

Analysis of The Impact of Tourism Development in The Gading Beach Area, Mataram City

Mustofa Al Qodri¹, Diswandi^{1*}

¹Faculty of Economics and Business, University of Mataram

e-mail: diswandi@unram.ac.id

Riwayat Artikel	Abstract
<p>Diterima: 06 Oktober 2023 Direvisi: 25 November 2023 Diterbitkan: 01 Desember 2023</p>	<p><i>The objective of this study is to assess the influence of alterations in economic, socio-cultural, and environmental circumstances resulting from the establishment of tourist attractions on the well-being of the neighboring community. This study employed a qualitative approach utilizing a descriptive method, selecting Gading Beach tourist spots in Mataram City as the study's setting. The material utilized in this study is derived from a variety of sources, including interview transcripts, field observations, personal records, written notes, memoranda, and other pertinent official documentation. The findings of this study demonstrate that the advancement of Gading Beach tourism attractions has a multitude of effects on the well-being of the local community in Côte d'Ivoire. These impacts include the augmentation of income, the creation of employment opportunities, the expansion of business prospects, the enhancement of educational standards, and the substantial potential for the development of cultural tourism. Moreover, the local ethnic population serves as a foundation for the growth and exploration of these opportunities. The presence of tourist attractions in the vicinity of Côte d'Ivoire has had a positive impact on the local community, albeit not uniformly. Specifically, the customs and culture of Mapak village have been consistently upheld and safeguarded. The individuals who derive benefits from the Gading Beach tourist attractions include the neighboring community members who serve as parking attendants, business operators, and toilet attendants.</i></p>
<p>Kata kunci: <i>Tourism Impacts, Tourism Development, Community Welfare</i></p>	<p><i>This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License</i></p>



1. BACKGROUND.

The multifaceted impact of tourism on national development may be analyzed through three key dimensions: the economic aspect, which encompasses the generation of foreign exchange and tax revenue; the social component, which entails the provision of employment opportunities; and the cultural aspect, which involves the dissemination of our cultural heritage to visiting tourists. These three aspects are applicable not just to international tourists but also to domestic tourists. The enhancement of tourism, particularly in the advancement of tourist locations, constitutes a facet of fostering, enhancing, and ameliorating the tangible

circumstances surrounding areas frequented by tourists. This endeavor aims to generate supplementary worth and advantages for the local populace residing in proximity to tourist sites, as well as for travelers themselves and governmental entities.

The current pace of tourism development is considerably rapid. The presence of numerous road networks, emerging tourist attractions, and a growing range of accommodations serve as evidence of the capacity of tourism to enhance a nation's economic prospects. The utilization of an area's inherent potential through development might serve as a means to attract tourists. The tourist industry has the ability to generate substantial economic revenue for regions that possess a keen awareness of their tourism potential. Marine tourism, encompassing sea and beach destinations, is widely recognized as a highly sought-after and often visited tourist attraction, attracting both domestic and international travelers. An illustrative instance is Gading Beach, situated in Mapak Village, Jl. Lingkar Selatan, Mataram City. Since around 2019, it has garnered public attention due to its pristine coastal allure and the presence of a diverse range of local culinary offerings catered to tourists visiting Gading Beach.

The Gading Beach tourist area shares similarities with beach tourism in general. Notably, Gading Beach boasts an abundance of shady trees, which contribute to the overall coolness and aesthetic appeal of the area. The combination of the expansive black sand beach and tranquil waves provides a sense of comfort for tourists. Additionally, the presence of numerous stalls offering a diverse range of culinary options enhances the gastronomic experience of vacationing at Gading Beach. Moreover, the local community at Gading Beach exhibits a high level of friendliness towards visiting tourists, fostering a welcoming atmosphere that encourages repeat visits to the area.

