

ENHANCING SENGGIGI AS A LOMBOK TOURISM DESTINATION: A DEVELOPMENT STRATEGY

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Abstract:

Tourism holds immense potential to generate significant benefits for the local economy and communities in Senggigi, Indonesia. However, realizing these benefits requires the implementation of effective strategies for developing tourism destinations. This study explores various strategies for fostering tourism in Senggigi, encompassing infrastructure and facility enhancement, promotional and marketing endeavors, bolstering the local community's capacity for tourism, and garnering support from both governmental and private entities. Moreover, it underscores the paramount importance of engaging the local community in the development process, emphasizing consultation, empowerment, and the mitigation of social and economic impacts. Furthermore, the study advocates for sustainable tourism practices that prioritize environmental protection and the preservation of cultural heritage, alongside robust mechanisms for regulating and enforcing policies to prevent their violation. By adopting and implementing these strategies, Senggigi can ensure that its tourism industry optimally benefits the local community while upholding sustainability and competitiveness in the broader tourism market.

Keywords: *tourism development strategy in Senggigi.*

1. Introduction

Senggigi represents one of the tourist destinations with exceptional potential for development as a premier tourism destination. With its exotic beaches, rich local culture, and mesmerizing natural beauty, the village of Senggigi holds significant opportunities to attract more tourists from both domestic and international origins. However, achieving this goal necessitates effective development strategies. This article will review several key strategies that can be implemented in the development of tourism destination construction in Senggigi. (Mulyana & Er Meytha Gayatri, 2022).

One of the highly crucial strategies for developing tourism in Senggigi involves enhancing promotion, branding efforts, and tapping into broader markets. Presently, the promotion of Senggigi tourism remains suboptimal, thereby becoming an imperative area of focus (Irfan & Apriani, 2017). Social media platforms, tourism websites, and collaboration with travel agencies can be leveraged to expand promotional outreach (Irwan Suriadi & Didy Ika Supryadi, 2017). Furthermore, integrating the promotion of tourist destinations with local products such as culinary delights and handicrafts will add value to the Senggigi tourism destination.

Adequate infrastructure and convenient accessibility are pivotal factors that attract tourists to various destinations. Therefore, the development strategy for Senggigi should prioritize the enhancement of accessibility and infrastructure, which includes road upgrades, transportation facilities, and accommodations. Additionally, constructing an airport in close proximity to the tourist destination, along with improving connectivity among the islands surrounding Lombok, emerges as a strategic imperative. (Ramdani, 2020).

The implementation of environmentally-friendly ecotourism concepts and the exploration of local culture serve as tourist attractions. This strategy involves nature preservation, the development of eco-friendly accommodations and restaurants, and the provision of local wisdom education for tourists. Moreover, incorporating local cultural attractions such as dance and music into the tourism experience can strengthen Senggigi's image as an exotic and authentic tourist destination (Munir et al., 2019).

In this island region, two prominent cultural characteristics prevail: Islamic and Hindu cultures. While numerous temples (pura) and mosques adorn the landscape, the predominance of Islam among Lombok's population results in a relatively higher number of mosque buildings. Consequently, Lombok Island is renowned as the 'Island of a Thousand Mosques.' This unique blend offers tourists a Bali-like ambiance. 'I enjoy living in Lombok because the people here are not intrusive. Moreover, the traffic is not

as congested and crowded as in Bali,' remarked Stuart, an American tourist, during an encounter at Senggigi Beach (Mulyana & Er Meytha Gayatri, 2022).

The methodology utilized in this study is qualitative, specifically employing phenomenology. Phenomenology aims to distill and articulate the essence or specific nature of the subject under investigation. By employing this qualitative approach, researchers can delve deeply into the strategies for developing tourist destinations

2. Results and Discussions

2.1 Tourism Destination Development Strategies

Senggigi, situated in West Lombok, is a burgeoning tourist village brimming with immense potential. Its scenic landscape boasts a variety of natural wonders, including mountains, forests, and pristine beaches that allure visitors. Along the coast of Senggigi, numerous picturesque beaches await exploration by tourists.

In addition to its natural splendor, Senggigi is also rich in cultural and culinary offerings. Various hamlets within Senggigi Village host traditional snack markets and the Trigona Mangsit Park, adding to its allure as a cultural and culinary destination. Culinary delights and vibrant hangout spots further captivate the attention of tourists.

To harness and optimize this tourism potential, the local government has outlined plans to delve deeper into the cultural and culinary offerings of each hamlet within Senggigi Village. One of the proposed initiatives is the establishment of soft trekking routes in the Mangsit mountains, situated on the eastern fringe of Senggigi (Kuswandi et al., 2018).

- Natural Beauty

Natural beauty remains a cornerstone attraction in the tourism industry worldwide. From the pristine shores of Senggigi Beach in Lombok, Indonesia, to the tranquil expanse of Dempsey Hill in Singapore, and the captivating allure of Sangiang Tourist Village in Sumbawa Island, Indonesia, tourists are drawn to diverse landscapes (Andriani et al., 2020).

