



Desa Wisata competitiveness in the national tourism strategic Area (KSPN), Jerowaru; A case study of pare mas Lombok Timur

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ABSTRACT

Desa Wisata has become a super priority for economic development in rural areas today. As a locomotive driving the economy, Desa Wisata must transform into a superior-tourist-venues to accelerate and create independent economic opportunities for villages. Therefore, this study aims to map the variety of Desa Wisata competitiveness in the national tourism strategic area (KSPN), Pare Mas Jerowaru Kabupaten Lombok Timur, by adopting qualitative descriptive research as its approach. We randomly chose Pare Mas as the research location because the profiling data of Desa Wisata in national tourism strategic areas is homogeneous. We administer focus group discussions (FGD) with managers, village officials and *Pokdarwis* for the data collection process and through interviews and observation of participants at the research location. The findings show that Pare Mas is a superior *Desa Wisata* with natural potential spread over two central potentials: coastal potential and mangrove forests. Meanwhile, plastic pollution in the sea, mangrove tree felling and increased industrial development in Pare Mas Village can threaten the existence of existing tourism potential.

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1. INTRODUCTION

Tourism village is the most critical concept in developing the tourism industry in an area. A Tourism village is a concept of building communities in rural areas that combine elements of attraction, accommodation, and other supporting capabilities such as infrastructure and services. Desa Wisata is one of several examples of sustainable development initiatives that are now on the national and international agendas. Integrating tourism village components, such as the management and welfare of residents, educational needs for tourists, partnerships, and increasing residents' incomes, is essential in the tourism agenda (Khairul Amri et al., 2022; Pariwisata et al., 2020).

Rural tourism development concerns industry observers and the government because general tourism can increase economic opportunities (Azam et al., 2018; Groizard & Santana-Gallego, 2018; Pan et al., 2018; Zhang & Gao, 2016). Rural tourism can be a driving force to advance rural areas, for example, in economic, social, cultural, and environmental aspects. Rural tourism development can be an additional source of income for local communities. Locals can generate revenue from tourism

activities, such as homestays, local handicrafts, and tourist services, by promoting the natural potential, culture, and unique countryside traditions. This provides new economic opportunities and helps reduce rural poverty (Qin et al., 2019) as tourism creates jobs. Rural tourism can also drive the local financial sector by introducing local products to tourists. This can increase local purchasing power and support the sustainability of local businesses, such as agricultural businesses, handicrafts, and regional specialities. Thus, the development of rural tourism can be a driver of inclusive economic growth.

In rural tourism development in strategic areas, national tourism is integral to the government's efforts to accelerate equity. The development of KSPN is intended to develop the tourism sector as one of the main economic pillars (Setiawan et al., 2023). Tourism is about tourist destinations and creating areas with great potential to attract tourists (Sutadi & Marsongko, 2017), boost the local economy, and preserve cultural heritage (Made et al., 2018). In the context of Indonesia, national tourism strategic areas are essential to focus on to achieve sustainable tourism development goals, and they have been defined as five priority areas (Sagala, 2021).

Good regulation is needed to manage the impact of tourism on the local environment and culture. Restrictions on the number of tourists, waste management, and preservation of historical sites are some aspects that must be considered to maintain a balance between tourism development and environmental and cultural preservation. National tourism strategic areas must be managed wisely to ensure economic and ecological sustainability. Tourism is essentially an economic space creation industry (Bahri & Abdilah, 2022).

In addition, the involvement of local communities is also essential (Meray et al., 2016), even in developing national tourism strategic areas. Active community participation can help maintain the authenticity of local culture, support local handicraft and culinary industries, and create jobs for residents. Education and training to improve the employability skills of local communities are also essential parts of this effort. The national tourism strategic area can also be a place to develop sustainable tourism. The use of environmentally friendly technologies, wise management of natural resources, and the promotion sustainable lifestyles can be an integral part of developing tourism areas. This will provide short-term economic benefits and ensure that the region remains attractive and sustainable in the long run. National tourism strategic areas are key in developing a country's tourism sector. Through a holistic and sustainable approach, this region can be a driving force for economic growth, improve the welfare of local communities, and still maintain the natural beauty and cultural richness owned by a region. Therefore, national tourism strategic areas must be managed carefully and measurably so that all parties can feel the economic and environmental benefits.

