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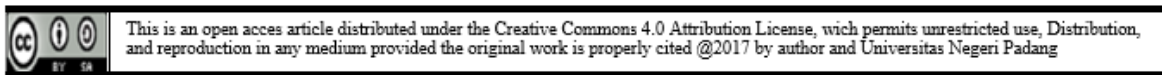
## **The Development of Surga Beach Tourism Potential in East Lombok Regency**

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### **Abstract**

This research attempted to study about the development of tourism potential in East Lombok Regency (object: Surga Beach). It adopted a descriptive qualitative research design. The data was in the form of qualitative data and collected through interview. The result explained about the development of the potential and its inhibiting factors in East Lombok Regency. With surga Beach's contribution to Locally-Generated Revenue (PAD) and better regional autonomy, East Lombok still had many problems in developing the tourism potential. The development is hoped to give a positive impact to tourism in Indonesia in general and tourism in Lombok in particular that government, local people and private parties should pay greater attention to it.

**Keywords:** The Development of Tourism Potential, Tourism, Surga Beach

### **Introduction**

Tourism has become one of *prima donna* to countries to increase their revenue other than of oil and gas and taxes. Today Indonesia as one of developing countries starts promoting the country in order to attract world's attention. It is aimed to introduce Indonesia to foreigners so they want to visit Indonesia. The promotion includes marketing the diversity of Indonesian culture and tourism and this has a positive feedback which is shown by the increase number of foreign tourists that come to Indonesia.

According to Rani (2014) Indonesia has various culture and tourism that can help solving its fundamental problems through economic strengthening of its foreign exchange earnings and regional income. Therefore, Indonesia can develop its potentials, in this case its tourism, because the tourists that come to Indonesia mostly aim to seek for and enjoy Indonesia natural beauty. It will produce domino effect both for domestic and foreign. If Indonesia is getting famous at other countries, it can increase the foreign exchange and national welfare. Gunardi (2010) stated that tourism has a big role in national development because other than generating revenue and foreign exchange it significantly relates to foreign investment. Foreign visitors of Indonesia also include the ones who want to do business with Indonesia. Then, Soedarso *et al.*, (2014) said that tourism business is an activity whose purpose is to organize travel services or provide or offer tourist attraction, tourism products (goods) and other related business.



Another definition comes from Suamadi and Sidauruk (2011) who define tourism industry as an organization, governmental and private, whose development, production and product marketing are aimed to meet tourists demand. There are many tourism potentials in Indonesia. If government and local people want to cooperate in developing the potentials, the tourism can improve local economy, culture and education. Tourism is very able to solve welfare related problems if it is professionally developed. In its development not only government itself but also other related parties take part in the development of supporting infrastructure which aims to improve tourism economy sector. Hidayat (2011); Hermon (2012); Hermon (2014) explained in his book, the steps of tourism development planning are started with the development of regional tourism including physical development of the attraction. From that, tourists number that visit the place can be observed and if it meets the target number, the next step will be deciding the priority system. To do so, there is a need for approaches to available tourism organizations (government and private) and related parties who are hoped to be able to support the continuity of the regional tourism development.

In addition, Rusita *et al.*, (2016); Hermon (2009) opined that a regional development can be adapted by local government to local uniqueness and potentials. This is an excellent opportunity for the government to show off their ability in exercising its authority to establish right for the region. Progression and regression of a region is strongly determined by local government's ability and willingness to carry out the development. They are free to be creative and expressive in developing its region and of course without violating the rule of law.

## Method

This study employed a descriptive qualitative research design. The focus of this research was the people that involved in tourism development (Surga Beach) in East Lombok Regency. It studied the development of tourism in Surga Beach together with its inhibiting factors and strategies to solve those problems. It was set in East Lombok Regency precisely at Surga Beach. The research data was obtained by conducting observation and deep interview. Then, the researcher suggested a number of strategies that are considered able to solve the problem. Those strategies were obtained from SWOT analysis by formulating internal (strength and weakness) and external (opportunity and threat) factors of Surga Beach attraction (Hermon, 2017).

