

SWOT Analysis of Sustainable Tourism Development in Tetebatu, East Lombok

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Abstract

Tete Batu is one of the Tourism Villages in East Lombok Regency that offers tourist attractions of natural beauty, culture, and local traditions that have developed and are expected to be able to become sustainable activities. However, in its implementation, tourism development can also pose challenges related to sustainable tourism development from various aspects, such as community involvement, economic progress, socio-cultural sustainability, and environmental conservation efforts. This research aims to examine the development of sustainable tourism in Tete Batu by analyzing the potential of sustainable tourism in Tete Batu using SWOT analysis to identify the strengths, weaknesses, opportunities, and challenges faced in realizing sustainable tourism in this region. The results of this study found that there are each strengths, weaknesses internally as well as the existence of opportunities and threats in the development of tourism in Tete Batu, especially in the awareness and involvement of local communities and how to maintain the surrounding environment, so that efforts are needed to increase awareness and involvement as well as the ability of the community as human resources who are directly involved in tourism activities, besides that a comprehensive policy is needed related to efforts to preserve the environment and the lifestyle of local people in maintaining the surrounding environment both in terms of cleanliness and hygiene. This research is expected to be a reference for implementation recommendations or policies in tourism activities to maximize the benefits of sustainable tourism development for the community, managers, and government as a policy regulator.

Keywords: Sustainable tourism, Tete Batu, SWOT, Tourism Development.

INTRODUCTION

Tourism activities are currently developing many rural tourism attractions known as rural tourism, which presents natural rural tourism attractions with natural beauty, cultural diversity and local wisdom applied in the village to build sustainable villages through the concept of tourism (McCool & Moisey, 1997; Selvia & Danasari, 2023). The main thing in the development of a tourist village is the natural conditions and environment that are still natural and the authenticity of the local wisdom applied in the community itself as an attraction offered directly to tourists (Rubiyatno et al., 2022; Zakaria & Suprihardjo, 2004).

East Lombok is one of the districts that has developed a lot of tourism through the Tourism Villages in East Lombok, this is reinforced by the West Nusa Tenggara Provincial government program to build 99 Tourism Villages in West Nusa Tenggara and stipulated through the Decree of the Governor of NTB Province. One of them is Tete Batu Village which

is designated as a recipient of government assistance for the implementation of the development of village-owned enterprises and the development of tourist villages in NTB based on the Decree of the Governor of West Nusa Tenggara Number 900-265 of 2019 (*SK-25-Desa-Wisata-NTB-2019*, n.d.). In terms of attractions, amenities, and accessibility in Tete Batu include landscapes, terraced rice fields, waterfalls, campgrounds, monkey forests, and mountain bike tracks, then equipped with homestay facilities and places to eat that can be enjoyed by tourists to facilitate their activities while traveling in Tete Batu Village. (Selvia & Danasari, 2023).

The purpose of tourism development is to create sustainable tourism so as to achieve community economic improvement, maintain social and cultural life, preserve the environment and involve the community directly in tourism activities can be implemented continuously and provide sustainable benefits to the community. (Romeon & Sukmawati, 2021). However, in the development of tourism, it is inseparable from the negative impacts caused both from the socio-cultural aspects, especially from the environmental aspects (Rojabi et al., 2020). Some things that need to be emphasized in sustainable tourism are the sustainability aspects of tourism management that involve local communities in it, economic aspects, socio-cultural aspects and environmental aspects (GSTC, 2019).

To be able to maximize indicators of sustainable tourism development can be done through several analyses, one of which is by conducting a SWOT analysis (Strength, Weakness, Opportunity, and Threat) on tourism development which will be associated with indicators of sustainable tourism. Strength and Weakness which are strengths and weaknesses that can be assessed from internal factors and in accordance with the conditions of tourist destinations, which can determine the management of destination management in accordance with the strengths and weaknesses possessed. Furthermore, external factors can be analyzed through Opportunity and Threat and concern about conditions outside the tourist destination itself. These internal and external factors can be the basis for destination management. (Nisak, 2004).

This research will analyze each indicator of sustainable tourism in Tete Batu Tourism Village. First in terms of tourism implementation management that identifies and analyzes the involvement of local communities in tourism activities; second, economic improvement caused by tourism activities; third, the socio-cultural conditions of the community and changes in environmental conditions affected by tourism development with each separate analysis externally and internally.

