

Tourism Destination Management Model In Mount Jae Campground As A Support Of Economic Growth For The Community Of Sedau Village, Narmada District, West Lombok District in 2020-2022

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Abstract

The purpose of this study is to find out how the management model of Mount Jae Campground tourist destinations is a support for the economic growth of the people of Sedau Village, West Lombok. The type of research used, namely qualitative research and using a qualitative approach, is qualitative because the data is in the form of information on how the strategy of the Tourism Destination Management Model at Mount Jae Campground as Support for Economic Growth of the Sedau Village Community. Determining informants to interview uses two techniques, purposive and snowball. The data analysis technique used is the Miles and Huberman model. The model of Mount Jae Lake tourism management is in the following ways: (1) Increase the promotion of tourism objects so that they can be known by many tourists, not only local tourists, but tourists outside the region and abroad. (2) Holding art/cultural activities in welcoming tourists visiting Mount Jae tourist attractions, this method can attract tourists to visit. (3) Improve guide services for visiting tourists. (4) Improve facilities to support tourist activities in tourist destinations.

Keywords: Tourism, Destination, Mount Jae, Village Sedau.

INTRODUCTION

Economic growth is one of the most important indicators for a country to evaluate and assess the conditions of economic development for a country (Rinaldi, 2017). Indonesia's economic growth has continued until now to develop and show an increase in national income or foreign exchange growth. One of these sectors is tourism, which is currently developing and has become one of Indonesia's largest economic growth sectors.

Tourism is one of the prima donna sectors in every country in the world, including Indonesia. Tourism is defined as various forms of tourism activities as basic human needs manifested in various activities carried out by tourists, supported by various facilities and services provided by the community, businessmen, and the government (Yoeti, 2008). According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments.

Indonesia is a country that is rich in tourism potential, both in terms of natural beauty, ancestral culture and culture, ethnicity and language, culinary and craft

potential in every region in Indonesia. Many areas have great potential in the field of tourism in Indonesia but have not been managed properly, especially in terms of human resources (HR). HR plays a key factor in realizing successful performance. Budget is also one of the most decisive factors in tourism development. In addition, limited costs/budgets and lack of cooperation and coordination also experience problems in tourism development.

The development of tourism deserves the attention of the government as a regional regulator. As revealed by Yoeti (2008), if the government does not understand and does not support the development of tourism, then the economy as a whole will suffer, because there will be many economic facilities that will be neglected or unemployed. Tourism development is actually directed so that tourism activities become one of the basic/mainstay sectors of the economy that are able to drive other economic sectors to provide jobs, increase people's income, and earn foreign exchange. Because any changes that occur in the base sector will have a multiplier effect on the regional economy (Adisasmita, 2005).

West Nusa Tenggara Province (NTB) is one of the provinces in Indonesia which in its development is targeted to become a national tourism gateway along with other provinces in the Nusa Tenggara region, for example, the Mount Jae campground destination is in Sedau Village, Narmada District, West Lombok Regency, NTB. This tourist area is located 25 kilometers from the center of Mataram City, the capital of NTB Province. This natural tourist area is surrounded by hills and rice fields that surround the river like a lake. With NTB's position as a national tourist destination becoming more stable, as well as an investment destination in the tourism sector in Indonesia, it is necessary to conduct a study to find out to what extent business fields affiliated with the world of tourism are contributing.

RESEARCH METHOD

In this study using a qualitative approach. It is qualitative in nature because the data being analyzed is in the form of qualitative data, namely, information related to the strategy of the Tourism Destination Management Model at the Mount Jae Camping Ground as Supporting Economic Growth for the Community of Sedau Village, Narmada District, West Lombok Regency. The qualitative research method is a research method used to research on natural object conditions, where the researcher is the main instrument, data collection techniques are carried out in a triangulation (combined) manner, data analysis is inductive and the results of qualitative research emphasize meaning rather than generalization (Sugiyono, 2015).

The determination of informants to be interviewed in this study used two techniques, namely purposive and snowball. The purposive technique was used when the researcher first entered the field, namely by selecting the first known informant

who carried out the tourism activity. Then after the first informant, the determination of the next informant uses the snowball technique and ends until the information is saturated. Thus, three types of informants were obtained according to Hendrarso in Suyanto and Sutinah (2015), namely key informants, namely the Head of Sedau Village, Narmada District, West Lombok Regency; The main informants are POKDARWIS (Tourism Awareness Group) and BPD (Village Consultative Body); and additional informants, namely the people who are affected by the tour and those who are not affected (Visitors). The data analysis technique used in this research is using the Miles and Huberman model (Sugiyono, 2012), namely data reduction, data presentation, and drawing conclusions.

RESULT AND DISCUSSION

1. Development of Mount Jae Campground Tourism Destinations

Community involvement in managing or developing tourism objects in Mount Jae Campground regarding development is a form of tourism that provides opportunities for local communities to help develop and be involved in tourism development. The existence of an organization or group that regulates or manages the running of the tourism wheel is expected to be able to support and fulfill all the needs of the tourism village as stated by the main informant, namely Mr. Amir Syariffudin as the Head of Sedau Village.

“Thank God, we as the Village government have made a plan or master plan to be built or developed at a later time. Of the many plans in the master plan, so far we have developed several master plans such as toilets, places of worship, sales stalls, jogging track, spot photo and flower garden”.

