

Ecotourism Development Strategy of Kembang Kuning Tourism Village Based on the 3S Concept in East Lombok

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Article History	Abstract
Received: 24 October 2025 Accepted: 19 November 2025 Published: 10 December 2025	<p><i>This study aims to analyze the ecotourism potential of Kembang Kuning Tourism Village in East Lombok through the concept of Something to See, Something to Do, and Something to Buy (3S). The research adopts a descriptive qualitative approach based on field observations, interviews, and literature studies. The findings show that the village possesses significant potential to develop as a sustainable community-based tourism destination. The aspect of Something to See includes the scenic beauty of the Rinjani foothills, waterfalls, and traditional cultural landscapes that enhance the visual appeal of the destination. Something to Do reflects a variety of participatory and educational activities, such as trekking, agricultural tourism, and cultural workshops, that engage visitors with local life. Meanwhile, Something to Buy highlights local creative economy products such as coffee, honey, and handicrafts, representing economic empowerment for local residents. Overall, the integration of natural, cultural, and economic attractions, supported by government programs and digital promotion, strengthens Kembang Kuning's position as a leading sustainable ecotourism village. The study concludes that participatory management and environmental preservation are key strategies to ensure the long-term competitiveness and sustainability of the destination</i></p> <p>Keywords: <i>Community-Based Tourism, Ecotourism, Kembang Kuning Tourism Village.</i></p>



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INTRODUCTION

Tourism is one of the key sectors in regional economic development as it creates employment opportunities, increases community income, and promotes the preservation of culture and the environment. In the context of sustainable development, the concept of ecotourism has become increasingly relevant as it emphasizes a balance between economic, social, and ecological aspects. Ecotourism not only offers nature-based travel experiences but also involves the active participation of local communities in managing and conserving the natural resources they possess.

One of the regions with great potential for ecotourism development is Kembang Kuning Tourism Village, located in East Lombok Regency, West Nusa Tenggara Province. The village is

known for its unspoiled natural beauty, rich local culture, and community activities that align with environmentally friendly tourism practices. The management of Kembang Kuning Tourism Village is carried out collaboratively by the East Lombok Regency Tourism Office, the Village Owned Enterprise (BUMDes), and the Tourism Awareness Group (Pokdarwis), all of which play essential roles in organizing and developing the village's tourism potential.

The success of this management approach was demonstrated through a prestigious achievement in November 2019, when Kembang Kuning Tourism Village was awarded as the Best National Tourism Village in the Developing Category, surpassing 160 other tourism villages across Indonesia. The award was presented by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration as a form of recognition for villages that have excelled in management, community empowerment, and the potential for sustainable tourism development.

One of the provinces with abundant tourism potential is West Nusa Tenggara (NTB), where the development of tourism villages has become the main focus of the regional tourism development strategy. The Provincial Government of NTB, through Governor's Decree No. 050.13-366 of 2019, officially designated 99 tourism villages distributed across 10 regencies and municipalities. According to the official website of the NTB Provincial Government, the development of these 99 tourism villages is a priority program targeted for the next five years. As an initial step, in 2019, the NTB Government began implementing this program by fostering 20 pilot tourism villages as the first phase of community-based tourism destination development (NTB Provincial Government, 2019).

This tourism village development policy aligns with the government's efforts to stimulate regional economic growth through a local potential-based approach. Tourism villages are expected to become the driving force of the local economy, particularly in rural areas rich in natural and cultural resources. In this context, Kembang Kuning Tourism Village stands as a concrete example of the policy's implementation, as it possesses competitive advantages recognized at the national level. Therefore, it is essential to conduct an analysis of ecotourism potential in Kembang Kuning Tourism Village to identify its strengths, opportunities, and challenges in developing a sustainable tourism village in East Lombok Regency.

RESEARCH METHOD

This study employs a qualitative descriptive method aimed at analyzing the ecotourism potential of Kembang Kuning Tourism Village, East Lombok Regency, West Nusa Tenggara Province. The qualitative approach was selected to gain an in-depth understanding of existing conditions, local potentials, and challenges related to ecotourism development in the study area.

Key informants were chosen using purposive sampling based on their relevance, knowledge, and direct involvement in tourism activities. The stakeholders interviewed included the Head of Pokdarwis, the Village Head, local business owners engaged in tourism services, community leaders, and representatives from the East Lombok Tourism Office. These informants were selected to ensure that the data reflected diverse perspectives and strengthened the validity of the findings.

