

## ANALYSIS OF TOURISM POTENTIAL DEVELOPMENT STRATEGY LOMBOK ISLAND POST-EARTHQUAKE 2018

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**ABSTRACT:** The purpose of this research is to develop a strategy for developing tourism potential after the 2018 earthquake on the island of Lombok, West Nusa Tenggara Province. This type of research was conducted using a descriptive method with qualitative manufacturing by making the strategies used by the Tourism Office related to tourism development on the island of Lombok.

The strategy for developing tourism potential on the island of Lombok with a SWOT analysis, namely strength supported by the natural charm of the island of Lombok which is very strategic and easy to reach geographically, the unique traditions and culture of the community, and high tolerance. attitude. Weaknesses are low human resources, management of tourist destinations, cultural centers that have not been managed properly, and security and comfort that are still not guaranteed. Opportunities are supported by advances in communication and information technology, easy-to-reach distance from tourist sites from downtown Mataram, and Lombok International Airport, which is easily accessible to tourist destinations. The weaknesses are the low level of public awareness to protect the tourism environment, political issues and global influence, as well as the condition of Lombok after the July 2018 earthquake.

**Keywords:** *Lombok Tourism, Development Strategy*

### I. INTRODUCTION

#### 1. Background

The Indonesian tourism sector has been a prima donna sector since 1990 which can contribute substantial foreign exchange to the country, as well as being able to produce labor and grow the craft industry sector. With this increasingly stretched sector is a contributor in spurring economic growth in Indonesia and provide added value in the form of income obtained by the household sector in the tourism sector, both in providing facilities and infrastructure to meet the demand of tourists.

West Nusa Tenggara is one of the areas that become a tourist destination, in addition to other regions such as Bali, Medan, Bandung, Jakarta, Makassar and many other regions that are competing to develop the tourism sector with regional advantages that are a special attraction for tourists to visit. West Nusa Tenggara consists of two islands namely Lombok and Sumbawa, where these two islands have the potential of natural beauty and diverse cultural uniqueness to be developed as a tourist destination with the advantages of each region.

Lombok Island itself consists of four districts and cities namely West Lombok Regency, East Lombok Regency, Central Lombok Regency, North Lombok Regency and Mataram City. While the island of Sumbawa consists of four districts and cities, namely Sumbawa Regency, West Sumbawa Regency, Dompu Regency, Bima Regency, and Madya Bima City. The central government of West Nusa Tenggara Province is in the city of Mataram, besides being the provincial capital, it is also a center for trade and business, and a center for higher education which makes NTB a barometer on a national scale to be accessed by residents outside the region or abroad and further studies in higher education.

With some of the potential that exists in this area, this is a basic capital for local governments to develop the sector in the future to support the users of tourism services and supporting infrastructure that supports the provision of capacity to support tourists visiting the West Nusa Tenggara region.

Rationale for conducting research Research on the Strategic Development of tourism potential, sector development plans spur economic growth on a national and regional scale and for the regions themselves that increase community income, encourage labor and regional investment that will increase Regional Original Revenue (PANTALAN).

### 1. Problem Formulation

- 1.1. How is the strategy for developing tourism potential on the island of Lombok in the aftermath of the 2018 earthquake.
- 1.2. What are the supporting factors in the development of tourism in the island of Lombok.

### 2. Research Objectives:

- 2.1. To analyze tourism development strategies on Lombok Island, NTB.
- 2.2. To manage the potential of the region to develop tourism in districts and cities in Lombok island.

## II. LITERATURE REVIEW

### 1. Rationale

Indonesia geographically has cultural diversity both in terms of religion and customs which stretches from Sabang, Aceh Province to Merauke, West Irian Province with a population of more than 260 million people. In addition, the State of Indonesia has a vast territory consisting of thousands of islands, as many as 17,508 islands stretching along 5,120 km which has natural beauty and a wide stretch of beach to be used as marine tourism and beach tourism as well as other places that have beautiful natural charm.

With a very large area and supported by the potential of diverse natural resources, the government can process and utilize it for the development of the tourism sector. Obviously this tourism sector can make a large contribution in spurring growth both nationally and regionally and this has an impact on improving the welfare of the community in general and besides also being supported by other economic sectors such as the industrial sector, trade and transportation services sector.