Senggigi Beach, nestled in West Lombok, stands as a premier tourist destination in the region, boasting powdery white sands, crystalline waters, and breathtaking sunset vistas.

Dempsey Hill, a hidden gem in Singapore, offers a serene retreat from the urban hustle, enveloping visitors in lush greenery and tranquility distinct from the city's bustle.

Senggigi Tourist Village presents an array of captivating attractions:

- 1) Known for its expansive mountain ranges, verdant forests, and pristine beaches, Senggigi Village emerges as a prominent tourist hotspot within West Lombok regency.
 - 2) In addition to its scenic beaches, Senggigi offers inviting hangout spots and culinary delights. While not as bustling as Kuta, Bali, numerous cafes and bars dot the landscape, satisfying diverse tastes and preferences. The nightlife scene in Senggigi caters to party enthusiasts seeking vibrant experiences.
 - 3) Top tourist attractions in Senggigi, according to TripAdvisor, include Pura Batu Bolong, Sudirman Antiques Shop, Anggrek Putih Cooking Class, and Puncak Pusuk Pass.
 - 4) The initial phase of Senggigi Tourist Village development focuses on harnessing the tourism, cultural, and culinary potential of each hamlet within Senggigi Village. Initiatives include showcasing traditional snack markets and enhancing facilities like Trigona Mangsit Park. Future plans entail establishing trekking routes in the Mangsit mountains, located on the eastern fringe of Senggigi Beach.
- Cultural Wealth and Traditions

In addition to its natural allure, Senggigi stands renowned for its rich cultural tapestry and time-honored traditions, offering tourists an array of captivating experiences:

- 1) Local Customs and Rituals: Senggigi embraces a tapestry of customs and rituals, among them the revered Bau Nyale ceremony and the storied art of Peresean. The Bau Nyale ceremony, a cherished tradition of the Sasak community, commemorates the legend of Princess Mandalika. Peresean, on the other hand, showcases the distinct Lombok martial arts prowess through spirited combat using rattan sticks and shields.
- 2) Cultural Arts: Senggigi pulsates with the vibrancy of traditional Lombok arts and performances, including the mesmerizing Gendang Beleg dance and the melodic strains of Sasak Gamelan music. The Gendang Beleg dance features skilled drummers accompanied by graceful male and female dancers, while Sasak Gamelan music echoes unique rhythms found solely in this region of Indonesia.
- 3) Local Wisdom: Senggigi stands as a bastion of indigenous wisdom, exemplified through staunch environmental stewardship and communal harmony. Residents vigilantly safeguard their forests and shores, fostering sustainability by prohibiting activities such as illegal logging and poaching. The ethos of communal collaboration is deeply ingrained in Senggigi's fabric, as its people unite to cultivate a pristine and harmonious environment.
- 4) Signature Cuisine: Senggigi tantalizes the palate with its distinctive Lombok fare, including the fiery Ayam Taliwang, the zesty Plecing Kangkung, and the savory Sate Bulayak. Ayam Taliwang, a grilled chicken delicacy infused with spicy flavors, hails as a local favorite. Plecing Kangkung, a piquant vegetable salad adorned with peanut sauce, delights discerning taste buds, while Sate Bulayak, a specialty satay served with the unique Lombok-style rice cake known as Bulayak, offers a culinary journey through the island's flavors.

By venturing to Senggigi, tourists are invited to partake in its vibrant cultural mosaic and age-old traditions, ensuring unforgettable and enriching experiences (Andriani et al., 2020).

- Highlighted Tourist Attractions

Several prominent tourist attractions in Senggigi worth discussing are:

- 1) Pura Batu Bolong: Esteemed as one of Senggigi's premier religious sites, drawing visitors for its cultural significance.
- 2) Senggigi Beach: Renowned as a top tourist destination in Lombok, celebrated for its extensive shoreline and the striking contrast of white and black sands.
- 3) Malimbu Beach: Nestled near Malimbu Hill, this beach presents an enchanting retreat for tourists exploring Lombok.
- 4) Gili Trawangan, Gili Meno, and Gili Air: These three islands stand as renowned tourist hotspots in Lombok, cherished for their proximity to Senggigi and their unique charms.
- 5) Puncak Pusuk Pass: A captivating natural area and wildlife sanctuary offering panoramic vistas, attracting nature enthusiasts.
- 6) Sudirman Antiques Shop: A notable antique emporium serving as a magnet for tourists in Senggigi.
- 7) Anggrek Putih Cooking Class: A popular culinary workshop venue in Senggigi, currently welcoming eager participants.
- 8) Pink Beach: Tucked away in East Lombok, this hidden gem captivates visitors with its distinctive allure.

Moreover, Senggigi Village harbors significant potential in culinary delights and environmental conservation, underscored by its rugged mountains, verdant forests, and pristine beaches.

