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A GIS Approach to Identifying Tourism Potential Across Varied Landscapes: A Case Study in West Lombok Regency

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ABSTRACT

The purpose of this study is to explore effective marketing strategies for increasing the occupancy rate at The Jayakarta Lombok Beach Resort & Spa, emphasizing innovative approaches to attract and retain guests. A qualitative research method was employed, involving in-depth interviews with key stakeholders, analysis of promotional activities, and a review of occupancy trends over the past three years. Findings reveal that leveraging digital marketing, optimizing pricing strategies, and enhancing customer loyalty programs significantly contribute to higher occupancy rates. The originality of this study lies in its focus on the resort's localized marketing initiatives and their alignment with emerging tourism trends in Lombok. However, the study is limited by its scope, which focuses on a single resort, suggesting the need for broader comparative research across similar properties. Practical implications include actionable recommendations for resorts to integrate digital platforms and community-based tourism partnerships into their marketing efforts. Academically, this research highlights the importance of adaptive marketing strategies in dynamic tourism markets, offering a foundation for further studies on sustainable marketing in hospitality.

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1. Introduction

Tourism in the era of globalization has emerged as a pivotal sector in economic recovery efforts, particularly following the significant disruptions caused by the COVID-19 pandemic. The multifaceted nature of tourism allows it to serve as a catalyst for economic growth, job creation, and enhanced competitiveness. The Indonesian government has recognized the strategic importance of this sector and is committed to its development through a pentahelix approach. This approach involves a collaborative effort among five key stakeholders: the government, entrepreneurs, the community, academics, and the media (Subadra, 2021). The integration of these stakeholders ensures a holistic and sustainable development strategy. The government's role includes policy formulation, infrastructure development, and regulatory oversight. Entrepreneurs contribute through investment, innovation, and the provision of high-quality services. The community's involvement is crucial for preserving cultural heritage and ensuring that tourism benefits are equitably distributed. Academics provide research and insights that inform evidence-based decision-making, while the media plays a vital role in promoting tourism destinations and shaping public perceptions.

Furthermore, the pentahelix model aligns with contemporary theories of sustainable tourism development, which emphasize the importance of stakeholder collaboration and the need for a balanced

approach that considers economic, social, and environmental dimensions. This model brings together key actors—government, private sector, academia, communities, and media—to create a holistic framework for tourism development. Collaborative efforts among these stakeholders foster innovative solutions, support capacity building, and enhance the overall quality of tourism services. The emergence of the strengths of each stakeholder group, the Indonesian tourism sector can achieve resilience and adaptability in the face of global challenges, thereby contributing to long-term economic stability and growth. This adaptability is crucial in navigating challenges such as climate change, shifting traveler preferences, and socio-economic disruptions. Effective collaboration, as championed by the pentahelix model, ensures that sustainable tourism initiatives are inclusive, community-driven, and responsive to both market demands and environmental responsibilities. Ultimately, integrating this model into tourism strategies help ensure that growth is not only robust but also aligned with principles of sustainability and equity, creating lasting benefits for both local communities and the broader economy.

As an archipelago, Indonesia has significant potential to develop the tourism industry, including community-based tourism in tourist villages. One strategic area for this development is West Nusa Tenggara (NTB), particularly Mandalika, which has been developed as a *sport tourism* destination. The Mandalika region serves as an inspiration for developing tourist villages in Lombok, which offer high-quality tourism concepts such as *serenity*, *spirituality*, and *sustainability*. However, despite this potential, tourist villages in Lombok that have achieved self-sufficient status remain limited. Out of dozens of tourist villages, only Senaru Village has successfully met the criteria for self-sufficiency. The majority of other tourist villages are still in the pioneering or developing stages. To address this gap, research is needed to comprehensively identify the tourism potential of these villages by considering aspects of topography, geology, climatology, and the environment. This approach is crucial to accelerate the development of self-sufficient and sustainable tourist villages. The development of tourist villages in Lombok continues to face various challenges, including the lack of comprehensive mapping of potential and limited data on tourist visits. While previous research has focused on community empowerment and competitiveness, there has been little emphasis on the geographical potential and environmental characteristics of these villages.

