

Tourism Destination Competitiveness; SWOT Perspective, Aik Bual Central Lombok, Indonesia

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Article History

Received: 22-07-2023

Revised: 23-07-2023

Published: 25-07-2023

Key Words:

Destination, competitiveness,
SWOT, Tourism

Abstract: This study aims to determine the distribution of tourism potential and comprehensively examine how the potential of bual tourism is explained based on its strengths and weaknesses. Case studies are research accommodated with a qualitative descriptive approach. Data is collected from reliable sources of information; People who know how aik bual tourism is formed and operates. The informants are village governments, youth representatives, and aik bual tourism activists. All collected data is then analyzed using the SWOT approach to be presented as the final result of the research report. The results showed that aik bual tourism is rich in natural and cultural resources. This power can be an advantage when maximally managed. Limited human resources who understand tourism literacy are important research findings. Therefore, solutive efforts are needed to anticipate these problems, for example through continuous training both by the government and initiated by the community.

How to Cite: Ahmad, Samsul Muslim, Mona Atika, Muhammad Nuh Ilyas, & Taufiq Kurniawan. (2023). Tourism Destination Competitiveness; SWOT Perspective, Aik Bual Central Lombok, Indonesia. *JMET: Journal of Management Entrepreneurship and Tourism*, 1(1), 63–73. <https://doi.org/10.61277/jmet.v1i1.19>



<https://doi.org/10.61277/jmet.v1i1.19>

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Introduction

The rapid growth of the West Nusa Tenggara (NTB) tourism sector, especially on Lombok Island, not only attracts the attention of tourists to come to Bumi Seribu Masjid, but tourism in general also encourages the economic growth of local residents (Basri et al., 2020, 2021; Zhang & Gao, 2016). Lombok is one of the islands in the West Nusa Tenggara Province with an area of 5,435 km², which places it in the 108th rank of the list of islands based on area in the world. On Lombok Island there are four districts namely East Lombok, North Lombok, West Lombok and Central Lombok. Several districts / cities on the island of Lombok have tourism and fisheries sectors as supporting sectors in regional development and development (Inzana et.al, 2021).

Each region has diverse natural and cultural potentials, so it has its own charm and advantages. West Nusa Tenggara Province is rich in natural resource potential, and has cultural and racial richness that is different from other provinces in Indonesia. The existence of natural and cultural potential that is owned, will attract many foreign tourists to visit West Nusa Tenggara, and provide its own benefits. This province won an award as the world's best

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halal tourist destination in 2015, 2016, and the world's best halal honeymoon destination award in 2016, then the island of Lombok won the title as the best halal tourist destination in Indonesia in 2019 (Lombokpost, 2019). The birth of halal tourism is inseparable from the population. The population will be one of the main capitals in the development of halal tourism in West Nusa Tenggara in the present and the future because it has a dual function, in addition to being a human resource asset, it also serves as a potential source of Indonesian tourists. Sociologically, the population aspect in West Nusa Tenggara Province greatly supports the implementation of halal tourism because of the relatively homogeneous community conditions both in terms of ethnicity and religion. (Jaelani, 2014).

The management of tourism objects in West Nusa Tenggara is an effort by the local government to increase regional income potential, as well as being able to act as a stimulant of regional economic growth, in optimizing the function and role of the tourism sector for economic growth. One of the areas that has natural resource potential in West Nusa Tenggara is Desa Wisata Aik Bual, Kopang district, Central Lombok district. Aik Bual Tourism Village is a highland village located at the foot of Mount Rinjani, the potential of Aik Bual Village is; Half surrounded by village forests and rice fields, these forests are rewarded by the World Bank for their contribution to maintaining emissions. In addition, the village has Nyeredep Waterfall and Suling Cave (village profile, 2021).

Aik Bual Village is one of the tourist village destinations in Central Lombok Regency that is being developed. The existence of tourist villages today has a good allure, not only because Indonesia consists of various traditions and cultures, but the natural wealth that stretches between one village and another village has its own uniqueness and distinctiveness. So that when tourists try to know more about one of Indonesia's tourist villages, of course they will visit it, therefore, the main principle applied by the village is how the noble values both traditions and cultures that are inherent and have become characters must remain protected (Syah, 2015).

