axiological dimension of tourism, particularly focusing on aspects of inclusivity and social justice. The focus lies on the impact of tourism development in Labuan Bajo, specifically for women survivors of violence. The research is conducted in Kelurahan Wae Kelambu, Kecamatan Komodo, Kabupaten Manggarai Barat, Provinsi Nusa Tenggara Timur.

Data sources are categorized into two types: primary data and secondary data. Primary data are gathered through field observations, documentation, and intensive discussions with female survivors as informants. Meanwhile, secondary data are derived from books, other sources containing legislative regulations, statistical data from Badan Pusat Statistik (BPS), Kabupaten Manggarai Barat, and survey result documents from relevant local government offices.

Various data collection techniques are employed, including observation, surveys using questionnaires, focus group discussions (FGD), documentation, and library studies. Research instruments consist of field records, observation guidelines, FGD guidelines, and documentation tools, such as cameras. The data analysis utilizes a SWOT analysis matrix to identify strengths, weaknesses, opportunities, and challenges. Strengths and weaknesses pertain to internal conditions, while opportunities and challenges relate to external conditions. The analysis follows four stages: data collection, data reduction, data presentation, and conclusion drawing⁹.

The results of the SWOT matrix analysis led to the formulation of grand strategies to guide the axiological process and implementation of tourism in Kabupaten Manggarai Barat. The presentation of these results is done both formally, in tables and figures, and also informally or in narratives. For data

⁶ Bacin, S., & Boccuni, F. (2018). *Phenomenology and Minds: Methods of Philosophy*. ISSN 2280-7853 15 firenze (S. Bacin & F. Boccuni (eds.)).

⁷ *Ibid.*

⁸ Park, J., Zou, S. (Sharon), & Soulard, J. (2024). *Transforming rural communities through tourism development: an examination of empowerment and disempowerment processes*. *Journal of Sustainable Tourism*, 32(4), 835–855.

⁹ Miles, M. B., & Huberman, A. M., *Qualitative data analysis: An expanded sourcebook* (New Delhi: Sage, 1994) 150

validation, triangulation techniques are employed. Triangulation involves checking the validity of data by utilizing sources other than those initially used, enhancing the reliability and credibility of the study's findings.

FINDINGS AND DISCUSSIONS

The profile of the 46 respondents can be classified into several categories, namely: age, last education, occupation, marital status, average household income and expenditure per month, home and land ownership status, and the number of family members. The recap of respondent profiles is presented in the following Table 1¹⁰.

Based on age categories, it can be concluded that respondents span a diverse range of age groups, from late teens to late elderly. There is a fairly even distribution of age in the categories of early adulthood, late adulthood, and early elderly, with 13 people or 28.3% of the total respondents in each category.

A similar distribution is observed in the last education category, where respondents' last education ranges from primary school up to college or university degree (D4/S1). Those with the highest level of education fall into the category of senior high school or vocational high school, comprising 17 persons or 37% of the total respondents. The categorization of respondents by age and occupation is presented in chart 1.

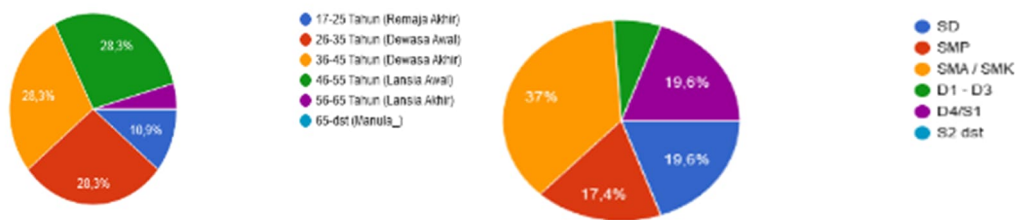


Figure 1. Respondents profile by age and education. Source: data processing, 2023

Occupationally, respondents can be categorized into three groups: housewives, SME (Small and Medium Enterprise) workers, and farmers or planters. The majority of respondents, constituting 27 individuals or 58.7% of the total, identified as housewives. Meanwhile, those engaged in SME's numbered 17 individuals or 37%, and the group of farmers or planters amounted to 2 individuals or 4.3%. In terms of marital status, respondents were classified into three categories: married (34 people or 73.9%), unmarried/single (7 people or 15.2%), and divorced (5 people or 10.9%). The breakdown of respondents by occupation and marital status is presented in chart 2.



