

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XIII

Issue 2(58)

Spring 2022

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

 **ASERS**
Publishing



Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Technological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Faculty of Management and
Administration, Poland

Agnieszka Mrozik

Faculty of Biology and Environmental
protection, University of Silesia, Katowice,
Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Selişteanu

University of Craiova, Romania

Laura Ungureanu

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Table of Contents:

1	Designing an Adventure Tourism Package from the Preferences of the Visitors Mauricio CARVACHE-FRANCO, Wilmer CARVACHE-FRANCO, Orly CARVACHE-FRANCO, Aldo ALVAREZ-RISCO, Miguel ORDEN-MEJÍA, Xavier RECALDE-LINO	305
2	Stakeholders' Synergies in Developing Smart Tourism Destination. A Phenomenographic Study Nurdin HIDAYAH, Herlan SUHERLAN, Fajar Kusnadi Kusumah PUTRA	313
3	Antecedents of Tourists' Intentions to Visit in the Context of Coffee Tourism Usep SUHUD, Mamoon ALLAN, Vanessa GAFFAR	324
4	Theoretical and Methodological Fundamentals of the Modern Paradigm of Quality Management in the Field of Tourism Vadym Viktorovych BAYEV, Ivan Stepanovych BAKHOV, Tetiana Vitaliivna MIRZODAIEVA, Olena ROZMETOVA, Nataliya BORETSKAYA	338
5	Tourism Sustainability Strategy during New Normal Period for "Balkondes" in Borobudur Area Andhatu ACHSA, Rian DESTININGSIH, Fitrah Sari ISLAMI, Ivo NOVITANINGTYAS, Budi RAHARDJO	346
6	The Impact of Revolutions and Terrorist Attacks on Tourism. Case Study: Egypt Daniel BAKOTA, Magdalena MORGA, Arkadiusz PLOMINSKI, Mariusz RZETALA	354
7	Assessment of Service Quality of Leisure Center and the Intention to Revisit a Destination Ahmed ALSHIHA	367
8	Tourist Attraction Satisfaction Factors from Online Reviews. A Case Study of Tourist Attractions In Thailand Vimolboon CHERAPANUKORN, Prompong SUGUNNASIL	379
9	Challenges to Tourism Development in Sub-Saharan Africa. A Case of Malawi Mathews LAMBULIRA, Felix G. BELLO	391
10	Analyzing the Factors that Influence the Entrepreneur Business Performance of Tourism Destination of Kuala Terengganu City Centre, Malaysia Muhammad Abi Sofian Abdul HALIM, Nurul Farahiyah AWANG, Khatijah OMAR, Jumadil SAPUTRA, Siti Nor Adawiyah Azzahra KAMARUDDIN, Hazman SAMSUDIN	403
11	Beach Area Development Strategy as the Prime Tourism Area in Indonesia HAILUDDIN, Mukmin SURYATNI, Imamudin YULIADI, Syarwani CANON, SYAPARUDDIN, ENDRI	414
12	Banking Risks and Lending to Tourism and Hotel Businesses amid the COVID-19 Pandemic Gulnur KOZHAMZHAROVA, Lutpulla OMARBAKIYEV, Oksana KOGUT, Saule ZHUMASHEVA, Anelya SAULEMBEKOVA, Gulnar ABDRAKHMANOVA	427
13	The Effect of Social Marketing Strategy on Urban Tourism Growth and Economic Development in Zanjan, Iran Toktam SALARI, Omar YOUSEFI, Hossein AZIMI	438

Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Techonological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Faculty of Management and
Administration, Poland

Agnieszka Mrozik

Faculty of Biology and Environmental
protection, University of Silesia, Katowice,
Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Selişteanu

University of Craiova, Romania

Laura Ungureanu

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

14	A Literature Review of Efficiency Issues in Tourism Abylkair ASKEYEV, Raissa BAIZHLOVA	445
15	Cultural Tourism in Developed Island Tourist Destinations: The Development of an Alternative Tourism Model In Corfu Georgios KONTOGEOGRIS, Nikolaos VAROTSIS	456
16	Hotellogy - A New Branch of Philosophy of Science SUGIYANTO, Ardi SURWIYANTA, Hermawan PRASETYANTO, MUSOLI	466
17	Sustainable Tourism Recovery amid the COVID-19 Pandemic. The Case Study of the Phuket Sandbox Scheme Hongrui ZHU, Mehri YASAMI	477
18	Study of the Effects of Marketing Mix and Service Quality on Tourists' Decisions Dwi Septi HARYANI, Octojaya ABRIYOSO, Sri KURNIA	486
19	Evaluation of the Main Performance Indicators of 4 and 5-Star Hotels using the Example of the Nur-Sultan City, Kazakhstan Assem BEKBULATOVA, Bakyt SYZDYKBAYEVA, Rina AGYBETOVA, Zhanar DULATBEKOVA, Zhaxylyk AKIMOV	497
20	Topical Issues in the Field of Religious Tourism: Current Challenges Svitlana PANCHENKO, Olena KAROPOL, Oleksandr CHUCHALIN, Tetiana KOLISNYCHENKO, Kateryna SEFIKHANOVA, Ievgeniia DRAGOMIROVA	507
21	Modelling Tourist's Intention to Adopt Travel Applications during the Pandemic: A Bangladeshi Perspective S.M. Shariful HAQUE, Chhali UDDIN, Ashiful ISLAM, Mahedi HASAN	515
22	A Study Architectural and Intangible Environment Affecting Occupancy Rate of Five Stars Business Hotel in Amman Emad Al Dein Al FAHMAWEE, Omar A. A. JAWABREH	530
23	Villages' Revitalization Supports a Sustainable Agritourism in Albania Anila SULAJ, Arben TËRPOLLARI, Brunilda KONDI	546
24	Comparative Bibliometric Analysis of the Concepts of "Ecotourism" and "Agrotourism" in the Context of Sustainable Development Economy Oleh VYSOCHAN, Natalia STANASIUK, Mykhailo HONCHAR, Vasyl HYK, Nataliia LYTVYENKO, OIha VYSOCHAN	561
25	The Impact of COVID-19 Pandemic on Nature-Based Tourism in National Parks. Case Studies for Poland Mateusz ROGOWSKI	572
26	National and European Actions for the Development of Rural Areas - Stimulus for Ensuring the Sustainability of Economic Development Teodor Marian COJOCARU, Ramona PÎRVU, Sorin DINULESCU, Lili ȚENEA	586

Call for Papers Fall Issues 2022 Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

Journal of Environmental Management and Tourism is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

Deadline for submission:	31 st July 2022
Expected publication date:	September 2022
Website:	https://journals.aserspublishing.eu/jemt
E-mail:	jemt@aserspublishing.eu

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT_Full_Paper_Template.docx](#), then send it via email at jemt@aserspublishing.eu.



