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Call for Papers

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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes 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, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Tourism Development in National Tourism Strategic Areas: Prospects and Local Community Participation

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Abstract: The study aims to determine tourism development opportunities and the level of community participation in the development of Kura Kura Beach. The research method used is a case study in a descriptive research approach to interpret, describe, and integrate the factors studied. Data collection techniques used are in the form of Focus Group Discussions (FGD) and interviews in search of revealing the necessary data. This study shows that Kura Kura Beach deserves to be developed by looking at opportunities in terms of attraction, accessibilities, amenities, and activities. Another thing that adds value to Kura Kura Beach is the local culture still maintained. Various efforts made by the community showed a positive response to the development of Kura Kura Beach. Nevertheless, the availability of essential components of tourism is still an issue of discussion; The existing facilities, amenities, and security are still inadequate. The addition and improvement of facilities can be a step to increase the competitiveness of destinations. Increasing resources should be part of tourism development priorities. Thus, physical and non-physical development can go in the same direction and at the same time.

Keywords: national tourism strategic area; local community.

JEL Classification: A13; A14; R11; L83.

Introduction

Tourism is experiencing rapid development (Buigut *et al.* 2021, Gao and Su 2020). Massive development in the Indonesian tourism sector began in 2017 by establishing "10 priority tourist destinations" or what is often referred to as "10 New Bali" (Kesuma and Ciptafiani 2021). The program is set in several places: Labuan Bajo, Lake Toba, Borobudur, Bromo-Tenger-Semeru, Wakatobi, Morotai, Tanjung Lesung, Thousand Islands, Raja Ampat, and Mandalika (Ramadhan *et al.* 2022) In 2021, the determination of five (5) leading destinations or super-priority destinations (DSPs). DSP development is spread across five provinces: Likupang in North Sulawesi, Labuan Bajo

in East Nusa Tenggara, Mandalika in West Nusa Tenggara, and Lake Toba in North Sumatra, Borobudur in Central Java (Batam Tourism Polyteknik 2021).

Reviewing the development pattern, the Indonesian government is increasingly intensively building the tourism industry, considering the high contribution of foreign exchange generated by the sector. In 2019, foreign exchange contributions from the industry reached 17.76 billion dollars and, at the same time, became the highest peak income (Widi 2022). In the next period, the COVID-19 pandemic positioned various essential sectors in the worst situation, involving the tourism industry. In 2020, the value of foreign exchange generated from the tourism industry reached 3.38 billion US dollars. It was towards the lowest point, with the value of foreign exchange going to the lowest point with a value of 0.49 billion US dollars in 2021 (Widi 2022). Of course, this figure is much lower when compared to income in previous years. Nevertheless, Indonesian tourism has again shown a positive trend; the number of visits and the value of foreign exchange have increased significantly.

This study focuses on discussing the East Lombok National Tourism Strategic Area (KSPN) as the carrying capacity of Mandalika's super-priority tourism. In general, KSPN was established through President Joko Widodo's policy in 2015 and dedicated to five super-priority destinations in 2021. Based on the "Presidential Regulation of the Republic of Indonesia Year 2020" concerning the "Lombok Priority Tourism Master Plan 2020 - 2045", East Lombok KSPN is divided into two, namely the South Coast KSPN of East Lombok and the East Lombok Rinjani area. The southern coast destination of East Lombok offers marine beauty and hills as the main bargaining point. The core destinations of the site are Pink Beach, Tangsi Beach, and Paradise Beach. Sementara KSPN Rinjani area East Lombok, the beauty of Mount Rinjani and Gili Sulat, is the core of the destination.

To avoid data conveyor bias, researchers set research boundaries that cover only one destination. The object set in this study is the tourist destination Kura Kura Beach as part of KSPN. The tourist destination is located in the administration of East Lombok, Ksub-district Jerowaru, Desa Ekas Buana, with a geographical position of 8°49'7" S and 116°28'16". Furthermore, the village is also bordered by several Desa, including the east of Desa Ekas, bound by Desa Pemongkong and Seriwe, and the west bordered by the Gulf of Ekas Sea. From the south, Desa Ekas is bordered by Kuangrundun village, and from the north, it is bound by Pemongkong village. The distance from the center of Jerowaru District is 15 kilometers and takes about 30 minutes.

In terms of tourism potential, Desa Ekas has two destinations most often visited by tourists: Kura Kura Beach and Paradise Beach. The two beaches have almost the same characteristics, namely with bright white sand beaches. These two beaches are often used as surfing or snorkeling activity spots. However, based on a recap of tourist visit data compiled by the East Lombok district government in 2020, Paradise Beach is the spot with the most visits. These two destinations have superior potential as domestic and foreign tourist attractions. With the charm of beaches and hills that have the carrying capacity of underwater natural beauty, the destination of the south coast of east Lombok, if appropriately managed and supported by various facilities and amenities, it is not impossible to become a favorite destination for tourists.

At the same time, in terms of community response, the development of tourism in the village was welcomed with various efforts to meet the needs of tourists: The construction of shopping centers, hotels, villas, and restaurants. The community is trying to adapt to these developments. Economic turnover leads to an increase in the income of local communities. Various efforts made by the district show a positive response to the development of the tourism industry. However, the development of multiple facilities and amenities needs to be improved. In view of several vital aspects, support from the government to increase community resources, the development of amenities and facilities is still minimal.