- Tourism Development Strategies in Senggigi

Several tourism development strategies in Senggigi have been identified from available sources:

- 1) Sharia Tourism Development: An analysis employing the SWOT framework suggests that Senggigi Beach falls into quadrant 1, indicating an aggressive

approach to sharia tourism development. Given Indonesia's significant ranking as the 6th global destination for sharia tourism according to the Global Mastercard-Crescent rating in 2015, leveraging sharia tourism could bolster tourist attraction in Senggigi.

- 2) Government and Private Sector Collaboration: Research underscores the pivotal role of collaborative governance between the government and the private sector in tourism development in the Senggigi region. This collaboration enables optimal utilization of Senggigi's tourism potential, with the government providing strategic oversight and the private sector contributing through investment and destination management.
- 3) Sustainable Tourism Development: Prioritizing sustainable tourism practices, particularly at Senggigi Beach, is paramount. This may involve designating Senggigi Beach as a flagship area at the provincial level, supported by concrete policy actions at the district government level in West Lombok.

Integration of these strategies can foster a more systematic and cohesive approach to tourism development in Senggigi, ultimately enhancing tourist attraction and fostering positive economic impacts on the local community (Mulyana & Er Meytha Gayatri, 2022). Additionally, discussions on infrastructure and facilities will be imperative for the successful implementation of tourism development strategies in Senggigi.

- Infrastructure and Facilities

Adequate infrastructure and facilities are pivotal for the successful development of tourism. Here are key considerations regarding infrastructure and facilities that require attention in the tourism development of Senggigi:

- 1) Accessibility: Prioritizing improvements to road infrastructure and enhancing accessibility to Senggigi is essential. Well-maintained roads will facilitate tourists in reaching various destinations and participating in

activities. Additionally, integrating reliable public transportation options such as tourist buses and taxis will aid tourists in exploring Senggigi more conveniently.

- 2) Accommodation: Diversifying and enhancing the quality of tourism accommodations, including star-rated hotels, guesthouses, and homestays, will cater to a broader range of tourists based on their preferences and budgets. Ensuring comfortable and secure accommodation options will elevate tourist satisfaction and encourage longer stays in Senggigi.
- 3) Entertainment and Recreation Facilities: Developing entertainment and recreational facilities like shopping centers, restaurants, cafes, and playgrounds will enrich Senggigi's appeal as a tourist destination. These amenities provide alternative activities for tourists, especially during inclement weather conditions.
- 4) Information and Tourism Promotion Facilities: Establishing tourist information centers and distributing destination maps and brochures will facilitate tourists in accessing information about Senggigi's attractions. Furthermore, utilizing various media platforms such as brochures, billboards, and social media for tourism promotion will heighten awareness of Senggigi's tourism potential.
- 5) Quality and Service Standards: Enhancing the quality and service standards across tourism facilities in Senggigi, including restaurants, hotels, and attractions, is crucial. Elevating service levels will enhance tourist satisfaction and contribute to crafting a positive tourism experience.

Implementing these initiatives will bolster the infrastructure and facilities in Senggigi, making substantial strides in tourism development. Moreover, Senggigi will enhance its competitiveness as a tourist destination, attracting a greater influx of visitors.

- Promotion and Marketing

Effective promotion and marketing play pivotal roles in the tourism development of Senggigi. Here are several strategies to enhance tourist attraction:

- 1) Collaboration with Travel Agencies and Tour Operators: Forming partnerships with both local and international travel agencies and tour operators will broaden Senggigi's exposure to diverse markets. Offering tailored tour packages featuring Senggigi's attractions, along with exclusive deals and discounts, will entice tourists to explore this destination.
- 2) Digital Marketing: Leveraging digital marketing channels such as websites, social media platforms, and online forums is essential for reaching a global audience. By curating compelling content like visually stunning photos, engaging videos, informative articles, and authentic traveler reviews, Senggigi can capture the interest of potential visitors and inspire them to experience its offerings.
- 3) Events and Festivals: Hosting a variety of events and festivals, ranging from sports competitions and music concerts to art exhibitions and culinary showcases, presents an effective avenue for promoting Senggigi. These events provide platforms to showcase Senggigi's rich cultural heritage and natural splendor, drawing in more tourists and creating memorable experiences.
- 4) Partnerships with Influencers and Industry Players: Collaborating with influencers, vloggers, and travel bloggers enables Senggigi to tap into their vast follower bases and amplify its reach. Leveraging their influence and credibility can significantly boost brand visibility, ultimately driving higher tourist footfall to Senggigi.
- 5) Awards and Certifications: Adhering to stringent quality standards and securing accolades or certifications from reputable tourism organizations enhances Senggigi's credibility and professionalism. These recognitions

bolster confidence among tourists and position Senggigi as a premier destination worthy of exploration.