DOI: [https://doi.org/10.14505/jemt.13.2\(58\).11](https://doi.org/10.14505/jemt.13.2(58).11)

Beach Area Development Strategy as the Prime Tourism Area in Indonesia

Hailuddin HAILUDDIN
Mataram University, Indonesia
didin@unram.ac.id

Mukmin SURYATNI
Mataram University, Indonesia
msuryatni@yahoo.com

Imamudin YULIADI
Muhammadiyah University of Yogyakarta, Indonesia
imamudin@umy.ac.id

Syarwani CANON
Gorontalo State University, Indonesia
syarwanicanon@ung.ac.id

Syaparuddin SYAPARUDDIN
Jambi University, Indonesia
syappelawan@yahoo.co.id

Endri ENDRI
Mercu Buana University, Indonesia
endri@mercubuana.ac.id

Suggested Citation:

Hailuddin, H. *et al.* (2022). Beach Area Development Strategy as the Prime Tourism Area in Indonesia. *Journal of Environmental Management and Tourism*, (Volume XIII, Spring), 2(58): 414 - 426. DOI:[10.14505/jemt.v13.2\(58\).11](https://doi.org/10.14505/jemt.v13.2(58).11)

Article's History:

Received 5th of January 2022; Received in revised form 15th of January 2022; Accepted 18th of February 2022; Published 31st of March 2022. Copyright ©2022 by ASERS® Publishing. All rights reserved.

Abstract:

This research aims to study and analyze the appropriate strategies carried out and developed by stakeholders to build and develop the coastal area of Cemara Sheet as a mainstay tourist area in West Lombok. The development of the coastal regions is significant to create community welfare and educate it to take responsibility and maintain the preservation of the marine environment and the natural surroundings. The research approach used is a qualitative descriptive approach based on field observations supported by secondary data. The collected data is then analyzed using a SWOT analysis by systematically identifying various internal and external factors to formulate the desired development strategy. The logic that is built is how to maximize strengths (Strengths) and opportunities (Opportunities) but simultaneously minimize weaknesses (Weaknesses) and threats (Threats). The results showed that the tourism object of Cemara beach is very potential to be developed because of the natural support of the beach and sea and the surrounding hills. It has a clean and beautiful beach, the mangrove forest, which is still beautiful. In the background, it has an attractive green spread of Sekotong hills, a strategic position as the entrance to Lombok from the sea route, and its safe and comfortable environment. But on the other hand, several things need improvements, such as structuring the housing environment for residents, handling waste, and compliance with tourist facilities such as trash cans, ATMs, toilets, mini markets, prayer rooms, and others. Facilities and infrastructure and supporting infrastructure need attention to be better organized, such as the construction of water games, outbound, and viewing posts. Damaged and narrow road and bridge infrastructure, street and beach lighting are also necessary fixed. If all of these things can be handled properly, then the Cemara beach tourism object will charm and become a mainstay tourist destination that can compete with other tourist objects.

Keywords: mainstay tourist areas; coastal areas; environmental management.

JEL Classification: L83; Z32; Q51; Q56.

Introduction

Recently, the tourism sector has become an essential mainstay for the development of a country or region. With tourism, an area or area where the tourism object is located will get considerable economic and social benefits because it impacts the site's development (Mansur *et al.* 2021a). The tourism sector's story in an area will attract other sectors to develop because its products will support the tourism industry, such as agriculture, animal husbandry, plantations, folk crafts, socio-culture, and others. The chain of sectors whose activities are related to the tourism industry will generate foreign exchange and be used to absorb labor to reduce unemployment by increasing employment opportunities. Tourism progress in an area will benefit the community, both economically, socially, and culturally. On the other hand, if the development is not adequately prepared and managed, it will cause various problems that make it difficult or even detrimental to the community. Thus, to ensure that tourism can develop adequately and sustainably and benefit humans and minimize its negative impacts, tourism development needs to be preceded by an in-depth study, namely comprehensive research on all its supporting resources (Butarbutar and Soemarno 2013).

The development of the tourism sector is essentially an interaction between social, economic, and industrial processes (Manhas *et al.* 2006). Therefore, the elements involved in this process have their respective functions. It is hoped that community participation will have a significant role in this process. For this reason, the community is placed in positioning, managing, planning, and deciding about the programs that involve them. From a social point of view, tourism activities will expand job opportunities both from the development of facilities and infrastructure and various business sectors directly or indirectly related to tourism. Tourism will foster and increase the recognition and love of their homeland to motivate tolerance in social interactions, which is a strength in nation-building. From an economic point of view, tourism activities can contribute to regional revenues from taxes and levies and bring in foreign exchange from visiting foreign tourists (Alhempri *et al.* 2020). The existence of tourism will also foster interrelated economic enterprises and support their activities to increase people's income.

Pulau Lombok is one of Indonesia's islands with various tourist attractions such as nature, beaches, and culture. Lombok is a very suitable place for traveling because the area of the island of Lombok itself is only 5,435 km² (BPS NTB 2018). However, it is rich in tourism potential and does not need to spend a lot of time visiting existing destinations. Based on the wealth of tourism potential, West Lombok is one of the areas with the potential for vibrant natural and cultural resources to develop the tourism sector. As a tourist destination, West Lombok has many varied tourism potentials, such as nature tourism, historical tourism, and cultural tourism, which can be found in various locations in this area. Natural tourism is diverse, such as marine tourism in beach tourism, marine park tours, and even small islands (Gili) tours. Then there are ecotourism, rural panoramas, nature reserve tours to waterfalls, mountains, and others. Apart from natural tourism, there are also historical tours, mainly in ancient relics and other historical objects. The wealth and diversity of tourism in this area are also enriched by the presence of cultural tourism, especially the culture of the indigenous people of Lombok, namely the Sasak people in the form of dances, traditional ceremonies. These various tourist objects' existence encourages and can attract tourists to visit West Lombok both from foreign and local. This visit will certainly have a positive impact on the region and the local community. As an illustration, during the last four years, tourist arrivals in this area have shown a significant increase. In 2015 the number of visits reached 468,169 people and increased to 623,545 people in 2016. This continued to increase in 2017 to around 729,537 people. However, in 2018, its development slowed down a little, even tended to decline due to the earthquake's impact that hit Lombok in general.

One of the tourist objects that have been of concern recently in West Lombok is the Cemara Sheet beach area. This area is one of the areas that can become a mainstay tourist area in the future. The location offers a natural atmosphere with coconut trees and other shade trees that remind tourists of marine nature's beautiful nuances. Tourists who visit this area can also see and witness the ferry boats' activities connecting Lombok-Bali and can also detect the presence of ocean ships and cruise ships from various parts of the world visiting Lombok. On the other hand, the neatly arranged stretch of mangrove forest, interspersed with people's pond activities, is the main attraction. In the mangrove forest area, tourists can go around along it by boat or cross country while enjoying the gentle sea breeze with the sweet sound of small birds. In the afternoon, another atmosphere will come to greet you from the west side of this Cemara beach, which is a breathtaking sunset panorama. Likewise, other charms can still be obtained in this area. Periodically, this location also has an annual plan to celebrate traditional Lebaran Topat events and sailboat competitions. This is what makes this area always crowded with local and foreign tourists.