## Results and Discussion

According to Devy and Soemanto (2017), tourism is a complex activity which can be seen as a big system consisting of various components of economy, politics, social, culture and others. To see tourism as a system means to analyze it from various perspectives like politics, economy, culture and so forth and their interconnectedness. As a system, an interdependency relation between components is created wherein the change of one subsystem will cause the change of other subsystems until a new harmony is found. There are many actors that involve in and move the tourism system. Those actors are from various sectors. According to Dewa and Sunartaa (2015:71), tourism actors are generally classified into three main groups, they are (1) society, (2) private, (3) government. Society includes general public in the destination who are the owners of various resources that are considered as tourism assets, for example culture. It also includes community leaders, intellectuals, NGOs and mass media. Then, private covers tourism business association and businessmen while government group covers all administrative areas including governments in central, province, regency, district and so forth. The tourism system will be well organized if all those components (actors) are merged into one and support each other. For example, a local government must jointly plan, develop, organize, maintain and supervise with other local governments of all sectors who support tourism activities (Primadany *et al.*, 2007).

In the development of tourism potentials in East Lombok, there were many factors that might affect the success and failure of the development. East Lombok has many tourism potentials including natural tourism, religious tourism, and historical tourism. Until today, the government of East Lombok has been doing



promotion to introduce its tourism that the number of tourists is effectively increasing every year even though it is not widely known by all people. The government has also been developing the tourism so that visitors can enjoy the natural beauty of East Lombok. Through tourism promotion and development, the government can increase local revenue. For the development, government also cooperate with media to display the tourism in East Lombok especially on its anniversary when various tourism activities take a place. The development has a main focus on infrastructure development and promotion activities in order to attract domestic and foreign tourists.

Based on the data obtained from Office of Culture, Tourism, Youth and Sport (hereinafter referred to as DISBUDPARPORA), the number of tourists had been increasing every month and every year. Tourism potential in East Lombok is quite a lot. It can be seen from its geographical condition which offers many tourist attractions like religious tour, beach tour, and culinary tour. Of those tourist attractions in East Lombok, a very prominent one is religious tourism. This rapid development significantly affected local people due to an increase of tourists that come to East Lombok. This was because there was a balance between government's and local people's role in exploiting available potentials. Today's development of tourism potential also influences the implementation of regional autonomy. East Lombok has been well implementing its autonomy and this is shown by its success in increasing locally-generated revenue (PAD) because the success of an autonomy is determined by the regional revenue. Other than national contribution, the tourism development in East Lombok also contributed to the development of East Lombok itself. This could be seen from how the local government coordinated all official services to help developing the local tourism. The coordination allowed DISBUDPARPORA to achieve their goals.

A quite number of tourism in East Lombok can generally affect the society because it will create a balance between the roles of government, local people and other related parties in its development. The development by regional government also involves an extensive tourism development which results in a positive effect for local government and local people. Tourism development in East Lombok is one of central government programs in promoting tourism to investors and foreign tourists to visit Indonesia because so far tourism sector in Indonesia is still very much in comparison to the neighboring countries' like Singapore and Malaysia. That is why Indonesia has been promoting its tourism to compete globally. Moreover, although the development of tourism in East Lombok has given a positive effect, the problem in its development can not be ignored.

Wijayanto *et al.*, (2009) argued that tourism development causes a higher local revenue. As explained by the chief of DISBUDPARPORA, PAD earned by tourism sector reached to 200% and this means that government has been successful in independently fulfilling the needs of the region. This increase will be the source for government to fulfill its need and motivate other regions to do the best in exercising their authorities to fulfill their needs (Central Bureau of Statistics of East Lombok Regency, 2017). The achieved PAD enables the region to realize its people welfare. The development of tourism is not only done by East Lombok but also by other regions in order to strengthen national foreign exchange in tourism sector because to date Indonesia's country income has been depending on income from taxes. So, it is time for tourism in Indonesia to play a major role since developed countries have already relied on tourism sector as their main incessantly national income source.

