

Mapping of Ulem-ulem Ecotourism Destination Development Strategies in Tetebatu Tourism Village

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ABSTRACT

The research is located in Ulem-ulem destination of Tetebatu Village. Management of Ulem-ulem forest area and its surroundings has not been optimally carried out, resulting in less effective inter-sectoral coordination. The pattern of natural resources utilization by the community and government has not been fully able to support natural preservation, such as minimum understanding of the concept of ecotourism. In addition, the Tourism Village Management Agency and Tourism Awareness Group of Tetebatu Village do not yet have systematic planning and with integrity related to the development of sustainable ecotourism at Ulem-ulem destination along with waste management that has not yet been implemented. The research employs mixed methods, qualitative and quantitative. To answer the problem formulation regarding development strategy, the researcher employs a qualitative SWOT Matrix approach and questionnaires. The results are presented in four different sub-studies which as a whole will be further discussed.



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1. Introduction

The practice of developing tourist villages in Indonesia has largely spawned many tourist villages in various regions based on their respective basic potencies. At least until 2016 there were 576 river tourism villages, 165 irrigation tourism villages, 374 lake tourism villages (Rizkianto and Topowijono, 2018). The concept of rural tourism is tourism with a unique

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product that offers the natural life of rural areas. Rural tourism is expected to be a new travel option (Susyanti, 2013). The development of rural tourism is supported by three factors: first, rural areas have relatively more authentic natural and cultural potency than urban areas as well as rural communities still carry out cultural traditions and rituals and topography that are quite compatible. Second, rural areas have a physical environment that is relatively pristine or has not been heavily polluted by various types of pollution compared to urban areas. Third, at a certain level, rural areas face relatively slow economic development, so optimal utilization of the economic, social and cultural potency of local communities is a rational reason for developing rural tourism (Damanik in Anak Agung Istri Andriyani, 2017).

Tetebatu is a tourist village located in Sikur sub-district, East Lombok Regency, West Nusa Tenggara Province. Tetebatu Tourism Village is one of the places to enjoy the enchanting beauty of the scenery at the southern foot of Mount Rinjani which has the enchanting beauty of panoramic views of mountains and rice fields. The Tetebatu tourist village also offers several supporting facilities for tourists such as homestays and restaurants that are easy to find. Apart from the beauty of the rice fields and mountains, in Tetebatu Tourism Village, there are also several waterfalls such as Ulem-Ulem Waterfall, Swallow Bird Waterfall, Kokok Duren Waterfall, Seme Deye Waterfall and Jeruk Manis Waterfall.

One of the tourist destinations that can be an option for nature tourism enthusiasts in Tetebatu Village is the Ulem-Ulem valley ecotourism destination. This destination is in the area of North Tetebatu Village, Sikur District, East Lombok Regency, West Nusa Tenggara Province. The Ulem-ulem destination is currently one of the popular tourist destinations in Indonesia with its natural beauty. Once the visitors arrive at the gate area, the lush trees and cool air can present beauty and freshness to the visitors who come.

Large trees with lush leaves are part of the protected forest that is included in the Mount Rinjani National Park area. Between the branches of the trees around the tourist site, visitors can see a group of long-tailed monkeys hanging and jumping from one branch to another. Between the trees, the manager has placed several seats like bamboo halls where visitors can relax and enjoy the atmosphere. Between the trees at the tourist site, there is also an open area that functions as a camping ground.

In addition to protected forests, there are also artificial dams or lakes, which can collect water from springs in protected forest areas. Visitors can get around the dam by using a wooden boat by paying a ticket for Rp. 5,000. With this boat, visitors will be invited to tour the location of the Ulem-ulem waterfall which is located at the corner of the dam.

Apart from that, the management of the Ulem-ulem forest area and its surroundings has not been optimally carried out, resulting in less effective coordination between sectors. The pattern of utilization of natural resources by the community and the government has not been fully able to support natural preservation, such as understanding of the concept of ecotourism which is still minimum and education on eco-based tourism which has not been carried out. In addition, the Tourism Village Management Agency and Tourism Awareness Group of Tetebatu Village also do not yet have a systematic and integrated plan regarding the development of sustainable ecotourism at Ulem-ulem destinations and waste management that has not yet been implemented.

As for ecotourism from the aspect of waste management in the Ulem-ulem destination area, there is still minimum knowledge of waste management. At Ulem-ulem destinations, there are still many tourists or visitors who are still not aware of cleanliness. The Ulem-ulem destination provides facilities such as trash cans, but awareness about the importance of cleanliness is still lacking and the people around the destination also do not have a strategy related to waste management so that it still becomes a problem at the Ulem-ulem destination in terms of ecotourism in the aspect of waste management.