One notable distinction of the Gading Beach tourism area, in comparison to other tourist sites in the vicinity of Mataram city, is its reputation for being exceptionally clean. The reason for this is that the manager and traders consistently uphold cleanliness. Furthermore, the moderate selling price further establishes the Gading Beach tourism region as a viable option for travel. In contrast to other regions, which establish somewhat elevated costs for their merchandise. Prior to the advent of tourism, Gading Beach was devoid of visitors, mostly attracting local inhabitants due to its very limited recognition among the general populace. Subsequently, with the establishment of tourism, Gading Beach has witnessed an influx of visitors owing to the construction of diverse amenities and infrastructure, alongside the provision of supplementary services including public restrooms, prayer rooms, parking areas, and dining establishments.

The rise in tourist numbers has garnered public attention towards commercial activities in the vicinity of the beach. Historically, the occupation of merchants at Gading Beach was primarily limited to individuals who already possessed established stalls. However, presently, there has been a notable increase in the number of individuals who have initiated small-scale stalls and engage in vending activities in the vicinity of Gading Beach. This surge in entrepreneurial endeavors has resulted in a broad range of food offerings, with grilled fish emerging as one of the prevailing culinary options.

The advent of tourism undoubtedly engenders alterations or influences on several facets of individuals' life, including both advantageous and detrimental effects. The development of tourism in Côte d'Ivoire has various effects on the surrounding community, particularly on the local population engaged in selling activities. These effects encompass both economic impacts, such as the augmentation of community income and employment opportunities, as well as social impacts, including enhancements in public health, population growth, education levels, and alterations in occupational patterns.

Based on preliminary observations, it can be inferred that the rise in income has a positive influence on enhancing community well-being. This is evident through noticeable transformations in the lifestyle of local residents, including the adoption of communication devices such as cellphones, as well as improvements in personal grooming, characterized by a more orderly and hygienic appearance. Numerous prior research endeavors have demonstrated that the influence of tourism expansion on financial gains and societal well-being, particularly for company entities situated in coastal regions, exhibits a noteworthy and constructive correlation. The sensation described has been experienced by those residing in the vicinity of Natsepa Beach, located on Ambon island. According to the welfare indicators, those who engage in activities at Nastepa Beach exhibit a moderate degree of welfare, with 75% falling into this category. A smaller proportion, 22%, has a high level of welfare, while a mere 3% show a low level of welfare. Similarly, the individuals engaged in the sale of grilled fish within Sekotong Village have a similar sentiment. The economic status of the community in West Sekotong Village experiences significant improvement due to the advancement of tourism. This improvement is mostly attributed to the increased income and welfare levels, particularly within the community of grilled fish sellers (Amelia, 2020). The establishment and growth of tourist attractions in Goa Kreo have implications for the economic well-being of commercial entities in Talun Kacang Hamlet, Kandri Village. The emergence of tourism in the area has had a significant impact on the behavior and linguistic patterns of the local community, as well as attracting individuals primarily motivated by financial gain (Kandri et al., 2020).

According to the aforementioned description, it is estimated by researchers that tourism on the island of Lombok, particularly Gading Beach tourism situated in the Tanjung Karang sub-district of the Sekarbela District, has experienced growth as a result of local community development efforts. However, a lack of scientific studies investigating this issue has been observed. Hence, this research examines the effects of alterations in economic, socio-cultural, and environmental circumstances resulting from the establishment of tourist destinations in Côte d'Ivoire on the well-being of the neighboring community.

2. RESEARCH METHODS.

In conducting this study, researchers used a quantitative approach with a descriptive method. Data were collected from interview manuscripts, field notes, personal documents, notes, memos, and other official documents. This type of research uses qualitative methods, according to Creswell (2018: 24), qualitative research methods seek to find the meaning of a phenomenon derived from the views of the participants, identifying (Culture Sharing) a

communication, then examines how a community develops different patterns of behavior at one time (Ethnographic). One of the data collection strategies in this study is by observing a behavior from participants who are directly involved with their activities. The data was obtained from observations, questionnaires, and interviews. The data in this study is in the form of primary data and secondary data.

Data Validity Techniques

Data validity checking techniques are carried out by triangulation techniques, which are data validity checking techniques that utilize something other than the data for checking purposes or as a comparison to the data (Maleong, 2016).

