

# PUSAT KAJIAN PARIWISATA (PUJITA) UNIVERISTY OF MATARAM AS A SUSTAINABLETOURISM OBSERVATORY UNDER THE AUSPICES OF UNWTO 2016

## A. Destination Profile

Lombok Barat is one of the 10 regencies and municipalities of West Nusa Tenggara (NTB) Province. It is located in Lombok Island with 105,387 ha area, covering 5.23% of total area of NTB Province, as depicted in Picture 1. The regency consists of 10 districts with 122 villages where 620,412 people or 13.40 of total NTB population live (NTB in Figures 2014)

Lombok Barat Regency (LBR) pioneers the development of tourism in NTB Province. Since Lombok appointed to be one of tourist destinations in Indonesia in 1979, LBR has been prioritising tourism as its leading sector of development besides agriculture. The first star-rated hotel in NTB was built in LBR in 1986, initiating the growth of tourism in the province. Nowadays, LBR is home of 26 star-rated hotels or 46% of star hotels in NTB; 67 non star hotels; 150 restaurants; and 61 tour operators and travel agencies. Furthermore, based on its locations, tourist destinations in LBR can be clasified into four zones as shown in Table A.1



Picture A.1: The area of Lombok Barat Regency (LBR)

Table A.1: Tourist Destination Zones in Lombok Barat Regency

| Zones      | Tourist destinations                            | Main attractions                                 | Remarks                                                                                                         |
|------------|-------------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| North-West | Senggigi                                        | Beach, Marine tourism, Marina                    | Developed area for Mass Tourism                                                                                 |
| North-East | Narmada, Sesaot, Lingsar                        | Preserved Forest, Cultural Heritage              | Growing destination for Educational tourism, Ecotourism, Nature-Based Tourism, Special Interest Tourism         |
| South-East | Gunung Sasak, Banyumulek, Labuapi, Cemara Beach | Topography, traditional village, craft, Mangrove | Growing destination for Educational Tourism, Nature Based Tourism                                               |
| South-West | Sekotong                                        | Islands, Coastal and Marine tourism, Beaches     | Future Developing area for Mass Tourism, Special Interest Tourism, marine tourism, Secluded Tourist Destination |

Source: Summarised from various sources

Indeed, LBR plays important roles in creating positive trend of tourist visitation to NTB Province, as depicted in Table A.2. As LBR remains the main tourist destination in the province, the development of its tourist destinations construct the competitive advantage of the province tourism. Therefore, the development of LBR as a certified sustainable tourist destination is critical. To provide assistance to LBR for the sustainable tourist destinations, University of Mataram with its Pusat Kajian Pariwisata (Tourism Study Centre) is assigned to establish a Tourism Observatory.

To develop as a certified tourist destination, LBR is currently dealing with a number of problems. Focus is given on two main tourist destinations (i.e, Sesaot and Senggigi) where a number of **key concerns** occur. The key concerns are described in two different sub-headings below.

Table A.2: Tourist visitation to NTB Province 2011 – 2015

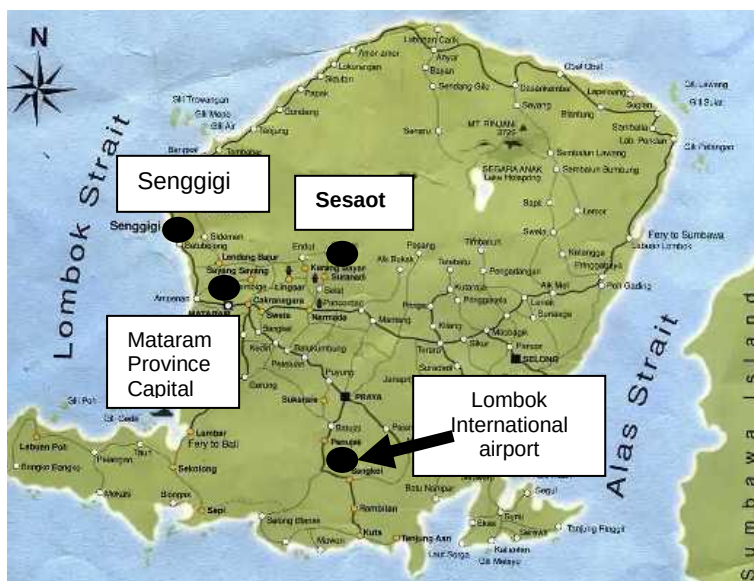
| Year | Tourists  |               | Total Number |
|------|-----------|---------------|--------------|
|      | Domestic  | International |              |
| 2011 | 364,196   | 522,684       | 886,880      |
| 2012 | 471,076   | 691,436       | 1,162,516    |
| 2013 | 565,944   | 791,658       | 1,357,602    |
| 2014 | 752,306   | 876,816       | 1,629,122    |
| 2015 | 1,149,235 | 1,061,292     | 2,210,527    |

Source: Disbudpar NTB, 2016

## 1. Sesaot Forest

Sesaot is one of nature-based tourist destinations in West Lombok Regency, situated within the deleniation of Rinjani Geopark. The destination is located about 25 Km from Mataram, the NTB Province Capital, and 50 km from Lombok International Airport, as seen in Picture 1.1. The most popular mode of transport to reach Sesaot is private vehicles.