The development of the tourism sector in Indonesia is handled by a Department namely the Ministry of Culture and Tourism at the National level and the Regional Culture and Tourism Office at the regional level. The tourism agency is a tourism agency established by the government as an agency responsible for developing and fostering the tourism sector in general both at the national and regional levels (Youti; 2009).

### 2. Definition of Tourism

In general, tourism is to visit a place that has a beauty and an attraction both natural attractions, culture, customs, culinary or special food and so on. So tourism is a trip to visit or visit a place to another place that is temporary (not settled) carried out by individuals or groups (groups) whose purpose is to find entertainment by seeing the beauty of nature and the variety of local culture which is used as insight in living life. This means that they know and can compare the beauty, comfort and coolness in a tourist when he visits a place and other tourist attractions to be used as a reference to himself and to others, relatives, friends and family one day when traveling.

According to Musanef (2012) defines tourism as a trip that is carried out for a while, which is carried out from one place to another to enjoy an excursion and recreation trip.

According to Youti (2009) tourism must have four criteria, namely:

1. Travel is done from one place to another, and travel is done outside the place of residence where the person used to live.
2. The purpose of the trip is solely intended to have fun and not to make a living in the country, city or tourist destination (DTW) visited.
3. The money spent on tourism is brought from the country of origin, where he can live or live, and is not obtained because of the results of business during the tour.
4. The trip is carried out at least 24 hours or more.

So in general that tourism contains several elements that must exist within the limits of a definition, among other things the element is that the trip must be carried out from a place to another place, the trip must be emphasized with people who travel both individuals and groups and simply eyes only to visit or as a visitor to these attractions.

### 3. Tourism Development Strategy

Understanding the strategy according to some experts can be defined as follows (Harian Netral.com:2012):

Understanding the strategy according to "business dictionary" strategy is the method or plan chosen to bring the desired future, such as the achievement of objectives, or solutions to problems; so the notion of strategy is the art and science of planning by utilizing resources for the most efficient and effective use. According to Henry Mintzberg (1998) a business and management expert, that understanding of strategy is divided into five definitions namely strategy as plan, strategy as pattern, strategy as position (positions), strategy as tactics (ploy), and finally strategy as perspective.

The five strategies include:

- a. Understanding Strategy as a plan is a program or planned step (a directed course of action) to achieve a set of goals or ideals that have been determined, as well as the concept of strategic planning.
- b. Understanding strategy as a pattern (pattern) is a pattern of past behavior that is consistent, using strategies that constitute awareness rather than using those planned or intended. It is a pattern that is different from the intention or intend, then the strategy as a pattern refers more to something that just emerges (emergent).
- c. The definition of strategy as a position is to determine the brand, product or company in the market, based on the conceptual framework of consumers or policy makers; a main strategy is determined by external factors.
- d. Understanding strategy as a tactic, is a specific maneuver to trick or outwit your opponent (competitors).
- e. Understanding the strategy as a perspective is to execute a strategy based on existing theories or use the natural instincts of the contents of the head or ways of thinking or ideologically.

According to Siagian (2004) understanding strategy is a series of fundamental decisions and actions made by top management to be implemented by all levels of an organization in order to achieve the goals of the organization.

So in general the understanding of the strategy in principle emphasizes the problem of problems that arise to find solutions or solutions; based on existing policies, achieving goals, and determining the ways and methods of using existing facilities and infrastructure.

Strategy is always associated with three things, namely goals, means and ways. Therefore the strategy must be supported by the ability and potential to anticipate opportunities that exist. In carrying out its functions and roles in the development of regional tourism, local governments must make various efforts in the development of tourism facilities and infrastructure.

Tourism development strategies to support national economic growth can be implemented by taking into account several things, namely:

1. It is necessary to stipulate several regulations which favor the improvement of the quality of tourism services and the preservation of the tourism environment, not in favor of the interests of certain parties.
2. Tourism industry managers must involve the local community. Because if it does not involve the local community, the consequence is there is no contribution of income in the economic sense that is obtained to the surrounding community.
3. Promotional activities must be carried out in various ways, in addition to launching a campaign method, through the mass media and also through the Visit Indonesia Year program.
4. Need to determine the Tourism Destination Areas (DTW) which are potential and unique compared to other destination areas, especially those that are traditional in nature.
5. The central government builds cooperation with the private sector and local government with an honest and fair open system. It needs to be done evenly the flow of tourists for all tourist destinations throughout Indonesia.
6. Inviting the community around DTW to realize the role, function and benefits of tourism and to stimulate them to take advantage of opportunities created for various activities that can be economically beneficial.
7. The facilities and infrastructure needed need to be well prepared to support the smooth operation of tourism, for example road facilities, shopping centers in tourist areas, communication and transportation facilities.