Seeing its various potentials, the Cemara beach area can be developed more professionally as an attractive and potential tourist destination. However, as is known at this time, the potential that is owned has not been maximally developed; in other words, the development of the tourist area of Cemara can be said to be still very slow compared to other tourist locations in West Lombok. The development of coastal areas such as the Cemara beach area as a tourist area is significant. It is made to become a priority for regional growth by regional development stakeholders (local government and community). This incredible attention is undoubtedly inseparable from efforts to divert the activities and engagement of communities in coastal areas relying on their livelihoods from the surrounding sea/coast as their primary source of livelihood. They are generally small traditional fishermen groups with inferior ability to catch fish due to limited equipment and expertise. This condition will initiate them to do things that are not legally justified (breaking the rules) in getting fish, such as bombing, using chemicals, taking and destroying coral reefs, etc. These patterns are, of course, hazardous to themselves and the surrounding coastal and marine environment. In the long term, this will impact the destruction of the marine environment in the broader area. On that basis, developing a marine tourism area in the Cemara beach area is a solution to preserving the surrounding marine environment. In addition to educating coastal communities to care and be responsible for maintaining/maintaining their environment, expanding employment and business opportunities, which in turn will increase regional income through increasing local revenue (PAD). For this reason, it is the responsibility of all parties to find solutions. How are efforts and strategies for developing coastal areas to become the mainstay tourist area of a site, by taking the case of the Cemara Sheet beach area of West Lombok.

1. Literature Review

Tourism is an activity carried out by people to travel for entertainment or recreation. According to the World Tourism Organization (WTO), tourism is the activity of a person traveling to or living in a place outside their usual environment for no more than one year continuously for pleasure, business, or other purposes (Camilleri 2018). In essence, tourism includes: (1) all activities that are related to tourist travel, (2) Business of untouched nature: natural beauty, volcanoes, lakes, beaches, (3) Business of tourism services and facilities, namely: tourism service businesses (travel agents, travel agents, guides, conventions, travel incentives, and exhibitions, impresario, tourism consultant, tourism information), tourism facilities business consisting of accommodation, restaurants, bars, tourist transportation (Camilleri 2018).

The journey of people in tourism certainly has a purpose of being visited, namely a tourist attraction as an attraction. The tourist object itself is everything in a tourist destination so people want to come to see the place (Vengesayi *et al.* 2009). Attractiveness usually has uniqueness, beauty, and value in the form of the diversity of natural, cultural, and human-made wealth that is the target or destination of tourist visits and tourism destination areas from now on referred to as tourism destinations. Tourism destinations are geographic areas in one or more administrative regions where there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism (Vengesayi *et al.* 2009). While the tourist attraction itself is divided into three groups based on their uniqueness (Buhalis 2000) that is:

- Natural tourism objects include sea, beach, mountain (volcano), lake, river, fauna (rare), protected area, nature reserve, natural scenery, and others.
- Cultural tourism objects, for example, birth ceremonies, dances (traditional), music (traditional), traditional clothing, traditional marriages, ceremonies for descending into the fields, harvest ceremonies, cultural heritage, historical buildings, traditional heritage, cultural festivals, woven cloth (traditional), local textiles, (traditional) performances, local customs, museums, and others.
- Artificial tourist objects, for example, sports facilities and facilities, games (kites), entertainment (jokes or acrobatics, magic), agility (horse riding), recreational parks, national parks, shopping centers, and others.
- A person going on a trip is motivated by several things. Andreu *et al.* (2006) reveal four types of travel motivation, namely:
 - Physical of physiological basis (cause that is physical or physiological), among others, for relaxation, health, comfort, participation in sports activities, relaxing, and so on.
 - Cultural motivation, namely the desire to know the culture, customs, traditions, regional arts, and objects of regional cultural heritage.
 - Social motivation or interpersonal motivation, such as visiting friends and family, meeting colleagues, making pilgrimages, and escaping from tedious habits.
 - Fantasy motivation (motivation due to fantasy), namely the existence of stories that other areas will escape from the tedious daily routine, and ego-enhancement, which provides psychological satisfaction.

Travel activities are seen as space and an opportunity that frees oneself from monotonous life or work. Therefore, the primary motive for traveling is very personal (Zeng *et al.* 2021). Many prospective tourists avoid successful tourism areas or places with very high tourist concentration levels, then look for classes that emphasize local authenticity, originality, and uniqueness. For example, coastal areas, rural areas are packed into tourist villages by highlighting community culture, cool air, and natural beauty. The quality of the environment in rural areas is still more original, healthier, and more natural than in urban areas (Gebre and Gebremedhin 2019). Tourism development focuses on developing tourism objects, both natural tourism, cultural tourism, artificial tourism, and alternative tourism. The need for tourists to enjoy natural beauty, witness cultural attractions and buy art products as souvenirs must be developed in tourism development planning to meet tourists' needs (Virgiawan *et al.* 2021).

Tourism development aims to provide good benefits for tourists and residents. The basis for tourism development is the potential of cultural, artistic, and natural diversity resources (natural charm) (Sinaga *et al.* 2018). The story of these resources is managed through an integrated approach to increasing the added value of resources between the growth of tourism products and the development of tourism marketing through the process of empowering local communities in the framework of tourism development. Based on this, tourism development has three functions (Kisi 2019), that is:

1. Promote economic activity.
2. Maintaining the national personality and preservation of environmental functions, and
3. We are fostering a sense of love for the country and the nation and instilling the government's soul, spirit, and noble values in strengthening national unity and integrity.

One form of tourism activity lately that has caught people's attention is ecotourism in certain areas, which involves the local community as a tourist area/village. The coastal region and fishermen's life with an overall original and distinctive atmosphere from socio-economic life, socio-culture, customs, daily life, having a unique building architecture and village spatial structure are among them. Economic activities will be attractive and have natural and environmental potential that can be developed, for example, attractions, accommodation, food and beverages, and other tourist needs (Creaco and Querini, 2003). An area is said to be a tourist area that must pay attention to the following factors:

- a. The scarcity factor is the nature of tourist attractions that are not commonly found or rare in other places.
- b. Natural factors are the nature of tourist attractions that have never changed due to human intervention.
- c. Uniqueness, namely the nature of tourist attractions that have a comparative advantage over other tourist objects.
- d. Community empowerment factors can encourage people to participate and be empowered in managing tourist objects in their area.