The tourism village program as one of the programs for community empowerment is intended to realize community independence to be able to live well through the utilization of the potentials owned by a village, Community empowerment through the tourism village program is also intended to contribute to the development of a good area to protect against damages that may occur, such as the threat of loss of cultural potential resources that exist in the community (Mustangin, et al, 2017).

Tourism village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that blends with applicable procedures and traditions (Nalayani, 2016). In developing tourism villages, the government and the community should develop the concept of Bhinneka Tunggal Ika. That is, the principle of difference that exists in the village but still reflects the identity of the nation. Various cultures, traditions, natural beauty, crafts and others that become the identity of an island are a small part of the wealth owned by Indonesia. That is then a concentration and foundation for developing the village into a tourist destination without competition in grabbing tourists (Firmansyah, 2017).

As a village located in Central Lombok district, Aik Bual Village is preparing to support the readiness of Central Lombok district as a favorite tourist destination in West Nusa Tenggara Province. In addition, in welcoming an international scale event in Central Lombok district, namely MotoGP, it is an opportunity for Aik Bual Tourism Village to prepare and manage its tourism village to be even better and ready to welcome visitors based on the potential of the existing village (Kurniansyah, 2021).

To prepare and manage the tourism village owned by the Aik Bual tourism village, Peran in the form of thoughts, energy and skills in the form of expertise of the people of Aik Bual Tourism Village in the development of tourist attractions is needed because it is related to the strategy of developing tourism objects through village meetings and deliberations. Because people know better what they want and need to make a more developed village. Aik Bual Village itself already has an official forum, namely the Tourism Awareness Group (Pokdarwis), the Spring Protection Community (Permata) and the Recitation Council, Karang Taruna where the community can provide ideas or ideas for the development of tourist attractions and later be consulted with all elements of society in Aik Bual Village (Alwiansyah, 2022). Therefore, our goal is to make this report so that it can help develop this Aik Bual Tourism Village.

Research Method

Descriptive qualitative research is a type of research methodology applied to explore and understand a phenomenon in its natural setting. It seeks to provide an in-depth and detailed account of the characteristics, qualities, and experiences associated with the subject of study. This approach is particularly useful when the aim is to gain insights into complex and nuanced aspects of a topic or when the researcher wants to understand the perspective of participants in their own words. This research collected data through informants; village authorities, the representative of youth, tourism players, and local community. Observation-participant was completely conducted for more than 5 months in which the research is a true inhabitant in the location of the research. All data collected were then tabulated and analyzed with SWOT explaining the strength of the potentials and wrote down the weakness of the destination.

Result and Discussion

Aik Bual in History

Tourism Village is a form of community empowerment in order to increase the economic income of the community, especially farmers. The form of a tourist village is the development of a village model that is used as a complete tourist attraction in the village. So that it benefits farmers and the surrounding community because it allows everything as facilities in the tourism village (Kusniawati, 2017). This has continuity with the history of the tourist village of Aik Bual who came to grow crops or in sasak terms called Berau.

Aik Bual Village is one of the villages in Kopang District, Central Lombok Regency, and is a previously part of village of Wajageseng Village.

Based on the strong desire of the community to accelerate development and improve the quality of better public services, precisely on February 25, 2002 leaders in Bual Hamlet

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and its surroundings held a deliberation to plan the expansion of the area or separate from Wajageseng Village which at this inaugural meeting, led by a figure from Rabuli Hamlet, H. Zainal Abidin, and attended by more than 20 community leaders from several hamlets namely, Bual Ramus Hamlet, Bareeleh, Talun Ambon, Nyeredep and surrounding areas. In this meeting there was a point of agreement which in essence was a strong desire to separate from the mother village which at that time was headed by H. Habiburrahman.

Starting from this, the idea of village expansion blew until it was heard by the sub-district government, to the ears of the Regent of Central Lombok Drs. H. Muhammad Suhaimi, like a for tats before the Proposal on Village expansion in the Central Lombok Regent's work Calling Community Leaders represented by H. Zainal Abidin to the Pendopo to ask the extent of readiness about the Village expansion in question, starting from the name of the village prepared, to the number of inhabitants and boundaries of the expansion area, which was initially included in the expansion design proposal as many as eight hamlets which were then first worked on at the end of 2002. However, after some time passed, it turned out that what was expected had not yet become a reality because it was bumped with Regional Regulations and budgets that were not sufficient to meet the regional expansion in Central Lombok Regency, with a feeling of hope to be anxious for the second time The expansion proposal was made in mid-2004 when Wajageseng Village had changed leadership, which at that time was headed by Lalu Muliadi and L. Agus Rosihun as Sekdes, after the proposal was sent to the district, the story seemed to end, because so much time passed but the awaited answer never arrived, in the midst of waiting so tiring, finally at the end of 2008 the district asked to change the area coverage of the proposal to seven hamlets, namely Rabuli, Bual, Ramus, Bareeleh, Nyeredep, Talun Ambon, and Agriculture. With a burning spirit and driven by noble ideals, community leaders, youth agreed to change the content of the coverage area in the Proposal which was then made by Wajageseng Village Secretary Lalu Agus Rosihun.