Furthermore, considering that the tourism sector is a multidisciplinary industry, Identification of potentials and disasters, consideration of economic aspects, opportunities and possibilities of community, environmental and cultural participation are all part of the essence that deserves careful consideration (Rahayu *et al.* 2023).

Academic studies related to these aspects concerning tourist destinations on the South coast of East Lombok are still minimal. Some literature relevant to community participation (Karta *et al.* 2016) study discusses the level of community participation in community-based tourism. Furthermore, research conducted by (Sunarta, 2015) examines the involvement of local communities in developing ecology-based tourism is essential. The research that discusses the vital role of local communities in developing sustainable tourism was also conducted by (Hulu *et al.* 2019) However, researchers have not found research related to opportunities and participation of local communities in the context of tourist destinations in KSPN, especially several destinations in Ekas Buana village, Lombok Timur. This is what encourages researchers to conduct an in-depth study regarding the tourist attractions of the south coast of East Lombok.

In this regard, this study will examine the "opportunities and participation" of tourism and communities in the National Tourism Strategic Area (KSPN). In the context of this study, to provide comprehensive research results, valid data submission that can be accounted for, and to avoid data submission bias, this study focuses on discussing tourism opportunities and community participation in the South East Lombok KSPN area, Kura-kura Beach.

1. Literature Review

1.1 Development of Tourism in Lombok

Lombok Island, a beautiful island located east of Bali, Indonesia, has undergone drastic changes since the era before the significant development of tourism. As a relatively isolated island, the people of Lombok live in harmony with nature, carrying on a rich culture and customs. Lombok Island used to be inhabited by people who lived with traditional patterns, relying on agriculture, fisheries, and local trade as their main livelihood. However, with the development of tourism in Indonesia, Lombok Island has undergone a tremendous transformation and is currently one of the leading tourist destinations in Indonesia. In recent decades, the situation has changed rapidly. With the development of tourism in Indonesia, Lombok Island has become a prima donna for travelers who are looking for a more authentic and natural tourist experience.

Tourism development on the island of Lombok, West Nusa Landmark, has increased. The process of massive tourism development began at least when the Indonesian government, through Government Regulation No. 52 of 2014, made the Central Lombok district a Special Economic Zone (SEZ) focused on tourism development. This is expected to improve the national economy and society. The pace of tourism development on the island of Lombok has increasingly intensified through the program of designating several locations as National Tourism Strategic Areas (KSPN) in 2015 by President Joko Widodo. Through this determination process, Mandalika officially became part of the 10 KSPN in Indonesia, or the determination of destinations commonly known as "10 New Bali" (Ramadhan *et al.* 2022)

Lombok Island, through the establishment of Mandalika as a superior tourism development area, was managed in an integrated and sustainable manner. These improvements, however, include tourism support facilities and the increase in human resources to make these priority programs a success. These various aspects are determining factors that affect the decision of tourists to visit a destination (Yen *et al.* 2021) However, infrastructure development needs to be accompanied by other actions that allow the acceleration of tourism, culture, environment, and economy. Mandalika is expected to become a magnet for foreign and domestic tourists. In the context of a broader scope, Mandalika is expected to become a center for the development of other industries, Willem Wandik (Napitupulu 2020). This is also in line with the hope that the government can contribute positively to national and regional economic growth. Tourism is one of the promising industries to achieve the mission of economic development (Suban *et al.* 2021)

Various tourist facilities continue to be developed; Infrastructure development in the form of roads and accessibility significantly affects regional tourism performance (Yen *et al.* 2021) and electricity and water flow continue to be pursued. In 2017, efforts to improve the destination with the development of coastal areas and drainage around Mandalika became a top priority. Furthermore, to meet the needs of the tourism industry, the government seeks industrial growth in the area around tourist destinations and the development of hotels and resorts in the area around Mandalika. In addition to the carrying capacity in terms of accessibility, the government seeks this by upgrading and developing Lombok International Airport and road construction to facilitate affordability. On the other hand, it needs to be a reminder that large-scale and massive development is becoming an increasingly acute burden of environmental damage (Islam *et al.* 2020)

Lombok Island basically already has the bargaining power to be used as a tourist area. To facilitate this bargaining power, the Indonesian government builds core tourism as an attraction to promote tourism massively. In 2019, the construction of the MotoGP circuit became an icon that had a significant influence and is expected to attract tourists from abroad. The mega project is estimated to cost 40 trillion rupiah and is targeted to create jobs for 500,000 people.

Looking at the development of tourism globally, the fantastic amount of funds is relevant to the World Trade Organisation (WTO) report, "international tourism spending increased dramatically from 1995, which was only \$ 462 to \$1371 billion in 2015"; the same thing happens in various parts of the country (Shahbaz *et al.* 2018) including Indonesia. This effort is to give an impression to visitors through adequate services and facilities, as well as become a magnet for tourists visiting the key tourism area (Abror *et al.* 2020) This is a golden opportunity for local people to adapt and forge themselves with the development of the modern world.

Further discussing the development of tourism on the island of Lombok, the Indonesian government has once again made a long-term strategic program to facilitate growth in the tourism sector. In 2021, Lombok was designated as one of the five Super Priority Destinations (DSP) with long-term development targets. In the development process, DSP will take place through five stages: the first phase will be carried out in 2020-2024, the second phase in 2025-2029, the third phase in 2030-2034, the fourth stage in 2035-2039, and the fifth stage in 2040-2044. Evaluation will be carried out at each location (Intan 2021). In the program, the Indonesian government established several key tourism areas or core tourism areas: Gili-Senggigi, south coast, Mataram and surrounding areas, and Rinjani and surrounding areas. Until now, tourism on the island of Lombok is still in the development stage. In this study, to provide information focus and avoid information bias, researchers set research limits that only cover KSPN, which is geographically located in the southern region of East Lombok.