Garbage is the most important factor in supporting the development of tourist destinations. Where, environmental conditions and the existence of waste are one of the determining factors in attracting tourists to visit a certain area or region. There are seven points contained in Sapta Pesona, the so-called, safe, orderly, clean, cool, beautiful, friendly, and memorable. Of the seven points, the researchers focused on cleanliness related to waste. The implementation of waste management in the Ulem-ulem forest area is still lacking in waste management education, resulting in trash still being scattered around the destination location.

Therefore, the concept of ecotourism education is in line with the value of environmental conservation in every ecotourism attraction carried out at the Ulem-ulem destination which, if implemented properly, will provide more knowledge to managers and even tourists in making tourist visits to the village. To be able to develop the educational potency of ecotourism at the Ulem-ulem destination certainly requires good planning, so that it can have a positive impact on the community around the village.

Based on the description of the problem discussed above, the researcher is very interested in researching and describing the problem of developing eco-based a tourist area by taking the title "Strategy for Ulem-ulem Ecotourism Destination Development in Tetebatu Tourism Village".

2. Methods

This research is mainly located in Ulem-ulem tourist destination, Tetebatu Village, Sikur District, East Lombok Regency, West Nusa Tenggara Province. The selection of this location was based on several considerations, such as the problems of cleanliness and management of the Ulem-ulem tourism destination, and the probability of Ulem-ulem destination to be developed as a potential ecotourism destination. Another interest departs from the reason that Ulem-ulem destination in the Tetebatu Tourism Village constitutes one of the best tourist villages not only in West Nusa Tenggara, but also in Indonesia. Data collection techniques are carried out using three main instruments: observation, interviews, and documentation.

Meanwhile, the technique for determining informants in this study was carried out using a purposive sampling technique, the so-called a sampling technique to obtain data sources with certain considerations, one of which is credibility and knowledge related to the object of research. Therefore, the main informants in this study were the Head of Village, Tourism Awareness Group of Tetebatu Village, and the local community. As for the data analysis technique in this study uses a qualitative SWOT Matrix approach developed by Kearns and a questionnaire.

3. Results and Discussion

The potency of Ulem-ulem Ecotourism Development in Tetebatu Tourism Village

After conducting a review through in-depth observation during the research, there are several ecotourism potencies in the Ulem-ulem tourist area which are not only natural destinations, but also cultural and culinary. The potencies in the Ulem-ulem ecotourism destination area are explained as follows: 1) South Rinjani tracking route, 2) Camping ground, 3) Sadep aren, 4) Coffee, 5) Ulem Ulem Dam, 6) Banana chips, 7) Tain lale, 8) Salted peanuts, 9) Palm dodol, and 10) Palm syrup.

Identification of SWOT Factors

There are two main factors identified in the development of ecotourism in Ulem-ulem area based on the SWOT mapping technique, they are internal factors and external factors. The internal factors generate sub factors, including:

a. Strength

From the verification and identification results obtained, four strength factors are driving the development of the Ulem-ulem ecotourism destination location, they are: a) nomination for the UNWTO best tourism destination award, b) having beautiful natural panoramas, c) strategic location and adequate road access, d) the presence of a tour guide who is quite competent, and e) the accommodation is quite complete.

b. Weakness

Meanwhile, from the results of the research conducted, researcher found six weak factors that became obstacles to the development of Ulem-ulem ecotourism destinations, they are: a) tourism promotion that was not maximized, b) environmental management in tourist areas was still not optimal, c) inexperienced human resources that has expertise in the field of tourism, d) environmental cleanliness in tourist locations that is still not maintained, e) lack of awareness of tourists and some communities about the importance of tourism activities, and f) financial support from local governments is still lacking.

Meanwhile, external factors in realizing the development of the Ulem-ulem ecotourism destination have two sub-points, the so-called opportunities and threats.

c. Opportunities

There are eight opportunities that are driving factors for the development of Ulem-ulem Destinations, they are: a) increasing accessibility to tourist areas (road signs, visiting tickets, road facilities, and others), b) community support to participate in tourism development, c) the tendency of tourists who want to visit tourist sites, d) increasing the number of new business fields, e) increasing private investment, f) increasing local revenue, g) the number of new programs or new tour packages being offered, and h) alternative tourism destinations.

d. Threats

Threat factors are inhibiting factors for the development of a tourist area, including the Ulem-ulem ecotourism destination, they are: a) the development of other tourist objects that increase competition, b) lack of awareness of the younger generation regarding tourism science, c) weakness of local government policies in developing Ulem-ulem destinations, d) changing mindsets and behavior of the people due to tourism development, and e) environmental pollution of destinations due to waste.

Internal Strategy Factor Analysis

The analysis of the internal environment was carried out on internal strategic factors consisting of strengths and weaknesses in the development of Ulem-ulem ecotourism destinations in Tetebatu Tourism Village, East Lombok, as seen in table 1.

