

Tourism Development in Improving Community Welfare in West Lombok Regency

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Abstract. The West Lombok is a tourist destination area in the West Nusa Tenggara Province, which has a strategic role as a tourist destination. This study aims to gain an overview of the effects of tourism growth in the West Lombok Regency, West Nusa Tenggara, on improving community welfare. Techniques for processing data are interviews, observation, and documentation. The results showed that after the 2018 earthquake, tourism growth in West Lombok was improving with the availability of different support facilities at tourist attractions. The growth of tourism has impacted the livelihoods of people from the agricultural sector to the service sector, such as transport services and tour guides. In addition, the growth of the trade sector and the home industry, such as stores, stalls, beverage stalls, hawkers, street vendors, and different kinds of art shops, but the revenue they earn is still very far from the expectations they want because they lose competitiveness with entrepreneurs with capital that causes traders to raise the price of goods to increase revenue, high prices affect visitors who prefer shopping outside tourist attractions because of lower prices, they prefer luxury shops if they shop at tourist attractions so that people's wellbeing does not increase.

Keywords: Tourism Development, Community Welfare, West Lombok

1. Introduction

The tourism sector, especially in West Nusa Tenggara, is one of the potential sectors for growing regional income and improving the community's welfare. To contribute to the economic growth of the city and local revenues, the program for developing and exploiting regional tourism resources and potential is intended to (PAD). Tourism is seen as a multidimensional operation from a set of processes of tourism growth capable of conducting activities that are not only economically focused but also other relevant sectoral activities to enhance the community's welfare.

West Lombok is one of the districts in West Nusa Tenggara (NTB) Province; West Lombok tourism development fosters community hope, particularly the hope of having a job outside the agricultural sector. The rising number of visitors visiting will open up broader job opportunities and opportunities to help increase the income of people. The goal of the tourism development program is to improve and expand product diversification and the quality of national tourism based on community empowerment, cultural arts, and local natural resources (charm) while preserving traditional arts and culture and preserving the environment, and the growth of the tourism industry, in particular foreign (international) markets [1].

On regional government, which makes the tourism sector an optional income-enhancing industry for the region. Nature tourism, nature reserve tourism, and tourism that pays attention to nature conservation, referred to as the philosophy of tourism, are the types of tourism that have received government attention to be established in Indonesia today. This declaration aims to empower and involve the community in preserving nature, cultural heritage, and tourism growth [2].

Concerning tourism has the objectives:

- a. Increase economic growth.
- b. Improve people's welfare.
- c. Eliminate poverty.
- d. Overcome poverty.
- e. Preserve nature, environment, and resources.
- f. Promote culture Promote.

- g. National image.
- h. Foster love for the country.
- i. Strengthen national identity and unity.
- j. Strengthen friendship between nations [3]

It is very well established that many concerns need to be addressed by both parties, including the lack of community engagement in the process of tourism growth and public understanding of the idea of tourism development, which means that people outside the West Lombok Regency are more likely to take advantage of the tourism industry. Moving on from the above background, the author is interested in writing in West Lombok, West Nusa Tenggara Province, under the title *Tourism Growth in Increasing Community Income*.

The problems posed in this paper are How are tourism growth and the effect of tourism development on community welfare in the West Lombok Regency? This study aims to examine how tourism development and the effect of tourism growth in the regency of West Lombok on community revenue.

2. Research Methods

A descriptive-qualitative writing method is a method used to solve this problem. Qualitative descriptive writing is written to create an impression of circumstances or events [4]. Another study also mentioned that qualitative descriptive writing is intended to provide symptoms, details, or events systematically and accurately regarding the characteristics of a specific population or region.

"Information sources in writing are: "The subject from which data can be collected. 3 (three) Data sources are established: humans, location, and documents [5]. Data sources are divided into three levels to make it easier to classify the writing performed, namely:

- a. Person (data source in the form of people). Data sources can provide data in the form of oral answers through interviews or written answers.
- b. Place (data source in the form of the form). The data source presents a view of a state of rest and motion. This research has been conducted in West Lombok Regency.
- c. Paper (data source in the form of symbols or documents).

3. Results And Discussion

In general, economic enterprises that are rising due to the growth of tourist destinations are individual initiatives. This company has something to do with the tourism market: to satisfy the tourist demand during their tour visits. In this article, the theory will be discussed using states that tourism can impact or benefit visitors and host communities and, through economic benefits brought to the region, can boost living standards [6]. This is more regarding the impact provided to the local community.

3.1 Impact on Increased Employment

Suitable facilities and infrastructure have also been built in conjunction with the growth of tourism. Local groups will have the chance to take part in the hunt for differences believed to boost their quality of living. Tourism creation should include the main components as follows:

- (1) Objects and appeal that includes the appeal of the usually based primarily on natural resources, cultural, or artificial/artificial, such as events or often referred to as particular interest [7].
- (2) Accessibility includes transportation system support which includes: transportation routes or routes, terminal facilities, airports, ports, and other modes of transportation.
- (3) Amenities that include tourism support and support facilities which include: accommodation, restaurants (food and beverage), retail, souvenir shops, money exchange facilities, travel agents, tourist information centers, and other conveniences.

- (4) Supporting facilities, namely the availability of supporting facilities used by tourists, such as banks, hospitals, etc.
- (5) Institutions, namely the relationship with the existence and role of each element in supporting the implementation of tourism activities, including the local community as the host [8].