#### 4. Drivers of Tourism Development

By looking at lifestyle trends and people's purchasing power, both domestically and abroad, and seeing the world economic condition that is getting better has an impact on the Indonesian economy. By looking at the long term now and in the future, human needs for travel are increasing in line with the increasing number of the world's population, especially Indonesians whose people need free time for refreasing on special holidays.

According to Fandeli (1998), factors that encourage humans to travel are:

1. The desire to escape from the pressures of daily life in the city, the desire to find a new atmosphere, to fill leisure time.
2. Development progress in the field of communication and information.
3. The desire to see and gain new experiences about the culture of the local community and elsewhere.
4. Increased opinions that can allow a person to freely travel far from where he lives.

According to Spilane (1998), the factors driving the development of tourism in Indonesia are:

1. Reduced oil resources as foreign exchange compared to the past.
2. The decline in the value of exports in the non-oil sector.
3. A consistent increase in the tourism sector
4. The great potential possessed by the Indonesian people for the development of tourism.

Such conditions are also colored by physical development processes that are so fast that they take up agricultural land which is potential for the construction of settlements, offices and business spaces as well as industrial development, which exploits agricultural arable land. The decrease in agricultural land results in unemployment in villages and they will migrate to cities to find work in various economic sectors. To overcome

the problems of community life, the tourism sector needs to be developed in order to prosper the community from the tourism industry and to boost regional income in the form of PAD and regional economic growth.

### 5. Previous Research

(1) Research from Anwani, Adi Prasetyo K (2016) , with the title The effect of attractiveness and tourism decisions in the Nglanggeran Patuk Gunung Kidul Yogyakarta volcano ecotourism. The results showed that tourist attraction and tourist facilities have a positive and significant effect on visitor satisfaction in the Purba volcano ecotourism with a coefficient of 0,457.

(2) Research from Sri Rahayu, and Windarti W ( 2017) Analysis of the potential and strategy of community-based sustainable tourism development in the village of Sembungan Wonosobo central java. The research objective is to see the potential and carry out planning and tourism development in Sembungan village, The results on the study show that Sembungan village has the potential for natural resources. Judging from the seven principles, so it is necessary to develop the aspects of service and accommodation, promotion and transportation.

(3) Choridotul Bahiyah (2016). Tourism development in a region brought benefits to community either economically, social, and culture. Probolinggo Regency has various tourism objects. One of them is Duta beach. It need correct strategy to full tourists interest to visit Duta beach tourism objects. This research is descriptive qualitative which review Duta beach tourism potential development strategy in Probolinggo regency based on internal and external factors population in this research are visitors in Duta beach tourism object by using SWOT analysis. Research shows that internal and external factors influenced tourism visits in Duta beach tourism objects. SWOT analysis is strategy of planing and development which can be applied to Duta beach tourism object.

(4) Soedarso, Sutikno (2016) Title of research " Development strategy of regional tourism and community empowerment in arigi Moutong ". Community empowerment program in Parigi Mountong district has not been effectively operated, that greater effort to evaluate and develop the previously implemented program is needed. This research uses purposive sampling method, i.e. The chosen sample method. The study result finds that the cause of the community empowerment program that has been done is still not effective because the process of the determining program is lacking of public participation. As a result, it creates a new helplessness, i.e., the dependence of communities on the program with direct assistance. On the other hand, the regional tourism development program has a good prospect and able to be synergized with a more participative community empowerment program that.

## III. RESEARCH METHODOLOGY

### 1. Research Location

This research is located in location West Lombok Regency, North Lombok Regency, East Lombok Regency and Mataram City, the reason for determining the location is a tourism destination that was worst affected by the 2018 earthquake.

### 2. Types and Sources of Research Data

The types of data are quantitative data and qualitative data. Data sources, Primary and secondary data

### 3. Data Collection Techniques

This research is a case study, where the data collected in this study were obtained through observation, interviews, and documentation or literature studies at the NTB Province Tourism Office. Information on data was obtained from interviews through Focus Group Discussions (FGD) with in-depth information on key figures such as heads of district and city offices, tourism actors (travel and hotels), community leaders around tourist areas and community managing tourist areas.

