

Original Article

Analyze the Tourism Potential of Labuan Tereng Village, West Lombok Regency

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ABSTRACT

Tourism is one of the key sectors that can enhance the socio-economic welfare of communities in a region. The development of tourism can be assessed through the identification of tourism potential in a particular area. Tourism potential is determined by several factors, including attractions, amenities, accessibility, and ancillary services. West Lombok Regency is one of the regencies on the island of Lombok, directly bordering the Lombok Strait, which connects the Indian Ocean and the Bali Strait. This regency hosts several inter-island sea crossings, making it strategically positioned to develop its tourism sector. This study aims to analyze the tourism potential of Labuan Tereng Village. The research was conducted in Labuan Tereng Village in July 2024, involving local youth organizations (Karang Taruna) and tourism awareness groups (Pokdarwis). Data collection methods included surveys and Focus Group Discussions (FGDs), which were then analyzed both descriptively and spatially by presenting thematic maps illustrating various tourism potential factors.

KEYWORDS:

*Village; Potential
Analyze; Tourism*

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INTRODUCTION

Indonesia is an archipelagic country endowed with remarkably beautiful natural tourist attractions (Mertha et al., 2019). A wide range of natural features such as beaches and mountains are distributed throughout various regions of the country. These scenic natural attractions represent one of the most valuable assets for

the development of the tourism sector (Fasa et al., 2022). Tourism is considered one of the key sectors capable of enhancing the socio-economic welfare of local communities (Tapatfeto & Bessie, 2018). The potential for tourism development in a given area can be assessed based on various factors, primarily its natural attractions

(Masteriarsa & Riyanto, 2023; Permadi et al., 2023). A region's viability as a tourism destination is influenced by the presence of attractions, amenities, accessibility, and ancillary services (Hayati et al., 2021; Yuliardi et al., 2021). Among these, attractions serve as the most critical factor in tourism development. Tourist attractions are defined as unique, interesting, and distinctive features of a particular area that have the capacity to draw visitors (A. R. Rahman & Fajri, 2023; Soemanto, 2017). In contrast, amenities refer to accommodations such as hotels, lodges, and homestays. The availability of adequate facilities contributes significantly to the comfort and satisfaction of tourists (Masteriarsa & Riyanto, 2023).

Lombok Island, located in West Nusa Tenggara

Province in eastern Indonesia, is surrounded by vast seas and bordered by coastlines in nearly all directions, which presents substantial opportunities for tourism development (Salmah & Astuti, 2020). Every district and municipality on the island has direct access to the sea. The captivating scenery surrounding Lombok Island serves as a major attraction for tourism development (Amir et al., 2020). The karst landscapes, marine features, and mangrove areas in the region offer considerable potential for ecotourism, especially due to their natural allure (Figure 1). Furthermore, the local wisdom of communities inhabiting coastal areas enhances the appeal of the region as a tourism destination.



Figure 1. Attractions of Labuan Tereng Village

West Lombok Regency is one of the administrative regions on Lombok Island that directly borders the Lombok Strait, which connects the Indian Ocean with the Bali Strait. This regency hosts several sea crossings that link various islands across Indonesia. Such geographical conditions grant West Lombok considerable potential for tourism development (Febriandhika & Kurniawan, 2020).

In addition, the region is home to numerous small islands, locally known as *gili*, and has several small ports designated for crossings to these islands. The *gili* islands located in West Lombok Regency include Gili Layar, Gili Gede, Gili Asahan, Gili Nanggu, Gili Kondo, among others (Maulidi, 2019). These islands serve as major tourist attractions that significantly enhance the tourism

potential of West Lombok.

The natural attractions and the geographical setting bordering the Lombok Strait—which connects Lombok Island with Bali Island—make West Lombok home to two major ports: Gilimas Port and Lembar Port. The development of these ports has had a profoundly positive impact, particularly by facilitating access for tourists traveling from Bali Island to Lombok Island, thereby contributing to an increase in tourist arrivals on Lombok (Kanom, 2015). One of the villages that hosts Gilimas Port is Labuan Tereng Village.

This strategic location offers a substantial opportunity for the development of a tourism village. As a transit area for the port, Gilimas frequently receives international cruise ships docking in Labuan Tereng Village. Therefore, this promising opportunity necessitates preparations by local youth organizations (*karang taruna*) in Labuan Tereng to develop the village's tourism potential. Mapping the tourism potential in Labuan Tereng Village is expected to contribute to community welfare by opening up various tourism spots.