1.2 Tourism in East Lombok

The designation of several regions as National Tourism Strategic Areas (KSPN) is a strategy to accelerate economic growth. In terms of the determination of Lombok as part of the KSPN, several areas on the island are explained in the previous section. Lombok Island, since its establishment as a KSPN area, continues to develop. Various programs and the construction of supporting facilities and infrastructure continue to be adopted (Napitupulu, 2020) Nevertheless, Lombok's tourism development target is planned to last until 2044. This indicates that tourism development in Lombok is a long process.

Given that tourism is a multidisciplinary sector, other aspects must be considered so that it can be integrated with other sectors. In this regard, this study focuses on discussing opportunities and community participation in KSPN with the destination of Kura Kura Beach as the object of this study. This section focuses on discussing several KSPN areas in East Lombok. The discussion on KSPN refers to the "Presidential Regulation of the Republic of Indonesia Year 2020" concerning "Lombok Priority Tourism Master Plan 2020 - 2045". The East Lombok region designated as KSPN includes.

1.3 KSPN South Coast East Lombok

Referring to the "Presidential Regulation of the Republic of Indonesia Year 2020" concerning the "Lombok Priority Tourism Master Plan 2020 - 2045," several areas designated as part of the KSPN in the East Lombok administrative region include the South Coast of East Lombok located in the administrative area of Jerowaru district. The intended destination is Pink Beach or Tangsi Beach; the goal is in the administrative area of Sekaroh village. The village has a very diverse natural potential with a wealth of natural products and marine nature.

Sekaroh village has natural beauty with marine charm spread in different locations; this is a great potential considering that behavior, attitude, and motivation are closely related to it (Jirásek and Hanuš, 2020). Tourists most often visit at least nine destinations, with Pink Beach as this destination. These potentials, if well integrated, can make Sekaroh a superior destination because the potential must get support from related sectors (Napitupulu, 2020).

In addition, another destination designated as part of KSPN is Kura-kurBeach, which is an administrative area in Desa Ekas, Jerowaru District. Although only Paradise Beach is listed in the KSPN list, the site has two destinations (Paradise Beach and Kura Kura Beach) and has attracted both domestic and foreign tourists. Of the two destinations, Paradise Beach is the destination with the most visits. The common characteristic of both is white sand with calm and clear seawater.

Along with the development of tourism, destinations in Ekas Buana are widely used for tourism activities in the form of diving and snorkeling. This is the main force that influences the decision of tourists. Natural beauty is a magnet for tourists who like to explore various tourist attractions (Cheng *et al.* 2016) On the other hand, natural wealth from natural and marine products has not been integrated optimally. Hence, it still requires more sophisticated efforts for development as a supporting capacity for tourism, considering that tourism requires support from other sectors.

The two destinations designated as KSPN offer natural beauty and nautical charm. Pink Beach or Tangsi Beach, for example, the destination has a distinctive characteristic of pink sand that is rarely owned by other goals. In addition, the well-maintained marine charm of exotic coral reefs is also an essential part of a magnet for tourists visiting these destinations. The existence of these destinations plays a critical role in increasing the number of tourist visits to Jerowaru District.

On the other hand, even though it has been visited heavily, destinations that are part of the KSPN program are still in the development stage. Hence, tourist attractions, accessibility, amenities and services, and other supports still require more in-depth preparation and study. The public sector should strengthen its potential by developing infrastructure needs (Harahsheh *et al.* 2019) Tourism behavior is not only influenced by the natural

beauty and luxury of the infrastructure built, but also culture and values become a strong force, so it is crucial to consider the carrying capacity (Wingett and Turnbull 2017). Studies on the natural potential, geography, challenges up to culture, and the level of community participation take part in the success of national tourism development.

1.4 KSPN Rinjani East Lombok

Still refers to the same source, "Presidential Regulation of the Republic of Indonesia Year 2020," concerning "Lombok Priority Tourism Master Plan 2020 - 2045" destinations offered in the area of the National Tourism Strategic Area (KSPN) Rinjani East Lombok are more varied. Like destinations in the south, KSPN Rinjani also offers two destinations for critical tourism: Sembalun Valley and Gili Sulat. The two goals are located in different administrative areas; Sembalun Valley became an administrative part of the Sembalun sub-district, while Gili Sulat became part of the Sambelia sub-district. Judging from the geographical location and tourism potential of the destination, the proper expression to describe the goal in the Rinjani KSPN section is "from the sea to the mountain" or from marine tourism to mountain tourism.

Sembalun Valley, as one of the destinations included in KSPN, is the target of development. Sembalun Valley is located at an altitude of 1,156 meters above sea level and has an area of 217.08 km². Sembalun Village consists of 6 villages, namely Sembalun Bumbung Village, Sembalun *Lawang Village*, *Sajang Village*, Bilok Petung Village, Sembalun Village, and Sembalun Timba Gading Village. Visitors are presented with a wide selection of natural beauty while holding a role as a starting point for climbing Mount Rinjani. Sembalun Valley was also selected as one of the best halal honeymoon destinations in 2016 at the annual World Halal Tourism event. In addition to offering natural beauty, the Sembalun Valley also makes ancestral values and customs become part of supporting tourism. The Sembalun community is part of traditional culture lovers who like to preserve local culture. It is noted that Sembalun has several traditions that are unique to local culture with the support of conventional houses, which are always held every year as a celebration of noble values.