This research aims to identify the tourism potential of mountain, lowland, and coastal villages in Lombok using a *Geographic Information System* (GIS) approach. By integrating GIS analysis, the findings are expected to provide a comprehensive overview of the geographical strengths of each tourist village and offer insights into how these potentials can be optimised. This research focuses on answering how the tourism potential of mountain, lowland, and coastal villages can be identified and developed to support sustainable tourism growth in Lombok. This research offers novelty by integrating geographical analysis through GIS to identify the tourism potential of villages. While previous studies have focused more on community empowerment and human resource development strategies, this research fills the gap by exploring topography, geology, climatology, and economic impacts in greater detail. This approach allows for a more accurate and data-driven identification of tourist village potential. In addition, this research is expected to provide both academic and practical contributions to the development of tourist villages in Lombok. Academically, it enriches the study of geographically based tourist village development. Practically, the findings can serve as a reference for local governments, tourist village managers, and the local community in formulating sustainable tourism development policies. By optimising geographical potential, tourist villages in Lombok are expected to achieve self-sufficient status and improve the welfare of the local community. This research also has the potential to enhance the competitiveness of Lombok's tourism on national and international stages, aligning with tourism trends that prioritise *customised*, *personalised*, *localised*, and *small-scale tourism* that attracts tourists with specific interests.

2. Literature Review

Tourism villages are increasingly being considered as alternative tourism attractions alongside more conventional destinations such as natural, cultural, and man-made sites, including beaches, mountains, lakes, seas, buildings, arts, and community traditions (Adawiyah et al., 2017). These villages offer a blend of authentic rural experiences, cultural richness, and natural beauty, attracting tourists who seek immersive and meaningful travel experiences. The competitiveness of tourism villages is influenced by the role of the government in providing excellent services and the active participation of the local community, who act as both the frontline and tourism operators (Adawiyah et al., 2017). Therefore, it is essential to first develop the local community to enhance the appeal and competitiveness of tourism villages as a leading domestic tourism product.

Furthermore, Wiryantini & Subadra (2022) found that tourism villages not only boost the economic welfare of locals but also foster a sense of pride among community members. As tourists visit and appreciate their rich cultural and natural heritage, these sites gain recognition and become more famous. This increased visibility reinforces the community's identity, strengthens local traditions, and motivates residents to preserve their unique cultural assets and environmental resources. In this way, tourism villages contribute to economic growth while simultaneously promoting cultural preservation and enhancing community morale. This holistic development aligns with sustainable tourism principles, where both tangible (economic) and intangible (social and cultural) benefits are realized, ensuring that local communities are at the forefront of tourism development (Subadra, 2024).

Andriyani (2017) indicates that the process of community empowerment in Penglipuran Tourism Village occurs in three stages: awareness, capacity-building, and support. The forms of community empowerment involve local participation in planning, implementation, and evaluation. This process ensures that the community remains central to tourism development, promoting inclusivity and local ownership. The social, cultural, and environmental diversity of rural areas offers numerous tourism entrepreneurial opportunities to cater to a wide range of tourist interests. Subadra (2019) further discusses the significance of community-based tourism, highlighting that sustainable tourism practices benefit local people by enhancing economic welfare, preserving cultural heritage, and strengthening social cohesion. Community-driven tourism initiatives can lead to equitable distribution of tourism benefits, ensuring that local populations directly reap the rewards of tourism activities. This approach mitigates the risk of economic leakage and fosters long-term community resilience. Consequently, tourism enterprises with an alternative tourism label are needed to replace conventional mass tourism in rural areas (Aslam et al., 2015). Alternative tourism, such as eco-tourism, cultural tourism, and agro-tourism, emphasizes responsible travel practices, environmental preservation, and authentic local experiences. By integrating these principles, rural tourism destinations like Penglipuran can achieve a more sustainable and community-centered tourism model, aligning with broader contemporary theories of sustainable development and the pentahelix model of stakeholder collaboration.

