

The Impact of The Turtle Beach Tourism Destination Management Model on Improving The Economy of The Ekas Buana Village Community, Jerowaru Sub-District, East Lombok District

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ABSTRACT

This study aims to determine the management model of turtle beach tourist destinations, and to determine the impact of the turtle beach tourist destination management model on improving the economy of the Ekas Buana Village community, Jerowaru District, East Lombok Regency. This research is qualitative research, data collection techniques using unstructured observation techniques, in-depth interviews, and documentation. Determination of informants using purposive sampling. Data analysis techniques used are data collection, data reduction, data presentation, and conclusion drawing/verification. The results of the research based on the data as well as the results of interviews and field findings show that the turtle beach destination uses the management of the Community-Based tourism (CBT) model, an approach that focuses on active participation and empowerment of local communities in the management and development of tourism destinations which are managed by the Pokdarwis and the community around the turtle beach tourist destination. This shows that the impact of the management of the Community-Based Tourism (CBT) model on the economy of the Ekas Buana Village community has a positive impact on economic activities consisting of increasing income and opening up jobs and business opportunities for the community as tourism actors. The community around the tourist attraction gets a good livelihood as a food and beverage trader, and as a restaurant employee as well as a surfboard rental provider for tourists who want to surf on the turtle beach.

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1. INTRODUCTION

Tourism is one of the keys to boosting the community's economy because this activity is directly related to the lives of the people in the tourist area. The mutually beneficial interaction between the community

and tourists in the tourism industry is harmoniously and ecologically established. Tourists travel for various purposes, such as recreation, business trips (congresses, seminars, and symposiums), and education. This activity requires accommodation,

restaurants, travel agencies, and souvenir shops. The needs of tourists can be met by the community in the tourist destination area. Therefore, the community is required to be creative in tourism activities so that they can give an impression to tourists and benefit the surrounding community [1].

The increasing number of tourist visits in Indonesia is a very promising market opportunity for tourism development. One form of superior regional tourism that is very popular to be developed is tourist villages [2]. Tourism is one sector that can be developed as a source of regional income in general and income for the surrounding community in particular [3].

Tourism has an influence on economic growth through several channels [4]. First, the tourism sector as a foreign exchange earner to obtain capital goods used in the production process [4]. Second, tourism development stimulates investment in infrastructure [4]. Third, the development of the tourism sector encourages the development of other economic sectors through direct, indirect, and induced effects [4]. Fourth, tourism contributes to increasing employment opportunities and increasing

income [4]. Fifth, tourism causes positive economies of scale [4]. Tourism is also an important factor in the dissemination of technical knowledge, encouraging research and development, and the accumulation of human capital [4].

Tourism objectives can be achieved effectively if development is carried out with good planning and integrated with the overall development of the region. Measuring the quality and excellence of tourist destinations needs to be done by knowing the competitiveness of each tourist destination so that a plan can be prepared for its development. The government, in this case tourism stakeholders who are aware of the great potential of tourism in the region, are trying to explore, develop and build assets of tourist objects and attractions which are the initial capital for the revival of tourism activities. This decision must be followed up by thinking about and working on and improving the potential of tourist objects and attractions [5]. Based on the data obtained from the Central Statistics Agency, the number of domestic and foreign tourist visits in Indonesia can be seen in table 1.

Table 1. Number of Domestic and Foreign Tourists in Indonesia from 2018-2022

Origin	Year				
	2018	2019	2020	2021	2022
Domestic	303,403,888	722.158.733	524,571,392	613,299,459	734,864,693
Overseas	15,810,305	16,106,954	4,052,923	1,557,530	5,889,031

Source: Central Bureau of Statistics, 2023

Based on Table 1.1, it can be seen that the number of domestic tourists from 2018 to 2019 has increased, in 2018 the number of domestic tourists in Indonesia was 303,403,888 and in 2019 the number of tourists increased to 722,158,733, but the number of domestic tourists in 2020 decreased to 524,571,392 this was due to Covid-19. The number of domestic tourists in Indonesia began to increase in 2021 with a total of 613,299,459 and increased in 2022 to 734,864,693. The number of foreign tourists in 2018 was 15,810,305 and increased in 2019 to

16,106,954, the number of foreign tourists decreased drastically in 2020 to 4,052,923 and in 2021 decreased again to 1,557,530. but in 2022 the number of foreign tourists increased to 5,889,031.

