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## Opportunity Analysis of Gelora Village as a Creative Economy Based Supporting Tourism Destination

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### ABSTRACT

This study analyzes the potential of Gelora Village to develop as a supporting tourism destination through the strengthening of its bamboo weaving creative economy. Although Gelora Village has not yet been formally designated as a tourism village, it possesses cultural and economic characteristics that position it strategically within the eastern Lombok tourism corridor. The research adopted a qualitative descriptive approach to examine internal and external factors affecting tourism-based economic development, supported by field observations, in-depth interviews, and documentation. SWOT analysis was applied to identify existing opportunities and limitations. Findings reveal that hereditary weaving skills and product diversity generate competitive strength for Gelora, especially due to proximity to the well-established Loyok Tourism Village. Community interest particularly from MSMEs and youth groups demonstrates social capital that can accelerate the development of tourism activities based on creative industries. However, barriers remain, including unstable production due to the prioritization of agricultural work, limited marketing channels, the absence of a showroom along tourist routes, and weak digital branding. Opportunities include cross-village tourism integration, experience-based tourism such as bamboo weaving workshops, and the establishment of an MSME gallery as a stopover point for visitors. Nevertheless, threats such as competition from more advanced bamboo craft centers, fluctuating artisan engagement, inconsistent government facilitation, and the risk of stagnation must be anticipated. Overall, the study concludes that Gelora Village has high potential to become a supporting tourism destination, provided professional management, market-oriented strategies, and sustainable collaboration are implemented.

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## 1. Introduction

Tourism is widely recognised as a strategic sector capable of stimulating economic growth, empowering local communities, and safeguarding cultural heritage. In Indonesia, the development of tourism villages has emerged as a key priority within the broader agenda of sustainable tourism, particularly due to its capacity to distribute economic benefits more equitably across rural areas (Subadra, 2024). As Rifdah and Kusdiwanggo

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(2024) contend, the active involvement of local communities in tourism development not only generates economic benefits but also plays a vital role in cultural preservation and community capacity building. When communities are meaningfully engaged throughout all stages of tourism planning and management, tourism can simultaneously create economic value, reinforce cultural identity, and strengthen social resilience.

This perspective is central to the community-based tourism (CBT) model, in which local residents assume primary roles as planners, managers, and beneficiaries of tourism development (Yamin, 2024; Wiryantini et al., 2022). Within this framework, communities are not positioned as passive recipients of tourism impacts but as key agents shaping the direction and character of development. In the village context, tourism success is determined not solely by the availability of natural and cultural resources but, more critically, by the extent and quality of community participation (Wangi et al., 2025). Such participation fosters a strong sense of ownership and responsibility, which is essential for ensuring long-term sustainability while contributing to collective welfare and socio-cultural continuity.

This theoretical foundation corresponds closely with the intrinsic potential of Gelora Village, which is characterised by local cultural activities, traditional culinary practices, bamboo weaving craftsmanship, and an authentic rural atmosphere. By actively involving community members in the processes of potential identification, planning, implementation, and enterprise management, Gelora Village can develop distinctive tourism attractions that deliver direct economic benefits to residents. Although the village has yet to establish an officially managed tourism destination, its strategic location along the main route connecting well-established destinations such as Tetebatu, Kembang Kuning, and Loyok provides a valuable opportunity to function as a stopover point and a supporting tourism destination.

Beyond tourism attractions, Gelora Village also demonstrates considerable potential within the creative economy. Sudiarti et al. (2025) emphasise that local wisdom embodied in traditional crafts, performing arts, and regional culinary products can be transformed into high-value economic resources when supported by innovation and appealing product presentation. The village's relatively unspoiled natural environment, vibrant socio-cultural practices, and community expertise in producing traditional crafts particularly bamboo weaving possess both aesthetic and economic significance. These attributes offer strong prospects for the development of creative economy based tourism attractions. Moreover, the village's strategic geographical position enables it to complement and enrich the visitor experience within the broader East Lombok tourism corridor.

Despite these advantages, the existing potential of Gelora Village remains largely underutilised. Key constraints include the absence of systematic and sustainable destination management, weak institutional coordination, and limited innovation in tourism product development and packaging. In addition, the village has not been effectively integrated into regional tourism networks, resulting in low visibility among tourists and industry stakeholders. These challenges highlight the need for a development strategy that extends beyond the mere creation of tourism attractions. Instead, a comprehensive approach is required one that prioritises community empowerment, human resource development, institutional strengthening, and collaborative partnerships with neighbouring tourism villages to enhance both competitiveness and sustainability.