The development direction of rural tourism in Madeira and the decision-making by local policymakers may serve as the "missing link" required to enhance the prospects of both tangible and intangible facilities, as well as better entrepreneurial activities. This provides unique insights into the development of rural tourism in less-developed regions aiming to promote the best alternative niche markets (Almeida, 2017). According to A'inun N. et al. (2015), a tourism village developed through a community-based tourism (CBT) concept empowers local communities to manage their tourism potential independently, fostering self-reliant villages. Community-based tourism necessitates local community participation from the planning stage through to implementation and supervision (Prasetya et al., 2017).

The development strategy for Kepuharjo village tourism, referred to as "saga," emphasizes maintaining a green environment by ensuring that attractions uphold conservative values threatened by environmental changes. This strategy focuses on enriching tourism attractions, improving facility quality, and enhancing accessibility (Soeroso et al., 2009). Successful tourism village development relies on four synergistic

components: institutional development, tourism industry growth, infrastructure improvements, and tourism product marketing (Gede et al., 2018; Subadra, 2024). The planning process for tourism villages should be continuous, system-oriented, comprehensive, integrated, and environmentally focused to encourage community involvement (Inskip, 1999). Effective tourism planning incorporates various approaches, including the advocacy approach, cautionary approach, adaptive approach, and knowledge-based approach (Spilane, 1994), with planning characteristics adapting to different hierarchical levels of tourism regions (Paturusi, 2018). In addition, a structured nine-step framework can guide tourism village development: identifying potential, identifying issues, building commitment, describing impacts, engaging stakeholders, preparing regulations, conducting training, utilizing various media, and studying successful villages (Gede, 2022). These strategies and frameworks collectively ensure that tourism villages can develop sustainably, benefiting both the local community and the environment.

The rise of social impacts that occur throughout the tourism lifecycle, it can be concluded that specific behavioural changes in host communities arise over time due to the influence of tourism (Ryan, 1991). The influx of tourists prompts a re-evaluation of values, social norms, and everyday practices among residents, who may adapt their behaviours in response to the demands and opportunities presented by visitors. The cultural development process demonstrates that primary cultural elements, such as language, traditions, and core beliefs, frequently evolve in conjunction with external influences. In contrast, secondary cultural elements, such as fashion, entertainment, and technology, adapt in more distinctive and disparate ways (Kaplan, 2000). Consequently, the process of cultural adaptation necessitates a collaborative endeavour between newcomers and the local community. This endeavour is most productive when both parties are actively engaged and exhibit mutual respect, thereby creating an environment conducive to learning and integration of aspects of their respective cultures. Mutual acceptance fosters social cohesion, minimises conflict, and enhances the overall tourism experience, thereby promoting sustainable and harmonious relationships (Utami, 2015).

3. Methodology

The research method employed in this study is the survey method. The survey method aims to collect various pieces of information on tourist attractions, such as photographs of tourist sites, the coordinates of these sites, and any supporting or additional facilities available. The data were obtained from multiple sources, including field surveys, the North Lombok Regency Tourism Office, Google Maps, and social media. The North Lombok Regency Tourism Office provided data on the distribution of tourist attractions in tourism villages, the tourism event calendar, and several photographs of tourist attractions. The survey activity was conducted to gather supplementary information not available in the secondary data. The data used include information on tourist attractions in North Lombok Regency and the coordinates of each site, which were mapped and described.

The sampling process for this study utilised the probability sampling technique known as stratified random sampling. This technique was chosen because the population is heterogeneous and clustered, ensuring each population group has an equal chance of being selected as a sample. The population was divided into groups based on similar characteristics, and samples were randomly drawn from each group (Suriani et al., 2023). The sample size was calculated using Slovin's formula, with a 10% margin of error, and analysed using the Location Quotient (LQ) method. The research focused on three tourism villages—mountain, lowland, and coastal—as case studies, covering both emerging and developing village categories. The results of the Slovin formula calculation produced varying sample sizes for each type of tourist attraction. The selection of tourist attractions within the samples was based on the potential of the tourism villages, taking into account the four A's: attractions, accessibility, amenities, and ancillary services. Additionally, the supporting facilities of each tourist attraction in the tourism villages of North Lombok Regency were considered.