The province of NTB (West Nusa Tenggara) consists of two cities and eight regencies, each of which has various types of interesting marine tourism objects to be introduced to domestic and foreign tourists. The designation of West Nusa Tenggara as the "National Tourism Gateway" makes West

Nusa Tenggara one of the leading tourism destinations in Indonesia [6].

The number of tourists in NTB has increased every year. Both foreign and domestic tourists in the period 2013-2017, increased by an average of 25.16% [6]. The development of tourism both in Indonesia and in various countries in the world has a positive impact on improving economic life. Therefore, tourism is one of the sectors that is expected to strengthen the Indonesian economy. The development of tourism can improve people's welfare by increasing foreign exchange earnings [6]. Tourism is an important field that needs to be the focus of the central government and local governments to be developed. The development of tourism in NTB has an impact on increasing the number of both foreign and domestic tourists [6].

The West Nusa Tenggara Provincial Government through the NTB Tourism and Creative Economy Agency (Disparekraf) has prepared regulations to regulate all tourist villages in NTB. Disparekraf invites all relevant stakeholders, through these regulations a standard operating procedure

(SOP) will be created regarding the management of tourist villages and preparing these tourist villages to be visited by tourists.

East Lombok Regency is one of the regencies in NTB Province, which is also actively developing the tourism sector. East Lombok has many tourist destinations that are no less interesting than other areas in NTB. Among these tourist destinations, there are beach tourism, mountain tourism, cultural tourism and so on. All of them have their own appeal so that it is expected to increase the number of tourist visits to the East Lombok area.

East Lombok Regency has a variety of Tourist Destination Objects (ODTW) that are very interesting to visit by tourists [7]. Among them is Jerowaru village which is one of the tourist areas located in the southern part of East Lombok. The tourism potential of this village is quite large to be managed and developed and is now always crowded with tourists, both domestic and foreign. Based on data obtained from the East Lombok Tourism Office, the number of tourists can be seen in the following table.

Table 2. Data on the Number of Tourist Visits to East Lombok Regency from 2016 - 2019

No.	Year	Number of Tourists in East Lombok
1.	2016	10,471
2.	2017	11,590
3.	2018	10,667
4.	2019	58,417

Source: East Lombok Tourism Office

Based on table 2. above, there was a significant decrease in the number of tourist visits due to the earthquake in 2018. After the Lombok earthquake in 2019, the East Lombok Regency Tourism Office attempted to revive tourism potentials that could affect tourist visits so that the increase in the number of tourist visits continued to increase.

Jerowaru District is one of the districts in East Lombok Regency. Jerowaru District has marine tourism objects including: Surga Beach, Sungkun Beach, Kaliantan Beach, Cemara Beach, Pink Beach, Gili Sunut, Tanjung Ringgit, Tanjung Perak, Ekas Buana

Beach, Kura-kura Beach, Tanjung and Bloam Beach. One of the marine tourism in Jerowaru District that has quite potential prospects for development is Kura-kura Beach. Kura-kura Beach is located in Ekas Buana Village, Jerowaru District, East Lombok Regency which has a coastal area that stretches along the southern coast with the beauty and uniqueness of the type of sand and the color of the beach sand. Furthermore, the number of visits that occurred in Jerowaru District, especially the Kura-kura beach tourist destination, can be seen in the following table.

2. LITERATURE REVIEW

2.1 *Definition and Scope of Tourism*

According to [8] tourism is a phenomenon that encompasses various individual activities carried out outside the home. Travel from one place to another with a specific purpose such as recreational activities, education, business, cultural interaction or nature exploration.

2.2 *Tourism Destination Management Models*

1. **TED Model**

The TED model was developed in a perspective of community empowerment and understanding of tourism values, development tools and strategies that open up opportunities and access for communities to participate in the process of developing their villages into independent villages. The concept, model, strategy, program and measurement tool of TED success that describes an economic chain that is not vulnerable when low-season, macroeconomic changes (recession), natural disasters and the like will not kill their livelihoods [2].