Unlike the case with the Semablun Valley, Gili Sulat offers marine tourism. Gili sulat is included in the administration of Sambalia District. The length of the small island reaches 5.2 kilometers. In addition to presenting the beauty of the beach and underwater, Gili Sulat destinations also provide views of unspoiled mangroves or mangroves; Gili Sulat has been named as a mangrove forest with the most complete mangrove species in Southeast Asia. These destinations, like other National Tourism Strategic Area areas, were determined through a Presidential regulation in 2020.

2. Role of Community Participation: A Theoretical Framework and Classification

Community participation is one of the fundamental things to run the wheels of the industry. The same applies to the success of the tourism industry. Researchers providing information on community participation in tourism adopt a theory developed by Tosun (1999), which divides the types of spontaneous, induction, and coercion participants. (1) Spontaneous participation is voluntary on the basis of external support. This participation reflects the voluntary and autonomous activity of people to deal with their problems without the help of governments or other external agencies. (2) Induced: This type of participation is sponsorship, officially mandated, and legalized. (3) The latter is coercive participation or manipulated and fabricated participation. The explanation of this is as follows in Table 1.

Table 1. Model "Normative Typologies of Community Participation"

Types of community participation	Defining characteristics
Spontaneous	Active participation, direct participation, and participation in the entire development process include decision-making, implementation, benefit sharing, and assessment; authentic participation; co-production, self-planning; broad participation; and social participation.
Induced	Passive; official; mostly indirect; represents the level of tokenism; pseudo-manipulation and participation; implementation and benefit sharing; the choice between proposed alternatives and feedback.
Coercion	Passive; official; mostly indirect; participation in implementation but not necessarily profit sharing; the choice between a proposed limited alternative or no option; represents paternalism; non-participation; high level of tokenism and manipulation.

Source: Tosun (1999)

The participant model described in the previous section is normative and can be adapted by considering local contexts, cultures, and values. Furthermore, public participation in general and linking information to prior studies to provide valid input, as follows:

- Provision of information and development of tourism products. To ensure that visitors receive accurate and valuable information about the attractions they visit, community involvement in the provision of tourism-related details is essential. Communities can offer information about lesser-known attractions, mouthwatering restaurants, affordable lodging options, and local traditions and practices to keep an eye out for. Volunteering at tourism information centers is one way that the public can participate in the dissemination of knowledge. Other methods include blogs and social media. Society can take part in the creation of goods related to tourism. They can provide suggestions and ideas on tourism-related items that correspond to the peculiarities and potential of their area. People can make goods for culinary tourism, cultural tourism, natural tourism, and so on. Participating in the manufacture of tourism-related items can help the community attract more visitors and open up new job opportunities.

- Tour services and involvement in tourist events. To provide visitors with a satisfying and enjoyable trip, community involvement in the tourism industry is essential. Locals can volunteer at tourism information centers or work as tour guides, hoteliers, restaurateurs, or accommodation service providers. When offering tourism services, the public should do so in a manner that is friendly and respectful of the needs of visitors. To provide a dynamic and inviting atmosphere for guests, community involvement in tourism activities is essential. The public can take part in tourism-related events as performers, spectators, or participants. They can offer their creativity and ideas to create exciting and captivating tourism-related events.

- Environmental Management and tourism promotion. To protect the environment and maintain the beauty and comfort of tourist attractions, community involvement in environmental management is very important. The community can assist in waste management, maintain a clean environment, and encourage tourists to live an environmentally friendly life. Community participation in environmental management can improve the quality of the environment in tourist areas and increase visitors' knowledge about the value of maintaining cleanliness and ecological sustainability. The attractiveness of tourist sites and the accessibility of the tourism industry can be improved through community involvement in tourism promotion. The public can use social media and blogs to advertise local tourist attractions and exchange information about their visits. Shah *et al.* (2019) stated that Social media has helped eliminate geographical restrictions. Such tools are vehicles for globalization where capital flows, media, technology, and behavior change and consumption. Along with global brand acceptance, advertising helps reduce international cultural differences, which helps to produce a uniform global brand marketing strategy. Promoting tourism with community involvement can boost the reputation of the region.

3. Research Methods

3.1 Research Design

Research Procedure is a framework that assists researchers in providing an outline and details of each research procedure. This research uses a qualitative approach with case studies. FGDs and interviews are data collection methods chosen based on the accuracy of data collection. This approach is taken because it is considered the most appropriate to identify and describe the problem they are working on. We emphasize the aspects of tourism opportunities and community participation in tourist destinations that have been determined by researchers using a qualitative descriptive approach. Thompson (2009) defines qualitative research as a procedure that uses descriptive data in the form of written or spoken words of people or observable crosses. In this case, the case study research method is used in a descriptive research approach to interpret, describe, and integrate the factors under study into the object under investigation.

3.2 Data and Data Sources

In the context of this study, researchers determined two data sources based on data from Focus Group Discussions (FGD) and interviews. The two data sources are taken because they are easier to analyze and require a shorter time to conduct research. The data from the field study became the benchmark of this study and became the primary reference for the study. Researchers explore the results of previous research, which are used as additional information. The following is the procedure for data collection.