The development of a tourist object as a destination must pay attention to five essential elements so that tourists can feel satisfied in enjoying their tour (Vengesayi *et al.* 2009), among them;

- Tourist attractions and tourist attractions that can attract visitors
- Facilities that can support the needs and needs of tourists
- Basic infrastructure available for the needs of tourists
- Transportation helps and supports the mobilization of tourists
- The hospitality of the local community to tourists.

Tourist destinations have also been considered as a combination of products, services, and tourism experiences provided locally (Buhalis 2000) or as units of action where various stakeholders such as the private sector and public organizations interact (Bregoli and Del Chiappa 2013). From a marketing management perspective, destinations are considered a traditional commodity product, and for that, an agglomeration of facilities and services designed to meet tourist needs is required (Pahala *et al.* 2021). From this description, recently, quite a lot of tourist areas have been developed by the people who are supported by the government. Local communities play an essential role in the development of tourist areas because the resources and the uniqueness of traditions and culture inherent in these communities are the main driving elements of activities at tourist sites. On the other hand, local communities that grow and live side by side with a tourist attraction are part of an interrelated ecological system (Postma and Schmuecker 2017). The success of developing tourist areas depends on the level of acceptance and support of local communities. The local community plays a role as the host and becomes an essential factor in its development for all stages, starting from the planning, monitoring, and implementation stages (Okazaki 2008). However, the success or failure of developing tourist destinations depends on three main factors, namely: attractions, accessibility, and amenities (Bornhorst *et al.* 2010). No matter

how good and attractive an interest that can be displayed by a tourist destination, it has not attracted tourists to visit because there are still other factors that are taken into consideration regarding supporting facilities that enable them to enjoy comfort, security, and telecommunications equipment. The fulfillment of these requirements is inseparable from the availability of facilities and infrastructure such as roads, airports, ports, hotels, restaurants, shopping centers, banks, post offices, telecommunications, and entertainment venues such as cinemas, night clubs, and others (Nzama 2010).

2. Methodology

This research is a qualitative descriptive study, which describes and analyzes data that has been collected from interviews, field notes, and other official documents. This is related to the primary purpose of qualitative research, namely, to make a fact understandable and often does not emphasize concluding (generalizations) or does not emphasize estimates (predictions) of various patterns (Mansur *et al.* 2021b; Silitonga *et al.* 2020). The research location is in the Cemara area, Sheet District of West Lombok. The geographic condition and potential of this area are very supportive, with natural coastal and marine resources and an environment that is still beautiful, supported by its strategic position in Sheet Bay (the gateway to Lombok from the sea route), making this region have a promising future to develop as a tourist area.

Data collection was carried out through direct and indirect observation. Direct observation is carried out by going directly to the field to collect, record data, information, and information from related sources such as the Tourism Office, community elements, visitors/tourists, and traders around the research location. Meanwhile, indirect observations were made through the results of previous research records along with data from government institutions in West Lombok and NTB. Besides that, literature studies from various textbooks, scientific journals, articles, and other written sources and online sources were also carried out. The type of data used is qualitative data and quantitative data, namely data collected in the form of numbers and qualitative data, which is extrapolated (Alsa *et al.* 2021). Kinds of data are primary data directly from informants such as local communities, local governments, and other tourism actors, complemented by secondary data sourced from the NTB Province Central Bureau of Statistics (BPS), BPS, and the West Lombok Tourism Office. The complete composition of primary data sources (informants) is as follows:

- a. Cemara village apparatus: 1 person
- b. West Lombok Tourism Office: 1 person
- c. Cemara community leaders: 5 people
- d. Visitors / tourists: 35 people
- e. Cemara local community: 35 people

The collected data were analyzed using the SWOT approach (Strengths / S, Weakness / W, Opportunity / O, and Threats / T). This analysis identifies various factors systematically to formulate a tourism development strategy in the Cemara Sheet area. In essence, the logic that is built is how to maximize strengths (Strengths) and opportunities (Opportunities) but simultaneously minimize weaknesses (Weaknesses) and threats (Threats). Strengths and weaknesses are internal factors, while external factors are opportunities and threats (Fahriana and Huda, 2017). The relationship between internal and external factors is described in the SWOT matrix so that an interaction strategy between SO, ST, WO, and WT will be generated, as shown in the following table.

Table 1. Standard SWOT Combination Matrix

IFAS (Internal factors) EFAS (External Factors)	Strengths (S) Determine 2–10 Internal strength factors	Weaknesses (W) Determine 2–10 factors for internal weakness
Opportunities (O) Determine 2–10 characteristics of external opportunity.	Strategy (SO) Create strategies that use strengths to take advantage of opportunities.	Strategy (WO) Create a system that minimizes weaknesses to take advantage of opportunities.
Treats (T) Determine 2–10 factors for external threats.	Strategic (ST) Create a strategy that uses force to avoid threats	Plan (WT) Create a system that minimizes weaknesses and avoids threats

Source: Fahriana and Huda (2017).

Based on the interaction of various factors between rows and columns in the matrix above, a strategy will be formulated that can produce multiple alternatives to be implemented in the development effort—the Cemara Lembar tourist area in the future.

3. Result and Discussion

3.1. Result

Cemara is one of the hamlets in Sheet Village with a population of 1,379 people with 11 families. This area is a coastal area located on the west side of the West Lombok Sheet. Its location is very strategic because it is located on the edge of Sheet Bay which is the entrance to Lombok from the sea route. Ferry traffic and ocean liners (even cruise ships from various countries) will be monitored from this Cemara beach. On the south side, you can see the scenery of Sekotong hill, which is still green and beautiful. Another value of Cemara beach is clean sand and seawater, with a sloping beach and relatively calm waves, making visitors feel comfortable and at home for a vacation. In the afternoon you will see a different atmosphere when the sun will set, *sunset*). In the surrounding environment, you can still see mangrove areas that are overgrown with well-groomed and maintained mangrove trees. Some other tourist objects that can still be enjoyed in this area are the butterfly beach area, the sacred tomb, and the mangrove park. In this area, you can also find many stalls serving various seafood menus with multiple flavors. To develop an area as a tourist area, many factors must be considered to be studied. Of course, some factors act as a driving force and can also be an obstacle. To get a comprehensive picture of these factors, the SWOT analysis approach is considered to provide a solution for the development of Cemara beach as a tourist attraction. SWOT is a combination of the internal environmental conditions (strengths/strengths and weaknesses) and the external environment (opportunities and threats) facing the business world. This analysis tries to maximize the strengths (strengths) and opportunities (opportunities), but on the other hand, minimizes weaknesses and threats. The strategic decision-making process is always related to the development, mission, objectives, strategies, and policies of users, which refer to current conditions. For this reason, the method for developing Cemara beach tourism objects is analyzed by identifying various factors of strengths, weaknesses, opportunities, and threats related to the current position of Cemara beach, as shown in table 2.