Accordingly, this study seeks to undertake an in-depth analysis of the opportunities for developing Gelora Village as an emerging tourism destination grounded in local potential and community participation. The analysis focuses on both internal factors such as natural assets, cultural richness, and bamboo weaving craftsmanship and external

dimensions, including the village's strategic position within the East Lombok tourism corridor and opportunities for synergy with surrounding destinations. Through this approach, the study aims to generate a comprehensive understanding of effective development strategies that can optimise Gelora Village's role as a supporting destination, enhance the value of its creative economy, and promote sustainable community welfare.

## **2. Literature Reviews**

### **2.1 Community-Based Tourism (CBT)**

Community-Based Tourism (CBT) is a development approach that fundamentally positions local communities as the principal actors in the planning, management, and distribution of tourism benefits (Subadra, 2019). Emerging as a direct response to conventional, top-down models that often prioritize external investors and offer limited local welfare gains, the CBT framework ensures that residents maintain direct control over tourism resources and receive equitable economic benefits, thereby promoting social, cultural, and environmental sustainability.

The active participation of the community is a critical determinant of CBT's success, as it fosters a strong sense of ownership and commitment to the destination (Wangi et al., 2025). This involvement extends beyond economic considerations; as Yamin (2024) notes, it simultaneously builds social capacity, reinforces cultural identity, and enhances environmental stewardship, as local residents inherently assume responsibility for preserving the resources upon which their livelihoods and heritage depend. Furthermore, CBT has proven effective in mitigating regional economic disparities, particularly in rural areas with limited integration into the formal economy.

In the Indonesian context, the government has increasingly endorsed CBT as a strategic priority for tourism village development, recognizing its proven capacity to stimulate equitable local economic growth (Rifdah & Kusdiwanggo, 2024). Consequently, CBT provides a vital strategic foundation for rural tourism development. It is especially suited to areas that may lack extensive tourism infrastructure but possess robust cultural assets and localized economic potential, which can be effectively transformed into sustainable tourism value.

### **2.2 The Creative Economy as a Foundation for Rural Tourism Development**

The creative economy has become one of the central pillars in rural tourism development because it enables cultural assets and local skills to be transformed into high-value economic commodities. Creative products such as handicrafts, culinary heritage, performing arts, and traditional cultural expressions not only serve as tourism attractions but also function as mechanisms for safeguarding local traditions. According to Sudiarti et al. (2025), creative economy activities based on local wisdom generate added value through product innovation, differentiation, and the creation of unique tourism experiences. Within rural tourism, the creative economy also enhances community participation, as it allows residents to contribute without leaving their primary occupations. Widyaningsih (2023) observes a shift in tourist behavior toward the pursuit of authentic experiences and direct cultural encounters, turning creative products into integral elements of the visitor experience rather than mere souvenirs. Nonetheless, the development of creative industries in rural areas faces barriers such as limited marketing capacity, weak branding, and restricted product distribution channels. To address these challenges, collaborative strategies involving business actors, local governments, and tourism stakeholders are essential to ensure competitive market positioning (Ramadhani, 2024). Therefore, the creative economy should not be seen merely as a supporting

component but as a structural foundation for culture-based tourism development that offers direct economic benefits to local communities (Subadra, 2021).

### **2.3 Bamboo Weaving as a Cultural Identity and Competitive Tourism Product**

Bamboo weaving is a form of local wisdom that embodies aesthetic value, practical function, and cultural symbolism. The tradition of weaving passed down across generations has made bamboo crafts an integral part of the cultural identity of Lombok, particularly in East Lombok. Arifin and Darmawan (2024) argue that bamboo crafts possess strong value propositions because they can adapt to market preferences through design innovation while retaining cultural meaning. Within tourism, bamboo crafts have the potential not only to serve as souvenir products but also to become tourist attractions through production demonstrations and short training activities (experience-based tourism). Suarthana (2023) asserts that integrating cultural attractions with creative economic products creates memorable tourist experiences, thereby increasing both visitation interest and purchasing decisions. However, for bamboo weaving to become a competitive tourism product, several aspects must be strengthened, including product quality standardization, attractive packaging, village branding, and digital market expansion (Herdiana, 2024). When these factors are fulfilled, bamboo crafts can function as a cultural icon that strengthens destination identity and provides direct economic benefits to artisans. Therefore, the bamboo craft sector is highly relevant as a driver of the creative economy in rural tourism development.