Table. 1

No	Strength	Weight	Rating	Score
1	Located at the foot of Mount Rinjani	0,08	4	0,32
2	Has a beautiful natural panorama	0,07	3	0,21
3	Strategic location and adequate road access	0,06	3	0,18
4	There is a tour guide who is quite competent	0,02	3	0,06
5	Complete accommodation	0,07	3	0,21
Total Strength		0,3		0,98

Source: Composed by author (2022)

No	Weakness	Weight	Rating	Score
1	Tourism promotion that has not been maximized	0,07	3	0,21
2	Environmental management in tourist areas is still not optimal	0,05	3	0,15
3	Human resources who are less experienced and have expertise in the field of tourism	0,05	2	0,1
4	Environmental cleanliness in tourist sites that are still not maintained	0,05	3	0,15
5	Lack of awareness of tourists and some communities about the importance of tourism activities	0,06	3	0,18
6	Funding support from the local government is still lacking	0,05	2	0,1
Total Weakness		0,33		0,89
Total Strength and Weakness		0,63		2,4
Strength Score - Weakness = 0,98 – 0,89			0,09	

Source: Composed by author (2022)

External Strategy Factor Analysis

The external environmental analysis carried out is on external strategic factors consisting of opportunities and threats in the development of ecotourism Ulem-ulem destinations in Tetebatu Tourism Village, East Lombok, which can be seen in table 2.

Table.2

No	Opportunity	Weight	Rating	Score
1	Increased accessibility to tourist areas (road signs, visiting tickets, road facilities, and others)	0,10	1	0,1
2	Community support to participate in tourism development	0,10	2	0,2
3	The tendency of tourists who want to visit tourist sites	0,08	1	0,08
4	Increasing the number of new business fields	0,10	2	0,2
5	Increased private investment	0,09	1	0,09
6	Increased Regional Original Income	0,09	1	0,09
7	The number of new programs or new tour packages offered	0,09	1	0,09
8	The addition of alternative tourist destinations	0,09	1	0,09
Total Opportunities		0,74		0,94
No	Threats	Weight	Rating	Score
1	The development of other tourist objects that increase competition	0,10	2	0,2
2	Lack of awareness of the younger generation regarding the science of tourism	0,06	2	0,12
3	Weak local government policies in developing Ulem-ulem destinations	0,09	2	0,18

4	Changes in people's mindset and behavior due to tourism development	0,09	2	0,18
5	Destination environmental pollution due to waste.	0,10	3	0,3
Total Threats		0,44		0,98
Total Opportunities and Threats		1,18		1,92
Opportunities Score - Threats = 0,94-0,98			-0,04	

Source: Composed by author (2022)

Mapping the Position of Ulem-ulem Destinations

Mapping the position of the Ulem-ulem destination is conducted by combining the strengths, weaknesses, opportunities and threats so that these can determine coordinate points and be mapped on the matrix position. From Figure 4.4, it shows that the relative position of the Ulem-ulem destination area is at coordinate points (0.09 and -0.04) in quadrant II which indicates that the Ulem-ulem destination area is stable. The stability strategy is directed at maintaining a situation by trying to take advantage of opportunities and improve weaknesses.

Ulem-ulem Ecotourism Destination Development

From the results of the validity and reliability tests obtained by the researcher, it can be concluded that the ecotourism development strategy at the Ulem-ulem destination in East Lombok uses the WO (weakness opportunity) and WT (weakness threat) strategies. Where the WO strategy is by increasing community support for promoting Ulem-ulem destinations. As for the WT strategy is by adjusting the mindset of the community or visitors at tourist sites so that the Ulem-ulem destination is not polluted by garbage, increasing public awareness of tourism in order to reduce the negative image in tourism activities.

4. Conclusion

Based on the results of the research and discussion, it can be concluded that the potency that exists in the Ulem-ulem ecotourism destination is the southern Rinjani tracking route, camping ground, sadep aren, coffee, ulem ulem dam, banana chips, catfish tain, salted peanuts, palm dodol, and syrup aren. Meanwhile, from the results of the validity and reliability tests obtained by researcher, it can be concluded that the ecotourism development strategy at the Ulem-ulem destination in East Lombok uses the WO (weakness opportunity) and WT (weakness threat) strategies. Where the WO strategy is increasing community support for promoting Ulem-ulem destinations. As for the WT strategy is adjusting the mindset of the community or visitors at tourist sites so that the Ulem-ulem destination is not polluted by garbage, increasing public awareness of tourism in order to reduce the negative image in tourism activities.

Suggestion

The suggestions that can be given from the results of this study are that the people who manage these destinations should mutually work together to develop the existing potency in order to become superior tourism, forming a Tourism Awareness Group who is responsible for the management and operation of tourist attractions for a village scale. Meanwhile, the community and village government should work together in an effort to improve the Ulem-ulem destination development strategy. Also, the community and village government need to increase awareness to maintain the attraction and the land used to minimize environmental damage caused by the conversion or use of land as a tourist attraction.

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