Table 2. Internal and External Factors of Cemara Beach Tourism Object

Internal factors	External Factors
<p>1. Power</p> <ul style="list-style-type: none"> – It has a clean and natural sandy beach – It has a mangrove forest that is still beautiful – A strategic location as the entrance to Lombok – Experienced human resources and experts in the field of tourism – Its development is supported by the government and the community – The level of security in a tourist location is good – Community culture that is still maintained – Quite complete accommodation – With the background of the beautiful and beautiful Sekotong hills 	<p>3. Opportunities</p> <ol style="list-style-type: none"> 1. Development of sheet ports as national/international ports 2. Community support and expectations in tourism development 3. The role as the gate of Lombok from the sea will encourage foreign tourists to stop by and visit tourist sites 4. Encouraging the growth of new business fields and jobs 5. Provide attractiveness for private investment 6. Provide opportunities for increased regional income 7. There are opportunities to offer new travel packages 8. The increasing variety of alternative tourist destinations in West Lombok
<p>2. Weaknesses</p> <ol style="list-style-type: none"> 1. Travel promotion that has not been maximized 2. The environmental arrangement in the tourist area has not been optimal 3. Lack of local community skills in foreign languages. 4. Lack of tourist facilities (trash cans, ATMs, toilets, mini markets, etc.). 5. The cleanliness of the community/visitors in tourist locations that have not been maintained 6. The supporting facilities and infrastructure for the Tourism Village are still lacking. 7. Lack of public awareness about tourism 8. Lack of funding support from local governments 	<p>4. Threats</p> <ol style="list-style-type: none"> 1. Increasing competition between tourist objects in West Lombok 2. Infiltration of foreign cultural influences that have an impact on local culture 3. The emergence of business competition between migrants and local communities 4. The safety and comfort factor of visitors who are not yet supportive 5. Can influence the mindset and behavior of the community as a result of tourism development 6. Can cause environmental pollution due to waste that is not handled 7. There is still a negative image in the world of tourism

Source: Processed data (2022)

To find out the rating of these factors, the data has been recorded from a questionnaire distributed to visitors to Cemara beach. The questionnaire rating scale uses a score, where 1 indicates the lowest score and a score of 5 means the highest answer quality. If scores 3 and 4 suggest that the quality is the highest for strengths and opportunities, on the contrary, if scores 1 and 2 indicate that the quality is the highest for threats and weaknesses. The score calculation is as follows;

Highest score (XT): 5 and lowest score (XR): 1.

Range formula: $R = (xt - xr) = 5 - 1 = 4$

Interval class length $p = R / xt = 4 / 5 = 0.8$

With a class length of 0.8 and the lowest score of 1, the criteria are shown in table 3.

Table 3. Criteria for Strengths Weaknesses and Opportunities for Threats

No.	Interval	Strengths and Weaknesses	Opportunities and Threats
1	4.20 - 5.00	Very high	Very high
2	3.40- <4.20	High	High
3	2.60- <3.40	High enough	High enough
4	1.80- <2.60	Low	Low
5	1.00- <1.80	Very low	Very low

1. Factors of Strength and Weakness

Based on the standard assessment criteria in table 3, the strength factor of the Cemara beach tourism object on average can be seen in its value as in table 4.

Table 4. Mean Strength and Weakness Factors of Cemara Beach Tourism Object

No.	Power	Mean	Information
1	It has a clean and natural sandy beach	3.47	High
2	It has a mangrove forest that is still beautiful	4.68	Very high
3	A strategic location as the gateway to Lombok	3.84	High
4	Experienced human resources and experts in tourism	3.22	High enough
5	Its development is supported by the government and local communities.	3.79	High
6	The level of security at a tourist location is good	4.00	Very high
7	Community culture that is still maintained	4.00	Very high
8	Quite complete accommodation	2.90	High enough
9	With the background of the beautiful and beautiful Sekotong hills	4.50	Very high
	MEAN	3.82	High
No.	Weakness	Mean	Information
1	Travel promotion that has not been maximized	3.40	High
2	The environmental arrangement in the tourist area is still not optimal.	4.19	High
3	Lack of local community skills in foreign languages	3.00	High enough
4	Lack of tourist facilities (trash cans, ATMs, toilets, mini markets, etc.)	4.03	High
5	The cleanliness of the community/visitors in tourist locations is lacking.	3.70	High
6	The supporting facilities and infrastructure for the Tourism Village are still lacking.	3.98	High
7	Lack of public awareness about the world of tourism	3.92	High
8	Lack of funding support from local governments	4.00	High
	MEAN	3.82	High

Source: Processed Data (2022)

2. Opportunity and Threat Factors

Furthermore, from external factors in terms of opportunities and threats, the average value can be seen in the following table:

Table 5. Mean Opportunities and Threats of Cemara Beach Tourism Object

No.	Opportunity	Mean	Information
1	Sheet port development as a national/international port.	4.43	Very high
2	Community support and expectations in tourism development	4.18	High

3	The role as the gateway to Lombok from the sea route will encourage foreign tourists to stop and visit this tourist location	4.11	High
4	Provide attractiveness for private investment	4.61	Very high
5	Encouraging the growth of new business fields and jobs	4.89	Very high
6	Provide opportunities to increase local revenue	4.58	Very high
7	There are opportunities to offer new travel packages.	3.96	High
8	The increasing variety of alternative tourist destinations in West Lombok	3.71	High
	MEAN	4.30	Very high
No.	Threat	Mean	Information
1	Increasing competition between tourist objects in West Lombok	3.91	High
2	Infiltration of foreign cultural influences that have an impact on local culture	3.50	High
3	The emergence of business competition between migrants and local communities	3.96	High
4	The safety and comfort factor of visitors who are not yet supportive	4.70	Very high
5	Influencing the mindset and behavior of society as a result of tourism	4.15	High
6	Can cause environmental pollution due to untreated waste	3.70	High
7	There is still a negative image in the world of tourism	4.38	very high
	MEAN	4.10	High

Source: Processed data (2022)

Based on the average value from table 4 and table 5, the weight, rating, and score are obtained as determinants of strategic factors in internal and external factors, as shown in table 5.