### **2.4 Buffer Tourism Destinations and Cross-Village Integration**

Buffer tourism destinations refer to locations that serve as supporting areas for major tourist centers through complementary attractions, stopover facilities, and alternative services for visitors. This model is crucial for ensuring equitable distribution of tourism benefits across regions, especially in areas with uneven development stages. Fauzi (2024) states that buffer destinations play a dual role: managing tourist concentration and expanding the scope of tourism experiences through diversified attractions. Cross village integration within tourism networks also emerges as a strategic mechanism for enhancing destination competitiveness because it stimulates interconnected tourist flows (Nahrawi & Putra, 2025). In the context of East Lombok, villages located along tourism routes can adopt buffer roles by offering services, cultural activities, and creative product marketplaces without duplicating the primary attractions of established destinations. This model has been shown to extend tourist length of stay, increase spending, and open opportunities for community based business collaboration. However, buffer destinations require strong institutional governance, integrated promotional strategies, and the development of distinctive attractions to avoid stagnation (Sari & Dewantara, 2023). Thus, cross village integration based on collaborative tourism development is the most suitable approach to maximizing regional tourism benefits equitably.

## **3. Research Methods**

This study adopts a descriptive qualitative approach to analyze the development opportunities for Gelora Village as a creative economy-based tourism destination, with a specific focus on its integration with surrounding tourism villages. This methodological approach is selected for its capacity to facilitate an in-depth exploration of the interconnected social, cultural, economic, and managerial dynamics at the village level (Subadra, 2025).

Data were collected through a triangulated strategy comprising field observation, in-depth interviews, and documentation studies. Field observations were conducted to directly identify and assess internal village assets, including existing tourism attractions, community-based creative economy activities, and the readiness of supporting infrastructure. In-depth, semi-structured interviews were held with key informants to gather nuanced insights and strategic perspectives. These informants included the Head and the Secretary of Gelora Village, as well as managers from established neighboring tourism destinations such as Loyok and Tetebatu, to understand potential pathways for regional integration. Furthermore, a documentation study was performed, analyzing secondary data sources including village profiles, regional development planning documents, tourism statistics for East Lombok Regency, and relevant scholarly literature on tourism village and creative economy development.

The collected data were subsequently analyzed using the SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. As noted by Nggini (2019), SWOT analysis is an established strategic method for evaluating the internal and external factors critical to informed decision-making. In this study, the framework was employed to systematically categorize empirical findings into the four analytical quadrants. This process enabled an objective and comprehensive mapping of the conditions in Gelora Village, distinguishing between endogenous attributes (strengths and weaknesses) and exogenous factors (opportunities and threats). The outcome of this analytical process is a strategic foundation. By synthesizing the SWOT matrix, the study formulates actionable development strategies aimed at leveraging internal strengths and external opportunities while mitigating weaknesses and anticipating potential threats. Consequently, this methodology is designed to yield a robust, evidence-based strategic framework to guide the sustainable and competitive development of Gelora Village as an integrated supporting destination within the East Lombok tourism development.

## **4. Result and Discussion**

### **4.1 Limitations of the Role of the Village Government in Tourism Governance**

The results of interviews with bamboo weaving artisans, MSME actors, and village officials revealed several important findings regarding the role of the creative economy particularly bamboo weaving crafts in supporting the potential of Gelora Village to become a creative economy-based supporting tourism destination in East Lombok. Informants from the MSME sector explained that bamboo weaving activities in Gelora Village have been carried out for generations and serve as an additional source of income for part of the community. The products produced include fruit baskets, seed baskets, dungki, bags, gandeke, and women's patterned sling bags. However, production remains limited because most artisans prefer farming and gardening, as income from agriculture is perceived to be more stable and guaranteed than income from weaving.

