

# Analysis of Tourism Village Development in West Lombok Regency

Lalu A. Permadi<sup>1,\*</sup>, W. Retnowati<sup>2</sup>, Muttaqillah<sup>3</sup>, Rusminah<sup>4</sup>,  
 G.A. Oktaryani<sup>5</sup>, N.A.A. Tara<sup>6</sup> & E. Septiani<sup>7</sup>

<sup>1</sup>*University of Mataram, Mataram, Indonesia*

<sup>2</sup>*University of Mataram, Mataram, Indonesia*

<sup>3</sup>*University of Mataram, Mataram, Indonesia*

<sup>4</sup>*University of Mataram, Mataram, Indonesia*

<sup>5</sup>*University of Mataram, Mataram, Indonesia*

<sup>6</sup>*University of Mataram, Mataram, Indonesia*

<sup>7</sup>*University of Mataram, Mataram, Indonesia*

\*Corresponding author. Email: [lalu.furkan@unram.ac.id](mailto:lalu.furkan@unram.ac.id)

## ABSTRACT

This research aims to analyze and identify the potential development of Tourism Village in West Lombok Regency. This research used primary and secondary data and analyzed the villages' tourism potential and development into tourism villages in West Lombok Regency. The potential development of Tourism Village in West Lombok Regency is outstanding. Initial identification indicates 68 possible villages can potentially be developed into tourism villages throughout the districts in West Lombok. These villages are classified into three categories, namely tourism villages, tourism-ready villages, and pre-tour villages. Internal factors that support the development of Tourism Village in West Lombok Regency are nature, socio-culture, accommodation, and location.

**Keywords:** *Potential development, tourism villages, tourism-ready villages, pre-tour village.*

## 1. INTRODUCTION

Nusa Tenggara Province (NTB) has cultural and natural potential that enables the growth and development of its tourism-based region. Recently, the province has two famous tourism villages, namely Sukarara tourism village and Rambitan tourism village, especially Sade Hamlet. Both tourism villages are located in Central Lombok Regency (Permadi et al. 2017). Overall, Lombok Island has tremendous potential. Amir et al. (2020) reveal eleven potential villages that can be potentially developed into tourism villages in Central Lombok. Meanwhile, there are also several potential tourism villages in West Lombok. West Lombok Regency Government has

inaugurated Buwun Sejati Tourism Village, located in Narmada district, on January 27, 2018 (Republika.co.id. 2018). Sesaot Village, situated in Narmada, is one of the famous tourism villages in West Lombok (Rahmawati et al. 2021).

Rural tourism development is the impact of the change in tourist interest in tourist destinations. Fandeli (2001) in Sujarwo et al. (2017) describes the tourism village as a rural area that offers a whole atmosphere that reflects the village's authenticity socio-cultural life, customs, daily activities, building architecture, and village spatial structure. Those potentials form tourist attractions, such as attractions, food and beverages, souvenirs, lodging, and other tourist needs.

Tourism village integrates tourism elements, namely attractions, accommodation, and supporting facilities combined with community life, local ordinances, and traditions (Chin et al. 2020, Dašić et al. 2020).

Developing the tourism village's marketing in West Lombok Regency requires a good development of tourism villages in West Lombok in terms of quantity and quality. According to Antara & Arida (2015), today's development of a tourism village tends to imitate the products of existing tourism villages. Therefore, Antara & Arida (2015) offer solutions for using tourism village products with local raw materials and local wisdom.

From the background presented, developing other tourism villages in West Lombok requires in-depth research on these villages' potentials. This study intends to identify villages that can become tourism villages in West Lombok Regency and internal factors supporting these villages' development to become tourism villages. Thus, the growth and development of tourism villages in West Lombok are focused on villages with tourism potential.

Tourism products are service products. According to Kotler (2000), service is an act or activity offered by a party to another party, which is basically intangible and does not result in any ownership. The production of services may be related to physical products. The tourism products are all services provided by various tourism companies, from a tourist leaving his/her residence while at his destination to return to his/her place of origin.

Lane (2009) in Ayazlar & Ayazlar (2016) defines pure rural tourism as tourism in the countryside. Suppose one wants to define a holiday in rural tourism. In that case, the following characteristics should be considered: (1) located in the countryside, (2) based on rural tourism features, (3) have a small-scale accommodation, (4) connected with local communities and their families, (5) village-based and small towns, and (6) represent intricate economic, environmental and historical patterns (Lane 2009 in Ayazlar & Ayazlar 2016). Based on that definition, the

tourism village attracts the interest of people who love nature holidays, and it also includes special services such as accommodation, events, celebrations, gastronomy, outdoor recreation, etc. (Kulcsár 2009).