Lombok Timur, a district designated by the government as an area with super-priority tourism development, faces obstacles. The many potential destinations spread in almost every village have not been fully utilised for the economic improvement of local people. They were taxing people from the region and abroad as manual labourers should not occur. Abundant resources, for example, from the tourism side, can be the answer to meeting needs.

The literature today has not found many resources that talk a lot about rural tourism. Although many scientists have spoken about rural tourism (Agoes, 2015; Nurcahyono, 2017; Raharja et al., 2019; Wesnawa, 2022; Wibisono et al., 2020; Yulianah, 2021), the literature that raises the mapping of potential destinations and their distribution in Lombok Timur Regency is still limited. Although several previous studies discussed goals and their SWOT (Ahmad et al., 2023; Hermawan, 2017; Putri et al., 2018; Sarah Octavianna Simbolon et al., 2023; Yusendra, 2015), the specific ones discussing the distribution of tourism village potential in the national tourism strategic area in Jerowaru sub-district, Lombok Timur Regency still do not exist. Therefore, this study examines the distribution of tourism potential in the national tourism strategic area in Pare Mas Village, Jerowaru District, and Lombok Timur Regency.

2. RESEARCH METHOD

This type of case study is located in the strategic national tourism area of Jerowaru, Lombok Timur district. Jerowaru District is one of two sub-districts in Lombok Timur Regency designated as a super-priority area in tourism development by the Ministry of Tourism and Creative Economy of the Republic of Indonesia. Because this study seeks to map tourism potential in Desa Wisata Pare Mas, it then collects data from several sources that are considered to support the data sought by researchers. Pare Mas Village was chosen randomly because the national tourism strategic area in the Jerowaru sub-district of Lombok Timur has homogeneous data characteristics. This means selecting one tourism village in the study can represent other Desa Wisata with similar characteristics. We involve several elements of people or groups of people in data collection in the FGD process. The FGD process was carried out by inviting several people who understand tourist attractions. These village officials understand tourist destinations and communities represented by residents and tourism awareness groups. Additional data, such as semi-structured interviews and participatory observations, were collected during the data collection process. To explain the finding data, we use SWOT, then the results are presented in verbal data, and some crucial points are shown in tables.