MSME actors further stated that the main challenges of the bamboo craft industry are marketing constraints and the absence of a product showroom. To date, bamboo craft products are mostly sold from home or through collectors, resulting in minimal profit margins for artisans. Limited access to digital marketing and the lack of an MSME gallery along the tourism route have prevented the products from gaining wider recognition among tourists. Moreover, the existence of Loyok Tourism Village as a bamboo craft center is not viewed as competition; instead, it is perceived as a strategic opportunity to establish an inter-village creative-economy tourism chain. Informants emphasized that Gelora Village could position itself as a transition point and tourism supporter, rather than attempting to duplicate Loyok's bamboo craft destination.

Through the development of this concept, Gelora Village has the potential to:

1. become a stopover point for tourists equipped with a bamboo woven MSME gallery and tourism information center;
2. provide experience based tourism activities such as short bamboo weaving classes for visitors;
3. create bamboo-themed photo spots that strengthen regional identity; and
4. offer bamboo craft products with contemporary designs as souvenirs, complementing the advantages of Loyok Tourism Village.

This collaborative approach is believed to expand the market reach of bamboo crafts, increase the length of tourist visits along the East Lombok tourism route, and reinforce the branding of Gelora Village as a creative economy based supporting tourism destination.

#### **4.2 General Overview of Gelora Village**

Gelora Village is one of the villages located in Sikur District, East Lombok Regency, West Nusa Tenggara Province. Administratively, the village is bordered by Kotaraja Village to the north, Kumbang Village to the east, Kesik Village to the south, and Loyok Village to the west. The total area of Gelora Village is approximately 428.873 hectares, with land use predominantly consisting of rice fields, residential areas, and plantat. The geographical location of Gelora Village, situated along the main connecting route to various tourism destinations in East Lombok, positions the village strategically within both economic activities and the mobility of local residents and tourists. The village features a flat topography with an altitude of approximately 381 meters above sea level, supported by a moderate climate that sustains agricultural productivity throughout the year. In 2024, the population of Gelora Village reached 7,457 inhabitants, with a relatively balanced gender composition of 3,685 males and 3,768 females. Based on age structure, the village is dominated by the productive age group, indicating a significant human resource potential for village economic development. However, the majority of residents have an educational background at the elementary to junior high school level, making the improvement of education quality a key priority for future village development.

In terms of livelihood, the community of Gelora Village is largely dominated by farmers and agricultural laborers, consistent with the village's geographical characteristics that emphasize agricultural land use. From an economic institutional perspective, the village already has a Village-Owned Enterprise (BUMDes) and several community businesses, although the performance of the creative economy sector still requires strengthening to generate more significant economic benefits for the community.

Regarding infrastructure, Gelora Village is equipped with transportation facilities, including asphalt roads along the main route and inter-hamlet access roads, public facilities such as places of worship, educational facilities ranging from early childhood education to senior high school/Islamic high school, health services, and a community meeting hall. Electricity has reached all households, although street lighting is still limited in several areas. Overall, Gelora Village possesses distinctive potential in both natural and human resources that support village development. Village profile research categorizes the village at the swakarya development stage, indicating that the village is experiencing positive progress in development and community empowerment. Optimizing the agricultural sector, strengthening human resources, reinforcing economic institutions, and utilizing the village's position within the tourism corridor represent strategic opportunities for advancing Gelora Village in the future.

Based on the general territorial description, Gelora Village has various characteristics that support its tourism development potential, particularly as a supporting tourism destination for neighboring villages and major tourism areas in East Lombok. Of the

seven hamlets within Gelora Village, five function as producers and centers of traditional handicrafts Rungkang, Rungkang Barat, Gerami, Gerami Timur, and Dasan Tinggi. The village directly borders Loyok Village, one of the leading bamboo craft tourism destinations. This proximity generates a flow of tourist mobility through Gelora Village that can be developed into economic opportunities for stopover destinations, tourism service centers, and creative economy product marketing.

In addition, the predominance of a productive-age population serves as a crucial asset for community based tourism management. Although the education level of most residents remains at the elementary and junior high school levels, village profile data indicate that some community members already possess skills and independent businesses, including bamboo crafts and MSME activities. These creative economy activities hold strong potential to be developed as flagship tourism products with better promotional and marketing support. The availability of infrastructure such as inter village road access, public facilities, educational institutions, and community organizations also supports the village's readiness to build the tourism sector. The village government already has an institutional structure and a BUMDes that can be directed to function as a tourism management unit in the future, provided that management reinforcement and human resource capacity development are facilitated.