- Identify the problem
- Establish some questions that are problematic in research.
- Researchers determine several participants who can provide data related to the object studied.
- Researchers collect data using methods relevant to the study.

- Analyze data findings in the field.
- Researchers develop findings or draw conclusions that can confirm or correct existing results.
- The last step is to present data in the form of a complete thesis that includes the research process, research findings, and conclusions from the research conducted.

3.3 Focus Group Discussion (FGD)

Focus group discussion (FGD) is a qualitative research method that uses discussion techniques to obtain relevant information from participants who understand the topic or issue being studied (Afiyanti, 2008). The purpose of FGD is to analyze in-depth information about an object being discussed. Muijeen *et al.* (2020) suggest several essential things to consider in implementing the FGD: good planning and comfortable event arrangement, and the ability to be a good listener. In this study, researchers determined several participants based on their experience and involvement in tourism, especially the destination that was the object of research (Kura Kura Beach). Participants in this case are the local government, managers and communities actively involved in tourism.

3.4 Interview

One of the most popular methods of collecting data is interviews. According to Naz, Gulab, and Aslam, (2022) three approaches can be used: (1) Unstructured interviews, where the interviewer interviews without having a systematic question plan. (2) Structured interviews, where the interviewer conducts interviews using a predetermined set of questions; and (3) semi-structured interviews, where the interviewer uses a series of predetermined questions created to obtain specific information.

The purpose of this interview is to gather information in response to an exciting or significant unexpected answer to one of the pre-planned questions. As for this study, researchers used semi-structured interviews conducted with several participants. To ensure the participant's solution, a question about the pronunciation ability of the participant is asked. The data collected with the interview approach is used as core data to draw conclusions related to community participation in welcoming the development of the Kura Kura Beach destination to be part of the KSPN. The steps of researchers in conducting interviews are as follows: (1) Determine the questions to be asked. (2) Researchers select and determine the participants to be interviewed, (3) conduct interviews. The final step is to record audio conversations during the interview to keep the data safe.

3.5 Data Analysis Procedure

Data reduction is the process of simplifying complex information by retaining important info according to research needs (Mile and Huberman 2014). Several steps reduce data: (1) filter data or eliminate data that is irrelevant or unnecessary in the analysis. (2) Researchers can also select variables by choosing variables that affect the research. Combine data in specific groups if needed, and in the last step, researchers can apply a summary of the data by creating data graphs.

A data display is a compilation of information that allows for drawing conclusions and executing actions (Mile and Huberman 2014). This step is complemented by the presentation of structured information and the ability to draw the findings since the collected data and the analysis of qualitative data are mainly in narrative form, requiring simple analysis without reducing its content.

In this section, the researcher presents data to obtain a conclusion reached. Researchers describe data obtained from interview data and Focus Group discussion (FGD). After that, researchers discussed how participants responded to problem statements. The results of research based on Focus Group Discussion (FGD) and interviews are the results of conclusion drawing or verification. Thus, making predictions and validating results can serve to show the final result. This is the last part of the data analysis. Researchers explore and provide interpretations based on FGD results and interviews to help researchers refine conclusions based on analytical thinking and make them better and more accurate (Mile and Huberman, 2014). Researchers can describe the findings and conclude the study, and the data should be revised and confirmed. This makes sharpening reliability and validity when used to collect and analyze data. After that, the researcher establishes a relationship between the data obtained and the theory.

4. Research Results

The appearance of tourist destination Kura Kura Beach is a lowland that presents natural beauty with bright white coastal contours. The natural beauty given by this tourist destination is not only from the beauty of the sunny sand beach; the hills around the beach, especially hills that have similarities with turtles, are not separated as an attraction as well as a photo spot for tourists who visit. The coast of Kura-Kura Beach stretches out for 0.97 km, and the open seascape has high waves in the middle and a calm coastline. Tourists use the character of high and

clear beach waves as a tourist activity spot in the form of swimming, snorkeling, and surfing. The tourist destination area of Kura Kura Beach has an area of more than 4 hectares (416.79 acres) with a perimeter of 200.3 dams (2 km).

In addition to relying on the natural beauty of beaches and hills, the destination of Kuara-kura Beach has local cultural tourism that is still maintained. Cultural tourism offered at the Kura Kura Beach tourist destination is in the form of a Gambus game, which is used as a competition by the local community. With cultural tourism, local people can promote their cultural heritage and grow the local economy and tourists can increase their understanding of culture and history.

Kura Kura Beach has development potentials seen from natural beauty and cultural tourism that can be managed into various exciting things; because of this, potential can be a magnet for tourists to visit, local and foreign tourists. From the existing potential, it becomes an opportunity for the development of sustainable tourist destinations. A tourism destination can be created with support from various parties: the government, the public, and the tourists. The purpose of the construction of Kura Kura Beach is to develop a tourist destination with community-based environmental nuances and maintain the existing local culture.

In the context of this study, the researcher determined two problem formulations that became references for discussion in the findings section. The researcher elaborated on the findings by describing the wheezing data and the research approach adopted using qualitative. The results of this study are as following in the next paragraphs.