Sastrayuda (2010) and Putra (2006) in Zakaria et al. (2014) express several conditions that a village must meet in order to be eligible to be called a tourism village. These conditions are Uniqueness and authenticity; Location and accessibility; The culture that includes local customs and indigenous actors and local norms; Supporting facilities and infrastructure, Natural; Local community participation; and Guaranteed security, order, and cleanliness.

## 2. RESEARCH METHODS

This study relies on a qualitatively discrete approach. With this approach, it is expected that the various aspects studied will produce valid and relevant data needed. Also, a qualitatively described approach is expected to make a more in-depth and thorough observation of research objects to obtain the data more accurately and fundamentally. The research method used was a descriptive method whose purpose is to describe the phenomenon or relationship between phenomena studied systematically and factually (Creswell & Poth 2014).

The study was conducted in rural Lombok Regency, West Lombok (as the focus of research). This was intended to answer research problems, namely the potential development of tourism villages in West Lombok Regency, villages that can potentially be developed into tourism villages in West Lombok, and internal factors that support the development of tourism villages in West Lombok Regency.

This research population was a tourism stakeholder of West Lombok consisting of government officials, community leaders, and entrepreneurs. This research used a sample of figures whose opinions can represent the institutions. The informants in this study were the government officers concerned about tourism,

village elders, community leaders, and community members who may be directly involved in the management of tourism village programs, such as local village farmers and business actors related to tourism. The number of samples was 50 people.

Secondary data were obtained from a comprehensive study of library materials such as literature books, statistical reports from relevant agencies, legal and statutory documents/sheets, news journals and articles in various mass media, etc. Primary data were obtained from observations to the research locations and interviews with stakeholders.

The main instrument in research using qualitative methods is the researchers themselves. Data collection techniques used in this research were observations, interviews, and documentation. Techniques used to analyze research data were interpretive descriptive analysis techniques with the following steps: (1) Selecting relevant documents/data and provide code, (2) Making an objective note, in this case, to do classification and edit (reduce) the answer, (3) Making reflective notes, i.e., write down what the researcher is thinking as an interpretation in his/her relationship with objective notes; (4) Concluding the data by creating a format based on data analysis techniques that researchers drive, and (5) Triangulating the data by concluding the double data obtained in three ways: (1) extending the field's observation time to match the written data with the field data, (2) comparing the data that has been written by re-asking the informants, and (3) matching the data that registered with the library source. Analysis of tourism village's potential by analyzing the potential of tourism villages. Analysis, identification, and classification of tourism villages. In this stage, triangulation was carried out by paying attention to the results of the previous study. This triangulation matches the requirements' completeness to become a tourism village, the possibility of developing the village, and the opinions of the relevant parties. Furthermore, these villages are classified into the following categories: tourism villages, tourism-ready villages, and pre-tour villages. Tourism village is a village that is ready to be a tourism

village reviewed from all sides. Meanwhile, the tourism-ready village is a village that has fulfilled most of the conditions but has not been able to develop its tourism management. Furthermore, the pre-tourism village is a village that can only meet some conditions but is just starting to develop rural tourism.

### 3. RESULTS AND DISCUSSION

A total of 99 villages spreading across ten districts/cities in NTB were designated as tourism villages through the Governor's Decree. The 99 tourism villages will focus on their development in the next five years. In West Lombok, there were 13 tourism villages, namely Buwun Mas, Mekar Sari, Pusuk Lestari, Telangana, Senggigi, Banyumulek, Lingsar, Senteluk, Karang Bayan, Gili Gede Indah, Sekotong Barat, Batu Putih, and Labuan Tereng.

The Government of West Lombok Regency realizes that tourism is significant to support the region's economic development. Here are several district government policies that support tourism. The vision of the West Lombok Regency Tourism Office in 2015–2019 is a picture of the future that it wants to realize and a description of the Vision and Mission of the West Lombok Regency Government in 2015-2019. One of West Lombok Regency's development goals is to increase economic growth and improve the community's welfare to accelerate poverty reduction of employment and investment opportunities in West Lombok Regency as stated in the Medium-Term Development Plan (RPJM) of West Lombok Regency year 2015-2019.

In 2016, the West Lombok Regency Government and the West Lombok Regency People's Representative Council approved West Lombok Regent Regulation No. 41 of 2016 on Tourism Village Areas. In addition, Chapter V Article 8 Regent rule stipulates tourism village area in West Lombok.

In general, from the identification of villages in West Lombok, it is known that 68 villages are eligible to become tourism villages. Analysis of

local government policies, both the NTB Provincial Government and the West Lombok Regency Government, shows the development of tourism villages focusing on several villages with categories that the Provincial Government has determined.