Data were collected through field observations, semi-structured interviews,

documentation, and literature review. To ensure the robustness of the conclusions, data from these three sources were verified and combined using triangulation. Observational findings were cross-checked with interview data, while literature and documentation were used to validate patterns, support interpretations, and refine the formulation of ecotourism development strategies. This triangulation process helped ensure that the conclusions drawn were consistent, credible, and grounded in comprehensive evidence.

The research was conducted in Kembang Kuning Tourism Village, located in Sikur District, East Lombok Regency. The village was selected as the research site due to its recognition as the Best National Developing Tourism Village in 2019, as well as its rich natural and cultural potential that supports ecotourism development. The field research was carried out over a period of two months, from June to July 2025.

The analysis focuses on three main components of tourism potential based on the Something to See, Something to Do, and Something to Buy, which serves as a framework to assess the attractiveness and sustainability of Kembang Kuning Tourism Village. *Something to See* includes the natural and cultural attractions such as waterfalls, rice terraces, traditional houses, and local performances that showcase the village's authenticity. *Something to Do* refers to interactive activities offered to tourists, including trekking, waterfall exploration, coffee processing, and participation in traditional ceremonies, which promote community engagement and experiential learning. Meanwhile, *Something to Buy* highlights the availability of local products such as roasted coffee, coconut oil, handicrafts, and traditional foods that reflect local creativity and contribute to the community's economic empowerment through micro-scale tourism enterprises managed by the Village-Owned Enterprise (BUMDes).

RESULT AND DISCUSSION

In the context of tourism destination development, the concept of *Something to See, Something to Do, and Something to Buy (3S)* is an important approach for comprehensively understanding the attractiveness and potential of a tourist area. This concept emphasizes the diversity of tourism experiences a destination can offer what visitors can see, do, and buy during their stay. These three aspects complement one another in creating meaningful, memorable, and sustainable travel experiences.

The implementation of the 3S concept is highly relevant for community-based destinations such as Kembang Kuning Tourism Village in East Lombok, where natural beauty, cultural heritage, and local economic activities coexist harmoniously. This village not only presents the scenic charm of the Rinjani foothills but also provides opportunities for social interaction and engagement in local livelihoods. Through the 3S approach, the tourism potential of Kembang Kuning can be analyzed more holistically, encompassing its visual and cultural appeal, participatory activities for tourists, and local products that can be developed into creative economic commodities.

The ecotourism potential of Kembang Kuning Village can be analyzed through three main dimensions: Something to See, Something to Do, and Something to Buy. Each dimension not only highlights available attractions but also reflects the deeper ecological, cultural, and socio economic values embedded within the village.

Something to See involves more than just the visual appeal of natural and cultural

landscapes. In Kembang Kuning, waterfalls, terraced rice fields, agroforestry areas, and traditional village architecture are often presented as an integrated ecotourism narrative. These landscapes are linked to local myths, historical stories, and traditional ecological knowledge that provide deeper context for visitors. For example, explanations offered by guides often connect natural features with cultural heritage, enabling tourists to appreciate not only the scenery but also the cultural meaning behind it.

Something to Do encompasses a variety of experiential activities such as trekking, agrotourism, herbal plant exploration, and cultural workshops. Beyond describing the activities, it is important to note the level of community participation and benefits generated. In Kembang Kuning, many of these activities are organized through community based tourism (CBT) groups such as Pokdarwis, ensuring that local residents are directly involved as guides, hosts, and service providers. This community led structure helps retain economic benefits within the village. However, in certain segments such as packaged tours marketed by external travel agencies there is still potential risk of outside parties capturing more value than local operators. This highlights the need for strengthening local capacity and governance to maintain community ownership of tourism experiences.

Something to Buy refers to local products such as coffee, forest honey, spices, and handicrafts. These products provide economic opportunities, yet their added value depends heavily on processing quality, packaging, and branding. While some households have begun adopting better production techniques, challenges remain particularly in ensuring consistent quality standards and developing an efficient supply chain to meet tourism market demand. Issues such as limited production equipment, inconsistent supply, and lack of quality certification often hinder product competitiveness. Addressing these constraints is crucial for enhancing the value of local products and supporting sustainable tourism related income for the community.

1. Something to See

Kembang Kuning Village offers breathtaking natural scenery with a pristine, cool, and green environment due to its location at the foothills of Mount Rinjani (600–800 m above sea level) with an annual rainfall of around 3,000 mm. The year round green rice fields, waterfalls, and monkey forest serve as major attractions. In addition, the village's traditional music and local games enrich the visual and emotional experience, especially for international visitors. To enhance its competitiveness in the new normal era, the village can add supporting facilities such as a viewing tower, photo spots, thematic restaurants, and cultural festivals that attract domestic tourists while maintaining authenticity and environmental sustainability.