2. **Management Model with Competitiveness Approach**

The tourism management model compiled by [9] uses a competitiveness and attractiveness approach, and is formed from five propositions. The first proposition is formed by the relationship between tourism attractions and the combination of tourist activities with attractiveness and competitiveness. The second proposition is formed by the relationship between the level of

supporting facilities and the ability to manage tourism destinations related to attractiveness and competitiveness.

3. **Management Model with Resource Approach**

The competitive tourism destination management model, according to [10], includes several variables, namely resources, situational conditions, and competitiveness. The main and supporting resource variables are grouped into heritage and artificial resources, as characteristics of tourism destinations that are able to attract visitors. The resources owned greatly influence situational conditions, including management and market demand.

4. **Management Model with Stakeholder Approach**

According to [10] a tourism destination can be managed using a stakeholder perspective model. The support of tourism stakeholders in tourism planning and development is a key element for the operational success, management, and long-term sustainability of tourism destinations. The assumption used in this model is that the community as tourism stakeholders tends to participate in tourism development if they believe that they will get benefits without requiring costs.

5. **Management Model with Market and Product Approach**

The tourism management model emphasizes competitiveness and the role of stakeholders. Meanwhile, the market demand factor as an important factor in educational

tourism has not been considered. The success of educational tourism management depends on meeting the market demand for educational tourism, namely the learning experience in tourism activities [10].

6. Community Based Tourism (CBT) Management Model

According to [11] Community-based tourism is community-based tourism characterized by community participation starting from the planning process, organization or implementation, and supervision and utilization of the results obtained. Local communities will build, own and directly manage tourism facilities and services. The community is expected to be able to improve the economy and be able to preserve the surrounding environment.

2.3 Tourism and Economy

Tourism is one of the new types of industry that is able to generate very rapid economic growth in the availability of employment opportunities, increasing population income, living standards and the existence of links with other productivity sectors. In addition, tourism also affects government revenue in terms of collecting Regional Original Income (PAD) taxes on tourism management itself, as an impact of its development where taxes obtained will be able to provide benefits for future development [12].

3. METHODS

This research uses qualitative research. This approach is used to describe

and analyze the impact of Kura-Kura Beach tourism on the economy of the Ekas Buana Village Community. According to [13], qualitative research methods are research methods based on post-positivism philosophy, used to research natural object conditions (as opposed to experiments) where researchers are key instruments, data collection techniques are carried out by triangulation (combination), data analysis is inductive/qualitative, and qualitative research results emphasize meaning rather than generalization. Qualitative research is concerned with non-numerical data, collecting and analyzing narrative data. Qualitative research methods are mainly used to obtain rich data. Qualitative research methods in this study use focus groups, in-depth interviews, and observations that play a role in data collection.

The data in this study uses primary data in the form of interview results and observations sourced from tourism managers, government villages, and communities selling at the turtle beach tourist destination.

4. RESULTS AND DISCUSSION

4.1 Overview of Ekas Buana Village

1. Geographical Location of Ekas Buana Village

Ekas Buana Village is one of the villages located in Jerowaru District, East Lombok Regency, West Nusa Tenggara with a geographical position at 8° 49'7" LS and 116°28'16" BT with an altitude of 3 meters above sea level. The climate of Ekas Buana Village is tropical and is a coastal area. There are two seasons, namely the dry season and the rainy season. Usually, the dry season is longer than the rainy season (April-December). Ekas Buana Village does not have a water source to irrigate agricultural land, except for the needs of the community in the form of drinking water. As for irrigation / agricultural irrigation is obtained from rainwater collected in artificial lakes and other water sources.

Ekas Buana Village is located to the north of Pemongkong Village or with the following boundaries:

- 1) North : Village The Scaffolder
- 2) South Side : Kwang Village Rundun and the Open Sea
- 3) East : Village Pemongkong and Seriwe Village
- 4) West : Gulf SeaEx

The Ekas Buana Village Office is located in the Ekas Hamlet or Kekadusan area as the Village Capital Center with the following Orbit or Distance:

- 1) Distance from the District Capital 15 km,
- 2) Distance from the district capital 35 km,
- 3) Distance from the provincial capital is 85 km.