The facilities provided at the Mount Jae Camping Ground tourist destination are presented in Table 1.

Table 1 Number of Public Facilities for Mount Jae Campground Tourism Destinations

NO	FACILITY	INFORMATION
1	Parking Area	1
2	Registration Counter	2
3	Information centre	1
4	Toilet	2
5	Musholla	1
6	Gazebo	7
7	Sales Booth	9
8	Lake Boat	8
9	Spot foto	4

10	Flower Garden	1
11	Rubbish Bin	9

Data Source: POKDARWIS Sedau Village

2. Manager of Mount Jae Campground Attractions

The Mount Jae Tourism Object is fully managed by the local community who are members of the Sedau Village Tourism Awareness Group (POKDARWIS). As the most important component in the development of tourist destinations, local people are the most important people to know the situation and conditions of their area compared to people outside the village both in planning, developing, managing and evaluating work. As stated by the main informant Mr. Ridwan as the head of the POKDARWIS of Sedau Village in an interview, as follows:

“Everything related to tourism in Sedau Village as a whole is managed by us, meaning that POKDARWIS has a role, because historically we were formed to seek village potential and package it in the form of tourism. Then those who were involved as administrators and members in this POKDARWIS were community leaders and several youth groups or students.”

The following is a form of community participation in the planning, organizing, program implementation, and monitoring stages.

- (1) Community participation in the planning stage is only limited to support being designated as a tourist destination, the support provided is in the form of community solidarity accepting plans that were previously made by the village elite.
- (2) Community participation in the organizing stage In the organizing process a POKDARWIS (Tourism Awareness Group) was formed. Where it has been included in the Decree for the formation of the management of the Mount Jae Camping Tour Destination.
- (3) Community participation at the implementation stage In the implementation of the tourist destination program, there are a number of village communities who participate in managing the Mount Jae tourism object.
- (4) Community participation in supervising Mount Jae tourism activities or activities so far has been running according to the principle of kinship or informal where if there are irregularities or problems regarding activities or activities on Mount Jae tourism, the Head/Chair of Pordakwis.

3. The Mount Jae Campground Tourism Destination Management Model

The Mount Jae Lake tourism development model in Sedau Village, Narmada District, West Lombok Regency uses the concept of nature conservation, the application of photo spots and mapping. Can also be applied in the development of tourist destinations. Based on the results of observations and interviews conducted in the field, the following are the main activities carried out in an effort to develop a tourism object

for the Mount Jae Campground in Sedau Village, Narmada District. West Lombok Regency includes:

1. Preserving and maintaining all natural wealth owned by Lake Mount Jae Tourism.
2. Increase awareness and love for natural wealth, culture and territory owned.
3. Provide education to the local community regarding tourism activities and opportunities that can be utilized by people living around tourist destinations.
4. Cooperation between tourist attraction managers and the tourism industry in promoting tourist destinations.
5. Motivating and educating tourism object managers, so they can provide maximum service to tourists.
6. Carry out planning in risk efforts on tourist objects that are vulnerable to hazards.
7. Protecting and preserving nature around the tourist destination of Mount Jae.

The following is data on tourist visits to the Jae Mountain Campground in the last 12 months that the researchers have presented in the form of Table 2.

Table 2. Data on Tourist Visits in the Last One Year

Month	Abroad	Domestic	Total
January	10	631	641
February	5	440	445
March	15	339	354
April	13	326	339
May	20	315	335
June	9	250	259
July	17	290	307
August	42	1100	1142
September	31	541	572
October	37	599	636
November	43	678	721
December	55	765	820

Data source: POKDARWIS of Sedau Village, book of tourist visits

Based on the guest visit data above, we can conclude that in the last few months the highest number of guest visits was in August. The large number of guest visits in the last few months is influenced by the existence of several activities that are usually carried out by tourists in certain months, such as holding joint camp activities, holding August 17 activities, carrying out an event activity, fishing on the lake and so on.

4. Mount Jae Campground Tourism Development Strategy

The tourism development strategy carried out by the Mount Jae Lake tourism manager is as follows:

1. Increase the promotion of tourism objects so that they can be known by many tourists, not only local tourists but tourists outside the region and abroad.
2. Holding art / cultural activities in terms of welcoming tourists visiting Mount Jae tourist attractions, so this method can attract tourists.
3. Improve tourism services (guide for tourists) for tourists who visit.
4. Improve facilities to support tourist activities in tourist destinations.

CONCLUSION

The Management Model of Mount Jae Campground Tourism Destinations as an economic support for the people of West Lombok Sedau Village requires cooperation from various parties such as the central and regional governments, private parties, tourism managers, local communities, and associations in the field of tourism and a tourism activity will always develop so that it can become the most important source of local income with its concept model or technique, namely preservation Nature, the application of photo spots and mapping, can be applied in the development of tourist destinations. The model of Mount Jae Lake tourism management is as follows:

1. Increase the promotion of tourism objects so that they can be known by many tourists, not only local tourists but tourists outside the region and abroad.
2. Holding art / cultural activities in terms of welcoming tourists visiting Mount Jae tourist attractions, so this method can attract tourists.
3. Improve tourism services (guide for tourists) for tourists who visit.
4. Improve facilities to support tourist activities in tourist destinations.

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