Kembang Kuning's strong visual appeal is reinforced by its inclusion in the Rinjani Geopark area and as part of the southern Mount Rinjani hiking trail opened by TNGR in 2020. The combination of lush landscapes, clear waterfalls, and well kept farmlands adds aesthetic value for nature enthusiasts. Its recognition as one of Indonesia's Best Developing Tourism Villages has further strengthened its image, with national media coverage and government attention. Moreover, increasing tourist arrivals in Lombok due to the Mandalika Special Economic Zone and international events like MotoGP position Kembang Kuning as a peaceful and authentic supporting destination for nature tourism.

2. Something to do

Kembang Kuning offers various activities that enable direct interaction between tourists and local communities. Popular activities include trekking through rice fields, exploring waterfalls, and participating in traditional coffee and coconut oil processing. These experiences not only provide educational value but also strengthen the principles of community based tourism. To attract more domestic tourists, the village can develop thematic packages such as a two-day “Be Local” experience, honeymoon packages, and wellness tourism programs featuring yoga, meditation, jogging, and cooking classes of traditional Lombok cuisine. Corporate outbound tourism can also be developed, emphasizing safety and professionalism.

Beyond visual attractions, Kembang Kuning promotes eco-friendly and community centered tourism activities. Visitors can trek to waterfalls, hike toward Rinjani’s foothills, plant trees, learn organic farming, or join workshops on traditional crafts. Cultural activities such as traditional dance, Sasak cooking, and visiting traditional houses enhance the cultural tourism experience. The post pandemic shift toward outdoor and nature-based tourism provides new opportunities for Kembang Kuning to attract visitors seeking healthy and safe experiences. Support from the NTB government through the “99 Featured Tourism Villages” program and tourism festivals such as *Bau Nyale* and *Rinjani 100* further encourage local innovation in developing engaging tourism experiences.

3. Something to Buy

The *Something to Buy* aspect still requires further development in Kembang Kuning Village. Currently, the main souvenirs are locally produced coffee and coconut oil, available only in certain tour packages. Establishing a souvenir center or village shop is essential to market local MSME products such as handicrafts, traditional snacks, and processed agricultural goods. This would not only promote local products but also symbolize the community’s economic independence.

Kembang Kuning’s creative economy is growing alongside increasing tourist visits. Local products include organic farm goods, forest honey, local coffee, and traditional crafts such as bamboo weaving and woven fabrics from East Lombok. Government support for creative economy initiatives and digital promotion has expanded the market for these local products. With the help of information technology, villagers can now market their products through social media, websites, and e-commerce platforms strengthening the village’s branding as an economically independent destination. Furthermore, tourism events like the *Tenun Festival* and *Pesona Khazanah Ramadhan* provide opportunities for local entrepreneurs to promote their products. Thus, *Something to Buy* in Kembang Kuning not only enhances the visitor experience but also plays a vital role in improving community welfare and strengthening the village’s sustainable economy.

Discussion

The findings of this study indicate that the development of Kembang Kuning Tourism Village through the concept of Something to See, Something to Do, and Something to Buy (3S) represents an integrated approach to strengthening ecotourism competitiveness. The combination of natural landscapes, cultural resources, community participation, and local

creative products demonstrates that tourism village development should not only focus on destination attractiveness but also emphasize sustainability, community empowerment, and visitor experience.

The Something to See component in Kembang Kuning Tourism Village shows that natural and cultural resources are fundamental assets in creating destination attractiveness. The existence of waterfalls, agricultural landscapes, traditional settlements, and the surrounding ecosystem of Mount Rinjani creates a unique sense of place that differentiates Kembang Kuning from other destinations. This finding supports the study of Lee and Jan (2019), which explains that ecotourism competitiveness depends on the ability of destinations to maintain environmental quality while creating meaningful experiences for tourists. Similarly, Cobbinah (2015) emphasizes that the success of ecotourism destinations is highly influenced by the integration of conservation values and local cultural identity. Therefore, preserving the authenticity of natural and cultural attractions becomes an essential strategy for maintaining the sustainability of Kembang Kuning Tourism Village.

Furthermore, the findings related to Something to Do highlight the importance of experiential tourism activities involving direct interaction between visitors and local communities. Activities such as trekking, coffee processing, agricultural experiences, and cultural workshops provide tourists with opportunities to gain deeper understanding of local lifestyles. This result is consistent with the concept of experience-based tourism proposed by Kim, Ritchie, and McCormick (2012), who argue that memorable tourism experiences are formed through meaningful participation, local interaction, and emotional engagement. In the context of rural tourism, tourists increasingly seek authentic experiences rather than passive consumption of attractions. Therefore, community involvement in designing tourism activities becomes a crucial element in enhancing visitor satisfaction and destination loyalty.