However, tourism development in Indonesia faces many problems. There are many regions that are unable to well manage their tourism, so does East Lombok Regency. Some local people had not been able to open with the development. The problem was also of infrastructure. The infrastructure in East Lombok had not yet support the development of tourism. It was caused by government's limited support of infrastructure such as the roads leading to the attraction that were mostly damaged and lack of lighting along the roads. This condition made tourists uncomfortable and reluctant to visit the place. Moreover, there was only limited transportation that pass through tourism attractions in East Lombok especially the ones that went to beach attraction, in this case Sarga Beach. So, if tourists want to visit the place they should rent vehicles and this will be burdensome. Those are problems faced by managers or governments in optimally managing and developing the tourism in East Lombok.

Tourism development should be highly supported by not only governments and related parties but also tourists and local people in general as explained before so the tourism in East Lombok can be more attractive to invite people visit the place. The mentioned problem can gradually be solved along annual



program improvement and achieved goals. The synergy between local people will have a great impact because they are the spearhead in tourism development. Therefore, they should be accompanied by government so that they can be taught and trained on how to develop the tourism in East Lombok.

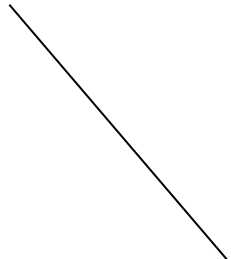
The purpose of tourism development of Surga Beach is to create public welfare around the beach and a better and equitable standard of living. People's standard of living is determined by the capability of internal and external factors. Internal factors are generated from social influence which leads to inequality that cannot significantly increase public welfare because there is a discrepancy between one resident and the others. Meanwhile, external factors are the result of other parties' involvement which makes the socio-economy of the region not being able to increase (Hepi *et al.*, 2015).

Local people in the beach area and the Technical Implementation Unit (UPT) were cooperating in improving the quality of the place. They jointly organize events for promoting tourist attraction in East Lombok especially its remarkable natural tourism, in this case Surga Beach that is very attractive to visit and surrounded by its natural wealth. To date, the government of East Lombok has been developing the tourism potential which is considered able to compete with tourism in other regions in order to welcome the ASEAN free market which involves the tourism sector as one of the media. In order to develop Surga Beach, East Lombok has designed development strategies although most of those strategies have not yet been practiced in the development. Government, private sector and local people cooperate in the development of Surga Beach by using strategies such as promoting the site, community activities (touring), and improvement of supporting infrastructure and facilities.

Surga Beach is a tourism in East Lombok that has many natural beauties. Following the development of tourism in Indonesia, Surga Beach should also be improved. If it is well developed, East Lombok along with its tourism will indirectly improve the economy and standard of living of the people involved in its development. Despite its natural wealth, Surga Beach is still lagging far behind. In these past few years, government's strategies have been effective because every year Surga Beach has given a great contribution to East Lombok PAD. By the support of involved parties, Surga Beach will be one of tourists' main destinations because it offers various uniqueness.

Local government of East Lombok is also given opportunity for promoting and developing the place. With good supervision and management, Surga Beach will progress in the tourism sector of East Lombok. Therefore, local government should be able to propose a new insight to local people who live around the beach area and create decent welfare for them. This research found that the local people still could not accept the idea of beach tourism development due to the classic reason of "destroying existing culture". Religious culture of East Lombok will be diminished if foreign culture is imported without filtration. So, government of East Lombok, private parties and local people of Surga Beach should have the same idea if they want the development to increase. Based on those internal and external factors found in Surga Beach destination, they can be formulated into strategies by using SWOT analysis. These strategies are hoped to be useful for the development planning and program of Surga Beach tourism in East Lombok.