It turns out that the struggle has not ended here because only on July 16, 2010 the government set to bloom 15 villages in Central Lombok Regency, one of which is Aik Bual Village, Kopang District, Central Lombok Regency.

Aik Bual is taken from a combination of two words, namely Aik and Bual which previously, so many names appeared to be used as a designation for this village, including, Sangkariang Village because it coincided with Mount Sangkareang in the north, and there were also those who proposed that the name used was Bual Village, because all hamlets in this Village Area originated or moved from Bual Hamlet, After a fairly tough deliberation, finally it was decided that the name of this village is "Aik Bual" Village because it includes Seven Hurups Representing Seven Hamlets as a form of Unity and Unity in welcoming the expansion. While the word Aik is a symbol of the springs in Bual hamlet as well as a philosophy so that this village in the future will become a cool, beautiful and beautiful village and always flow clear water even though the dry season comes as well as a form of uniformity with villages whose areas are in the north, such as Aik Bukak Village, Aik Darek Village.

Finally, when a historic and thrilling moment arrived with the decision of the Minister of Home Affairs in 2010, now Aik Bual Village has bloomed and become a definitive village marked by the appointment and inauguration of Lalu Agus Rosihun as a Temporary Officer with a decree by the Vice Regent of Central Lombok H. LALU NORMAL SUZANNA.

In starting the journey of Village Government Administration, for the first time on December 22, 2010 Public services were temporarily opened in an old house that has weathered with age as well as being used as an Aik Bual village office considering that Aik Bual village does not yet have a permanent office. With determination and cooperation as well as a strong desire from the community, in less than 6 months Aik Bual Village has had an office with a size of 15.66 m X 9.66 m on 6 Ha of land which is the result of community self-help located in Bual hamlet (Village profile, 2021).

Tourism Copetitiveness

Natural potentials

Aik Bual Village is a village located in Kopang District, Central Lombok Regency, NTB Province. Aik Bual Village is located at the foot of Mount Rinjani which is a favorite tourist destination in NTB and has diverse tourism potential such as reservoirs, rice fields, animal husbandry, cycling tracks and forests. The tourism potential of the village makes the residents of Aik Bual Village take advantage of livelihood opportunities through the provision of homestays, tour guides, and the provision of canoes for tourists who visit (Kurniansyah et al, 2021). The contribution of the community in Aik Bual Tourism village, Kopang District, Central Lombok Regency, has succeeded in making Aik Bual tourism village a tourist village with its attraction in the form of Embung Village which is half surrounded by village forests and rice fields and Nyeredep Waterfall. (Lusi, 2023).

1. Embung Bual Tourism Destinations

Aik Bual Village is one of the areas on Lombok Island located in the Hulu Das Renggang area and part of the area is a Protection Forest area. Aik Bual Village has a fairly high biodiversity potential which is characterized by the abundance of flora and fauna potential, the potential for carbon stocks that are quite worthy of being taken into account for environmental service programs and the potential of springs that become one of the water sources of PDAM Central Lombok Regency. One of the tourist attractions that has a fairly high attraction in Aik Bual village is Embung Bual. Embung Bual is a dam originating from Bual spring which is used as a tourist area with various activities in it, such as recreation, picnics, camping, and ecology-based tourism activities such as soft trekking in the forest area around the dam area and wildlife observation.

The border area of Embung Bual has a vegetation composition of 22 species and has a fairly high diversity index that can support the existence of Bual spring as one of the water sources in Aik Bual village. The high benefits of Embung Bual for the surrounding community result in the need for caution in planning tourism development and determining the type of tourist activity around the area. Planning for Embung Bual tourism development cannot only focus on aspects of preservation and utilization, tourism development must also ensure the continuity of ecological processes (Webliana, et al, 2019).