Data Analysis

Miles and Huberman (1984), fattening that activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. Activities in data analysis, i.e. data *reduction*, *data display* and *conclusion drawing/verification*, after the researcher collects the data, the researcher does anticipatory before reducing the data, after the data is reduced, the next step is to display the data with the presentation of the data in the form of short descriptions, charts, relationships between categories, and the like. After that is the drawing of conclusions and verification put forward at an early stage, supported by valid and consistent evidence.

3. RESULTS AND DISCUSSION.

Research Site Overview

Gading Beach is one of the tourist attractions located in Mapak Maggot Village, Jempong Baru Village, Sekarbela District, Mataram City. Consisting of 75 RTs with a total area of 4,652 km², the total population of Jempong Baru Village is 15,907 people. To get to Gading Beach tourist destinations, tourists can travel a distance of about 8 km from Mataram City or within 15 minutes using a motorized vehicle. Access to Gading Beach is fairly easy because of its location close to the city although the road to the beach is not too big but it is still very easy to reach the community. In addition, there are 2 very large parking lots, toilets, and prayer rooms.

Gading Beach is known for its natural beauty which is still considered beautiful. Besides being famous for its natural beauty, this beach is also famous for its various kinds of culinary, one of the culinary characteristics on this beach is grilled fish. Therefore, it is not surprising that many tourists visit the beach for recreation while eating the culinary provided while enjoying the beauty of the beach.

In the past, the conditions in Gading Beach tourism were still not organized and trees grew wildly. However, after the development by local residents, now Côte d'Ivoire can enjoy its natural and culinary beauty. Most of the business actors in the Gading Beach Region are local residents who open businesses both kiosks, grilled fish, rojak, coconut ice and so on and there are also some business actors who come from outside the Gading Beach Region but the priority is residents around Gading Beach.

Here researchers conducted research in Côte d'Ivoire to determine the impact of tourism development on the welfare level of business actors in the Gading Beach Area, Sekarbela District.

Analysis of the impact of Gading Beach tourist attractions on the welfare level of business actors

Economic Impact

The development of Gading Beach tourism directly or indirectly has an impact on the income of business actors in the Gading Beach region. This is because the development of an Gading tourist area affects the aspect of increasing income. The development of Gading Beach tourist attractions has an impact on local businesses such as grilled fish businesses, parking attendants, stall traders. Business actors come from the Gading community, so that the development of tourism can contribute to improving the standard of living of business actors or can empower Gading business actors.

The development of Gading tourism has an impact on increasing the income of business actors, this was conveyed directly by several informants as business actors in Côte d'Ivoire. Some business actors earn income that is far different from before the development of tourism in Côte d'Ivoire, as conveyed by Mrs. Ernawati as a business owner selling grilled fish, she said:

"... yes, it is increasing as I said earlier, the development of Côte d'Ivoire is improving our economy."

And as also stated by Mr. Masalah as a grilled fish seller:

"... Yes, it has increased because with this development I can open a business and of course increase my income."

This was also conveyed by Brian as a grilled fish seller:

"... My income has certainly increased because my family's income depends on this business."

In addition to having an impact on the income level of business actors, the development of Gading Beach also opens job opportunities for the community around Côte d'Ivoire as a grilled fish seller:

"... because of the development of Gading Beach tourism visitors became crowded, therefore I added 5 employees who came from Mapak / Gading Beach all."

In addition to Minarsih's mother, Mr. Masalah also said:

"... If my employees hire 2 to 3 people on weekends or when the stall is crowded."

The same thing was also conveyed by Nurati's mother as a grilled fish seller:

"... During holidays or crowded visitors, I hire 3 people to help and all come from Mapak."

In addition to having a positive impact, the development of Côte d'Ivoire has a negative impact as said by Mrs. Nurhaini as a grilled fish seller:

"... In the past, my income before the development of Gading Beach tourism could reach 800 thousand per day, but now after the development of Gading Beach tourism, I can only be grateful for it."

In addition to the negative impact on income, Gading Beach tourism development also has a negative impact on the increase in prices of goods and land as stated by Mr. Brian:

"... due to the development of Gading tourism, the price of land around Côte d'Ivoire has risen dramatically."