This research on mapping the tourism potential of Labuan Tereng Village aims to identify locations or areas with significant tourism development prospects. This study differs from previous research on tourism development. For instance, Wicaksana (2024) mapped tourism objects using webGIS with the aim of promoting local tourism. Meanwhile, Mota et al. (2024) highlighted that tourism mapping facilitates public access to information about the location and type of tourism available, although their study relied solely on a literature review of research articles as the basis for mapping. Dube et al. (2023) conducted research related to mapping tourism areas damaged by flooding. Fatimah et al. (2021) proposed a tourism development approach based on scoring three components: attractions, accessibility, and amenities.

METHOD

Research Location

This study was conducted in Labuan Tereng Village, Lembar Subdistrict, West Lombok Regency. Labuan Tereng Village is directly bordered by the Bali Strait to the west, South Lembar Village to the north, East Sekotong Village to the south, and East Jembatan Kembar Village to the east. The following Figure 2 shows the location map of Labuan Tereng Village.

Research Procedures

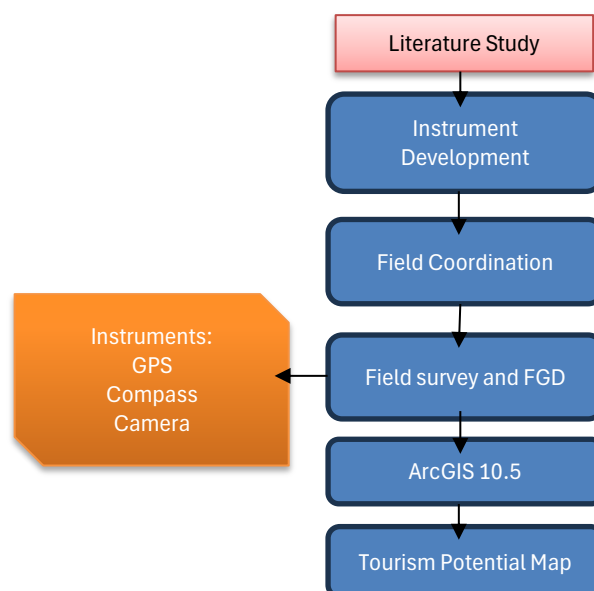


Figure 3. Research Procedures

Research Approach

This study employs a qualitative descriptive spatial approach by mapping strategic locations targeted for tourism development and using qualitative descriptive methods to describe the potential of certain areas to be developed as tourist destinations in Labuan Tereng Village.

Data Collection Instruments

Data collection was conducted through Focus Group Discussions (FGD) involving several members of the youth organization (Karang Taruna) and the local tourism awareness group (Pokdarwis). For collecting data on potential tourism areas, surveys were conducted together with members of Pokdarwis and Karang Taruna of Labuan Tereng Village. (Bagasta et al., 2021) in their study collected research data using survey methods and landscape photography.

Data Analysis

The data obtained from field surveys were analyzed using Geographic Information Systems (GIS) software, specifically ArcGIS 10.5 (Ariasa & Treman, 2018). The plotted data of potential tourism areas were overlaid with the administrative map of Labuan Tereng Village, enabling the identification of areas with tourism development potential in relation to general village administrative boundaries.

