

AVAILABILITY OF TOURISM COMPONENTS IN LANTAN VILLAGE, CENTRAL LOMBOK DISTRICT, INDONESIA

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Abstract

Lantan is one of the villages located in North Batukliang District, Central Lombok Regency, West Nusa Tenggara Province, Indonesia. Lantan Village also borders several other villages, namely the north bordering the Protected Forest Area, the south with Aik Darek Village, the west with Karang Sidemen Village and Tanak Beak Village and the east bordering Aik Berik Village, Teraktak Village and Selebung Village. To make Lantan village a tourist village, an initial study is needed to determine its potential. This research is qualitative research, the data collection methods used are observation, interviews, documentation and literature study. Based on the results of the research that has been done The tourist attraction is Elong Tune Waterfall, besides being able to enjoy Elong Tune waterfall, tourists can also enjoy other supporting facilities at that location including taking pictures, relaxing in the barracks and playing swings. In addition, access to the location is feasible and in good condition. Other facilities in the Lantan tourism village are public toilets and barugak. Finally, ancillary services where in the Lantan tourist village there is a Pokdarwis as the manager of the Lantan tourist village.

Keywords: Tourism, Components, Lantan, Village

INTRODUCTION

Currently, tourism is growing rapidly. Tourism in Indonesia is being intensively developed, especially in West Nusa Tenggara. This is because tourism is one of the industries that has very positive benefits for the finances of the nation and the State. The tourism industry not only provides benefits to the State but also to local communities, especially in the economic field. Tourism in Indonesia has many types of tourism that are very potential so it is worth developing.

Lombok Island is one of the islands that has many destinations that are still hidden and still beautiful so that it becomes a special attraction for tourists. Lombok Island has many destinations with various types of tourism such as marine tourism, artificial tourism, special interest tourism, ecotourism and so on. One type of tourism that is being intensively developed at this time with the concept of ecotourism is a tourist village.

Tourism Village is a community or society consisting of residents of a limited area who can interact directly with each other under a management and have concern and

awareness to play a role together by adjusting different individual skills. One of the tourist villages on the island of Lombok that is currently developing is Lantan Village. This village is located in North Batukliang District, Central Lombok Regency, besides presenting or presenting the beauty and beauty of nature, the Lantan tourist village also indirectly provides education to tourists visiting these destinations. So that tourists who visit always get and feel the benefits of these destinations when they return to their place of origin.

With its natural state, it made the government and the community begin to be interested in managing and developing these destinations. In managing and developing a destination, of course, it requires many elements that must be completed such as the tourism components available in the destination area and which parties should be involved in management and development. This must be prepared carefully and organized in order to easily achieve common goals.

RESEARCH METHOD

The type of research in this study is descriptive qualitative which is applied to each analysis of existing problems, namely by explaining or using detailed explanations obtained from respondents and sources. The data obtained from the results of this study are classified based on the type of data suitable for answering questions, then interpreted in accordance with the concepts and theories used, then conclusions are drawn so as to answer the two main problems discussed in this study. Data collection methods used are observation, interviews, documentation, and literature study. For data analysis used in this research, namely qualitative descriptive data analysis.

RESULT AND DISCUSSION

Lantan Tourism Village is one of the villages located in North Batukliang District, Central Lombok Regency. This village is called Lantan Village of course because it has its own philosophy. In the Sasak tribe the word "Lantan" means "Long". Where in this case the Lantan Tourism Village is a long village with various uniqueness so that it is used as a tourist destination that has extraordinary charm. Lantan Tourism Village has 9 tourist attractions in the form of waterfalls so that Lantan Tourism Village is very well known for its Ecotourism which is very attractive to tourists. In this case, the waterfall that is being managed and developed is Elong Tune Waterfall. In addition, currently Lantan Tourism Village is on the rise because of the motocross circuit which of course will also

affect the development of tourism components that must be available in a tourist destination, especially Lantan Tourism Village. Uniquely with the potential for mass tourism, namely the motocross circuit, the ecotourism of Lantan Village will become a very interesting and unique alternative tour.

Lantan Village is surrounded by shady trees. The rural atmosphere that is free of noise pollution makes this place worth introducing as a new natural tourism that offers tranquility and natural beauty. The natural road access to all waterfall destinations and occasionally the gardens of local residents make this tourist spot hidden from the crowds. Although it can be passed by four-wheeled vehicles, this road access is also used for soft tracking around or other sports such as mountain bikes. Lantan Tourism Village facilities have been equipped with standard facilities. For example, the road down to the waterfall has been hardened with concrete and toilet facilities line the edge of the lake. There are also several medium-sized wooden piles and traders' stalls that provide a number of necessities for sale to visitors who come.

Tourism products are not a real product, this product is a series of services that not only have economic aspects, but also social, psychological and natural, although tourism products themselves are largely influenced by economic behavior (Suwantoro, 2004). As a component enjoyed by tourists in a tourist attraction, this component must be fulfilled, namely in the form of attractions, facilities and accessibility contained in a tourism destination.