Table 6. Internal Strategic Factors Obyek Cemara Beach Tourism

Internal Strategic Factors	Weight	Rating	Score (Weight x Rating)
Power			
•It has a natural white sand beach	0.1008	3	0.3026
•It has a mangrove forest that is still beautiful	0.1360	5	0.6802
•Strategic location as a gate	0.1116	4	0.4465
•Experienced human resources and experts in tourism	0.0936	3	0.2808
•Its development is supported by the government and local communities	0.1101	4	0.4406
•The level of security at a tourist location is good	0.1162	4	0.4651
•Community culture that is still maintained	0.1162	4	0.4651
•Quite complete accommodation	0.0843	3	0.2529
•With the background of the beautiful and beautiful Sekotong hills	0.1308	5	0.6540
Total Strength score	1		3,9878
Weakness			
•Travel promotion that has not been maximized	0.1125	3	0.3375
•The environmental arrangement in the tourist area is still not optimal	0.1386	4	0.5544
•Lack of local community skills in foreign languages	0.0992	3	0.2976
•Lack of tourist facilities (trash cans, ATMs, toilets, mini markets)	0.1333	4	0.5332
•The cleanliness of the community/visitors in tourist locations has not been maintained	0.1224	4	0.4896
•The supporting facilities and infrastructure for the Tourism Village are still lacking	0.1317	4	0.5258
•Lack of public awareness about the world of tourism	0.1297	4	0.5068
•Lack of funding support from local governments	0.1323	4	0.5292
Total Weakness Score	1		3.7741

Table 7. External Factors of Cemara Beach Tourism Object

External Strategy Factors	Weight	Rating	Score (Weight x Rating)
Opportunity			
•Development of sheet ports as national/international ports.	0.1440	4	0.5760
•Community support and expectations in tourism development	0.1358	4	0.5432
•The role as the gate of Lombok from the sea will encourage foreign tourists to stop by and visit tourist sites	0.1336	4	0.5344
•Provide attractiveness for private investment	0.1498	5	0.7490
•Encouraging the growth of new business fields and jobs	0.1589	5	0.7945
•Provide opportunities to increase local revenue	0.1488	5	0.744
•There are opportunities to offer new travel packages	0.1287	4	0.5148
•The increasing variety of alternative tourist destinations in West Lombok	0.1206	4	0.4824
Total Odds Score	1		4,4069
Threat			
•Increasing competition between tourist objects in West Lombok	0.1381	4	0.1381
•Infiltration of foreign cultural influences that have an impact on local culture	0.1236	4	0.4944
•The emergence of business competition from newcomers and local communities	0.1399	4	0.5596
•The safety and comfort factors of visitors are not yet supportive	0.1660	5	0.8300
•Can influence the mindset and behavior of the community as a result of tourism development	0.1466	4	0.5864
•Can cause environmental pollution due to untreated waste	0.1307	4	0.5228
•There is still a negative image in the world of tourism	0.1547	4	0.6188
Total Threat Score	1		3,7501

Source: processed data (2020)

A summary of the weight, rating, and score above, the results can be summarized as one as shown in table 8.

Table 8. Recapitulation of the Calculation of Strengths, Weaknesses, Opportunities, and Threats

No.	Description	Score
1	Internal factors	
	1. Power	1. 3,9878
	2. Weakness	2. 3,7741
2	External Factors	
	3. Opportunity	– 4,4069
	4. Threat	– 3,7501

Source: Processed data (2022)

Thus, from the description and interaction of the four internal and external factors, we can formulate a strategy for the development of the Cemara beach tourism object by cross-interaction between the factors above as shown in table 9.

Table 9. SWOT Matrix for Analysis of Internal and External Environment of Cemara Beach Tourism Object

EXTERNAL	INTERNAL	POWER	WEAKNESS
		<ul style="list-style-type: none"> ▪ It has a natural clean sandy beach ▪ It has a mangrove forest that is still beautiful ▪ A strategic location as the gateway to Lombok from the sea route. ▪ Experienced human resources and experts in tourism ▪ Its development is supported by the government and local communities ▪ The level of security at tourist sites is good ▪ Community culture that is still maintained ▪ Relatively complete accommodation ▪ With the background of the beautiful and beautiful Sekotong hills 	<ul style="list-style-type: none"> ▪ Travel promotion that has not been maximized ▪ The environmental arrangement in the tourist area is still not optimal ▪ Lack of local people's ability to speak foreign languages ▪ Lack of tourist facilities ▪ Cleanliness in tourist locations that is poorly maintained ▪ The supporting facilities and infrastructure for the Tourism Village are still lacking ▪ Lack of public awareness about the world of tourism ▪ Lack of funding support from the local government
	OPPORTUNITIES	STRATEGY - SO	STRATEGY - WO
	<ul style="list-style-type: none"> ▪ The development of sheet ports as a lab. national / international ▪ Community support and expectations in tourism development ▪ The role as the gate of Lombok from the sea will encourage foreign tourists to stop and visit ▪ Encouraging the growth of new business fields and jobs ▪ Provide attractiveness for private investment ▪ Provide opportunities to increase local revenue ▪ There are opportunities to offer new travel packages ▪ The increasing variety of alternative tourist destinations in West Lombok. 	<ul style="list-style-type: none"> ▪ Utilizing the overall potential and beauty of an attractive Cemare beach tourism object ▪ Utilizing and increasing the potential in Eleven Gili, especially Gili Nanggu and Gili Gede ▪ Utilizing and increasing the potential of mangrove ecotourism as an alternative tourism object to improve the natural preservation, beauty, and comfort of visitors ▪ We are reactivating water tourism, such as boating around the estuary with beautiful natural panoramas around the estuary surrounding the center area. 	<ul style="list-style-type: none"> ▪ Establish cooperation with investors to optimize the natural potential of Cemare beach ▪ Increase easy accessibility to coastal tourism objects by improving infrastructures such as roads, bridges, and existing facilities around the estuary ▪ Building cooperation to increase the potential of local cultural products that can attract tourist arrivals ▪ We are inviting the community to care about the environment in maintaining the sustainability of mangrove ecotourism.
	THREAT	STRATEGY - ST	STRATEGY - WT
	<ul style="list-style-type: none"> ▪ Increasing competition between tourist objects in West Lombok ▪ Infiltration of foreign cultural influences that have an impact on local culture ▪ The emergence of business competition between migrants and local communities ▪ The safety and comfort factors of visitors are not supported ▪ Can influence the mindset and behavior of the community as an impact of tourism development ▪ Can cause environmental pollution due to waste that is not handled ▪ There is still a negative image of the world of tourism. 	<ul style="list-style-type: none"> ▪ optimizing the natural potential and uniqueness of Cemare beach tourism objects to face a competition between other tourist objects ▪ development and development of eco-friendly tourism objects such as mangrove ecotourism ▪ development of local products and local culture as an alternative to the arts to attract tourists as a strategy to face competition in the form of artistic attractions, such as wayang, era remembrance, musical performances, etc. 	<ul style="list-style-type: none"> ▪ increase promotion and improvement of development programs with innovations so that they are ready to face a competition between other tourism objects, the involvement of the local government, especially the tourism office, is highly expected. ▪ Improving the quality of professional human resources in managing tourism objects and superior art products, assisting in managing tourism objects so that they have a high potential selling value ▪ increasing public awareness in managing tourism objects to reduce environmental damage due to littering, illegal logging of mangroves, etc. (involvement of RT, Kadus, Kaling, TOGA, TOMA is highly expected).