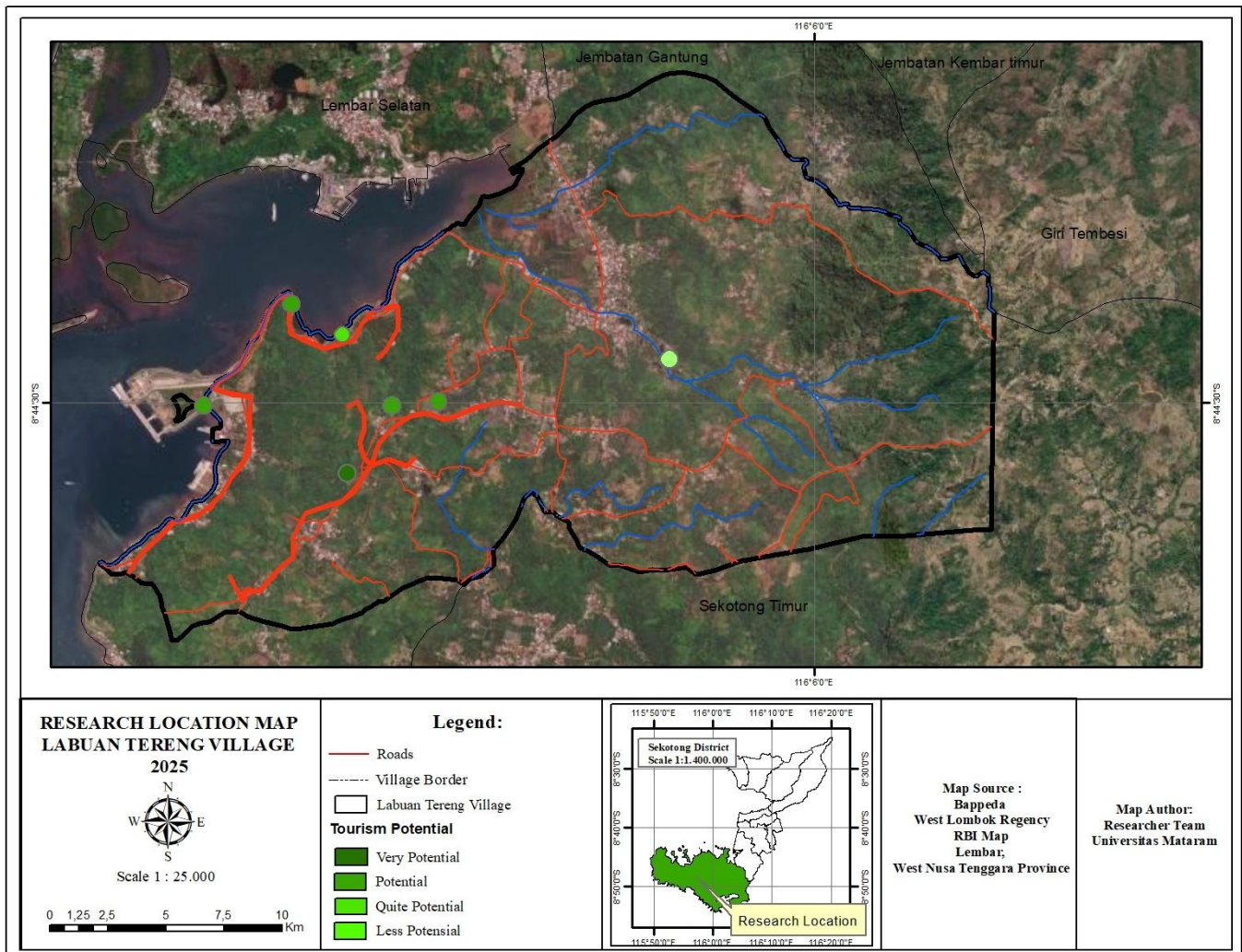


Figure 2. Research Map Location

RESULTS AND DISCUSSION

Tourism, as one of the sectors capable of improving the community's economy, is an important area to be developed collaboratively. Tourism development must be conducted collectively by various community stakeholders (Pebriana et al., 2021). In developing a tourism village, establishing a community or a tourism awareness group, commonly known as Pokdarwis, is essential. Labuan Tereng Village is located in the Lembar District of West Lombok Regency. This village directly borders the Indian Ocean to the east.

Based on the results of a field survey conducted on Tuesday, August 8, 2024, the survey activities involved exploring and identifying potential locations suitable for tourism development. The survey started from the village office and continued by visiting all hamlets within Labuan Tereng Village, with locations plotted on a Geographic Information System (GIS). The plotting was performed

using GPS Maps Camera and subsequently projected onto a map. Following the survey, six spots were identified as having unique attractions that can be developed as tourism potentials. These potentials were evaluated not only based on the uniqueness of the attraction but also considering the accessibility surrounding each tourism attraction point.

Tourism Potential in Labuan Tereng Village

Based on the results of the Focus Group Discussion (FGD) and surveys conducted by the research team in collaboration with members of the Pokdarwis in Labuan Tereng Village, six potential areas were identified for development. These tourism potentials include various types of attractions such as nature tourism, educational tourism, culinary tourism, and camping grounds. Apriyanto and Kusnandar (2020) stated that tourist areas tend to attract many visitors due to strategic locations and good road conditions. The natural tourism

potentials include the presence of a beach shoreline and mangrove areas; educational tourism is represented by the brick village; and there are also two camping ground spots with views of the Gili Mas Harbor.

The potential of a tourism area is influenced by the available facilities and ease of access to the attractions. The greater the facilities and convenience, the more visitors are attracted to the tourist site (Devy & Soemanto, 2017). Furthermore, F. Rahman and Citra (2018) explained that various types of waterfalls have distinct characteristics and tourism potentials that can be differentiated based on scoring that considers accommodation, accessibility, and available facilities.

Mangrove Destination

The mangrove area in Labuan Tereng Village is located near the main road leading to Gilimas Harbor. This mangrove area holds potential for development; however, its current condition is quite degraded, making it difficult to be developed into a tourist site. The mangrove forest in Labuan Tereng spans approximately 6 hectares but is increasingly threatened due to the development of Gili Mas Harbor (Prasetyo et al., 2024).