Therefore, from the perspective of potential-based development, Gelora Village holds strategic opportunities to develop as a supporting tourism destination because.

1. It occupies the most strategic location along the East Lombok tourism route, including the route to Loyok Tourism Village.
2. Its scenic agricultural landscape and rural environment can be packaged into nature and educational tourism attractions.
3. Creative economy activities particularly bamboo weaving can be developed into souvenir products and experience-based tourism activities.
4. The community demonstrates readiness to participate in community based tourism activities.
5. BUMDes and village institutions can be empowered as tourism managers through facilitation, mentoring, and collaboration.

(Sandrio et al., 2024). Without institutional reforms, no matter how great the potential possessed by Loyok Village, it will not be able to develop into a well-organized and sustainable cultural tourism destination.

### **4.3 SWOT Analysis The Creative Economy Potential of Bamboo Weaving in Gelora Village**

The SWOT analysis of the bamboo weaving creative economy in Gelora Village illustrates the strategic potential and existing constraints that influence its development as a supporting tourism destination. The strength of this sector is reflected in the hereditary transmission of weaving skills, enabling craftsmen to produce high quality products without requiring basic training (Sadono & Nugroho, 2019). The diversity of bamboo products ranging from household utilities to souvenir items creates strong commercial value, while the cultural identity embedded in weaving traditions reinforces the authenticity of Gelora's local character. Geographical proximity to Loyok Tourism Village further opens opportunities for collaborative marketing, and the participation interest expressed by local MSMEs and youth indicates social readiness for tourism based development (Ferdian et al., 2024).

Despite these advantages, several internal weaknesses limit the optimization of the bamboo creative economy. Many craftsmen prioritize farming due to more stable income, resulting in inconsistent production. Product marketing remains limited because sales are

mostly conducted from home or through collectors, reducing profit margins (Utomo et al., 2022). The absence of a showroom along the tourist route restricts product visibility for visitors, while the lack of digital marketing and branding hinders wider market access. The non-existence of an organizational structure for bamboo craftsmen also obstructs coordinated production and collective capacity building (Neha & Aravendan, 2023).

External opportunities offer significant prospects for advancement, including cross-village integration with Loyok to establish a tourism-based supply chain and experience-centered tourism such as weaving workshops and live demonstrations. The development of a rest area style MSME gallery and the increasing trend of creative and locally rooted tourism further strengthen market potential (Purnomo & Purwandari, 2025). However, these opportunities are challenged by threats such as competition from established craft centers, unstable production due to fluctuating artisan interest, changing tourist mobility patterns, limited sustainable government support, and the risk of stagnation if supporting tourism facilities and creative programs are not professionally managed (Missikoff, 2010).

## **5. Conclusion**

This study demonstrates that the development of Gelora Village as a new tourist destination holds substantial potential, particularly if directed toward a tourism model based on the creative economy and community participation. The village's strengths including its rich local cultural heritage, authentic social activities, bamboo weaving craftsmanship, traditional culinary practices, and rural natural atmosphere serve as a solid foundation for shaping unique and economically valuable tourism attractions. In addition, Gelora Village's geographical position along the main route to the tourist areas of Tetebatu, Kembang Kuning, and Loyok reinforces its role as a strategically positioned supporting destination within the East Lombok tourism network.

The research findings emphasize that active community involvement is a key factor in realizing sustainable tourism development. When the community serves as planner, implementer, and beneficiary, economic, social, and cultural sustainability can be achieved more optimally. This aligns with the concept of community-based tourism, which asserts that tourism success is not determined solely by the wealth of attractions, but also by the social capacity of the community to manage its potential.

However, the study also identifies several challenges that require immediate attention, including limited innovation in tourism product packaging, weak institutional coordination, insufficient marketing and promotional spaces for MSMEs, and the absence of systematic integration with nearby tourism destinations. These conditions contribute to the suboptimal utilization of Gelora Village's potential and its limited economic impact on the local community.

The SWOT analysis indicates that an appropriate development strategy for Gelora Village involves maximizing local advantages through a bamboo-based creative economy model, strengthening collaboration with Loyok Tourism Village and surrounding destinations, enhancing community capacity, and improving village tourism governance. The implementation of these strategies is expected to establish Gelora Village as a competitive, culturally-based, and sustainable supporting destination, thereby contributing to equitable community welfare.

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