This was also conveyed by Nurati's mother as a grilled fish seller:

"... the influence of the development of Côte d'Ivoire has an impact on the increase in snack prices but the price change is not too much, besides that the increase also occurs in land prices around Côte d'Ivoire which are much higher."

And the same as stated by Mr. Marsini as a kiosk business actor:

"... All prices of goods rise, for example, when the weather is bad, the price of goods becomes higher, in addition to the increase in the price of goods, the increase also occurs in land prices that rise dramatically."

Socio-Cultural Impact

With the development of Côte d'Ivoire also has an influence on social and cultural around the coast. Along with the development of Côte d'Ivoire, the culture in Côte d'Ivoire is also preserved such as art, customs, and religious values. This was said directly by Mrs. Nurati as a grilled fish seller:

"... Local culture in Côte d'Ivoire is still maintained until now such as the Mawlid of the Prophet Muhammad SAW, Eid ketupat, and kecimol."

The same thing was also said by Mrs. Fika Wulan as the New Jempong Lurah:

"... Local culture that is still maintained is such as nyongkolan, drum belek, and if there is a wedding ceremony, they still use traditional Sasak clothes."

And as Mrs. Minarsih said as a grilled fish seller, she said:

"... For local culture such as the presentation of food and Sasak customs such as drum belek."

Environmental Impact

The development of Gading Beach tourism has an impact on environmental conditions around Côte d'Ivoire. Over time, during the development of Côte d'Ivoire has changed a lot both in terms of beach arrangement and cleanliness. Of course, this affects the community as well as business people and tourists who visit. Many people or business people feel that the

arrangement and cleanliness of Côte d'Ivoire is very good. This was conveyed by Mrs. Ernawati as a grilled fish seller:

"... I think the condition of Gading Beach tourism compared to the previous one with the current one is the same no different, but I am more free to enjoy the current Gading Beach because it is much cleaner and organized."

The same thing was also said by Mr. Bolang as a leker snack seller in Côte d'Ivoire:

"I think the condition of Gading Beach tourism is much better and organized now than it used to be and for cleanliness Gading Beach is quite clean because it is maintained"

And as also conveyed by Mr. Marsini as a stall seller, he said:

"... In my opinion, the condition of Gading Beach tourism is that in the past tourists were free to sit anywhere, if now because they are on plots are not as free as before. However, it is more flexible now because it is neater and organized. And for the cleanliness of all business actors participate in maintaining the cleanliness of Côte d'Ivoire."

Ibu Nurati as a grilled fish seller also has the same opinion about the cleanliness conditions in Côte d'Ivoire, she said:

"... Before the development of Gading Beach it was very dirty and there was a lot of garbage everywhere, but now since there is development Gading Beach is always clean every morning, afternoon, and evening it remains on the brun."

But other than that, some communities or business actors say otherwise. The arrangement and cleanliness in the Gading Beach Region is still not optimal and is still better than before. The arrangement of Côte d'Ivoire like plots made some informants disadvantaged, because many of them were not free to enjoy Côte d'Ivoire after plotting. This was conveyed by Mr. Minarsih as a grilled fish seller:

"... for the tourist conditions of Gading Beach in my opinion much better or better than the current one. In the past, no one was on the plot, so tourists had no pressure to sit anywhere. And actually we enjoyed more freedom before in the plot, but now it's private property so it's hard to manage."

The same thing was also said by Mr. Satirah as the parking attendant:

"... For more crowded conditions in the past, because no one has been in the plot like now, if the current one has become private property and is more free to enjoy the former than the current one."

Education Impact

The development of Gading Beach tourism directly or indirectly has an impact on the education of children of business actors in the Gading Beach region. This is because the development of an Gading tourist area affects aspects of increasing income that triggers an increase in education as said by Mr. Sahrudin as the head of the Environment:

"... Yes, it has an impact, because parents have the capital to pay for their children's schooling."

The same thing was said by Mrs. Minarsih as a grilled fish seller:

"... It is very impactful that in the past they could only send their children to junior high school / high school but now there is income from parents from Gading Beach tourism, so they can send their children to a higher level."