4.1. Tourism Development Opportunities in Ekas Buana Village

Kura-kura Beach, as the object in this study, is in Desa Ekas, K Jerowaru sub-district. The destination is also an essential part of the development of tourism in East Lombok because it is part of the National Tourism Strategic Area (KSPN) set by the central government. Pantai Kura-Kura, judging from its geographical location, is in Sungkun, Ekas Buana Village, Jerowaru District, East Lombok Regency. In addition to Kura-kura Beach, Ekas Village also has other destinations, namely Surga beach (Heaven beach), so the existence of these two destinations can support each other by providing tourists with diverse choices. To explore tourism opportunities, researchers, in this case, use the 4A approach, namely access to accessibility, attractions, activities, and amenities.

Attraction

The main attraction of the object in this study is the beauty of nature. Kura-Kura Beach has natural beauty, offering the beach as the leading destination and decorated with bright white sand. In addition, the destination of Pantai Kura-Kura is equipped with charming hills, so there are no various ways to enjoy the natural beauty presented. The natural beauty offered is also unique. Kura-kura Beach, as the name suggests, has a hill that resembles a turtle and is an icon of the destination. This natural beauty is what attracts tourists to visit tourist visits are not only domestic tourists but also foreign tourists. The young man and one of the managers of Kura Kura Beach in the interview session explained:

"We realize that beaches and hills that resemble turtles are the main attractions of tourism in this country. We are certainly grateful to have a beach that many people frequent. Although the beach is beautiful, it still needs other carrying capacities as well, such as entrances at ticket points, security posts, and barriers to prevent beach irrigation" (Nm).

In addition to relying on the tourist attraction of natural beauty, local people also have local culture, which is used as an added value to attract tourists to visit. A local culture that is still actively carried out in the country is in the form of a competition to play Gambus. Local culture is carried out at the local level and does not involve participants from outside the world.

Researchers in this case have the same view as local people who claim that natural beauty and cultural fusion are the main attractions. In terms of nature tourism, tourists can understand their sensual experiences presented by nature. However, the destination of Kura-kura Beach does not mean to be the only destination because other destinations also offer the same thing. But when referring to the comparison value, this destination can certainly be an option for people who are saturated with urban activities compared to artificial tourism (cafes, bars, restaurants, etc.) in general. Moreover, this destination also combines two elements (culture and nature) with various selected activities.

Accessibility

Accessibility or ease of reaching destinations is one of the crucial indicators for the sustainability of the growing tourism industry. Accessibility in the context of the goal of this study has the convenience of entering the

destination of Pantai Kura-kura. This is undoubtedly an adequate carrying capacity to increase the number of visits to the destination concerned.

Kura Kura Beach is reviewed from several monkey centers in Lombok; from Selong District to the destination of Kura-kura Beach takes a relatively short time, which is around 1 hour for two-wheeled vehicles and 1 hour 10 minutes using four wheels. From the leading destination of tourism (Mandalika), the time needed to visit Kura Kura Beach ranges from 1 hour 30 minutes using a four-wheeled vehicle and 1 hour 20 minutes using two wheels. From downtown Mataram, tourists only need around 1 hour 50 minutes to reach their destination using four-wheeled vehicles and 1 hour 40 minutes using two-wheeled vehicles.

The availability of adequate road infrastructure is a supporting capacity for tourists to visit Kura-kura Beach tourist destinations. Tourists tend to choose tourist destinations with the characteristics of ease and safety in reaching a tourist destination, although they cannot generalize the entire tourist. Improvement of road access to Kura Kura Beach carried out by the government, together with support from the community, makes it easier for tourists to reach these tourist destinations. These efforts have had a positive effect on increasing the number of visits, especially at Kura Kura Beach, which has the feasibility of road infrastructure.

However, the government that provides transport services still does not exist. The same thing also happens with the trans public who still have not touched the destination. So that tourists visiting these destinations have two choices: using private transportation or rentals outside the destination. The results of interviews from the community are as follows:

"We still don't have a place to rent transportation here. Tourists who visit use private vehicles. Public transportation also does not pass this route, so there is none" (Sm).

Transportation is a significant carrying capacity for the level of tourist visits to tourist destinations. This is a task that the government and the community must fulfill if they want to increase the number of tourist visits to the destination of Kura-Kura Beach. The transportation trans-commonly used by tourists today are standard two-wheeled and four-wheeled vehicles. Meanwhile, as far as the results of the researchers' review, obstacles to visiting these destinations were not found.

In addition, the provision of ancillary services, the lack of human resources, limited access to technology and economic limitations has an impact on the lack of availability of access to information as a support for exploration both directly and also digital information exploration. The provision of adequate information services that can be accessed by visitors either digitally or directly has a significant influence on attracting the sympathy of tourists visiting these destinations. Some of these limitations have an impact on the development of tourism business in the Kura Kura Beach destination, and maximizing tourism potential is not going well.

Activities

Tourist activity leads to all forms of activities that tourists do as long as they are still on a recreational trip. Tourism activities are very diverse; in the context of tourist activities in Pantai Kura-kura, tourists usually come to enjoy nature by swimming at the beach. Related to this, tourist activities that are in great demand in these destinations are snorkeling and kite surfing. Foreign tourists and tour guides primarily act in the two activities. Based on information from the youth or managers, kite surfing and snorkeling are the main reasons for foreign tourists to visit Pantai Kura-kura because waves and sea conditions are very suitable for these activities.

In addition to enjoying the beauty of nature, many tourists who come also go camping grounds. The results of the interview with the manager gave the following statement:

"There are so many tourist activities here; usually, they bathe on the beach, but if foreign tourists, they often play snorkeling and kite surfing. The average reason foreign tourists come here is to do that. But also, a lot of young people are camping here and sometimes making events as well."