Economic benefits are the benefits most felt by residents for visitor arrivals. Most of the population is also traders, besides being farmers. This tourism effect is most significant in fostering improvements in their livelihood patterns. It expands the opportunities for residents with direct access to the tourism industry, clearly seen shifts in livelihoods or jobs after tourism growth. In the tourist areas, many residents now work as motorcycle taxi drivers or as transport service providers or trade either hawkers, stalls/stalls, street vendors, or shops based on the author's findings and interviews that the author has done.

The growth of transport services impacts the development of tourism; where transport was very rare in the past, but vehicles were increasingly operating after tourism development. So there are several options for visitors, both public transportation and travel. Tourism travel companies have arisen in the form of travel agencies to ensure the smooth operation of such transportation. This undoubtedly has an impact on the local community's growing job opportunities.

One of the primary elements of ongoing tourism is transportation or transport, which defines the distance and time of travel. Transport allows all wheels in the tourism industry to shift, beginning with tourists visiting tourist attractions before returning to their place of origin. Moreover, with the development of resting hotels and restaurants, the accommodation is now more complete, so residents have opened up job opportunities. Compared to simple hotels or homestays, hotels with complete facilities need staff with higher education and experience. This is intended for smooth service and contact with foreign visitors who also linger there. Prominent hotel entrepreneurs with complete facilities must have the bravery to choose between sending back-to-school workers with comparatively low levels of education so that they can be matched with those with tourism experience or at least have a basic knowledge of tourism. Still, outsiders are more likely to want to fill positions because local community hotel owners need more education. Local people who work in hotels and restaurants can raise their family's living conditions, but those who lack education still get income that can only meet their everyday needs; there is also a limited opportunity for people to have direct access to tourism from the author's observations.

3.2 Impact on Community Income

States that tourism development must be carried out based on the following criteria:

- (1) Based on the deliberation results and consensus of all stakeholders (government, private, community).
- (2) Providing benefits for the people, material, spiritual, cultural, and intellectual benefits.
- (3) Based on environmental principles and healthy ecology, not contradicting the local population's social, cultural, and religious traditions in a position that can degrade their dignity as human beings.
- (4) It should be controlled so that it does not exceed the environmental carrying capacity threshold and does not become an obstacle to improving the quality of healthy human relations based on justice and equality [1], [9].

It should be carried out in collaboration with all parties in the development of tourism, but this is still not being done by the district government of West Lombok because, based on the observations of the author, there are still people who complain that tourism development is only more lucrative for entrepreneurs who have money. All parties are involved, but the government rarely socializes [10]. However, there is only a tiny part of it. However, the role of the community is required in the development of tourism, particularly beaches, to maintain safety and comfort, not only from the police, such as in the development of Kuranji Beach, Cemara Beach, and Senggigi Beach.

West Lombok tourism growth, particularly Kuranji and Cemara beaches, residents are not allowed to grow both in trade and transport suppliers, this can be seen from people who are unable to compete with newcomers or hotels that already have money, and it is undeniable that tourism has a

positive impact on community revenue. Many locals appreciate the results, but it differs from the revenue obtained from services rendered by hotels or newcomers with more money. Hence, the city needs to be given more opportunities to dominate tourism services, such as goods and transport services.

The community, mainly traders and entrepreneurs who have money, most of them who become merchandise suppliers, offer tourists high prices because of the limited income they get, based on observations and interviews that the author conducted because of being unable to compete. High prices cause many visitors to carry supplies from outside, and they do not shop at tourist attractions. If they prefer shopping in a more convenient place such as large stores, this would also reduce the income of people who trade in tourist areas, all of this should not be blamed on the individuals who sell alone, but to provide justice to the city, the government must also play a role in this because the prices offered by entrepreneurs who have capital are not less than local traders, but because of the accessibility of the place and the completeness of the items delivered to make visitors prefer to shop there.

Different bars, art shops, shops, taverns, hucksters, or street vendors appear in the trade sector that sells various accessories and handicrafts as seen around the beach. To complement the hotel and restaurant, souvenirs at tourist attractions are available. Tourism and souvenirs are two almost inseparable items. Tourists tend, in general, to buy something to take home. This propensity is closely linked to the urge for particular objects to immortalize the tourist experience. However, because of their limited resources, small traders who are residents cannot compete with hotels or large shops in this situation.

4. Conclusions

Based on the research results, it can be concluded that the development of tourism in West Lombok has begun to improve with the availability of different facilities and the effects of the development of tourism, as shown by the increase in jobs and income in the West Lombok Regency, indicating a change in livelihoods or an increase in employment in the population. The growth of the trade sector and home industries, such as restaurants, food stalls, beverage shops, hawkers, street vendors, and art shops, from the agricultural sector to the service sector, such as transport services and tour guides, but the income they receive is still very far from the desired expectation because they are unable to compete with outside entrepreneurs who have capital. In particular, merchants are more likely to raise the price of goods to increase their profits, but because of lower prices, this also makes visitors more appealing cloud shopping outside tourist attractions; even though they shop at tourist attractions, they choose luxury shops because they are more relaxed so that the income of people does not continue to increase. The government should make more pro-local policies to further increase jobs and community income and socialize merchandise prices so that visitors always shop at tourist attractions and provide more opportunities for tourism growth in the Regency West Lombok.

5. References

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