The same opinion was also expressed by Mr. Satirah as the parking attendant:

"... It is very increasing that once their parents were unemployed but now since the Gading Beach tourism there is income for their parents to send their children to school."

Similarly, Mr. Bolang as a seller of snacks leker said:

"... yes, it has an impact because what used to be difficult with school fees now has Gading Beach tourism, so their parents have income."

The same thing was also said by Mrs. Fika Wulan as the New Jempong Lurah:

"... Yes, their children are more guaranteed to go to school and can continue to a higher level of education."

Based on the results of the interview, it can be concluded that Gading Beach tourism has a huge impact on the aspect of education, where children of business actors can take education

From the processing of qualitative data, several impacts of tourism development on the literal level of business actors in Côte d'Ivoire were found as shown in the following table:

Impact of tourism development in Côte d'Ivoire			
Category	Economic Impact	Socio-Cultural Impact	Environmental Impact
Emerging themes	<ol style="list-style-type: none"> 1. Income 2. Welfare 3. Employment 4. Increase in the price of goods 	<ol style="list-style-type: none"> 1. Custom 2. Education 	<ol style="list-style-type: none"> 1. Hygiene 2. infrastructure
Topic	<ol style="list-style-type: none"> 1. Increase in business income 2. Business welfare 3. Job opportunities 4. Increase in the price of goods and land 	<ol style="list-style-type: none"> 1. Still awake Sasak custom: drum belek, kecimol 2. Tuition fees are met 	<ol style="list-style-type: none"> 1. Maintained cleanliness 2. More organized
Empirical Data	<ol style="list-style-type: none"> 1. Interview 2. Observation 3. Documentation 	<ol style="list-style-type: none"> 1. Documentation 2. Interview 3. Observation 	<ol style="list-style-type: none"> 1. Observation 2. Interview 3. Documentation

The condition of Gading Beach Tourism is good from the beginning of the development until now there has been no change that is too significant after the development, but there are several things that distinguish between the condition of the former Gading Beach and the current one, including:

1. In the past, the land in the Gading Beach Region was not plotted which made tourists who visited free to choose the place they wanted, but now after the plots / skat are carried out the tourists are less free in terms of choosing seats.
2. The income of business actors who used to be much more than the current one. This is the influence of the land plot itself and also the impact of covid-19.

Business actors in the Gading Beach region are mostly people living in the Gading Beach region. The employees they hire are still their own families on average. Significant changes felt by the community around the coast with the development of Côte d'Ivoire are in terms of economy where employment is increasing, changes in land prices around the coast are very drastic and the level of community education is more guaranteed. However, changes in the price of goods have little impact and the level of public health has no effect

Business actors in the Gading Beach Region said that the cleanliness of Gading Beach itself is considered clean because the local community as well as business actors prioritize cleanliness first for the comfort of tourists who visit and also every day there are always officers who transport garbage. However, there are still some tourists who lack self-awareness of cleanliness. There are still many tourists who litter even though the trash can has been prepared.

The head of Jempong Baru Village and the head of the Gading environment said the development of Côte d'Ivoire was managed traditionally by the local community or there was no interference from the government. People claim that Côte d'Ivoire is private property and there is not full government involvement. This is also an obstacle for business actors because many business actors still need cleaning equipment such as trash cans and the community expects the government's role in widening the entrance to Côte d'Ivoire.

Inhibiting Factors of Gading Beach Development

Inhibiting factors are something that hinders the course of an activity. In the development of Gading Beach tourism there are several obstacles experienced as said by Mrs. Fika Wulan as Lurah Jempong Baru:

"... The obstacle is an entrance or access road that is still not wide."

The same thing was said by Brian as a grilled fish seller"

"... road access to Gading Beach is still narrow."

Similarly, Mrs. Nurati as a grilled fish seller conveyed:

"... for obstacles, the cleaning equipment here is still not the same as the entrance to the narrow Gading Beach."

The same opinion was expressed by Mrs. Minarsih as a grilled fish seller"

"... There is a lack of trash cans, so many visitors litter."