Natural tourism development planning focuses on several factors such as attractions, amenities, accessibility, institutional components and environmental components. Embung Bual tourist attraction is one type of artificial attraction that requires supporting attractions to be able to increase its existence as the main attraction of a tourist area. Some supporting attractions that can be formed in this area are campsites, playgrounds, picnic spots, and supporting facilities such as prayer rooms, culinary places, toilets and other infrastructure facilities that can increase comfort for tourists visiting the location (Permatasari, et al, 2019).

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The development of the type of tourism in the area must be matched with the physical properties of the environment so that the type of tourism does not damage the environment. One important factor that determines the suitability of environmental components for a tourist activity is the land factor (Fandeli, 2002). Likewise, the physical environment around the bual reservoir is very supportive for camping activities for tourists who want to camp with adequate supporting facilities such as bathrooms and prayer rooms.

2. Nyeredep Waterfall

Tourism is one of the uses of natural resources that can be of high economic value for an area that manages natural resources into a tourist spot that can attract visitors both from within and from abroad, in addition to high economic value and able to absorb labor and encourage investment development, tourism can grow and increase a sense of pride in the nation so that a more concerned society will grow for a nation. However, the development of tourist attraction areas has not been carried out in several tourist attraction areas (Asriandy, 2016). This has a connection with what is happening in the Nyeredep Waterfall area or Nyeredep spring is one of the two springs that have so far been used by the people of Aik Bual Village, Kopang District, and even used by people in other districts. The moon nyeredep was once quite well known as one of the tourist destinations of its waterfall. Over time the discharge of Nye Redep waterfall spring is decreasing due to poor forest management which causes illegal logging (Illegal Logging)cuku p rampant in the forest of Aik Bual Village. Illegal logging has begun to be controlled with the efforts and determination of the village government and related agencies who always provide direction and guidance and understanding to the local community continuously, slowly from time to time finally community awareness began to grow and understand the importance of maintaining forest sustainability for the sake of survival and as the most valuable heritageNot for posterity in the future. (Village profile, 2021).

Motivation and concrete actions from the community and the government that always transmit the determination of their freedom in preserving the forest environment. The village government will make a new breakthrough mechanism, namely by promoting and introducing the potential of forests and the potential of waterfall (pengembulan nyeredep) by utilizing social media in the form of the internet / Aik Bual Village Website which until now is still being developed in order to achieve maximum results.

3. Goa Suling

The number of tourist attractions in Lombok makes Lombok one of the main tourism destinations. Lombok is one of the islands in Indonesia located in West Nusa Tenggara Province (NTB). The area of this island reaches 5,435 km², placing it in the 108th rank of the list of islands by area in the world. With its tourism potential, it has made it one of Indonesia's tourism destinations, just like Bali which is already known for the beauty of its beaches that are always crowded with tourists. Although tourism on Lombok Island is not as popular as Bali Island, Lombok also has its own uniqueness which is a tourist attraction that is able to attract tourists, both foreign (foreign) and domestic (archipelago) to visit it (Zulfiana, 2020).

Like the case in Aik Bual Tourism Village, in addition to having embung bual tours and Nyeredep Waterfall tours, there is also a suling cave or PKI cave, a cave located right beside Nyeredep Waterfall, Aik Bual Village, Kopang District, Central Lombok Regency, NTB. This distilled cave is a witness to history that during the Japanese colonial period Aik Bual

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Village was also a location controlled by the Japanese government. We got this information from several sources, generally from elements of elders who witnessed and experienced directly the Japanese occupation at that time. This cave is wide and long enough so that it can be entered easily, however, until now no one has ever dared to enter and explore this distilled cave hole completely because it is inhabited by many large snakes (Village profile, 2021).