By implementing these promotion and marketing strategies, Senggigi can expand its reach, elevate its reputation, and attract a larger influx of (Irwan Suriadi & Didy Ika Supryadi, 2017). This, in turn, will fuel tourism development in the region and foster local economic growth. Human Resources and Community Capacity

- Human Resources and Community Capacity

Human resources and community capacity are fundamental to community development and empowerment. In Indonesia, factors such as decentralization and government capacity in human resources development significantly influence the quality of human resources. Government policies and human resource capacity also shape the empowerment of local communities, as exemplified in Merauke Regency.

Enhancing human resource capacity entails assessing the performance of civil servants (ASN), a critical aspect of sustainable development. Performance evaluations of civil servants contribute to improving human resource capacity, thereby fostering sustainable growth.

Strategies for human resource development must be implemented to bolster the quality of human resources and community capacity. This involves providing trained labor to enhance skills and knowledge, thereby enabling communities to achieve greater prosperity through productive capacity development.

In summary, human resources and community capacity are pivotal for community development and empowerment. Continuous efforts to enhance human resource capacity through government policies, civil servant performance assessments, and human resource development strategies are essential for achieving sustainable development (Kuswandi et al., 2018). Table of Contents.

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Analysis of strengths, weaknesses, opportunities, and threats in the development of tourism destination construction in Senggigi, Lombok Island.

Aspect	Disadvantages	Opportunities	Threats
Natural beauty and unique and interesting culture	The lack of promotion and marketing to attract tourists	The number of tourist visits to Indonesia continues to increase every year.	Competition from other tourist areas in Indonesia and abroad with similar attractions.
Strategic location and easy access from various cities in Indonesia and around the world.	Inability to preserve the environment and culture in the area.	Government support in infrastructure development in the Senggigi region.	Natural disasters such as earthquakes and floods that can disrupt tourism activities.
Presence of adequate infrastructure such as hotels, restaurants, and entertainment venues.	High crime rates in some parts of Senggigi.	Potential to attract tourists from Asian countries, especially China and South Korea.	Policy changes from the government that may have adverse effects on the tourism industry in Senggigi.
Availability of a variety of tourist activities such as surfing, snorkeling, and hiking.	Service quality that has not yet reached international standards.	otential for developing sustainable tourism and ecotourism.	Threats of diseases such as the coronavirus that can reduce the number of tourist visits to Senggigi.

From the SWOT analysis, suitable and effective strategies can be derived to maximize potential and mitigate risks in the development of tourism destinations in Senggigi.

2.2 Involvement of Local Communities

The involvement of local communities in tourism development is a crucial aspect deserving attention, as these communities wield significant influence over the success and sustainability of the tourism sector within a given area. One effective approach to engaging local communities in tourism development is through consultation and active participation in decision-making processes pertaining to tourism. Locally engaged communities can serve to differentiate each tourism destination in Indonesia.

Through their involvement, they can contribute to the enhancement of their regional economy. The tourism sector is recognized as a pivotal driver for regional and overall Indonesian economic growth. Tourism development stands as one of Indonesia's primary sectors, offering substantial value and opportunities for local economic advancement in the global era. Consequently, community participation in local tourism development is paramount to ensuring the sector's success and sustainability.

Before delving further into discussion, it is imperative to grasp the background and context of local community involvement in tourism development. A notable study addressing this subject is the research conducted in West Lombok (Munir et al., 2019) which aimed to analyze the involvement of local communities and the socio-cultural impacts of tourism development, utilizing pertinent theories. In the context of tourism development in the Senggigi area of West Lombok Regency, the concept of collaborative governance emerges as a key approach utilized to engage local communities in decision-making processes related to tourism.

This approach facilitates collaboration between local communities, the government, and other stakeholders in managing and developing the tourism sector. Understanding the importance of involving local communities in tourism development, we can proceed to discuss pertinent points. Consulting and involving local

communities in decision-making regarding tourism will ensure that policies and programs implemented align with the needs and aspirations of the local populace, thereby promoting inclusive and sustainable tourism development.

- Consultation and Participation

The involvement of local communities through consultation and participation plays a pivotal role in fostering inclusive and sustainable tourism development. Below are key aspects of community consultation and participation in the development of tourism in Senggigi:

- 1) Community Meetings: Organizing meetings or forums involving the government, tourism stakeholders, and local communities to discuss tourism development plans. These forums allow involved parties to express their ideas, suggestions, and concerns regarding the impacts, opportunities, and challenges associated with tourism in Senggigi.
- 2) Community Involvement in Planning: Allowing local communities to actively participate in the planning, design, and decision-making processes related to tourism projects. This includes stages ranging from data and information collection, drafting work plans, setting priorities, to impact assessments.
- 3) Support and Facilitation: Providing technical support, financial assistance, and capacity-building training for local communities interested in engaging in the tourism industry. This support enhances the skills and knowledge of communities about crucial aspects of tourism, such as management, marketing, and environmental conservation.
- 4) Partnerships between the Tourism Industry and Local Communities: Establishing mutually beneficial partnerships between tourism industry players and local communities. These partnerships can encompass various areas, such as tourism resource management, marketing of local tourism products, and the formation of joint ventures involving local communities in the production and sale of tourism services.