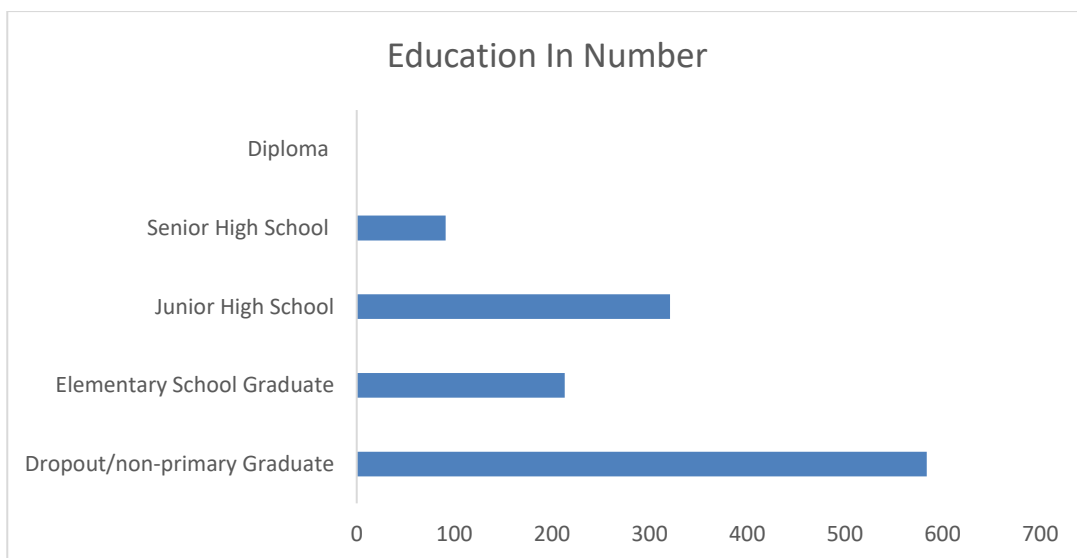
3. RESULTS AND DISCUSSIONS

Research Areas

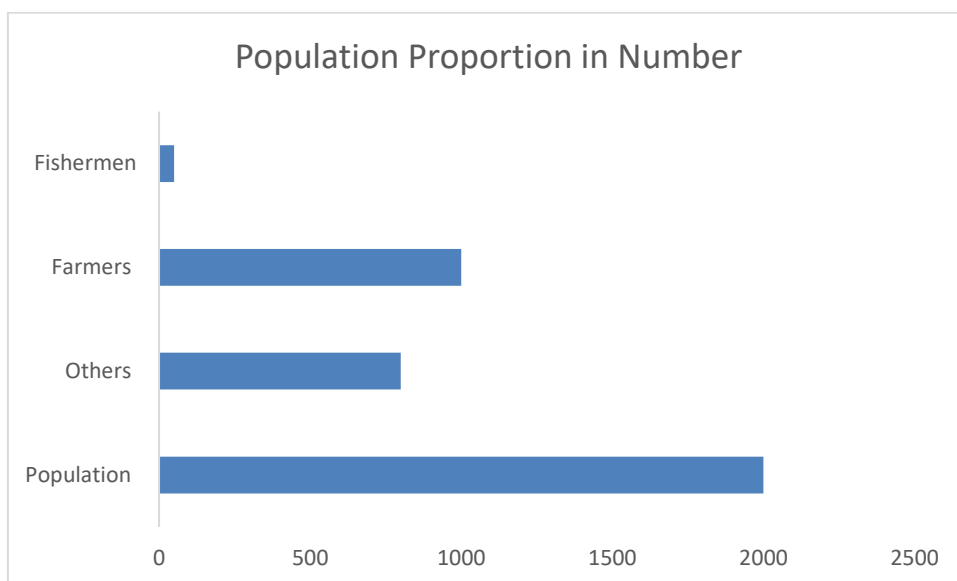
Pare Mas Village is one of the villages located in the Jerowaru sub-district with an area of 1,366.10 ha. Pare Mas Village is the result of the expansion of Pemongkong Village, which was established in October 2011; this village is located in the northeast of Jerowaru Village, which now consists of seven villages, namely Gili Belek, Gili Re, Permas, Montong Agung, Ujung Batu Putik, Keranji, and Montong Singin. In 2011-2019 this village consisted of three villages, namely, Gili Belek, Permas, Keranji. Meanwhile, from the end of 2019 until now, there have been seven villages with the addition of Gili Re, Montong Agung, Ujung Batu Putik, and Montong Singin.

Pare Mas village is geographically located in most agricultural areas and mangrove forests. The community can carry out farming activities simultaneously because we can see the location of the residence that binds the two. Weather factors include an average temperature of 27-37 degrees Celsius, even if the night is around 27-24 degrees Celsius. The potential of mangrove forests in Pare Mas Village, Jerowaru District, has not been optimised. In this case, from the results of observations, the problem is that there are still no human resources specifically organised to manage mangrove forests because of the small number of residents of Pare Mas village and the distance of residents' houses is too far.

The accumulated population is based on data from the Central Statistics Agency (BPS) 2023 that the population of Pare Mas village is 2072 people spread across seven hamlets dominated by farmers and fishermen. One thousand one hundred thirty-seven people had received educators from the elementary school level with a percentage up to Strata One. The composition of the population is spread to 1035 people as farmers / agricultural labourers, 868 people as fishermen, 43 as traders, and other professions fill the rest. Here is the composition of the population in numbers



Graph 1. Education in Number of Pare Mas
Source: Pare Mas Village Data, 2023



Graph 2. Population Composition of Pare Mas
Source: Pare Mas Village Data, 2023

Competitiveness

Pare Mas Village in Jerowaru Lombok Timur is located in Lombok Timur Regency, West Nusa Tenggara. This village is a vital conservation village managed by the local community since the time of the kingdom of Lombok. This village is known for its beautiful natural potential. There are mangrove forests along the coast, which are rich in flora and fauna. Various types of aquatic animals, plants, fish, and shellfish can be found there. Mangroves also serve as a buffer system for fish and shellfish and have been shelters for many species of birds. Exploring the natural potential of Pare Mas Village and evaluating the advantages and disadvantages are essential steps for the sustainable development of the village. Pare Mas village is a village rich in biodiversity. Various types of plants, animals, and fish species can be found there. One of the central natural potentials of Pare Mas Village is a mangrove forest rich in flora and fauna.