Cultural Potential

Many cultural tourism attractions are found in villages that are still inhabited by the Sasak Tribe who maintain local wisdom and traditions well for generations. Central Lombok art culture is diverse such as peresean duel dance, beliq drum, mertak noodles, nyongkolan, marong dance ngumbuk tradition, children's knee duel, drama, weaving festival and various performances that can attract tourists (Kanom, 2015). Bappeda NTB, 2019 states that tourist destinations that are of interest to foreign tourists are natural attractions, local cultural customs, honeymoon packages and cruise ship rentals. For domestic tourists with short visits, generally come from the islands of Java, Bali and Sulawesi. Indonesian tourists are interested in beach tourism, adventure, Meeting, Incentive, Convention and Exhibition (MICE), honeymoon, visiting friends/family and culture. (Amir et al, 2020). The cultural potential possessed by Aik Bual tourism village is arguably quite unique, the cultural potential in Aik Bual tourism village includes;

1. Event Bekerase

One of the tourism potentials in this Aik Bual tourism village is Embung Bual, Embung Bual is one of the long-standing tourist attractions in this Aik Bual tourist village, Aik Bual tourist village offers a variety of charms that are very diverse, because it is near the forest and the edge of rice fields that are very beautiful and cool. The beautiful scenery of the rural area is clearly visible from this boasting bucket such as green plants, the activities of villagers to the sounds of nature seem to be priceless beauty for those who love nature.

Every year Embung Bual as a tourist attraction always holds an annual event in Sasak language called the Bekerase Event which is taken from the word Bekerise and in Indonesian has the meaning of repairing, this Bekerase tourist attraction has a series of fishing events en masse by the public and tourists who come. All people and tourists who come to take part in this bekerase event voluntarily in exchange for all types of fish in the bual bucket, ranging from eels, tuna, tilapia, crabs, catfish and all types of fish in this bual bucket are caught free of charge using traditional fishing tools such as sorok or in Indonesian called "nets" For the public or tourists who want to take part in the attractions of this bekerase event while cleaning the surface of the bucket covered by horn plants.

This bekerase event is usually held once a year in the dry season, who follow this event not only from the local community of aik bual village but people from outside the village also enliven this bekerase event, this bekerase event is a cultural heritage from the ancestors of aik bual village to preserve the natural beauty owned by this aik bual tourism village (Nasrun, 2023).

2. Nyelametan

In addition to the bekerase event, the community of Aik Bual Tourism Village also has cultural traditions that are arguably unique, as a community that is aware of the importance of preserving the culture of the ancestors, then all communities with full support from the village government, traditional institutions and all elements of community groups together continue to preserve one of the old traditions, namely nyelamet or nyelametan.

Nyelametan means to save, broadly nyelametan can be interpreted as one of the efforts to maintain the existence of springs in Aik Bual so that it can continue to be used by all residents and become a legacy for children and grandchildren in the future for needs and others. This nyelametan tradition is carried out in two places, namely the embung bual spring area and in the nyeredep spring, these two springs have quite alluring tourism potential. Usually carried out in the dry season because in the dry season the spring water discharge decreases (Ahmad Nur, 2023).

Other Potential (artificial)**1. Cycling Tour**

One of the tourism attractions that can be found in the aik bual tourist village is cycling, this cycling attraction is usually held on Sundays or holidays for tourists who love bicycle sports, this attraction has an alternative for bicycle lovers, both relaxing and mountain. Because this aik bual tourism village has two different tracks, namely jungle track and village track. Where both have their own excitement (Village profile, 2021). Jungle track is a mountain biking route at an altitude of about 500 meters above sea level. The bicycle route to explore the forest was built by residents in a 450-hectare forest, there is a beginner track as far as 8 kilometers which takes about three hours. The existence of the mountain biking track is intended so that the community's economy rises if passed by bicycle tracking enthusiasts. In the forest crossed by the tourists, the air is very cool because of the shady wooden trees as much as 30 percent. Trees that grow in the forest area in the form of mahogany, sengon, jackfruit and the remaining 70 percent are fruit plants that thrive in the area including durian, mangosteen, avocado, banana, and trees. Village track is a cycling route in Aik Bual village which starts from Talun Ambon Hamlet, Agriculture Hamlet, Nyeredep Hamlet, Bare Eleh Hamlet, then finishes inside Bual Hamlet village. In this village track, bicycle-loving tourists cross the Community Forest area (Hairul Anam, 2023).