The identification shows that almost all districts in West Lombok have a potential village to become a tourism village. Batulayar and Narmada districts become areas that are ready to be tourism villages, considering the awareness of tourism communities are very high, and nature is supportive. Also, culture and history are very supportive. Among the villages in Batulayar, Senggigi is the most famous village besides Batulayar Barat and Batulayar. Senggigi, Batulayar, and Batulayar Barat are prepared to become tourism areas.

Batulayar and Narmada districts' dominance shows similarities with another regency in Lombok, namely East Lombok, where there are two dominant districts in tourism in the district. In East Lombok, there are two dominant districts, namely Sembalun and Jerowaru (Permadi et al., 2018)

The remarkable thing after identifying rural areas of West Lombok is that almost all villages qualify one to condition three, i.e., 1) Uniqueness and authenticity, 2) Location and accessibility, and 3) Culture that includes local customs as well as local norms. Many villages in West Lombok Regency have tourist attractions and relatively easy access by vehicle's Infrastructure support in Lombok can easily access West Lombok villages either from the provincial capital, district capital, or Lombok International Airport.

With its geographical variations from mountain to coast, West Lombok also shows various cultures and historical relics that are quite varied. This is shown by many villages in West Lombok that have artistic potential and attractions in historical relics. For example, Suranadi Village and Narmada Village, which both developed, have a long history since the Cakranegara Kingdom era.

The researchers' study shows that of the 66 potential tourism villages in West Lombok, 12 villages have historical tourism potential. The

district with the most significant number of historical tourism villages is Lingsar District, where four villages have historical tourism potential, namely Dasan Geria, Karang Bayan, Langko, and Lingsar.

Meanwhile, villages have historical relics like in Narmada, Kuripan, Batulayar, Gunung Sari, Labuapi, and Lembar districts. For example, Kuripan Village has historical relics in the form of the Kahuripan royal family tomb. In Batulayar District, there is a West Batulayar Village with an Ancient Batulayar grave, where a Wali or spreader of Islam is buried. The same burial was found in Kuranji Dalang Village, Labuapi District.

In addition to Islamic historical relics, potential tourism villages in West Lombok also hold Hindu historical relics and the Cakranegara kingdom. In Narmada District, there are Narmada Village and Suranadi Village with Balinese cultural heritage and historical relics of Cakranegara Kingdom, respectively. Moreover, there is Narmada Park in Narmada village and Suranadi Park in Suranadi village.

In this research, the selection of potential villages can be considered into three categories: tourism villages, tourism-ready villages, and pre-tour villages. In the following table, data related to tourism villages is presented.

From the identification results, it is known that eleven villages fall into the category of tourism villages. These eleven villages are villages that almost meet the requirements of tourism villages number one to seven. The eleven villages are called tourism villages. However, the problem is that most of these villages have not met the seventh requirement of security, order, and cleanliness. It is undeniable that tourism villages in West Lombok are not prepared in terms of cleanliness, so they do not have waste management facilities.

While security issues have always been an obstacle in Lombok, villages in West Lombok have security concerns. Thefts happen all the time. In terms of tourist visits, these villages have been routinely visited by tourists, mostly domestic tourists.

Of the 68 potential tourism villages in West Lombok, 13 villages are ready to become tourism villages or fall into the category of tourism-ready villages. Of the 13 villages ready for this tour, three villages can fall into tourism villages. The three villages are Kekerri village, Kekait Village, and Batu Kumbung Village.

#### 4. CONCLUSION

The potential development of Tourism Village in West Lombok Regency is excellent. Initial identification indicates there are 68 possible villages to become tourism villages throughout the districts in West Lombok. Villages that can be developed into tourism villages are located in various mountains and beaches in the West Lombok Regency area. These villages are classified into three categories, namely tourism villages, tourism-ready villages, and pre-tour villages. For tourism village category: Batulayar, Batulayar Barat, Meninting, Senggigi, Lembar Selatan, Karang Bayan, Lingsar, Narmada, Sesaot, Suranadi, and Gili Gede Indah. For the category of tourism-ready villages: Gelangsar, Kekait, Kekerri, Kuripan Timur, Labuan Tereng, Batu Kumbung, Langko, Golong, Mekar Sari, Pakuan, Sedau, Buwun Mas, and Pelangan. For the pre-tourism village category, 44 potential tourism villages have been identified in this study. These villages already have tourist attractions but have no amenities or facilities and infrastructure. For example, Banyumulek has been famous for pottery handicraft tourism but does not have homestays. Internal factors that support the development of tourism villages in West Lombok Regency are nature, social-culture, accommodation, location of nearby attractions, and each district has its attractions.