Based on the results of interviews with several business actors, it can be concluded that most business actors say that the inhibiting factors for the development of Gading Beach tourism are the lack of width of the entrance to Gading Beach and the lack of cleaning equipment.

The results of this study are in line with Dindha Amelia (2020), Kandri et al., (2020), Purnomo & Dewi (2022), Utari & Ati, (2022) & Safitri, (2021), namely from the aspect of income of business actors where there is an increase that occurs after the development of tourism.

In addition to alignment in the income aspect, there is also harmony in the welfare aspect as produced by Dindha Amelia (2020), Purnomo & Dewi, (2022) and Utari & Ati, (2022).

Similarly, from the aspect of employment, the results of this research support Safitri (2021), and Utari & Ati (2022), where the existence of tourist attractions opens up many job opportunities for the surrounding community.

4. CONCLUSION.

Gading Beach tourism has many impacts on the welfare of the community around Gading Beach, for example, such as increasing income, opening jobs, business opportunities, improving the level of education, cultural tourism also has enormous potential to be developed, with the basis of people who are local ethnicities, it has the opportunity to be developed.

In terms of the development of tourism activities in Gading Beach there are still many obstacles, ranging from institutions (pokdarwis) that still do not exist, then village and city governments that still lack participation in terms of tourism development, also the availability of facilities and infrastructure that are still very lacking, and land ownership which is the main problem or obstacle in tourism destination development activities.

The community around Gading beach has benefited from the existence of tourist attractions, although not as a whole, and those related to the customs and culture that exist in Mapak village until now are still maintained and preserved, for those who benefit from the existence of Gading Beach tourist attractions, namely the surrounding community from parking attendants, business actors, toilet guards are the surrounding community.

BIBLIOGRAPHY

- Dindha Amelia. (2020). *The Impact of Tourism Development on the Income and Welfare Level of Grilled Fish Selling Communities in West Sekotong Village, Sekotong District*. 21(1), 1–9. <http://mpoc.org.my/malaysian-palm-oil-industry/>
- J Lexy, Moleong. 2016. *Qualitative Research Methodology*. 2016. Bandung : PT. Teen Rosdakarya
- Kandri, K., Gunungpati, K., Semarang, K., Marsela, A. S., & Wijaya, A. (2020). *The Impact of Goa Kreo Tourism Attraction Development for Community Welfare Lost Their Livelihood*. 9(1), 848–856.
- Lilian Sarah Hiariey, & Wildoms Sahunilawane. (2013). *The impact of tourism on the income and welfare level of business actors in the Natsepa Beach tourist area, Ambon Island*.

- Journal of Organization and Management*, 9(1), 87–105.
<https://doi.org/10.33830/jom.v9i1.40.2013>
- Maleong, L. J. (2016). *Qualitative Research Methodology*. PT. Juvenile Rosdakarva.
- Miles, M. B., & Huberman, A. M. (1984). *Qualitative Data Analysis*. University of Indonesia Publishers.
- Purnomo, H., & Dewi, M. H. U. (2022). Analysis of the impact of cultural tourism development policies on the welfare of the Osing indigenous people in Banyuwangi Regency. *E-Journal of Economics and Business Udayana University*, 11(07), 771.
<https://doi.org/10.24843/eeb.2022.v11.i07.p02>
- Suwena, I, K., Widyatmaja, I, G., N., & Atmaja, M, J. (2010). *Basic Knowledge of Tourism Ilmi*. University Press.
- Utari, A. M., & Ati, N. U. (2022). *COMMUNITY WELFARE (Case Study of Tourism Lembah Indah Gendogo Hamlet, Balesari Village, Ngajum District, Malang Regency) Department of State Administration, Faculty of Administration Sciences, Islamic University of Malang, Jl. MT Haryono 193 Malang , 65144 , Indones. 16(7)*, 11–20.
- Yoeti, O. A. (1996). *Introduction to Tourism Science*. Sky.
- Zaini, M. (2021). Development of Community-Based Halal Tourism to Improve Welfare. *Muslimpreneur*, 1(2), 1–23.
<https://ejournal.iainh.ac.id/index.php/muslimpreneur/article/download/97/69/337>