Many experts have put forward the theory of the components of tourism products, according to Yoeti (2002: 211) that the success of a tourist spot until the achievement of a tourist area is highly dependent on 3A, namely attractions (Attraction), easy to reach (Accessibilty), and facilities (Amenities). Mason (2000: 46) (in Ariani, 2012) has made a formulation of the components of tourism products, among others: (1) Attractions, namely tourist attractions, both natural, cultural and man-made such as festivals or art performances. (2) Accessibility, which is the ease of reaching tourist destinations. (3) Amenities, namely facilities to obtain pleasure, in this case can be in the form of accommodation, cleanliness and hospitality (tangible and intagible products). (4) Networking, which is a network of cooperation related to the products offered both locally, nationally and internationally. The development of Lantan Tourism Village is certainly influenced by the tourism components contained in the destination. Some of the tourism components found in Lantan Tourism Village are as follows:

1. Attractions

Before discussing the attractions in the Lantan Tourism Village destination, we must first understand the definition of attractions. Based on the Big Indonesian Dictionary, tourist attractions have a definition of art, culture, historical heritage, tradition, natural wealth, or entertainment which is a tourist attraction from a tourist destination. Tourist attractions are very diverse and are limited to things related to nature such as mountains, beaches, lakes and so on. Attractions are the main component

that must be available in a destination, where in this case the attraction is an interesting thing to present to tourists. In this study, one of the attractions presented is natural tourism in the form of a waterfall in the Lantan Tourism Village which is of course still beautiful and the environment is maintained. Apart from beauty and beauty, the photo spots provided are also no less influential in attracting tourists. In this case there are also several factors that can encourage tourists to be more interested in visiting the Lantan Tourism Village, some of these factors are as follows:

- a) Something to see, generally the first reason for tourists to be willing to visit a tourist destination. In Lantan Tourism Village itself, something that can be seen is in the form of a waterfall view, namely Elong Tune Waterfall, which is very beautiful and beautiful because it is still not touched by many people and is very well managed.
- b) Something that can be done is an activity or facility available at a tourist location that makes tourists feel comfortable to do various activities in a tourist destination. An example of something that can be done in Lantan Village itself is bathing in a waterfall with a beautiful atmosphere, sitting on a berugak enjoying the cool atmosphere of the waterfall, taking selfies, playing swings, and so on.





Figure 1 and 2: Lantan Tourism Attractions

- c) Something to know, which in addition to providing the two things above can also provide information and education to the community. It aims to provide education and knowledge for tourists.

2. Accessibility

Accessibility is all types of transportation facilities and infrastructure available to support the movement of tourists from the area of origin of tourists to tourism destinations. Accessibility is also one of the factors that support the level of travel comfort for tourists. To go to the main destination, namely the waterfall itself, it is very feasible. Other accessibility such as directions are widely available and make it easier for tourists to get to the destination location. However, street lights which are quite important facilities are not yet available in the destination area, but street lighting comes from the homes of the surrounding community.



figure 3: Access to Elong Tune Waterfall.

3. Amenity

In addition to attractions and accessibility in a destination, amenity must also be available, where amenity is one of the main factors that affect the comfort of tourists visiting the destination. In Lantan Tourism Village itself, the community is following the direction of the Village government and also Pokdarwis as the manager to contribute to developing tourism by opening home stays in their respective homes. But for now, for the amenity itself, Lantan Tourism Village, especially at the location of the Waterfall, only provides beruga berugak facilities that are used by tourists to sit and enjoy the beauty and coolness of Elong Tune Waterfall. In addition, a bathroom is also provided to support the comfort of tourists, which of course is used by tourists after doing bathing activities using the waterfall.



figure 4: Fasilitas in Elong Tune Waterfall.

4. Ancillary Service

In managing Lantan Tourism Village, of course, there are several parties or institutions involved, for example, such as the tourism office and POKDARWIS. In this case, the Tourism Village is still managed directly by Pokdarwis. With the manager, it will always form a structure to improve destination management.

CONCLUSION

Based on the discussion that has been described above, the Lantan tourist village has a very amazing tourist attraction to be visited by tourists. The tourist attraction is Elong Tune Waterfall, besides being able to enjoy Elong Tune waterfall, tourists can also enjoy other supporting facilities at that location including taking pictures, relaxing in the barracks and playing swings. In addition, access to the location is feasible and in good condition. Other facilities in the Lantan tourism village are public toilets and barugak. Finally, ancillary services where in the Lantan tourist village there is a Pokdarwis as the manager of the Lantan tourist village. Suggestions for managers and the government of ecotourism destinations in the Lantan Tourism Village in the future must always improve and complete tourism components so that tourists always get a sense of security and comfort while in these destinations. In addition, the management body must optimize relations with stakeholders so that the management of the Lantan Tourism Village is maximized.

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