**Table 1.** The Formulation of Strategy in SWOT Analysis

<p>External Factor</p> 	<p>Strengths (S)</p> <ol style="list-style-type: none"> <li>1. Visitors can enjoy a pristine, refreshing, and beautiful natural panorama.</li> <li>2. Beach waves are not big</li> <li>3. The site atmosphere that comforts visitors.</li> <li>4. Cleanliness and Sustainability of the environment</li> <li>5. Various flora and fauna</li> </ol>	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> <li>1. Not optimal marketing of the tourism.</li> <li>2. Unsophisticated development program of the tourist attraction.</li> <li>3. The road access is mostly damaged.</li> <li>4. Limited budget for facilities and infrastructures of the tourist attraction.</li> <li>5. Lack of professional workers in developing the tourism.</li> </ol>
<p>Internal Factor</p> <p>Opportunity (O)</p> <ol style="list-style-type: none"> <li>1. Many tourists want to visit the site</li> <li>2. Being one of tourist attraction for school visit</li> <li>3. Giving greater job opportunities</li> </ol>	<p>Strategy (S-O)</p> <ol style="list-style-type: none"> <li>1. Increasing security of the attraction.</li> <li>2. Improving human resources' quality (SDM)</li> <li>3. Improving service quality towards tourists</li> <li>4. Becoming a tourists attraction</li> <li>5. Empowering society</li> <li>6. Increasing tourism marketing</li> <li>7. Maintaining the quality of the tourist attraction for local people</li> </ol>	<p>Strategy (W-O)</p> <ol style="list-style-type: none"> <li>1. Doing marketing to promote the attraction by using electronic and non electronic media.</li> <li>2. Cooperation between government and local people to improve the facilities and infrastructures.</li> <li>3. Building cooperation with investors in order to help the development.</li> <li>4. Constructing convenient accessibility to the tourist attraction of Surga Beach which can be done through repairing damaged road or widening the road. Due to the high number of tourists, there needs an innovation of products and the attraction activities and an improvement of resource quality in term of management.</li> </ol>
<p>Threats</p> <ol style="list-style-type: none"> <li>1. The development of other tourist attractions as competitors.</li> <li>2. Environmental pollution due to visitors' low sense of responsibility towards the environment.</li> <li>3. There is illegal resource exploitation and illegal logging</li> </ol>	<p>Strategy (S-T)</p> <ol style="list-style-type: none"> <li>1. Considering to add another attraction activities for the tourists.</li> <li>2. Improving local people awareness by conducting seminar about the advantages of the tourist attraction for them.</li> <li>3. Asking local people to participate in protect forest sustainability and the tourist attraction in it.</li> <li>4. Optimizing the natural potential and the uniqueness of the attraction to compete with other tourist attractions.</li> </ol>	<p>Strategy (W-T)</p> <ol style="list-style-type: none"> <li>1. Increasing promotion, improving development program and making new innovation in order to be prepared competing with other tourist attractions.</li> <li>2. Improving the quality of professional workers in managing the attraction for the sake of reducing environmental damage.</li> <li>3. Improving available facilities and infrastructures to attract more tourists.</li> <li>4. Cooperation between the tourism managers and related government</li> </ol>

## Conclusion

The government of East Lombok Regency had been gradually developing available tourism potentials, East Lombok's culture and economy. They were able to support the tourism that effectively had an impact on a high increase of local income in tourism sector. However, as for the people of East Lombok they did not yet get significant advantage of tourism development. Another problem was government's limitation of budget allocation due to geographical factors of East Lombok which is located at the end of island. In other words, the budget of local government did not meet the development needs so the development would take a quite long time. Moreover, there was also cultural or traditional limitation. In term of infrastructure, the problem was that it still could not support the tourism development in East Lombok because government had not optimally



provide the infrastructure. It could be seen from the road condition that was greatly damaged and the limited lighting along the road that tourists were uncomfortable and reluctant to visit the place. This later results in a decrease of tourist numbers that visit Surga Beach in East Lombok.

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