SWOT analysis aims to identify the strengths, weaknesses, opportunities, and threats faced in tourism development in a particular area. So that the results can later provide policy recommendations and implementation by various parties involved in the development of tourism. In research conducted by Selvia & Danasari (2023) found that there are weaknesses in the management of tourism village management, limited funds and limited human resource capabilities in managing existing natural resources, so that several development strategies are needed based on the results found and need to be improved.

In several previous studies conducted by (Romeon & Sukmawati, 2021) found that the main factor that is most supportive in tourism development is the involvement of local communities, apart from tourism business services and other tourism products offered. This is supported by research conducted by Rubiyatno et al., (2022) found that a tourist destination has great potential to become a sustainable tourist destination with the potential of nature, culture and high tourism awareness and entrepreneurial intentions of the local community.

Previous research found that the strength in tourism development is the involvement of local communities, the weakness is the lack of human resource capacity in management, then opportunities and threats from external factors such as natural disaster factors and the existence of the same type of business competition in tourism development. Therefore, this research will discuss the results of the SWOT analysis conducted in Tete Batu Tourism Village through aspects of sustainable tourism, so that several things can be found that can be maximized to make Tete Batu Tourism Village a sustainable tourism destination and can be enjoyed in the long term by the community.

RESEARCH METHOD

This research uses qualitative methods with data collection techniques through direct observation to Tete Batu Selatan Tourism Village and literature studies related to the research theme. Furthermore, analyzing the data obtained using SWOT analysis by identifying strengths, weaknesses, opportunities, and challenges to identify factors that can be followed up from internal and external aspects related to sustainable tourism aspects which include local community involvement, economic improvement, strengthening social culture and preserving the environment.

The results of the analysis will be packaged descriptively tailored to aspects of sustainable tourism, finding potential strengths and weaknesses internally, as well as opportunities and challenges externally for sustainable tourism development in Tete Batu to combine strengths and opportunities for development strategies and minimize weaknesses and challenges.

RESULT AND DISCUSSION

Based on the results obtained, it was found that some of the strengths that exist in Tete Batu are beautiful natural attractions, diverse cultures and tour packages offered to tourists with a local wisdom approach, where the tour packages offered are directly related to the local community, tourists can experience being a villager such as tour packages for farming, gardening, or cooking traditional dishes with residents. In terms of social culture, tourism development is strong because it emphasizes local wisdom in Tete Batu Village, such as the culture of cooperation, traditional processions in marriage (*besejati, nyelabar, sorong serah aji krama*) and other local wisdom can also be witnessed directly as tourist attractions. This is inseparable from the participation of the community as actors and tourism managers

who deal directly with tourists. Furthermore, in terms of the environment, the existence of tourism development related to natural attractions indirectly has an impact on natural care so that it can be a strength of tourism development in Tete Batu.

Some of the strengths that have been described are inseparable from several negative aspects that are weaknesses in tourism development in Tete Batu, some of which are caused by the social and economic conditions of the community in general that do not depend on the tourism industry, the applicable management standards are not evenly distributed between one tourism manager and another. In addition, there are limited public facilities and infrastructure such as toilets and health facilities. Then from the environmental aspect, there is some pollution caused by the local community such as littering which causes some tourists to find garbage around the road, in the gutter and some of them are carried by the current to the community's rice fields, besides that there are some people who still burn garbage manually which causes air pollution.

From the strengths owned, there are several opportunities for sustainable tourism development in Tete Batu such as the development of ecotourism, preservation of local culture, and increasing the capacity of human resources to manage tourism so as to increase community involvement in tourism management in Tete Batu. In addition, there are several threats to sustainable tourism development in Tete Batu including threats originating from external factors such as natural disasters such as earthquakes or floods as well as competition from the rise of Tourism Villages in Lombok and developing massively, environmental protection, community participation, and infrastructure development. So it is necessary to develop tourism that is unique and has the characteristics of local wisdom that can only be found in Tete Batu.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that Tete Batu has strengths and opportunities that can be maximized, the natural, cultural and environmental potential that has been owned can run optimally and sustainably. As for the shortcomings and challenges faced can be minimized through efforts to increase the capacity of human resources in tourism development, besides that it can be done by preparing different and unique tourist attractions that can only be found in Tete Batu.

Through this research, the potential, challenges, and opportunities for sustainable tourism development in Tete Batu, East Lombok can be identified. It is expected that the results of this research can be a reference and recommendation in making policies and strategies to promote sustainable tourism in Tete Batu, including measures for environmental management, community empowerment, and sustainable infrastructure development.

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