5) Empowerment of the Local Economy: Encouraging the participation of local communities in tourism endeavors through job opportunities, the development of creative economies, and the strengthening of micro, small, and medium-sized enterprises. Thus, tourism can provide direct economic benefits to local communities and help alleviate poverty.

By implementing effective consultation and participation strategies, tourism development in Senggigi can become more inclusive and sustainable. Local communities will feel ownership and support for tourism development efforts and can enjoy the benefits generated by this industry.

- Community Empowerment and Business Development

Empowering communities in the context of business development, particularly within the tourism sector, involves efforts to strengthen and enhance their capacity, role, and initiative as stakeholders in tourism development. Some regions, such as Yogyakarta and Bali, have successfully positioned the tourism sector as a leading enterprise for their communities. Community empowerment extends beyond traditional ventures like lodging, restaurants, and transportation businesses to encompass other activities such as souvenir procurement.

According to Patusuri (2001) as cited in Purwita & Suryawan (2018), tourism development is an endeavor aimed at maximizing processes within tourism activities. Embedded within the concept of community-based tourism is the notion of community empowerment. Efforts in community empowerment are inherently linked to the characteristics of the target community, including its background and empowerment attributes.

In the context of community empowerment and business development, it is crucial to create opportunities for communities to develop their capacity, role, and initiative in tourism business. This will assist communities in becoming more self-reliant and competitive in the tourism sector, thereby making a greater contribution to business development in their respective regions.

- **Socio-Economic Impact on Local Communities**

The socio-economic impact on local communities manifests across various dimensions, including tourism, economic growth, and job creation. Below are examples of socio-economic impacts observed:

- 1) **Tourism Impact:** Tourism exerts a significant influence on the local economy, particularly in the "new normal" era. Tourism development can yield positive effects on the local economy. A tangible illustration of this impact is Borobudur Temple, a key destination in Indonesia and a strategic focal point in Indonesian tourism development.
- 2) **Economic Growth:** The tourism sector profoundly impacts economic growth in Indonesia. Beyond increasing foreign exchange earnings, tourism fosters job creation and stimulates the growth of the tourism industry, thereby propelling economic development.
- 3) **Job Creation:** Tourism significantly contributes to job creation, a crucial social aspect. Community-based tourism, in particular, demonstrates positive impacts on social, economic, and environmental fronts. Research indicates that community-based tourism generates new employment opportunities for local communities.

From the aforementioned points, it can be inferred that the socio-economic impacts stemming from tourism, economic growth, and job creation yield benefits for local communities and bolster the Indonesian economy.

2.4 Environmental and Cultural Conservation

The preservation of the environment and culture is imperative for the development of sustainable tourism. Sustainable tourism encompasses social and cultural transformation as well as environmental preservation. In this digital era, Universitas Gadjah Mada (UGM) has emerged as one of the Monitoring Centers of the Sustainable Tourism Observatory (MCSTO), a collaboration between the Ministry of

Tourism and the Sleman District Government recognized by the United Nations World Tourism Organization (UNWTO).

Cultural preservation is a crucial element in supporting sustainable tourism. The acceleration of tourism sector growth must be accompanied by increased awareness of the importance of cultural preservation and engagement with local communities. Every cultural preservation effort should yield positive impacts on community welfare. The concept of sustainable tourism in cultural heritage conservation emphasizes tourism development that provides economic and social benefits without causing environmental degradation, aiming to restore degraded environmental conditions. In the development of tourist destinations, efforts toward environmental preservation are equally crucial. For instance, in the development of tourism in the Komodo National Park (KNP) as a super-priority destination, concerns about potential threats to natural preservation, including the possible narrowing of the iconic Komodo habitat, are essential considerations.

From the above explanations, several scopes will be discussed in this chapter. However, it is worth noting that environmental and cultural preservation are crucial in the development of sustainable tourism. This preservation involves local communities, provides economic and social benefits, and maintains environmental and cultural heritage.

- Regulations and Policies

Regulations and policies play instrumental roles in supporting efforts toward environmental and cultural conservation in tourism development. The following points highlight regulations and policies that warrant attention:

- 1) Development and Implementation of Comprehensive Regulations: The government needs to develop comprehensive regulations and policies regarding tourism management, encompassing aspects of environmental and cultural preservation. These regulations should cover various aspects

such as tourism business licensing, natural resource management procedures, and cultural asset protection.

- 2) Involvement of Local Communities in Decision-making Processes: For environmental and cultural preservation, the government must ensure the involvement of local communities in decision-making processes related to tourism regulations and policies. This participatory approach will ensure that resulting policies meet the needs and aspirations of local communities and accommodate the interests of various stakeholders involved.
- 3) Implementation of Policy Monitoring and Evaluation: The government needs to periodically monitor and evaluate the implementation of established policies to ensure their effectiveness in achieving environmental and cultural preservation goals, and their positive impacts on communities and the tourism sector in general.
- 4) Law Enforcement and Sanctions: Law enforcement against violations of tourism regulations and policies related to environmental and cultural preservation must be firm and consistent. Clear and fair sanctions for violators need to be implemented to reaffirm the government's commitment to protecting the environment and local wisdom.