Figure 1. Distribution of Tourism Potential of Ekas Buana Jerowaru Village, Lombok Timur
Source: Center for Tourism Studies (Observation)

Natural Potential

Mangrove

Mangrove forests are productive and profitable areas for many people's lives. Mangroves are a type of plant that functions vital for human survival and has now been widely used as a productive commodity, for example in ecotourism (Wijaya, 2021). Pare Mas Village's mangrove forest protects nature, and the mangrove forest ecosystem can help prevent erosion and absorb dangers. In addition, this forest can also support maintaining water quality. This is because mangrove plants can break down chemical particles in water that harm humans. Mangrove forests are also a habitat for aquatic animals, especially fish, shellfish, and birds.

In addition to essential benefits for the ecosystem (Fadhila et al., 2015), the mangrove forest of Pare Mas Village also provides economic benefits. This forest is believed to be a source of natural fertilisers, raw materials, and traditional medicine. Some types of fish found in mangrove forests can be commercialised for sale. For example, several shellfish, squid, and grouper species are found in this forest and can be commercialised in local markets. Mangrove forest management has been the main focus of Pare Mas Village since the royal era. To maintain the natural potential of mangrove forests, villagers have recommended sustainable management strategies to protect and improve forest quality. Some proposed management strategies are mangrove forest restoration, responsive resource management, increased community participation, training, and awareness. These strategies are expected to help prevent overdevelopment that hurts the environment and preserve mangrove forests in this village. To evaluate the benefits and burdens of the natural potential of Pare Mas village, we define a SWOT Analysis of the mangrove forest of Pare Mas village.

Strengths

Pare Mas Village Mangrove Forest can reduce erosion. Mangrove forests are a place for growing and breeding aquatic animals. Mangroves can withstand abrasion because their strong roots withstand currents. They can also function as a good water quality guard, as a source of raw materials

and natural fertilisers, and provide many types of fish caught in this forest. Many researchers have discovered that mangroves, such as captivating currents and animal shelters, function significantly for sustainability. However, people in some areas still do not fully understand the use of mangroves, so there is a tendency to be damaged (Maharani et al., 2022).

Weaknesses

The mangrove forest in this village sometimes requires excessive drying of water content. Exposed to sewage pollution. It can be a habitat for several types of endangered animals. Various kinds of activities can harm this forest. Some fish species are depleting due to high catches.

Opportunities

It showcases the village's natural potential, the development of nago chickens, and animals that are now raised in the village. And create ports to increase local income, responsive resource management and learning programs and education camps for children. This forest can be used for natural tourism, conservation and education. In education, this tour can be used as a vehicle for people to learn how to plant mangrove trees, process food from mangroves, and preserve them.

Threats

So far, the threat that can damage the image of tourism has not been seen. The danger of excessive development includes an increase in the number of industries around the forest, an increase in fishermen's activities that can damage the forest, unhealthy domestic waste pollution and a lack of awareness of the importance of mangrove forests.

Table 1. Analysis of the Competitiveness of Mangrove Forests in Pare Mas

No	Item	Description
1	Strength	<ol style="list-style-type: none"> 1. It can reduce erosion 2. It provides plants and animals with shelter and hunting 3. It helps maintain water quality 4. It is a source of raw materials and natural fertilisers 5. There are many types of fish caught in this forest
2	Weaknesses	<ol style="list-style-type: none"> 1. Requires drying of excessive moisture content 2. Exposed to sewage pollution 3. It can be a habitat for several types of endangered animals
3	Opportunities	<ol style="list-style-type: none"> 1. Opportunity as a natural tourism and education venue 2. Exhibits that showcase the innate potential of the village 3. Development of nago chickens, animals now raised in the village 4. Mangroves have the potential to be used as a production house for herbal medicine and other health medicines
4	Threats	<ol style="list-style-type: none"> 1. Cutting down mangrove trees by communities can increase negative environmental impacts such as erosion. 2. Increased number of industries around forests

Source: Field Data (Ground data & Dialogue)

Beach

Pare Mas Village Beach in Jerowaru, Lombok Timur, is a tourist attraction offering beautiful scenery in West Nusa Tenggara. This beach is suitable for water sports, recreation, and enjoying the view. This beach is believed to have a lot of potential to be developed into one of the mainstays of tourism in Lombok Timur Regency. Pare Mas Village Beach has a lot of potential. First, this beach is believed to be an ecosystem rich in marine flora and fauna. Several types of fish can be found around the coast, including shark, northern, and baronage.