### 3.4. Data analysis

For analysis and discussion in this study using Descriptive Analysis with a qualitative approach that is by examining all data and information obtained from various data sources in the field, then the data is processed through data grouping, classification of internal and external factors. The next step is to formulate a strategy using SWOT analysis to identify and formulate a strategy to maximize strengths and opportunities and minimize weaknesses and threats.

## IV. RESULTS AND DISCUSSION

### 4.1. NTB Tourism Overview

Tourism in NTB began to be widely known by domestic and foreign tourists so that the West Nusa Tenggara Provincial Tourism Office through the NTB provincial government has begun to open various international events such as cycling competitions, 10 Km running competition, Senggigi and Rinjani Geopark, Bau Nyale, Ketupat war and many more events are packaged to attract tourists to visit NTB, especially to Lombok. The attractiveness of NTB tourist destinations, especially the island of Lombok, is known for its

natural panorama or the attractive panorama of the small island of Gili and is a tourist destination that is most visited by local and foreign tourists mainly in Gili Trawangan, Gili Air and Gili Meno in North Lombok Regency.

Of all the Gili islands in Lombok which are very well known in foreign countries, the dyke is located in the area of North Lombok (Gili Trawangan, Gili Air and Gili Meno) supported by adequate facilities and infrastructure of sea and road transportation, lodging facilities in the form of Hotels and Restaurants which has international stance as well as jasmine class lodgings owned by residents and home stays. The following Gili tourism potential on the island of Lombok.

Table 1. List of Small Islands or Gili Islands Potential on Lombok Island

No	Regency	Name Gili
1	West Lombok	- Gili Sulet - Gili Puyuh - Gili Kawu - Gili Nanggu - Gili Sudak - Gili Po - Gili Ged - Gili Layar - Gili
2	East Lombok	- Gili Lawang - Gili Sulat - Gili Lampu - Gili Pentangun - Gili Pulu
3	Central Lombok	- Gili Indah - Gili Merengek - Gili Belek
4	North Lombok	- Gili Trawangan - Gili Meno - Gili Air

Source: NTB Tourism Office

There are still many small islands or dyke on the island of Lombok, but the Gili has the potential to be developed as a tourist destination on the island of Lombok, which has facilities and infrastructure such as roads and lodging facilities and is easily accessible by land and sea transportation. which is listed above. In addition, there are also several Gili islands that are already well known to tourists both foreign and foreign tourists such as Gili Trawangan, Gili Meno, Gili air, Gili Gede, Gili Nanggu, Gili Sudak, Gili Indah, Gili Merengek, Gili Sulat which have a panoramic view of the natural beauty of the sea will continue to be developed primarily access roads to get to the dyke location.

#### 4.2. NTB Tourism Visit

Tourists visiting West Nusa Tenggara consist of Nusantara tourists (Wisnu) and foreign tourists (Wisman) who enter through the Sheet Port entrance, Airport entrance (BIL, Salahudin Bima), tourists from Bali use the Fast Boat to the Gili, the Sape Port and through another door. Following the data on the percentage of tourist visits that travel to West Nusa Tenggara through several entrances can be seen in the table below.

Table 2. Percentage of Foreign Tourists' Visits by Entrance in 2017

No	Entrance	Percentage
1	Sheet / Cruise Port	5,28
2	Airport	22,19
3	Fast Boat Port	67,85
4	Sape Bima Harbor is	0,11
5	Others	4,56

Source : NTB tourism Statistics

Most of the tourists entering through the Fast Boat harbor that is equal to 67.85% is dominated by tourists from Bali visiting Gili Terawangan which directly rests on the Gili Terawangan pier. Tourists who enter through the airport are 22.19%, namely through Lombok International Airport and Salahudin Bima

Airport. Tourists who enter through the West Lombok Port Entrance gate reach 5.28% and Sape Bima Port 0.11% while the rest enter through other gates at 4.56%.