Table 2. Tourist activities at Kura Kura Beach

No	Activity	Execution time
1.	Snorkeling	June – September
2.	Kite surfing	June – September
3.	Swimming	Every time
4.	Gambition race	August and December
5.	Camping ground	January – February

Source: Village central data, 2022

Among several activities on the table, snorkeling and kite surfing activities can be carried out by foreign tourists and tour guides. The vulnerable time of this activity is usually carried out in the dry season, which is from

June to September. As well as a tourist activity, local people hold Gambus competitions in August and December. It is essential to study the traditional values and characteristics of an area. Camping ground activity, which is usually played by young people from outside the country, is vulnerable from January to February, along with the corn season.

Amenities

The influence of amenities on the sustainability of tourism is a fundamental part. Tourists visiting a destination need decent facilities to use. The carrying capacity of tourist facilities provides visitors with comfort, influences their perception, and allows tourists to revisit. This makes the development of a destination must go hand in hand with the provision of adequate facilities.

In the context of tourism development in Pantai Kura-kura, the available facilities are not adequate to be used as proper tourist facilities. Some of the facilities available include vehicle parking areas, seats, prayer rooms, toilets, gazebos, trash cans, sidewalks, roads, green spaces, and clean water. However, some of them are in abnormal circumstances and in need of improvement, and to make them highly rated destinations, there must be problems that must be solved; adequate and usable facilities are critical factors for tourism success.

Table 3. Kura-Kura amenity of destination

No	Available	Status
1.	Trash bin	Available
2.	Gazebo	Available
3.	Mushalla/place of worship	Available
4.	Bathroom	Available
5.	Sidewalk	Available
6.	Road	Available
7.	Seating	Available
8.	Parking	Available
9.	Green space	Available
10.	Dining area	Not available
11.	Electricity	Not available
12.	Where to stay	Not available
13.	Children's playground	Not available
14.	Resource center	Not available
15.	Tourism equipment rental place	Not available
16.	Restaurant	Not available
17.	Clean water	Available
18.	Entrance/Get	Not available
19.	Security post	Not available

Source: Observation Ground at Kura-Kura (2022)

Meanwhile, the availability of several core facilities such as places to eat, electricity, lodging, children's playgrounds, information centers, restaurants, entrances, security posts, and places to rent equipment for tourism support needs is a criticism of destinations in this study (see table 2). There is a strong reason some of these facilities must be in the destination of visit; Adequate restaurants and dining areas as a case in point; the unavailability of these facilities affects the comfort of tourists visiting it a core part of the tour. The same reason applies to the availability of electricity, and electronic needs are an inseparable need in the daily lives of tourists, so they must not be present to meet the needs of visitors.

Fulfillment of tourism facilities is not an easy job. In the context of this study, researchers found several crucial reasons for the absence of these facilities. The first thing that researchers concentrate on is the lack of support from the government in the development of the Kura Kura Beach tourist destination. Some of the facilities that have been built in the Kura Kura Beach destination are not only the result of government work and support but the efforts and awareness of the community through mutual assistance are very significant. Another reason is the economic aspect. Although the government and society have a substantial carrying capacity, without adequate financial aid, the development of tourism destinations requires a long process. These two things are the basis for the slow growth of tourism in the Kura Kura Beach destination.

4.2. Local Community Partitioning

One of the determinants of the success of development is getting support from the communities affected by the action. In the context of tourism development in Pantai Kura-Kura, the community shows a high interest in

developing tourism destinations. The local community became the foremost pioneer in developing the tourist destination of Kura-kura Beach. However, the initial opening of the destination Pantai Kura-Kura was initiated and assisted by students of Gajah Mada University.

After the destination of Pantai Kura-kura began to develop, the attitude of active participation of the community also continued towards a more organized stage by forming a tourism order. This is undoubtedly a capital for good tourism development and a form of community spirit to develop related tourism. The local community accepts and shows an inclusive attitude to respond to the development of the tourism industry. The result of tourism in an area is highly dependent on the response of local communities. Inappropriately developed tourism can cause local people to be hostile to tourism; in some cases, tourism development has an impact on environmental degradation and the decay of local culture. Thus, the integration of tourism development must run according to the aspirations of local communities without compromising the interests of the stakeholders involved. The results of interviews with the management of the Kura Kura Beach destination are as follows:

"We have formed a complete institutional institution for tourism destination management, consisting of the chairman, secretary, and various sections in it."

In addition to being directly involved in the physical development of Kura Kura Beach tourist destinations, the community also conducts direct tourism promotion. It uses its social media—community involvement in promoting tourism as a tangible form of support provided. However, limited access to technology and knowledge hinders local communities from promoting tourism in their areas.

Rapid technological development, promoting tourism only using the Facebook media platform, without intending to provide a one-sided assessment, is still minimal and has not maximized various existing media such as YouTube, Instagram, TikTok, Twitter, or X. The quality of content that attracts the attention of social media users must also be taken into consideration. Tourism promotion training with various social media is needed to improve the ability of local people to maximize their potential. Local people welcome the development of tourism with high enthusiasm. This has a positive impact on the growth of local communities.