¹⁰ Attachment

Figure 2. Respondent profile by occupation and marital status. Source: data processing, 2023

The respondent categories can also be classified based on the average monthly household income and expenditure. The income and expenditure of each respondent varied considerably, varying from less than or equal to Rp. 1,000,000 to between Rp. 3,000,000 and Rp. 4,000,000, or more. The categorization of respondents by income and expenditure ratio is presented in chart 3.

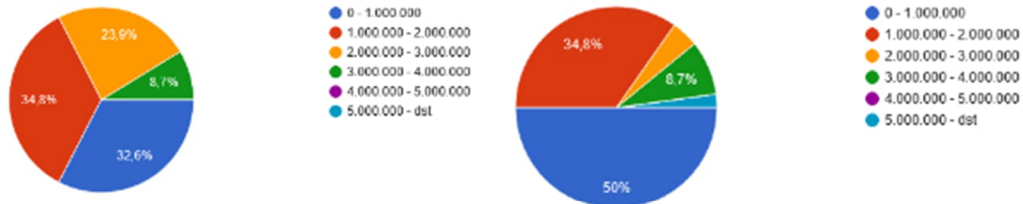


Figure 3. Respondents profile by income and expenditure. Source: data processing, 2023

In addition, respondents were categorized based on homeownership status and the number of family members or dependents in their homes. Regarding the ownership status of the homes in which respondents live, it is divided into several types, namely: self-owned houses, family-owned homes, houses with rent status (either land or building lease), and boarding houses.

According to the data, 29 people or 63% of respondents own a home with self-owned status. Additionally, 10 people, or 21.7% of respondents rented someone else's house or land, 4 people, or 8.7% lived in family houses, and 3 people, or 6.5% occupied boarding houses. Furthermore, concerning the number of family members, 32 respondents or 69.6% belonged to small families (consisting of 1-4 people), and 9 respondents or 19.6% had 5-6 members, classified as medium families. Additionally, 5 respondents, or 10.9% were classified as extended families because they had 7 or more family members. The categorization of respondents by home ownership status and the number of family members is illustrated in chart 4.



Figure 4. Respondents profile by home ownership status and family number. Source: data processing, 2023

Furthermore, the use of SWOT analysis in this study aims to systematically identify various factors in conjunction with the implementation of the axiological dimension of tourism. As one of the oldest and most widely strategy tools found by Robert Franklin Stewart, this approach allows for the formulation of a targeted

strategy capable of accommodating various interests, especially those of women survivors.¹¹ The SWOT analysis in this study focuses on four measured aspects:

- a) **Strengths (S)** encompasses internal factors that offer advantages or untapped potential deserving further development. Based on findings of strength aspects in FGD, respondents concluded some points that each village features unique and distinct natural and cultural attractions. Furthermore, those villages provide exclusive culinary or specialty products. In addition, the proprietors and managers of UMKM are residents of the respective local communities.
- b) **Weaknesses (W)** refer to internal constraints or impediments. Respondents concluded few aspects such as insufficient quality human resources match with the tourism industry. There are also some unpredictable economic circumstances at the household level. Lack of identification of market opportunities or acknowledgment of market share, both at local and international levels, aligned with the offered products.
- c) **Opportunities (O)** involve external circumstances that can bring benefits when leveraged. Here are some points related to this aspect, such as there is a focus on promoting inclusive and sustainable tourism development. Out of the total 164 villages, 94 have been chosen as tourist villages¹². The government and relevant stakeholders are increasingly open, providing access to capital and training to improve the quality of human resources. Additionally, there is an emphasis on developing more specific products or tourist packages that contribute to the growth of creative economy sectors.
- d) **Threats (T)** comprise external circumstances that, if not addressed, may lead to failure, emphasizing the need for vigilance. Respondents also listed some points related to this aspect. The competitors that provide comparable products. Various socio-cultural issues endure, spanning from family-level concerns like unemployment, divorce, and infidelity, to broader societal challenges like poverty, infectious diseases, drug and alcohol abuse, and juvenile delinquency. In addition, the tourism industry's development, still in a state of recovery, is influenced by seasonal trends and remains vulnerable to external factors like natural disasters, socio-political conditions, and pandemics.