Figure 4. Mangrove Destination

Tibu Lilin Destination

Tibu Lilin is a residential area located on a hill with potential as a center for brick-making development in its surroundings. In this area, there are large plots of land where local communities produce bricks, starting from soil mixing, brick molding, to brick firing processes. Additionally, Tibu Lilin offers a beautiful view of Lembar Harbor from the hilltop. However, accessibility to Tibu Lilin is quite poor; the road is made of a mixture of cement and sand but is already damaged and full of potholes. Therefore, compared to other attractions, Tibu Lilin has potential for development but is considered less promising due to its current condition.

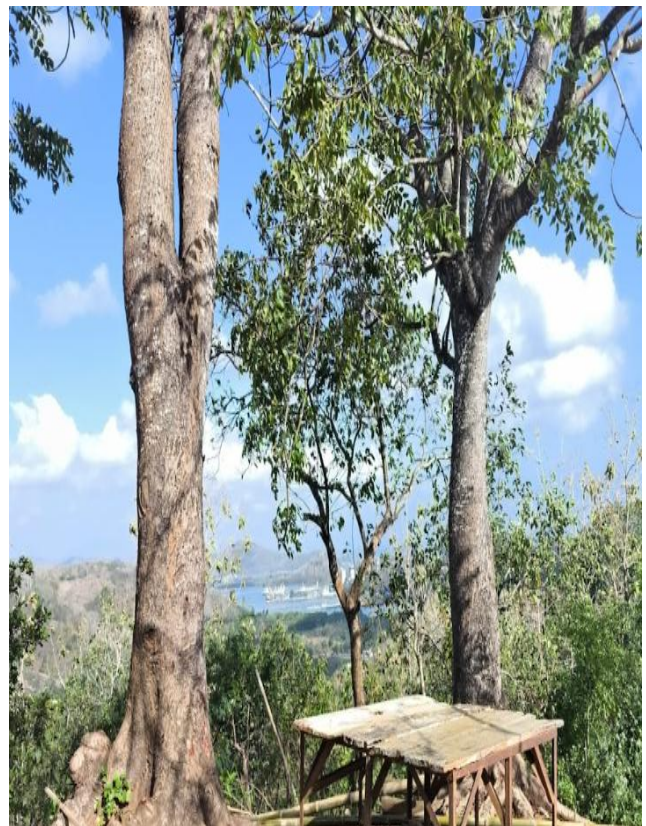


Figure 5. Residential Area of Tibu Lilin

Gerepek Destination

The Gerepek area has the potential to be developed as an educational tourism site. This area serves as a center for brick-making activities. Gerepek is located in a lowland region that is easily accessible by various types of vehicles and features good road accessibility with sufficiently wide roads. The roads are paved and free from damage, which adds significant value to the area and makes it highly suitable for developing educational tourism focused on the brick-

making industry.



Figure 6. Brick-Making Area



Figure 7. Gilimas Port Rest Area

Gilimas Rest Area

Gilimas Port, located in Desa Labuan Tereng, serves as a transit area for tourists who are departing from or arriving at the port. With the steady flow of tourists passing through Gilimas Port, a rest area has been developed along the roadside nearby. The Gilimas Port Rest Area functions as a culinary tourism spot, offering various traditional Lombok food specialties. Local culinary specialties can be a significant tourist attraction (Wibawati & Prabhawati, 2021), encouraging visitors to explore and enjoy the surrounding tourism sites (Zahrulianingdyah, 2018; Juliana, 2019). By promoting these local culinary potentials, it is expected that the tourist appeal to this area will increase.

This area consists of semi-permanent traditional food stalls located along the roadside and directly adjacent to the beach. The rest area has very accessible road access since it is situated on a main road that connects various regions in Lombok Island. The beach view next to the food stalls is an added value for this rest area as a culinary tourism destination. However, on the other hand, the rest area lacks adequate prayer facilities and toilets, which lowers the overall value of this rest area.

Gilimas Port

Gilimas Port is one of the ports used as a docking area for cruise ships carrying tourists as well as a logistics distribution point from other regions. The presence of ferry cruises from Bali Island bringing many tourists indirectly makes Gilimas Port a tourist destination. The scenery around Gilimas Port can attract tourists to take the crossing route through this port from Bali Island to explore Lombok Island or as a transit port to Bima Island, Sumbawa, or East Nusa Tenggara. Research by Adlani et al. (2023) shows that the opening of Gilimas Port has created business opportunities for the local communities around the port.