The area of Sesaot includes 2,000 hectares preserved forest which is bounded by three villages: Sesaot village in the south, Pakuan Village in the east, and Buwun Sejati village in the west. The three villages used to be under one head village but recently extended as a part of local government's program to increase people's welfare in the area. Hence, the name of tourist destination in this area remains Sesaot despite there are other two villages in the tourist area. Detail profile of the three village is provided in Table 1.1.



Picture 1.1: Map of Sesaot

Table 1.1: Village Area and Total Population in 2014

| Village      | Area   |       | Total Population |        |       |
|--------------|--------|-------|------------------|--------|-------|
|              | Hektar | Km2   | Male             | Female | Total |
| Sesaot       | 1,309  | 37.03 | 3,075            | 3,246  | 6,323 |
| Pakuan       | 492    | 4.93  | 2,040            | 2,156  | 4,196 |
| Buwun Sejati | 1,414  | 14.14 | 1,353            | 1,427  | 2,780 |

*Source:* Narmada in Figures, 2015

As a tourist destination, Sesaot has two types of tourist attractions:

1. Natural attractions include: 2000 preserved forest, 23 water spring, 2 rivers, natural swimming pool, tracking tract, camping ground, water dam, and 1 waterfall.
2. Cultural attractions: there are 8 (eight) traditional music and dance clubs in Sesaot. Each has its own traditional performance including: Gendang Beleq (Big Drum Dance); Gandrung Dance (Social Dance); Bali Bali; Kamput Ale-Ale (Statue Dance); Cilokak (Sasak Traditional Singing); Tembang Sasak (Sasak Traditional Nasyid); Beperajejan (Sasak Royal Festival); and Begale Ganjur (Sasak Music).

Having such tourist attractions, Sesaot has its own competitive advantage to acquire tourism market. However, the real number of tourist visitation to this destination is still unknown. There is still inappropriate counting method of tourist visitation and mixed conception between tourists (foreign and national tourists) and local visitors (coming from other places in Lombok). For example, in 2015, the Sesaot Head Village Office recorded 9,000 domestic tourists and only 150 international tourists visited Sesaot. Meanwhile, the number of local visitors is believed to be more than the Village Office's record.

A two-weeks observation in Sesaot in March 2015 found the estimated number of local visitors during weekend (Saturday and Sunday) at 5,000 to 7,000 visitors. This mean there may be about 10,000 up to 15,000 visitors per week, which is equal to 400.000 to 600.000 visitors per year. Importantly, the trend shows the increasing number of tourist visitation in the last two years. Such a big number of tourists to Sesaot certainly bring impacts particularly to the environment of Sesaot and local people in the three villages, four of them described below.

### 1.a. Vendors' stalls inside tourist attractions

The shape of Sesaot forest has transformed in the last two years. A number of stalls that sell foods and drinks to visitors have replaced leafy bush and shrubs that grow around rivers and spring waters inside the Sesaot Forest. Similar condition is also seen in the parking area. The stalls are even built deep in the forest, the central of tourist attraction, as seen in Picture 1.2. Meanwhile, many vendors cut down local trees to build their stalls.



Picture 1.2: The spread of vendors' stalls in Sesaot Forest Tourist Destination

Unfortunately, the emergence of vendors with their stalls within Sesaot Forest was purposely stimulated by local head villages. Such policy might be made to encourage their

people to undertake small-scale tourism entrepreneurship despite the negative impacts of the activity to the natural environment.

The burgeoning numbers and the spread of the stalls reduces the authenticity of the forest area. The use of plastic to make stall roof and barriers create dirty and slump image around the forest, which may ultimately influence visitor's experience. Furthermore, the lack of local's knowledge and awareness of the importance to keep the environment cleaned can threaten the ecosystem sustainability of the forest.

### **1.b. The emergence of room for romance**

Competition among vendors within Sesaot Forest stimulate the emergence of services and products that contradict local ethics and culture. One of the services is the modification of some stalls to be romance rooms. This service is named as *lapak plus*. The example of *lapak plus* is seen in Picture 1.3.



Picture 1.3: One of the stalls that offers plus-plus service

The *lapak plus* targets particular group of visitors and usually operates during low time. They usually open in the beginning of the week, to avoid wide publication and control from head village. The existence of the *lapak plus* in the forest tarnish the image as a nature-based tourist destination that Sesaot is currently building. Sesaot is not only a destination for recreation but also education and research. Furthermore, the phenomena of *lapak plus* may affect the local people's positive perception of tourism industry that has been developed so far.

### **1.c. Amounts of waste**

Economic activities within Sesaot forest results in the amount of waste. Plastic and organic waste is found in all corners of the destination, particularly during peak time. The low level of visitors' awareness of the importance to put and collect their trash in one place is deteriorated by the fact that there is inadequate trash can on the area. Most of the vendors do not have bag for garbage. Most of them dump their leftovers in a corner within the forest to hide from visitors sight, but create bad air pollution that disturbs visitors.