Furthermore, regarding the number of tourists visiting West Nusa Tenggara from various entrances from 2013 to 2017, can be seen in table 3. below:

Table 3. Number of Tourist Visits in 2013 - 2017

No	Year of	Wisman	Wisnus	Total	Development
1	2013	569,944	787,658	1,357,602	16,72
2	2014	752,306	876,816	1,629,122	20,00
3	2015	1,061,299	1,149,235	2,210,527	35,69
4	2016	1,404,328	1,690,109	3,094,437	39,99
5	2017	1,430,249	2,078,654	3,508,903	13,39
6	2018	1,204,556	1,607,823	2,812,379	-19,85

Source : NTB tourism Office

Observing the data of tourist visits to West Nusa Tenggara from 2013 to 2017 each year experienced a positive development seen from the percentage, where tourist visits both

Wisnus and Wisman each year experienced the highest increase in 2016 reaching 39.99% and in 2015 the number tourist arrivals increased by 35.69 compared to 2014 the development reached 20%, while in 2017 tourist arrivals to NTB increased in number but the percentage increase was smaller than in 2016 which was 13.39% increase in the number of tourists to NTB was dominated by Wisnus who the increase is quite large reaching 22.98% between 2016 and 2017, while foreign tourists the number of visits to only 25,921 foreign tourists or 1.83% in 2017. Referring to the target of tourist arrivals to NTB in 2018 is targeted at 4 million tourists, this will be difficult to achieve the target see NTB tourism conditions since July 2018 have been hit by the earthquake with a magnitude 7.0 earthquake which devastated tourist attractions on the island of Lombok, especially North Lombok in three Gili and Senaru village areas, West Lombok and East Lombok areas affected by the earthquake. And after the 2018 Lombok earthquake tourist visit both foreign tourists fell to 696,524 or fell to - 19,85 % in 2018. The decline in tourist visits has a significant impact on the economy of Nusa Tenggara Barat in general.

#### 4.3. Results and Discussion

As stated in the West Nusa Tenggara Province Regional Tourism Development Plan as stipulated in the West Nusa Tenggara Provincial Regulation Number 7 of 2013 in articles 2 (paragraphs) 3 and 4 contained the vision and mission of NTB regional tourism development including:

Vision: The vision of regional tourism development is "The realization of West Nusa Tenggara as Indonesia's Leading International Tourism Destination with International Competitiveness".

In realizing this vision carried out through 4 (four) Regional Tourism Development missions which include:

1. Tourism destinations that are safe, comfortable, attractive, easily accessible, environmentally sound, increase national income, regional and community.
2. Marketing tourism that is synergistic, superior and responsible for increasing domestic tourist arrivals and foreign tourists.
3. Tourism industry that is competitive, credible, drives business partnerships, and is responsible for the natural and socio-cultural environment.
4. Local government organizations, private and public, human resources, regulations and operational mechanisms that are effective and efficient to encourage the realization of sustainable tourism development

The objectives of the NTB Regional Tourism Development are:

1. To increase economic growth and improve people's welfare.
2. Conserve nature, environment and resources
3. Promote culture
4. Improve the image of the regional tourism area and appreciation of it so that it can attract tourists both foreign tourists and tourists.
5. Develop tourism institutions and tourism governance that are able to synergize the development of tourism destinations, tourism marketing, and the tourism industry in an effective and efficient professional manner.

This research is analytic descriptive, that is describing and explaining and describing, analyzing the information related to data collected from the results of discussions in each district and city in Lombok island related to the strategy for developing tourism potential on the island of Lombok. In line with the development of tourism development in the region refers to the policies and strategies of the NTB Tourism Office to develop tourism in the area relating to:

1. Provision of facilities and infrastructure
2. Regional tourism object development
3. Community participation and
4. Increasing community participation

#### 4.3.1. Factors affecting Tourism Development

From field observations during the study, it can be informed about several factors that influence tourism on the island of Lombok, namely :

##### A. Supporting Factors

1. Provision of adequate facilities and infrastructure with the construction of roads leading to tourist areas making it easier for tourists to visit tourist attractions
2. Means of accommodation Hotels and restaurants with international standards including four-star and three-star hotels and inns and jasmine-class hotels
3. Transportation facilities managed by the private sector and tourism agents in the form of travel tours by tourism actors
4. Increasing the participation of the community, government and tourism actors to increase tourism awareness in the regions.