The development of tourism provides additional income; Local people are involved in the tourism industry by selling as well as supplying the needs of tourists who come to visit. This activity shows the supply and demand between local people and tourists, which is one of the critical factors for the success of the tourism industry. At the same time, the influence of technological development as an external factor also has an impact that must be considered. Access to information from various layers through massive technological developments makes it easier for tourists to explore information about a destination so that they can give careful consideration before visiting. In this regard, to maximize the visit maximum use of information technology, the exposure of the attractiveness or competitiveness of the tourist destination Kura Kura Beach must be creative and able to attract tourists.

5. Discussions

The development of tourist destinations always goes hand in hand with the opportunity to record tourists. Kura-Kura Beach is one of the destinations that offer the beauty of marine nature as a potential that deserves to be developed more massively; the charm of the sea, hills, and natural naturalness is still maintained. This statement is in line with a study conducted by Hanna *et al.* (2019), which states that age and nature are elements that need each other and cannot be separated. The bond between the two components is very close, so they do not need and complement each other. Humans have always required nature, and the opposite is true to organize each other.

In addition to having natural beauty, traditional values such as the competition to play Gambus can be an alternative attraction to facilitate the industry based in Kura-Kura Beach. Natural naturalness and cultural uniqueness can be tourist products to attract the sympathy of mass tourists (Putra *et al.* 2020) Natural charm and cultural traditions are still valid as valuable opportunities to develop tourism based on ecology and cultural heritage.

Discussing further natural conditions that have become one of the main attractions. Kura-kura Beach tourist destinations offer a variety of activities that tourists can do. Visitors can not only enjoy the beauty of nature but also can carry out various activities: Fishing, swimming, camping, and the dominant activities carried out by foreign tourists are snorkeling and kite surfing. These different activities should be appropriately managed so that they can facilitate visits by domestic tourists and tourists from various countries. Kura-kura Beach, at the same time, is gaining accessibility carrying capacity; access to these destinations is relatively easy because the local government has carried out road repairs. Time efficiency in traveling from one destination to another is a critical indicator in deciding on tourist destinations; ease of access increases tourist attraction (Deng *et al.* 2020).

In terms of community participation, the destination received serious support from the community. Practical tourism sustainability requires the proper knowledge and capabilities for conservation and development (Ali *et al.* 2020) facilitate the development of sustainable tourism, leading to the creation of better opportunities (Tosun 2006). Local communities realize that tourism development through tourism can have positive implications for economic improvement and an inclusive society. Through the development of tourism, financial turnover becomes more stable, and the community not only depends on the agricultural industry, but also can develop small industries that can be traded to visitors, both domestic and foreign. Their study revealed that the main components of the locally based tourism industry are local products involved in the industry.

On the other hand, the development of Kura-Kura Beach as a tourist destination is still minimal. The availability of proper facilities is still a matter of discussion. The availability of facilities affects tourists' perceptions of whether or not a destination is feasible. The lack of tourist facilities has been discussed in the research of several essential facilities, such as the availability of electricity, which is still an issue. This is a task that must be fulfilled to improve the quality of Pantai Kura-Kura destinations as a good destination, fulfillment of tourist facilities as an urgent need.

Several researchers have researched the potential of tourism in Pantai Kura-Kura. Permadi *et al.* (2018) examined several potential tourist villages that can be developed in Ekas Buana Village. They made similar conclusions to this study: Pantai Kura-kura has the potential that can be used as a tourist attraction. However, the study did not include specific reasons for some possibilities and generalized each uniqueness of several tourism potentials in Ekas Buana Village. In this latest study, researchers only focus on one object and conclude several prospects.

Conclusions and Further Research

Kura-Kura Beach is one of the destinations that deserves to be developed, seeing opportunities in terms of attraction, accessibilities, amenities, and activities that can be done in these destinations. The destination has natural beauty in the form of beaches and hills; another thing that can be an added value of tourism is the local values and culture that are still maintained. These two things are precious because they can attract massive tourist interest. The combination of beautiful nature and local culture is supported by noble values inherited into the potential and opportunity for tourism development in the region.

Active community participation in welcoming the development of tourism deserves to be considered as a supporting capacity for tourism development opportunities for Kura Kura Beach. Local communities respond to tourism development by promoting and being involved in supporting these developments by standing alleys and maintaining a friendly tourism image for visitors. The enthusiasm of the local community can accelerate and help the pace of development of the tourism industry. Community-based tourism is a practical approach.

However, some things need to be noted; facilities that are suitable for use are still inadequate. This is undoubtedly the responsibility of stakeholders and the government to meet the needs of tourists to attract the sympathy of visitors. The addition and improvement of facilities can be a step to improve the quality of tourism in Indonesia, especially tourism Pantai Kura-kura, which is the object of this study; increasing resources must be part of tourism development priorities. Thus, physical and non-physical development can run in the same direction and at the same time.

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Credit Authorship Contribution Statement

Sigit Wahyudi writes the contribution of first author choosing the relevant actions, but not limited to conceptualization, investigation, methodology, project administration, software, formal analysis, writing – original draft, supervision, data curation, validation, writing – review and editing, visualization, funding acquisition; **Mardiyono** writes the contribution of the second author choosing the relevant actions, but not limited to conceptualization, investigation, methodology, project administration, software, formal analysis, writing – original draft, supervision, data curation, validation, writing – review and editing, visualization, funding acquisition); **Ivan Suaidi** and **Fiza Hari Apridana** write the contribution choosing the relevant actions, but not limited to conceptualization, investigation, methodology, project administration, software, formal analysis, writing – original draft, supervision, data curation, validation, writing – review and editing, visualization.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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