Suggestions for the Government, Make a policy to maintain the existing tourism village to be sustainable both from the natural and socio-cultural sides. Stop the destruction of nature due to mining which ironically occurs in many potential tourism villages such as in Buwun Sejati and Bukit Tinggi. Increase the capacity of tourism-

ready and pre-tourism villages by encouraging people to be tourism conscious to actively participate in tourism, especially in potential districts such as Gunung Sari and Narmada.

#### REFERENCES

- Amir, A., Sukarno, T. D. & Rahmawati, F. 2020. Identifikasi Potensi dan Status Pengembangan Desa Wisata di Kabupaten Lombok Tengah, Nusa Tenggara Barat. *Journal of Regional and Rural Development Planning* 4(2): 84–98. <https://doi.org/10.29244/jp2wd.2020.4.2.84-98>
- Antara, M. & Arida, N.S. 2015. *Panduan pengelolaan desa wisata berbasis potensi lokal*. Retrieved from [https://scholar.google.com/scholar?hl=id&as\\_sdt=0%2C5&q=PANDUAN+PENGELOLAAN+DESA+WISATA+BERBASIS+&btnG=#d=gs\\_qabs&u=%23p%3DMONljAXwlf0J](https://scholar.google.com/scholar?hl=id&as_sdt=0%2C5&q=PANDUAN+PENGELOLAAN+DESA+WISATA+BERBASIS+&btnG=#d=gs_qabs&u=%23p%3DMONljAXwlf0J)
- Ayazlar, G. & Ayazlar, R. 2016. Rural Tourism: A Conceptual Approach. In *Tourism. Environment and Sustainability* 14: 167–184.
- Chin, C.H., Lo, M.C., Razak, Z.bin, Pasbakhsh, P. & Mohamad, A.A. 2020. Resources confirmation for tourism destinations marketing efforts using PLS-MGA: The moderating impact of semirural and rural tourism destination. *Sustainability (Switzerland)* 12(17): 1–23. <https://doi.org/10.3390/SU12176787>
- Creswell, J.W. & Poth, C.N. 2014. *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches*. Fourth ed. SAGE Publications, Inc.
- Dašić, D., Živković, D. & Vujić, T. 2020. Rural tourism in development function of rural areas in Serbia. *Ekonomika Poljoprivrede* 67(3): 719–733. <https://doi.org/10.5937/ekopolj2003719d>
- Kotler, P. 2000. *Marketing Management*. Millenium Edition. New Jersey: Person Prentice Hall, Upper Saddle River.
- Kulcsár, N. 2009. Rural tourism in Hungary: the key of competitiveness Rur. *FIKUSZ '09 Symposium for Young Researchers*, 121–127.
- Permadi, L.A., Asmony, T., Widiana, H. & Hilmianti, H. 2018. Identifikasi Potensi Desa Wisata di Kecamatan Jerowaru, Lombok Timur. *Jurnal Pariwisata Terapan* 2(1): 33. <https://doi.org/10.22146/jpt.35380>
- Permadi, L.A., Widiana, H., & Muttaqillah, M. 2017. Strategi Pengembangan Dan Pemasaran Desa Wisata Sukarara Yang Terintegrasi Di Kecamatan Jonggat Kabupaten Lombok Tengah. *Jmm Unram - Master of Management Journal* 6(2). <https://doi.org/10.29303/jmm.v6i2.241>

- Rahmawati, N., Permadi, L.A. & Rinuastuti, B.H. 2021. The Influence Of Attraction, Location, And Service Quality On Revisit Intention To Sesaut Rural Tourism. *Jurnal Magister Manajemen Unram*, 10(1): 43–57.
- Republika. 2018. Lombok Barat Resmikan Desa Wisata Buwun. *Harian Republika*. retrieved from [www.republika.co.id](http://www.republika.co.id). 1–6.
- Sastrayuda, G.S. 2010. *Strategi Pengembangan Dan Pengelolaan Resort And Leisure*. Handout [Unpublished] Universitas Mataram.
- Sujarwo, S., Trisanti, T. & Santi, F.U. 2017. Pengembangan Model Pemberdayaan Perempuan Desa Wisata Melalui Pendidikan Berbasis Komunitas Di Desa Wisata Bejiharjo Kecamatan Karangmojo Kabupaten Gunungkidul. *Jurnal Penelitian Ilmu Pendidikan* 10(1): 75–85.
- Zakaria, F. & Suprihardjo, R. 2014. Konsep Pengembangan Kawasan Desa Wisata di Desa Bandungan Kecamatan Pakong Kabupaten Pamekasan. *Jurnal Teknik ITS* 3(2): 245-249.