##### B. Obstacle Factors

1. Still low human resources, especially the tourism sector in dealing with tourism
2. Management of tourism destination management is still low
3. Safety and comfort are still lacking to maintain the presence of tourists in the area
4. Lack of public awareness to maintain the tourism environment in terms of safety, cleanliness and comfort in the management of the tourism environment
5. Transportation facilities provided by tourism managers are still inadequate and insufficient compared to the number of tourist visits, especially in the busy months of tourist visits

#### 4.3.2. Strategies that were applied after the Lombok earthquake

To restore tourism visits and tourism development in the aftermath of the July 2018 Lombok earthquake the local government implemented the "Lombok Rising 2018 Strategy", namely:

1. Destination recovery strategies, particularly earthquake impact destinations, are divided into 4 (four) clusters, namely:
  - a. Three Gili (Gili Trawangan, Gili Meno and Gili Air)
  - b. Kerandangan Beach in the Senggigi region
  - c. Medane and
  - d. Rinjani area
2. Promotion strategies are specifically targeted at tourist destinations that are not affected by earthquakes, namely:
  - a. Sekotong beach resort area in West Lombok
  - b. The Mandalike Kute area in Central Lombok
  - c. Metro City of Mataram

Regional tourism recovery strategy on the island of Lombok after the earthquake of July 2018 is expected to be able to restore the conditions of tourism in the region of NTB, especially the island of Lombok by offering attractions such as:

1. Nature tourism
2. Special interest tours
3. Maritime tourism
4. Sharia tourism
5. Family tourism
6. Geo tour
7. Village tourism
8. Agro culture
9. Beach tourism
- d. Safety and comfort are still not guaranteed

Strategies for developing tourism potential on the island of Lombok with a SWOT analysis, namely:

1. Strength
  - a. Supported by the beauty of the natural charm of the island of Lombok geographically is very strategic and easy to reach.

- b. The uniqueness of the traditions and culture of the people of Lombok and the attitude of high tolerance.
  - c. Transparency facilities and five-star hotel accommodations are available
  - d. have natural beach tourism such as three dyke (trawangan, meno and dyke water),
2. Weakness
- a. Human resources in the field of tourism is still low
  - b. tourism destination management is still low in tourism management.
  - c. cultural centers have not been managed properly,
  - d. and safety and comfort are still not guaranteed.
3. Opportunities
- a. Supported by advances in communication and information technology that can reach overseas
  - b. The distance of tourist sites from the city of Mataram is still easy to reach
  - c. The distance to the Lombok International Airport is easily accessible both from the city of Mataram and to the tourist attractions.

### 3. Threat

Lombok island as a tourist area in attracting foreign tourist who are a threat to the marketing of tourism product , are :

- a. The island of Bali which is adjacent to the island of Lombok
- b. Political issues and global influence
- c. Regional conditions after the Lombok earthquake in July 2018

General strategies that can be developed include:

1. Market penetration strategy to restore public confidence about Lombok tourism is safe to visit
2. Market strategy, which is a strategy to expand the market (market share) of a tourism product through promotion with print and electronic media
3. Organizing annual events at an international level to invite event participants to come to Lombok
4. Carry out local cultural events
5. Development of local products that can be a tourist attraction

## V. CONCLUSIONS AND SUGGESTIONS.

### 5.1. Conclusion

From the results of the discussion and analysis of the data , it can be concluded as follows :

1. The strategy for developing tourism potential on the island of Lombok is through a development program of facilities and infrastructure and supporting infrastructure for tourism by building tourism objects that were destroyed by the earthquake.
2. Destination recovery strategies, particularly earthquake impact destinations, are divided into 4 (four) clusters, namely:  
Three Gili (Gili Trawangan, Gili Meno and Gili Air) Kerandangan Beach in the Senggigi, Medane region and Rinjani Area
3. The development of NTB tourism in the aftermath of the earthquake in July 2018 must be immediately improved in locations that have an earthquake impact to restore the image of NTB tourism as before
4. Tourism development through the development of facilities and infrastructure programs as well as supporting tourism infrastructure, increasing the competitiveness of tourism products and increasing tourist attraction through an inventory of arts culture.

### 5.2. Suggestion

1. Tourist areas affected by the earthquake should be immediately rehabilitated to restore the trust of the local and foreign tourist users.
2. Implementation of tourism development strategies primarily to improve the quality of human resources of tourism actors, improve the quality of the tourism environment and tourism-aware community.
3. The government through the NTB Tourism Office immediately conducts socialization with tourism actors to increase tourism visits back to Lombok.

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