In the development of tourism, especially in tourist destinations such as Senggigi, the role of regulations and policies in environmental and cultural preservation is a crucial aspect. Government commitment to formulating and implementing effective policies will have a significant impact on the sustainability of tourism and the livelihoods of local communities.

- Education and Awareness

Education and awareness are critical components supporting environmental and cultural preservation in tourism development. Enhancing the knowledge and awareness of communities, tourism entrepreneurs, and tourists regarding environmental and cultural conservation is essential for fostering

sustainable tourism management. The following points highlight important aspects of education and awareness that warrant attention:

- 1) Training and Capacity Building for Communities: Training and capacity-building programs for local communities and tourism entrepreneurs are essential to increase their knowledge and understanding of the importance of environmental and cultural preservation. These programs can include natural resource management, cultural site maintenance, and the implementation of environmentally friendly tourism practices.
- 2) Environmental and Cultural Education: Education about the environment and culture should be integrated into school curricula and non-formal education programs. This aims to enhance the younger generation's understanding of the importance of environmental and cultural preservation and to teach them how to protect these resources.
- 3) Campaigns and Outreach: Campaigns and outreach efforts regarding the importance of environmental and cultural preservation should be conducted regularly and involve various media. Information on sustainable tourism practices, the positive and negative impacts of tourism on the environment and culture, and ways to mitigate negative impacts should be communicated to the broader public.
- 4) Development of Sustainable Tourism Products: Tourism products that emphasize environmental and cultural preservation should be developed and promoted. For example, tourism packages that involve local communities in conservation activities and tourist attractions that highlight local wisdom and cultural uniqueness should be prioritized.
- 5) Tourist Participation in Preservation Efforts: Tourists should be encouraged to participate in environmental and cultural preservation efforts. This can be facilitated by providing information and opportunities for tourists to engage

in conservation activities and encouraging them to respect local customs and culture.

By increasing education and awareness about environmental and cultural preservation, all parties involved in tourism will have a better understanding of the importance of maintaining environmental sustainability and cultural heritage. This effort will positively impact the development of sustainable tourism and the welfare of communities in tourist destinations such as Senggigi.

- Implementation of Sustainable Tourism Practices

Sustainable tourism practices focus on the balanced preservation of the environment, culture, and local economic development. Implementing these practices in destinations such as Senggigi will foster high-quality and sustainable tourism. The following points outline the key aspects of implementing sustainable tourism practices:

- 1) Sustainable Natural Resource Management: In developing tourist destinations, the management of natural resources such as water, energy, and raw materials must be sustainable. This includes implementing efficient wastewater management systems, utilizing renewable energy, and adopting environmentally friendly waste management practices.
- 2) Biodiversity and Ecosystem Protection: Efforts to protect biodiversity and ecosystems are essential in tourism development. This includes limiting the number of tourists in ecologically sensitive areas, developing eco-tourism or nature-based conservation tourism, and promoting tourism activities that involve tree planting or wildlife conservation.
- 3) Preservation of Cultural and Historical Values: Protecting historical and cultural sites is a crucial aspect of sustainable tourism. For instance, in Senggigi, preserving local traditions and arts is vital for providing unique and authentic tourism experiences.

- 4) **Local Economic Development:** Sustainable tourism should support local economic development by creating job opportunities and involving local communities in the tourism industry. This can be achieved by partnering with local entrepreneurs to provide tourism products and services and promoting regional culinary and handicraft products.
- 5) **Commitment from All Stakeholders:** Achieving sustainable tourism requires commitment and awareness from all stakeholders. The government needs to provide supportive regulations and policies, the tourism industry must adopt environmentally friendly and ethical operational practices, and tourists should act as responsible consumers who respect the environment and culture of the destination.

By implementing sustainable tourism practices, destinations like Senggigi will have better prospects for sustainable development, benefiting the environment, culture, and local communities.

- **Management of Natural and Cultural Resources**

Effective management of natural and cultural resources is a key factor in developing sustainable tourism. The preservation of natural and cultural resources involves efforts in both conservation and restoration. For natural resources, this includes maintaining biodiversity, protecting wildlife habitats, and preserving ecosystems. For cultural resources, restoring historical sites and preserving local traditions are critical efforts in cultural management. Spatial planning and zoning of tourist destinations that consider ecological, social, and cultural aspects are essential. This involves designating specific zones for tourism activities, conservation and protected areas, and restricting access to locations vulnerable to environmental and cultural degradation.