The active involvement of local communities through Pokdarwis and village-based tourism organizations also reflects the implementation of Community-Based Tourism (CBT) principles. According to Giampiccoli and Saayman (2018), CBT provides opportunities for communities to control tourism resources, participate in decision-making processes, and obtain direct economic benefits from tourism activities. The findings of this study confirm that Kembang Kuning's ecotourism model has encouraged local residents to become tourism actors rather than merely tourism objects. However, continuous capacity building is required to strengthen human resources, service quality, foreign language skills, and digital tourism competencies.

In addition, the Something to Buy component demonstrates the important relationship between tourism development and the creative economy. Local products such as coffee, honey, traditional foods, and handicrafts represent not only economic commodities but also cultural values embedded within the destination. This finding aligns with Richards (2020), who states that creative tourism development enables local communities to transform cultural resources and traditional knowledge into valuable tourism experiences. Strengthening product innovation, packaging quality, storytelling, and digital marketing strategies can increase the competitiveness of local products and expand their market reach.

From the perspective of sustainable tourism development, the 3S concept implemented in Kembang Kuning Tourism Village reflects the balance between environmental conservation,

socio-cultural preservation, and economic benefits. According to Rasoolimanesh et al. (2017), sustainable tourism development requires strong collaboration among stakeholders, including government, local communities, private sectors, and tourists. In this context, collaboration between Pokdarwis, BUMDes, local government, and tourism stakeholders plays an essential role in ensuring effective destination governance.

However, the development of Kembang Kuning Tourism Village also faces several challenges, particularly related to product standardization, infrastructure improvement, and destination marketing. Similar challenges have been identified by Zielinski et al. (2020), who explain that many community-based ecotourism destinations struggle with limited managerial capacity, insufficient promotion, and lack of sustainable business models. Therefore, digital transformation becomes a strategic approach to improve destination visibility. Gretzel et al. (2015) argue that smart tourism technologies, including social media platforms and digital marketing, can enhance tourist engagement and strengthen destination competitiveness.

Moreover, the increasing demand for nature-based tourism after the COVID-19 pandemic creates new opportunities for Kembang Kuning Tourism Village. Tourists are currently more interested in destinations that provide open spaces, authentic experiences, and responsible tourism practices. This trend supports the findings of Gössling, Scott, and Hall (2021), who highlight that future tourism development should focus on resilience, sustainability, and low-impact tourism models. Therefore, Kembang Kuning has strong potential to position itself as a leading ecotourism destination by maintaining environmental sustainability and improving community-based tourism management.

Overall, this study strengthens the argument that the 3S concept can be an effective framework for analyzing and developing ecotourism villages. The integration of *Something to See*, *Something to Do*, and *Something to Buy* creates a holistic tourism ecosystem where natural resources, cultural experiences, and local economic activities support each other. With continuous innovation, stakeholder collaboration, and sustainable management strategies, Kembang Kuning Tourism Village can become a model of competitive and sustainable community-based ecotourism development in Indonesia.

CONCLUSION

The analysis of ecotourism potential in Kembang Kuning Tourism Village based on the *Something to See, Something to Do, and Something to Buy* concept shows that the village possesses great potential to be developed as a sustainable tourism destination. In terms of *Something to See*, the natural beauty of the Rinjani foothills, the uniqueness of local culture, and its inclusion within the Rinjani Geopark area serve as its main attractions. From the perspective of *Something to Do*, the variety of nature and culture based tourism activities that involve local communities demonstrates a strong potential to create educational and participatory tourism experiences. Meanwhile, in the *Something to Buy* aspect, the diversity of local products such as coffee, honey, and handicrafts represents a tangible form of the creative economy that supports community self-reliance. Overall, Kembang Kuning's recognition as one of Indonesia's best tourism villages and the strong support from regional and provincial government policies further strengthen its position as a leading destination in East Lombok.

To ensure this potential develops optimally, a management strategy focused on

strengthening local community capacity, improving the quality of tourism facilities and infrastructure, and enhancing digital promotion efforts is essential. The local government, in collaboration with village stakeholders, should prioritize environmental sustainability and cultural preservation as key principles in every development program. Additionally, integrating Kembang Kuning with priority destinations such as the Mandalika Special Economic Zone and various NTB tourism events can serve as a strategic step to increase tourist arrivals. With well directed and participatory management, Kembang Kuning Tourism Village has the potential to become a model of community-based ecotourism that is competitive and sustainable at both national and international levels.

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