2. Bamboo crafts

The art of handicraft (kriya) woven bamboo is a tradition that is hereditary in nature, and can also be used as a side job, even a basic job to support the wife's children. This craft has existed since ancient times, even the art of weaving is one of the oldest traditional arts in the world. This craft must be maintained and maintained so that it is not displaced by the times. Woven bamboo is one of the attractions or handicrafts that have high value for tourists, so the government must look more at scientific works in each region. Bamboo woven SMEs can increase the power of tourist villages. Because woven bamboo is able to produce products that can attract tourists to visit the area, and can even buy products that are produced and made souvenirs for their families. Bamboo is a plant with very promising potential to be used properly, because bamboo plants have many functions, bamboo is also widely used as a building material, culinary, household furniture and can even be used as a musical instrument. Bamboo is a plant that can be used as a substitute for commercial wood raw materials, because commercial wood is decreasing in production over the years and the price is relatively expensive (Widyashadi, 2021)

Handicraft (kriya) that is now operating in West Nusa Tenggara, one of which is in Aik Bual Tourism Village, Kopang District, Central Lombok Regency. The products produced are diverse, and have many variations, such as chandeliers, wall lampshades, photo frames, wall clocks and much more. Each woven bamboo product has its own value, and the manufacture is still done manually. The development of woven bamboo SMEs in aik bual

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tourism villages can be said to be growing, but there are still many problems that are being faced by bamboo weaving SMEs in aik bual tourism villages, namely limitations in promotion, equipment, support from the village government can later increase the results of more attractive and unique products, with the hope that tourists not only come to visit but to buy products produced and travel in the tourist village (Nadi, 2022).

Conclusion

As a village located in Central Lombok district, Aik Bual Village is preparing to support the readiness of Central Lombok district as a favorite tourist destination in West Nusa Tenggara Province. In addition, in welcoming an international scale event in Central Lombok district, namely MotoGP, it is an opportunity for Aik Bual Tourism Village to prepare and manage its tourism village to be even better and ready to welcome visitors based on the potential of the existing village. To prepare and manage the tourism village owned by the Aik Bual tourism village, Peran in the form of thoughts, energy and skills in the form of expertise of the people of Aik Bual Tourism Village in the development of tourist attractions is needed because it is related to the strategy of developing tourism objects through village meetings and deliberations. Because people know better what they want and need to make a more developed village. Aik Bual Village itself already has an official forum, namely the Tourism Awareness Group (Pokdarwis), the Spring Protection Community (Permata) and the Recitation Council, Karang Taruna where the community can provide ideas or ideas for the development of tourist attractions and later be consulted with all elements of society in Aik Bual Village. Therefore, our goal is to make this report so that it can help develop this Aik Bual Tourism Village.

Aik Bual Village is a village rich in natural resources, a village located in a mountainous area that has cool air with a variety of natural potentials that are being developed such as Embung Bual, Nyeredep Waterfall and extensive protected forests. In addition, there are several cultures in this village that can be a special attraction for this Aik Bual tourist village because the culture owned by this village is arguably not owned by other villages, the culture is called Event Bekerase. In addition to this event, Nyelametan culture is also still held to preserve the ancestral culture of this Aik Bual tourist village. Village people who have the creativity to make crafts from bamboo is an extraordinary potential possessed by this tourist village because people who have the creativity to make woven bamboo are rarely seen. In addition to the natural, cultural and artificial potential in this Aik Bual tourist village, there are some people who have businesses in the field of accommodation in the form of home stays and bungalows that aim to meet the needs of tourists. Village people who have a business in the culinary sector also do not forget to contribute to the progress of Aik Bual tourism village.

Basically, each tourism village has its own weaknesses so that this is something that must be improved by each village manager, seeing the potential of various aik bual tourism villages, there are several weaknesses found in these tourist villages. There is some accessibility to destinations in this village that is still not good so that it can make visitors to these destinations reduced. Good human resources are the most important thing in a tourism village because it is very influential for the existing potential, but there are some human resources that are still lacking in this village so that some people in Aik Bual tourism village still consider that the world of tourism seems to be a negative thing so it is necessary for

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managers and pokdarwis involved to Continue to maintain and provide knowledge for ordinary people who still do not really understand that tourism is a very positive thing.

Recommendation

After making observations in Aik Bual Tourism Village, there are many experiences and lessons that we have gained in the field and in our opinion this tourist village is highly recommended to be visited both individually and in groups. Constructive suggestions and criticisms are so expected by us as compilers for perfection in writing the next report, on this occasion we as authors would like to thank all parties involved in the preparation of this Aik Bual tourism village report, last word, we as compilers hope that this report can be useful for readers and can help for mutual progress.

Acknowledgment

We thank you for those who participate fully in this research. Hardwork and meaningful effort are much appreciated. To Bale Beleg Institute, thank you for assistance.

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