The use of technology, such as Geographic Information Systems (GIS) and remote sensing technology, can aid in the efficient management of natural and cultural resources. Technology can assist in monitoring, evaluation, and data-

driven decision-making, thereby enhancing management efforts. Developing a variety of attractive and sustainable tourism products is important for managing natural and cultural resources.

Diversification reduces pressure on these resources and ensures that economic benefits are more evenly distributed among local communities. Collaboration between the government, tourism companies, and local communities is crucial for managing natural and cultural resources. Such collaboration ensures effective tourism policies and practices that prioritize local interests and environmental and cultural preservation. Through systematic, innovative, and inclusive management of natural and cultural resources, tourism in destinations like Senggigi has greater potential to develop sustainably. Support from various stakeholders in implementing sustainable tourism practices is crucial for effective resource management.

2.5 Handling Regulatory Violations

Handling regulatory violations is crucial in sustainable tourism management to ensure compliance with established regulations. The initial step involves identifying various types of infractions, including environmental pollution, unauthorized construction, disturbance of wildlife, or breaches of local customs and cultural practices. Effective enforcement of laws requires enhancing on-site monitoring through improved inter-agency coordination, capacity building for enforcement officers, and the use of technology for monitoring purposes. Regular dissemination of tourism regulations and policies is essential to prevent violations, achieved through seminars, workshops, or media campaigns aimed at raising awareness and compliance. Ongoing education and counseling on the importance of tourism policies should target local communities and tourism entrepreneurs to increase awareness about environmental and cultural preservation and the significance of regulatory compliance. Coordination among government agencies, tourism businesses, and local communities is necessary

to address regulatory violations effectively, ensuring better law enforcement, impact mitigation, and prevention of future violations. Efficient handling of regulatory violations contributes to improved sustainable tourism management, aligning with efforts to strengthen reporting and enforcement processes.

- Violation Reporting

Reporting violations is crucial in addressing regulatory breaches within the tourism sector. Efficient reporting enables prompt law enforcement and corrective actions. The following outlines violation reporting in sustainable tourism: (1) Accessible reporting mechanisms are vital for the public, tourists, and stakeholders, including hotlines, apps, or websites with transparent responses. (2) Education on reporting procedures is necessary for communities, tourists, and stakeholders, disseminated through socialization or awareness campaigns. (3) Protection for whistleblowers, ensuring identity confidentiality, is crucial to encourage participation. (4) Authorities must promptly follow up on violation reports with coordination and technological support. (5) Regular monitoring and evaluation ensure system effectiveness and identify weaknesses for improvement. Effective violation reporting strengthens law enforcement, ensuring environmental and cultural sustainability and compliance with tourism regulations.

- Investigation and Law Enforcement

Investigation and law enforcement within the realms of sustainable tourism and ecotourism encompass various legal aspects and regulations. According to Law No. 10 of 2009 and Government Regulation No. 50 of 2011, the principle of sustainability is integral to the legal framework governing sustainable tourism and ecotourism. However, it is essential to distinguish between tourism and ecotourism as two separate legal concepts.

The advancement of sustainable tourism must adhere to sustainability criteria, ensuring ecological support over the long term, economic viability, and

ethical and social fairness to communities (Piagam Pariwisata Berkelanjutan, 1995). Within this framework, law enforcement and investigation play pivotal roles in ensuring adherence to these principles.

One significant challenge in law enforcement and investigation related to sustainable tourism is the lack of harmony among policies and regulations, coupled with sectoral disparities within ministries responsible for ecotourism development. In ecotourism development, four agencies are authorized to manage and formulate policies and regulations. This fragmentation can impede effective coordination and law enforcement efforts.

Hence, discussions on investigation and law enforcement underscore the importance of harmonizing regulations and policies among agencies, alongside fostering robust coordination in law enforcement to attain sustainable tourism objectives.

- Impact Recovery and Sanctions

In the realm of sustainable tourism development, the mitigation of impacts and the enforcement of suitable sanctions against regulatory violators are pivotal measures to uphold legal standards and mitigate adverse effects on the environment and culture. The following points outline considerations regarding impact recovery and sanctions within the context of sustainable tourism:

- 1) Impact Assessment:

Initiating impact assessments constitutes the foundational step in the recovery process. These assessments entail scrutinizing the environmental, social, economic, and cultural ramifications stemming from regulatory breaches. Consequently, they serve as the groundwork for devising appropriate recovery strategies.

- 2) Recovery Plan:

Following impact assessment, government entities and relevant stakeholders must craft robust recovery plans. These plans should encompass tactics and concrete actions to redress negative impacts in both the short and long term, fostering conditions conducive to sustainable tourism.

3) Implementation of Recovery:

The execution of recovery plans necessitates periodic and well-coordinated efforts among governmental bodies, tourism enterprises, and local communities. Recovery endeavors may span natural habitat restoration, infrastructure refurbishment, or enhancements in tourism governance.

4) Sanctions for Violators:

Applying stringent and proportionate sanctions against regulatory infringers serves as a deterrent against recurrent violations. These sanctions may entail fines, constraints on business licenses, or, in severe cases, revocation of licenses.