4. Discussion

The research findings on the tourism potential of mountainous, lowland, and coastal areas in North Lombok Regency reveal a diverse range of strengths in tourism villages, identified through a Geographic Information System (GIS) approach. The results show differences in potential scores among the villages. Based on the Location Quotient (LQ) analysis, the scores are as follows:

In Pemenang Subdistrict, the LQ values are 0.833 for mountainous villages, 0.120 for lowland villages, and 0.092 for coastal villages.

In Tanjung Subdistrict, the LQ values are 0.208 for mountainous villages, 0.960 for lowland villages, and 1.266 for coastal villages.

In Gangga Subdistrict, the LQ values are 0.729 for mountainous villages, 0.030 for lowland villages, and 0.422 for coastal villages.

In Kayangan Subdistrict, the LQ values are 0.410 for mountainous villages, 0.360 for lowland villages, and 0.422 for coastal villages.

In Bayan Subdistrict, the LQ values are 1.145 for mountainous villages, 0.330 for lowland villages, and 0.422 for coastal villages.

Among the nine tourism villages in North Lombok Regency—Senaru, Pemenang Barat, Menggala, Genggeling, Sokong, Karang Bajo, Santong, Medana, and Gili Indah—the villages exhibit varying potential across different terrains. The case study covering mountainous, lowland, and coastal tourism villages indicates that Bayan Subdistrict has significant potential as a mountainous tourism village, with an LQ value of 1.145 for mountain-based attractions, including natural, cultural, and man-made tourism. However, the LQ values for lowland (0.330) and coastal tourism (0.422) are less than 1, indicating weak development potential in these areas. Therefore, there is a need to focus on developing coastal tourism by enhancing marine tourism attributes in the Carik Beach area of Bayan Subdistrict. This potential can be prioritised for development, leveraging local strengths.

In contrast, Tanjung Subdistrict has strong potential for coastal tourism, with an LQ value of 1.266. The LQ for lowland tourism is 0.208, while the region lacks mountainous tourism potential. This suggests that the focus for tourism development in Tanjung should be on coastal and lowland attractions, capitalising on marine resources as a key local strength. Tanjung's strategic location and excellent accessibility support the development of other tourism products. However, the lowland tourism potential remains limited, and further efforts are needed to diversify tourism offerings and enhance competitiveness. Meanwhile, the remaining three subdistricts—Pemenang, Gangga, and Kayangan—currently show weaker potential for tourism development across mountainous, lowland, and coastal areas.