Source: Processed data (2022)

3.2. Discussion

Based on the results of the analysis above, it can be seen that the development of Care beach tourism objects is very appropriate to be developed to support the development of the world of tourism in the future. The social and economic contribution to the region and society has good prospects. The story of Cemara tourism objects will undoubtedly provide a multiplier effect for the surrounding area because the progress made by Cemara will undoubtedly boost the growth of the surrounding area. This situation will have implications for opening up job and business opportunities for the Cemara community and also the surrounding area. From the local government side, the development of Cemara will provide new potential sources of local revenue both from the tax and retribution aspects (Suryatni *et al.* 2021)

A. Supporting Factors for Tourism Development

As explained above, many factors can be identified as drivers that support the development of Care beach tourism objects. These factors can be defined broadly as follows.

1. Natural Potential

A beautiful and beautiful natural atmosphere supported by an intimate rural atmosphere, clean air, seawater, and well-preserved mangrove forests certainly make tourists feel at home and comfortable to relax. A supportive surrounding environment, backed by green Sekotong hills, as well as dykes of other tourism objects that are relatively close is another advantage of Cemare beach tourism. Of course, this condition is a comparative advantage, as well as a potential as a driving factor for the development of the Care beach tourism area.

2. Good Clean Water Source

Care beach tourism area has excellent and natural water sources. This is, of course, the primary capital for the development of a tourist area. If the availability of clean water is guaranteed, tourism actors who will participate in building the site will no longer hesitate to invest and take part there.

3. Security Conditions Are Maintained

The situation and conditions of security that is maintained are essential factors in the development of a tourist area. In this aspect, Cemare tourism object is very supportive. This situation is caused by good public awareness to protect their environment and to protect and respect guests, as well as regular monitoring from the police. Thus, visitors do not feel worried about leaving their belongings while bathing / playing or taking a walk around the beach from theft. Because of this good security condition, it makes it comfortable for visitors who come to recreation at these attractions.

4. Potential Extensive Estuary and Sloping Beach Lip.

On the eastern side of the Cemara area, there are still many estuaries where mangrove trees grow. These trees are still well preserved and even become a place for recreation as well. Visitors can rent a motorboat to surround it while fishing and enjoy the funny little fish swimming. While on the Westside is a sloping stretch of beach flanked neatly by shady trees. The waves are relatively calm and small, so it is very safe and comfortable for swimming. From this beach, you can see Sekotong hill, which is green and beautiful, and the beauty of Mount Agung in Bali in the afternoon while waiting for the process of setting the sun in the sunset.

5. The distance is close to the city of Gerung and Mataram.

The location of this beach is relatively easy to reach from Gerung City (the capital of West Lombok) because the distance is about 5 km or it takes 10 minutes by car, or from Mataram (the capital of NTB province), which is about 25 km. public transportation is reasonably available and smooth, which can serve passengers all day long. Moreover, if using a private vehicle, it will be even easier because there are not many intersections that must be traversed and go through the main road (the Mataram-Sheet route). A trip to Cemare beach will bring its impression for visitors considering the quite exciting scenery.

B. Inhibiting Factors

In addition to the wealth of potential that Cemara beach has as described above, several factors do not yet support and have the potential to inhibit the development of this tourism object, including:

a. The promotion of tourism objects is still lacking, both by the local government and by the tourism actors themselves. Meanwhile, the upgrade is still passive because it relies more on leaflets and booklets, sometimes personally by local tourism actors using social media. However, there are not many regional and national events that specifically raise Cemara beach tourism. This can be seen from the fact that not many tourists have come to visit, especially foreign tourists.

b. Support for tourist facilities and infrastructure at these objects is also lacking, such as roads and pedestrian bridges to Cemara that are not yet comfortable to pass, street lighting and beach locations are not yet available, hotels, mini markets, toilets, ATMs, prayer rooms, and others, are also not yet available.

c. Another factor that could be an obstacle here is the environmental arrangement of the population which is still not optimal and even seems slum. Apart from that, from the aspect of ecological cleanliness, it is still not well maintained because the residents' waste has not been managed optimally. Plus, it is the act of traders from outside who are too easy to litter. This situation will certainly make the atmosphere less comfortable for visitors who come to this tourist location.

C. Strategy for Developing Cemare Beach Tourism Object

Through the various stages that have been discussed, by examining multiple related factors, a strategy for developing Cemare beach tourism objects can be formulated. By using a SWOT analysis approach, a comprehensive plan for developing Cemara beach tourism objects can be prepared as follows;

1. Improve the quality and quantity of promotion of tourism objects with innovative tourism activities to attract tourists to visit. This promotion and innovation must be carried out by all parties (stakeholders), including local governments, communities, and other tourism actors, regularly and intensively.

2. Improve facilities and infrastructure as well as supporting infrastructures such as repairing roads and bridges, building water games, outbound, viewing posts, tourist boats, arranging street and beachside lights, and other supporting facilities. Thus, it will provide comfort and satisfaction for visitors as well as an attraction and convenience for tourists.

3. It is intensifying the utilization of potential objects in the Cemara area, such as the estuary area that surrounds it, the existence of a floating restaurant in the estuary, 11 Gili tours with family boat tour packages, mangrove forests, family camping tours, sunset charms on the west side of Cemara beach and others. For all that, it is highly demanded new creativity and innovation be better developed by cooperating with the private sector.

4. Arrangement of residential neighborhoods and at the same time handling waste from the community and garbage as a result of professional tourism activities. This needs to be prepared from an early age considering that destruction continues to increase in volume in the area.

Conclusion

Based on the description and analysis above, it can be concluded that in developing the tourism object of Cemara beach, several potential driving factors in this tourism object are the condition of the beach and the seawater is clean and calm, the existence of mangrove forests that are still beautiful, with the background. Sekotong hills are green and beautiful, as well as easy access to the surrounding tourist dykes. On the other hand, several factors need attention, namely the arrangement of the residents' housing environment and the handling of waste that is not optimal, in addition to lack of tourist facilities such as trash cans, ATMs, toilets, mini markets, prayer rooms, and others. Facilities and infrastructure as well as supporting infrastructures need to be addressed immediately, such as making water rides, outbound, viewing posts, tourist trains, and other supporting facilities to give visitors an attraction and an impression of comfort. Likewise, the damaged and narrow road and bridge infrastructure greatly disturbs the traffic of tourists. There are also no street and beach lights, which results in a very dark and lonely night. The arrangement and development of the Cemara beach tourism area in a professional manner will make a positive contribution to regional development because it will have a multiplier effect on the surrounding area as well as an increase in the source of regional revenue in the form of PAD.