5) "Polluter Pays" Principle:

In sanction enforcement, adherence to the "polluter pays" principle is paramount. This principle dictates that violators bear full accountability for the costs of impact recovery they have instigated. Its aim is to foster awareness, compliance with tourism regulations, and deterrence.

Through diligent impact recovery measures and effective sanctions, sustainable tourism objectives can be realized. Collaborative efforts among governmental bodies, tourism enterprises, and local communities in law enforcement and impact mitigation are instrumental in attaining sustainability targets within the tourism sector.

- Monitoring and Evaluation

Monitoring and evaluation are integral components in the pursuit of sustainable tourism. One method for conducting such assessments is through established evaluation processes overseen by the Deputy in charge of tourism

destination development. These evaluations are designed to ascertain whether a tourism destination aligns with sustainable criteria.

The Ministry of Tourism and Creative Economy (Kemenparekraf) assumes a pivotal role in providing policy direction, strategic planning, implementation, and the monitoring and evaluation of sustainable tourism development programs, inclusive of sustainable tourism certification initiatives. The overarching objective of these monitoring and evaluation endeavors is to bolster the competitive edge of environmental sustainability within the tourism sector.

Moreover, sustainable tourism accolades in Indonesia serve as an additional evaluative tool in the pursuit of sustainable tourism objectives. These accolades adhere to sustainable tourism destination certification standards and encompass various assessment categories, including sustainable tourism destination management and economic empowerment for local communities.

In conducting monitoring and evaluation activities, the engagement of diverse stakeholders within the tourism industry—such as governmental bodies, enterprises, and local communities—is imperative. Through effective monitoring and evaluation practices, successes and shortcomings in the pursuit of sustainable tourism can be identified, enabling the implementation of requisite corrective measures to advance toward these goals.

- Collaboration Among Stakeholders

Collaboration among stakeholders stands as a critical determinant in fostering sustainable and high-quality tourism. Enhanced cooperation among governmental entities, the private sector, and local communities is essential to synergize tourism destination development efforts. The following aspects warrant consideration in fostering stakeholder collaboration:

- 1) Government's Role: The government shoulders the responsibility of formulating policies and regulations that underpin sustainable tourism and ensuring adherence to these regulatory frameworks. Furthermore,

governmental bodies are instrumental in spearheading tourism infrastructure development, promotional endeavors, and the empowerment of local communities.

- 2) Private Sector's Role: Tourism enterprises are tasked with supporting sustainable tourism by adopting eco-friendly practices, respecting local cultures, and making substantial economic contributions to local communities. Additionally, they play a pivotal role in the training and professional development of the tourism workforce.
- 3) Local Community's Role: Local communities possess invaluable insights and expertise pertinent to sustainable tourism development. Their inclusion in the planning and decision-making processes pertaining to tourism initiatives in their regions is imperative. Moreover, efforts should be made to empower local communities to derive benefits from the tourism industry.
- 4) Communication and Information Exchange: Effective dissemination of information and seamless communication among stakeholders are imperative for optimizing collaborative endeavors. The implementation of integrated information systems and streamlined coordination mechanisms facilitates decision-making processes and augments efficiency and efficacy in realizing sustainable tourism objectives.
- 5) Inclusive Partnerships: Stakeholder collaboration should encompass not only governmental bodies, the private sector, and local communities but also non-governmental organizations, academic institutions, and community groups vested in sustainable tourism. Inclusive partnerships amplify support and contributions, fostering optimal outcomes.

Through effective stakeholder collaboration, sustainable tourism development in Senggigi and other tourist destinations can be pursued in a manner that is both environmentally sustainable and mutually beneficial. This approach

engenders a welcoming environment, fosters sustainable cultural practices, and promotes inclusive and equitable economic development for local communities.

3. Conclusions

The development strategy for tourism destination advancement in Senggigi necessitates robust collaboration among stakeholders, stringent investigation and law enforcement measures, diligent impact recovery and imposition of sanctions, thorough monitoring and evaluation processes, and effective communication channels. It is imperative for the government, private sector, local communities, and other pertinent entities to synergize efforts to foster a sustainable, enduring, and mutually beneficial tourism environment.

In implementing this strategy, stakeholders must prioritize environmental preservation, cultural conservation, and the welfare of local communities above all else. Safeguarding the authenticity and distinctiveness of Senggigi remains paramount in the pursuit of sustainable tourism development. Through consistent and sustainable execution of this strategy, tourism in Senggigi can thrive and expand without compromising the integrity of the environment, culture, and local communities.

As a burgeoning tourist destination, Senggigi holds significant promise if managed judiciously and conscientiously. It is our hope that the strategies elucidated in this discourse can serve as a compass and a source of inspiration for governmental bodies, industry stakeholders, communities, and all vested parties engaged in fostering sustainable tourism development in Senggigi and other tourist destinations across Indonesia.

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