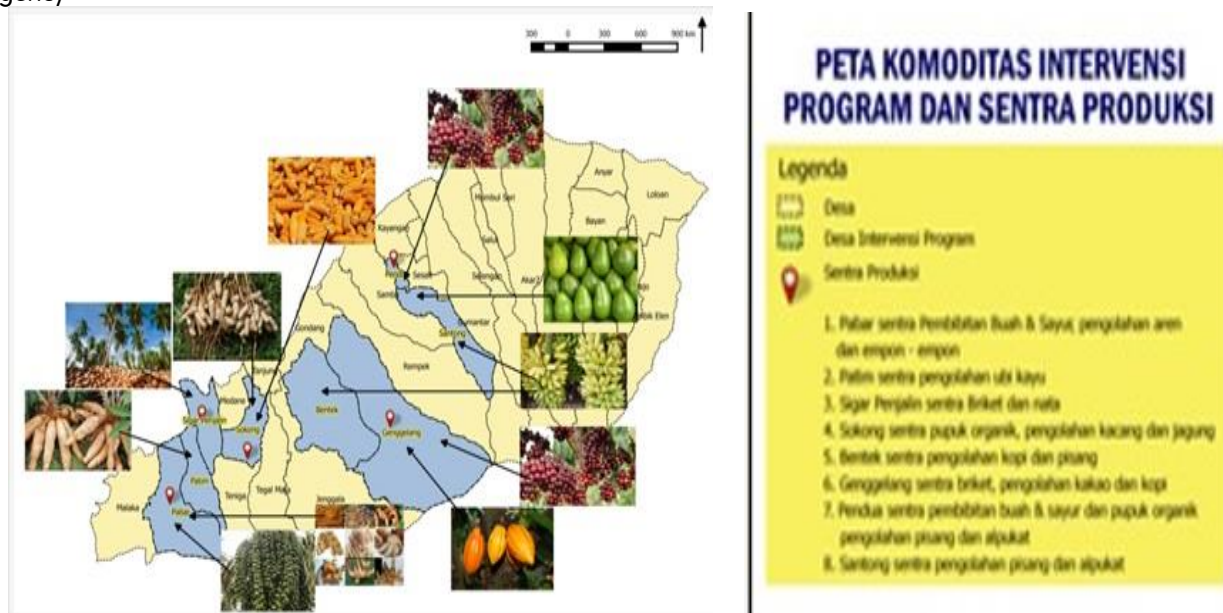
Overall, North Lombok Regency consists of five subdistricts and nine tourism villages distributed across mountainous, lowland, and coastal zones. According to the data, seven villages are categorised as pioneering villages, one as a developing village, and one as an advanced village. The pioneering villages—Bayan, Genggeling, Karang Bajo, Melaka, Medana, Pesona Alam Santong, and Sokong—have the potential to become developing villages by leveraging their unique geographical strengths. The advanced village, Senaru, located in the mountainous region, has already achieved the status of an independent village. Additionally, Gili Indah, a coastal village in the Gili Tramen area of Pemenang Subdistrict, shows potential to become an independent village. The tourism potential of each zone—mountainous, lowland, and coastal—is illustrated in (Figure 1) below.

Figure 1. Potential of Mountain, Plain, and Coastal Tourism in North Lombok Regency



The diverse tourism potential found in mountainous, lowland, and coastal villages highlights a rich array of natural, cultural, and man-made attractions. This diversity enhances the ability of each region to develop tourism based on its unique local strengths, establishing distinctive characteristics and competitive advantages for each village. By leveraging these strengths, villages can work towards achieving self-sufficiency and avoiding the duplication of successful models already implemented by other villages. This approach also helps to prevent social inequality and accelerates the process of transforming villages into independent tourism destinations, ultimately improving the welfare of the local community. To support tourism activities in these villages, appropriate infrastructure and superstructure must be developed. This includes ensuring adequate attractions, accessibility, amenities, and ancillary services. Additionally, local commodities should be integrated into each village's tourism products, enhancing their competitive advantage and promoting authentic local experiences. This comprehensive approach to tourism development is illustrated in Figure 2 below.

Figure 2. Map of Commodities that support the development of Tourism Development Villages in North Lombok Regency



5. Conclusion

Based on the analysis, it can be concluded that the tourism potential of lowland, coastal, and mountainous villages in North Lombok Regency reflects a robust foundation of natural, cultural, and anthropogenic attractions unique to each zone. This diversity facilitates the development of tourism grounded in local strengths, thereby distinguishing each village and providing them with competitive advantages and the potential for self-sufficiency. The heterogeneity of tourism potential across mountainous, lowland, and coastal villages mitigates the risk of replicating successful models from other villages, thereby minimizing social inequalities. This approach also expedites the transformation of villages into developed and autonomous tourism destinations. Additionally, The Location Quotient (LQ) analysis reveals that two villages in North Lombok Regency exhibit strong potential for development as mountainous and coastal tourism villages, with LQ scores exceeding 1. These villages are bolstered by local commodities that enhance the development of distinctive tourism products, thereby strengthening their competitiveness and contributing to sustainable village tourism.

Furthermore, the strategic development of tourism in these villages aligns with contemporary theories of sustainable tourism, which emphasize the importance of leveraging local resources and community involvement. By capitalizing on their unique attributes, these villages can create a diversified tourism portfolio that not only attracts a broad spectrum of visitors but also fosters economic resilience and cultural preservation. This multifaceted approach ensures that tourism development is inclusive, equitable, and sustainable, ultimately contributing to the long-term prosperity of North Lombok Regency.

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