The table 2¹³ presents the results of the SWOT matrix and analysis of internal-external factors, yielding several strategies for future planning and development.¹⁴ The SWOT matrix analysis also contains four measured strategies, which each matrix represents points such as S-O strategies for taking advantage of opportunities, S-T strategies for avoiding threats, W-O strategies for introducing

¹¹ Puyt, R. W., Lie, F. B., & Wilderom, C. P. M. (2023). The origins of SWOT analysis. *Long Range Planning*, 56(3), 102304.

¹² Berdasarkan SK Bupati Manggarai Barat Nomor 106/KEP/HK/2021, tanggal 30 April 2021

¹³ Attachment

¹⁴ Benzaghta, M. A., Elwalda, A., Mousa, M., Erkan, I., & Rahman, M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), 55–73.

new opportunities by reducing weaknesses, and W-T strategies for avoiding threats by minimizing weaknesses.

a) S-O Strategies

These strategies focused on human resources improvement programs, particularly for women, through both soft and hard skills training. Also, strengthen the product-supply-chain through collaboration between building groups and the industry and create regular events that are implemented on local, national, and international scales.

b) W-O Strategies

These strategies focused on strengthening the participation and involvement of women in organizations or groups to facilitate mentoring, strengthening promotion through social media on a regular and regular basis, and strengthening cooperation with all stakeholders for access to capital and access to promotion or marketing.

c) S-T Strategies

These strategies focused on three aspects which are collaboration between the tourism sector and basic community sectors such as agriculture, plantations, and fisheries, as these sectors are the main sectors of people's livelihoods, and collaboration between the cultural attractions sector and the creative economy sector involves the active participation of the younger generation, particularly millennials. Furthermore, there is also a need to raise an effort to enhance and strengthen economic independence for women, starting from the village level, business groups, and SMEs in Manggarai Barat and surrounding regencies.

d) W-T Strategies

These strategies included establishing regulations or legal frameworks concerning the conservation or protection of cultural products and creative economic products, facilitating the legal rights of Intellectual Property Rights and enhancing cooperative services among stakeholders to address, advocate, and mitigate violence against women victims, and provide training and mentoring programs for Destinations Risk Management for all communities.

In addition to this finding, tourism stakeholders, such as government, educators, enterprises, and students, play important roles in supporting these SWOT matrix strategies. Three domains approach is suggested: *first*, interdisciplinary skills are needed to better understand the tourism industry. *Second*, functional expertise in a particular tourism area such as tourism marketing, tourism information systems, or tourism planning. *Third*, specialist knowledge and expertise that focuses on nature, culture, or specific products and markets such as ecotourism, rural tourism, and heritage tourism.

From the perspective of philosophy of tourism, especially the axiological dimensions, stakeholders must be able to deliver values of mutual respect, tolerance, freedom, justice, sincerity, openness, benevolence, and communication values. The development of the tourism industry should bring “humanitarian transformation” into every aspect¹⁵. These values are basic, and universal and have

¹⁵ Zaborniak, S., Mytskan, B., Mytskan, T., Protsyshyn, N., Ivanyshyn, I., & Żegleń, P. (2018). Philosophical reflections on tourism. *Sport i Turystyka*, 1(2), 129–145.

a higher value compared to every economic and political option that happens in modern civilization.

Modern civilization also raised concerns about modern ethics. Some related issues, such as moral economics, justice and human rights, and environmental sustainability.¹⁶ Moral economics considers that the economy does not end in itself, but at the service of life, in society, and is measured by its social functional rationality. The moral economics also can be applied to the enterprise level. Human rights issues also have a strong connection with tourism's axiological dimension. Some particular points such as freedom, fair values, and good living conditions. Align with these, there are also new categories including the right to peace, cultural diversity, and right to development. Last but not least, environmental protection represents the human will to maintain and protect all the resources for the long-term condition.

CONCLUSION

Understanding gender issues in tourism is crucial, given their significant impact on various aspects of the industry, such as employment, sexual exploitation, and abuse, equality in employment and career opportunities, and social status or roles within both the family and the local community environment. Taking focused actions with strong political will, to address all issues and problems related to gender inequality, is a pivotal aspect of achieving inclusive and sustainable tourism.

The axiological dimension of tourism ensures that the development of the tourism industry consistently reinforces ethical and moral values, contributing positively to the local community, environment, and cultural heritage. Being mindful of studying this dimension can guide tourism practices toward realizing sustainable concepts, thereby providing long-term benefits for all parties involved.

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