Picture 1.4: Amounts of Waste in Sesaot

### 1.d. Water Pollution

One of popular tourist attractions within Sesaot Forest is the natural spring water swimming pool. Most visitors coming with their families for swimming in the forest. Unfortunately, many of the visitors also wash clothes in the swimming pool. The absence of regulation and a lack visitors' knowledge of hygiene let their behaviours uncontrolled. Meanwhile, the swimming pool is an upstream of some rivers from where some villages drew water for drinking and irrigation. Thus, the use of soap, shampoo and other materials in the swimming pool can contaminate the purity of water and affect the quality of drinking water for some villages around Sesaot.



Picture 1.5: swimming and washing in Sesaot natural pool.

The four emerging phenomena as a result of tourist activities within Sesaot Forest need a serious solution. A good planning involving all local stakeholders can help create win-win solution in the area. Furthermore, an appropriate accompanying program can assist local vendors undertake their small business and direct them to support the development of sustainable nature-based destination in Sesaot. In other words, Sesaot needs the tourism observatory in order to develop as a sustainable tourist destinations in West Lombok Regency.

## 2. Senggigi Beach

Senggigi is a village located on the north western part of Lombok. The 686,97 ha or 6.87 km<sup>2</sup> village is a part of Batu Layar District, and is populated by 4,873 people (2,431 male and 2,442 female), most of them farmers (Batulayar in Figures, 2015). The map of Senggigi village is depicted at Picture 2.

Senggigi is one of the oldest tourist destination in Lombok and has been developed since 1979. This is the home of the first star rated hotel built in Lombok that signified the start of formal development of tourism in Lombok. In this destination, more than 80 percent of the 26 start-rated hotel in West Lombok Regency located in Senggigi. Further tourism industry is shown in Table 4.

Table 2.1: Tourism Enterprises in Senggigi

| Tourism enterprises              | Number |
|----------------------------------|--------|
| Star Hotel                       | 22     |
| Non-star Hotel                   | 45     |
| Restauran                        | 83     |
| Tour Operators and Travel Agents | 51     |

Source: NTB in Figures 2014

Despite the long history of tourism development in Senggigi, its local people are recently aware of tourism as a beneficial industry. The local people looked at tourism as a

business opportunity in the mids of 2000 after a social riot sparked in West Lombok. When the riot sparked, all tourists evacuated out of Lombok and some tourist facilities vandalised. This created local economics chaos in Lombok and required hard work for many years for recovery. Interestingly, the local people learnt quickly from the riot's impacts on tourism. The riot seemed to be the turning point of people's understanding of tourism multiplier effects and the significance of tourism industry to their living.

Research shows that the lack of knowledge and information of tourism was the main reason behing local people's reluctance to participate in tourism development in Senggigi before the 2000s. Such condition was worsened by a lack of empowerment from local government, and unwillingness of industry to involve local people in their tourism activities.

As tourism grows, local people in Senggigi revive in tourism. Many locals involve in tourism industry as either workers or entrepreneurs. The number of local tourism enterprises is burgeoning in Senggigi nowadays. However, the destination is currently dealing with two problems that can inhibit Senggigi as a sustainable tourist destination. These include a lack of wast management in the area and the use of beach space for parking traditional firshermen's boats.

### **1. Problems with Waste Management**

As with other tourist destinations in Lombok, waste is alwas the main problem and difficult to deal with. In Senggigi, waste is produced mainly by local visitors, restaurants, and vendors that set up their stalls along the small path to the beach. Amount of waste is mainly seen in the rivers around Senggigi. The example is shown in Picture 7.



Picture 2.1: Amount of waste in a river within Senggigi Beach

### **2. Problems with Parking Space for Traditional Fishermen's Boat**

A group of traditional fisherment form a village outside of Senggigi claim a part of Senggigi Beach as a parking place for their boats. They have been using the space for their boat for generations, since the time before tourism developed in Senggigi. As tourism develops, the existance of the fishermen's boat often raise tensions between the fishermen and visitors and hotel owners. Meanwile, the boat parking area is located at the heart of Senggigi Beach where most tourists or visitors mainly assemble.



Picture 2.2: A part of Senggigi Beach used for boat parking.

## **B. Key Concerns**

The problems that both destinations currently dealing with are the **key concerns** of each. These can be categorised into:

1. Poor Waste Management in Sesaot and Senggigi
2. The lack of Safety and Hygiene
3. Poor Vendor's Management in Sesaot.

## **C. Prioritised Actions**

To overcome the problems and bring solutions for the key concerns, local people's involvement is critical. Furthermore, a number of actions are proposed, including:

1. Managing capacity building for local people (local empowerment)
2. Developing village regulation (*awig-awig*)
3. Developing waste management
4. Developing good governance in both destinations.
5. Providing continuous consultation for local small-scale tourism enterprises
6. Implementing appropriate system to monitor the undertake of local vendors' commercial activities.

## **Reference**

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