Reference

- [1] Alhemp, R.T., Ardiansyah, I., Kusumastuti, S.Y. and Endri, E. 2020. Tax Compliance in Income Tax Payments. *International Journal of Innovation, Creativity, and Change*, 13(1): 356-374.
- [2] Alsa, A., Sovitriana, R., Ekasari, A., and Endri, E. 2021. Psychological Well-being of Mothers with Autistic Children. *Journal of Educational and Social Research*, 11(6): 247-254. DOI: <https://doi.org/10.36941/jesr-2021-0144>
- [3] Andreu, L., Kozak, M., Avci, N. and Cifter, N. 2006. Market segmentation by motivations to travel: British tourists visiting Turkey. *Journal of Travel & Tourism Marketing*, 19(1): 1-14. DOI: [10.1300/J073v19n01_01](https://doi.org/10.1300/J073v19n01_01)
- [4] Bornhorst, T., Brent Ritchie, J. R. and Sheehan, L. 2010. Determinants of tourism success for DMOs & destinations: An empirical examination of stakeholders' perspectives. *Tourism Management*, 31(5): 572-589. DOI: <https://doi.org/10.1016/j.tourman.2009.06.008>

- [5] Bregoli, I. and Del Chiappa, G. 2013. Coordinating relationships among destination stakeholders: evidence from Edinburgh (UK). *Tourism Analysis*, 18(2): 145-155. DOI:<https://doi.org/10.3727/108354213X13645733247657>
- [6] Buhalis, D. 2000. Marketing the Competitive Destination of the Future. *Tourism Management*, 21(1): 97–116. DOI: [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)
- [7] Butarbutar, R. and Soemarno, S. 2013. Environmental effects of ecotourism in Indonesia. *Journal of Indonesian Tourism and Development Studies*, 1(3): 97-107. DOI: [10.21776/ub.jitode.2013.001.03.01](https://doi.org/10.21776/ub.jitode.2013.001.03.01)
- [8] Camilleri, M.A. 2018. *The tourism industry: An overview*. In M.A. Camilleri (Ed.) *Travel Marketing, Tourism Economics and the Airline Product* (pp. 3-27). Springer, Cham.
- [9] Creaco, S. and Querini, G. 2003. The role of tourism in sustainable economic development. *European Regional Science Association*, 1(1): 1-13.
- [10] Fahriana, A.S. and Huda, M. 2019. Application of Analysis of Strengths, Weaknesses, Opportunities, and Threats in Islamic Educational Institutions. *Istawa: Journal of Islamic Education*, 4(1): 50–64. DOI:[10.24269/ijpi.v4i1.1670](https://doi.org/10.24269/ijpi.v4i1.1670)
- [11] Gebre, T. and Gebremedhin, B. 2019. The Mutual Benefits of Promoting Rural-Urban Interdependence through Linked Ecosystem Services. *Global Ecology and Conservation*, 20: e00707. DOI:<https://doi.org/10.1016/j.gecco.2019.e00707>
- [12] Kişi, N. 2019. A Strategic Approach to Sustainable Tourism Development Using the A'WOT Hybrid Method: A Case Study of Zonguldak, Turkey. *Sustainability*, 11(4): 964. DOI: <http://dx.doi.org/10.3390/su11040964>
- [13] Manhas, P.S., Manrai, L.A. and Manrai, A.K. 2016. Role of tourist destination development in building its brand image: a conceptual model. *Journal of Economics, Finance and Administrative Science*, 21: 25-29. DOI: <https://doi.org/10.1016/j.jefas.2016.01.001>
- [14] Mansur, S., Sahaja, R. and Endri, E. 2021b. The Effect of Visual Communication on Children's Reading Interest. *Library Philosophy and Practice (e-journal)*, 6440. Available at: <https://digitalcommons.unl.edu/libphilprac/6440>
- [15] Mansur, S. et al. 2021a. Consumer Brand Engagement and Brand Communications on Destination Brand Equity Maritime Tourism in Indonesia. *Journal of Environmental Management and Tourism*, 14(4): 1032-1042. DOI: [https://doi.org/10.14505/jemt.v12.4\(52\).16](https://doi.org/10.14505/jemt.v12.4(52).16)
- [16] Nzama, T. A. 2010. Challenges of sustainable rural tourism development in KwaZulu-Natal. *Inkanyiso: Journal of Humanities and Social Sciences*, 2(1): 44–53. DOI: [10.4314/ijhss.v2i1.62121](https://doi.org/10.4314/ijhss.v2i1.62121)
- [17] Okazaki, E. 2008. A community-based tourism model: Its conception and use. *Journal of Sustainable Tourism*, 16(5): 511–529. DOI: [10.1080/09669580802159594](https://doi.org/10.1080/09669580802159594)
- [18] Pahala, Y., et al. 2021. The effects of service operation engineering and green marketing on consumer buying interest. *Uncertain Supply Chain Management*, 9(3): 603–608. DOI: [10.5267/j.uscm.2021.5.011](https://doi.org/10.5267/j.uscm.2021.5.011)
- [19] Postma, A. and Schmuecker, D. 2017. Understanding and overcoming negative impacts of tourism in city destinations: a conceptual model and strategic framework. *Journal of Tourism Futures*, 3(2): 144-156. DOI:<https://doi.org/10.1108/JTF-04-2017-0022>
- [20] Silitonga, T.B., et al. 2020. Evaluation of Overseas Field Study Program at the Indonesia Defense University. *International Journal of Innovation, Creativity, and Change*, 12(10): 554-573.
- [21] Sinaga, K., Lubis, S., Sihombing, M. and Dalimunthe, R.F. 2018. Tourism Object Development in Samosir Regency, Indonesia. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 1(3): 91-104.
- [22] Suryatni, M., et al. 2021. Analysis of attitude and community participation in the development of Cemara beach area in west Lombok Nusa Tenggara Indonesia. *Academy of Strategic Management Journal*, 20(6).
- [23] Vengesayi, S., Mavondo, F. T. and Reisinger, Y. 2009. Tourism destination attractiveness: Attractions, facilities, and people as predictors. *Tourism Analysis*, 14(5): 621–636. DOI:<https://doi.org/10.3727/108354209X12597959359211>
- [24] Virgiawan, A. R., Riyanto, S., and Endri, E. 2021. Organizational Culture as a Mediator Motivation and Transformational Leadership on Employee Performance. *Academy of Strategic Management Journal*, 20(2).
- [25] Zeng, L., Li R.Y.M. and Huang, X. 2021. Sustainable Mountain-Based Health and Wellness Tourist Destinations: The Interrelationships between Tourists' Satisfaction, Behavioral Intentions, and Competitiveness. *Sustainability*, 13(23): 13314. DOI: <https://doi.org/10.3390/su132313314>

ASERS



The logo for ASERS Publishing, featuring the word "ASERS" in a bold, orange, sans-serif font with a stylized fan-like graphic to the left, and the word "Publishing" in a smaller, orange, sans-serif font below it.

Web: www.aserspublishing.eu

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: jemt@aserspublishing.eu

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v13.2\(58\).00](https://doi.org/10.14505/jemt.v13.2(58).00)