Various species of birds can also be found on this beach. Second, the beach of Pare Mas Village is suitable for multiple types of water sports, such as surfing, snorkelling, and canoeing. Third, many hospitality services and places to eat around the beach exist. In addition, this beach can also be used as one of the mainstay tours in Jerowaru. This beach can provide long-term economic benefits and potentially bring more tourists to Pare Mas Village.

Pare Mas beach management has been Pare Mas Village's primary focus since the royal era. To maintain the natural potential of Pare Mas Beach, the village community has recommended sustainable management strategies to protect and improve the quality of the beach. Some suggested methods are ocean restoration, increased community participation, enforcement of regulations, law

enforcement, training on the use of navigation equipment, biodiversity preservation, and application of technology. These strategies are expected to help prevent environmental damage on Pare Mas beach and increase safety and relaxing pleasure on the beach.

Strengths

Marine ecosystems are rich in flora and fauna; tourists can enjoy various water sports. There are no large waves that disrupt water sports activities, are close to dining and hospitality services and provide long-term economic benefits.

Weaknesses

Limited tourist facilities and infrastructure, there is no exact paragliding location. Tidal flooding to the coast is due to domestic sewage pollution from settlements and a lack of awareness about beach maintenance.

Opportunities

We launched conservation initiatives to raise awareness and protection of flora and fauna. Improving the quality of hospitality and dining services in addition to tourists. Application of technology to monitor the quantity of seawater. Research the potential of local fish and coastal plants. We launched an activity program and educational camp for children.

Threats

The threat of overdevelopment includes increased fishing activities that can damage the sea, and environmental problems related to domestic waste pollution. These extreme weather changes can damage marine ecosystems and lack knowledge about ecological conservation.

Table 2. Analysis of Beach Competitiveness of Pare Mas Village

No	Item	Description
1	Strength	<ol style="list-style-type: none"> 1. The marine ecosystem is rich in flora and fauna 2. There are different types of water sports that tourists can enjoy 3. No large waves that interfere with water sports activities
2	Weaknesses	<ol style="list-style-type: none"> 1. Lack of tourist facilities and infrastructure, such as rest areas, security posts 2. There is no exact paragliding location 3. Tidal flooding to the coast
3	Oppotunities	<ol style="list-style-type: none"> 1. Application of technology to monitor the quantity of seawater 2. Research the potential of local fish and coastal plants
4	Threats	<ol style="list-style-type: none"> 1. Environmental problems associated with domestic waste pollution 2. Extreme weather changes that can damage marine ecosystems

Source: Field Data (Ground data & Dialogue)

4. CONCLUSION

Pare Mas is one of the Desa Wisata with superior destination bargaining power in the national tourism strategic area (KSPN). Located on the tip of the island of Lombok, this village has been visited by many local and foreign tourists. Two advantages are identified as the competitiveness of substantial destinations in this village; Competitive competitiveness in the form of natural and marine potential. Mangrove forest is one of the icons of ecotourism, and beaches as an aquatic attraction. Although this village is superior from the two sides in question, many shortcomings must be addressed so that it can make the natural potentials that are already owned are not in vain and can be used for the community's prosperity. Some weaknesses or shortcomings exist, namely the low quality of human resources, the number of unemployed, the level of education is minimal, village apparatus that is still unable to manage village potential. The collaboration of the village government with local youth in developing tourism villages in recent years has positive implications for changes and increasingly significant developments. In the future, Pare Mas Tourism Village can be used as an East Lombok ecotourism center which has seen progressivity in its development. All elements of tourism (tourism business people, communities, *pokdarwis*, and related governments) must be involved in the future to encourage the acceleration of tourism development in national tourism strategic areas (KSPN).

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