Lendang Andus Destination

The Lendang Andus area has potential for tourism development, especially as a camping ground. Lendang Andus offers beautiful hilltop views directly facing Gilimas Port. Gilimas Port can be seen very clearly from the hills of Lendang Andus. Additionally, these hills have large flat areas suitable for camping activities or as a camping ground. Sudarsono et al. (2020) found in their research that most tourists over 50 years old prefer natural tourism attractions.



Figure 8. Lendang Andus

Mapping of Tourism Potential in Desa Labuan Tereng

Desa Labuan Tereng is one of the villages located in Lembar Regency. This village borders directly on the sea and has Gilimas Port. The mapping of tourism potential in Desa Labuan Tereng is based on scoring various aspects of tourism development. These aspects include tourist attractions, amenities, accessibility, and ancillary services.

In the tourism development in Desa Labuan Tereng, related to tourist attractions, there are 6 tourism attractions that can be developed. A tourist attraction is something that draws people's attention to visit and enjoy a particular object or place. Amenities refer to supporting facilities in a tourism area. Accessibility refers to accommodations that support tourism infrastructure and facilities. Ancillary refers to institutions providing additional services at a tourist destination.

Table 1. Tourism Destination Analysis of Labuan Tereng Village

Destinasi	Atraction	Amenity	Accesbility	Ancillary	Score
Mangrove	2	1	2	4	9
Tibu Lilin	2	1	1	1	5
Gerepek	4	1	5	4	14
Rest Area	4	1	3	5	13
Port	2	4	3	5	14
Lendang Andus	5	1	5	5	16

Sources: Research results (2024)

Based on the scoring results of tourism potential in Labuan Tereng Village, six potential tourist attractions were evaluated using four criteria: Attraction, Amenity, Accessibility, and Ancillary (Natasari et al., 2021). These six potentials include the Mangrove Area, Tibu Lilin, Gerepek, Rest Area, Gilimas Port, and Lendang Andus. Among these locations, the scores for each aspect—attraction, amenity, accessibility, and ancillary—were ranked as follows:

First, the Mangrove Area received a total score of 9 points, consisting of 2 points for attraction, 1 point for amenity, 2 points for accessibility, and 4 points for ancillary. This score reflects the appeal of the mangrove area as an attraction, its easy accessibility due to its location near the main road, and the availability of supporting facilities nearby. However, while the mangrove area is attractive because it is located on the beach edge, the mangroves themselves are poorly maintained and have suffered significant damage.

Second, Tibu Lilin scored 5 points. The attraction is considered fairly interesting due to its location on a hilltop

with a panoramic view of Gilimas Port from a distance. On the other hand, this location is quite far from the village government center, accessible only by a narrow cement road that is already damaged. Additionally, reaching this location requires extra effort because the road is steep and in poor condition.

Third, Gerepek and Gilimas Port each earned a total score of 14 points. Gerepek is located on a sub-main road in Labuan Tereng Village and is known for its brick-making complex, covering all stages from raw material processing, production, molding, firing, to distribution. This location is suitable as an educational tourism site or a practical field location for traditional brick-making. Meanwhile, Gilimas Port serves as a major transportation hub in the Lembar area, second only to Lembar Port. It is an alternative crossing point for tourists from Bali as well as a logistics hub for shipments outside Lombok. The port serves both as a transit location and a primary tourist destination for Lombok and surrounding areas. It offers numerous public facilities and excellent accessibility.

Fourth, the Rest Area received a total score of 13 points. This area offers a fairly attractive spot near the beach edge and is easily accessible via a well-maintained main road. However, the rest area consists of semi-permanent wooden structures built somewhat haphazardly, making it less appealing visually.

Fifth, Gilimas Port again scored a total of 14 points, highlighting its importance as a transport hub and tourism gateway, with good accessibility and public amenities supporting its function.

Sixth, Lendang Andus achieved the highest total score of 16 points. It has easy access via a sub-main road in good condition and features wide, tiered land with beautiful close-up views of Gilimas Port. This location has the greatest potential for tourism development among the six evaluated sites. From these scoring results, these six areas represent promising tourism potentials in Labuan Tereng Village.

CONCLUSION

A tourism potential mapping study in Labuan Tereng Village concludes that several areas hold promise for tourism development, including Tibu Lilin, the Mangrove Area, Gerepek, Gilimas Rest Area, Gilimas Port, and Lendang Andus. Based on the tourism development potential scoring, Tibu Lilin received a score of 5 points, the Mangrove Area 9 points, Gilimas Port Rest Area 13 points, Gerepek and Gilimas Port each received 14 points, while Lendang Andus obtained the highest score with 15 points.

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Conflict of Interest: The authors declare that there are no competing interests relevant to the content of this article.

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