Administratively, Ekas Buana Village, Jerowaru District, is divided into 5 hamlets, namely: Ekas Damai Hamlet, Ekas Hamlet, Kwang Adil Hamlet, Lendang Terak Hamlet, and Sungkun Hamlet with an area of 882.67 hectares. For more details regarding the area of Ekas Buana Village, see the following table:

Table 3. Area of Ekas Buana Village According to Land Use

No.	Land use	Area (Ha)
1.	Paddy Fields	134.00
2.	Dry soil	214.00
3.	Wet Land	43.00
4.	Plantation Land	223.00
5.	Public Facilities Land	7.67
6	Timberland	261.00
Amount		882.67

Source: Ekas Buana Village Profile, 2021

2. Demographic Conditions

The population of Ekas Buana village is 3,295 people, of which 1,459 are male and 1,836 are female with 1,226 heads of families. Most of the people in Ekas Buana village work

as farmers, fishermen considering that most of the area is a hilly area and coastal area. For more details about the livelihoods of the community can be seen in the following table.

Table 4. Population Based on Livelihood

JType of Job	Lbattery-man (Person)	Pwoman (Person)
- Farmer	486	268
- Fisherman	239	
- Kiosk Trader	18	26
- Private employees	45	32
- Farm workers	89	142
- Female Migrant Workers	-	19
- Male migrant workers	27	-
- Government employees	2	-
- Home industry craftsmen	-	48
- Traveling merchant	-	16
- Breeder	220	24
- Private doctor	-	-
- Private midwife	-	-
- Retired TNI/POLRI	-	-
- Not Working (helping out)	333	1261
-		

Amount	1,459	1,836
Jumlah Total Population	3.295	

Source: Ekas Buana Village Profile 2021

Based on Table 4.2 above, the majority of the population of Ekas Buana are farmers, namely 486 men and 268 women. Apart from being farmers and farm laborers, fishermen are also the main livelihood of the population of Ekas Buana, especially men. This is because the distance of Ekas Buana Village is very close to the beach.

The general condition of human resources according to educational

background is still very low, where the number of illiterates from school age to 50 years and above is recorded at around 733 people who are unable to read and write (illiterate) and this condition is average in all existing hamlets. For more accuracy regarding the level of education of the population of Ekas Buana Village, it can be seen in the following table:

Table 5. Education Level of Ekas Buana Village Residents

Education Level	Lbattery-man (Person)	Pwoman (Person)
- Never Went to School	348	385
- Not yet in school	158	215
- Kindergarten	56	60
- Still in elementary school	198	216
- Graduated from elementary school	229	398
- Graduated from junior high school	224	312
- Graduated from high school	185	193
- Completed D-2	37	42
- Graduated from S-1 or above	24	15
Amount	1,459	1,836
Total	3.295	

Source: Ekas Buana Village Profile 2021

The educational facilities in Ekas Buana village can be seen in the following table:

Table 6. Ekas Buana Village Education Facilities

No	Educational Facilities	Amount
1	Kindergarten Building	2
2	Elementary School Building	3
3	Junior High School/Islamic Junior High School Building	2
4	Total	7

Source: 2021 Ekas Buana Village Profile

3. General description of Turtle Beach, Ekas Buana Village

Turtle Beach located in Ekas Buana Village, Jerowaru District, East Lombok Regency, West Nusa Tenggara Province. Turtle Beach which began to be developed in August 2019 which was funded by the village through BUMdes and has 13 stalls which are then fully managed by the community around the Turtle Beach destination.

Turtle Beach has a wide coastal area, and the most interesting icon is the turtle-shaped gili and there are beautiful photo spots that can be enjoyed by visitors, with the beauty and uniqueness of the type of sand and the color of the beach sand. With the tourism potential that it has and has its own uniqueness, in this case the turtle beach and the underwater beauty that is rich in types of fish and beautiful coral reefs and there is also a local community culture and unique

traditions that have been carried out until now in it, making Turtle Beach a tourist destination area that has great prospects in the future.

4. Characteristics of Informants

Informants are people who are used to provide information about the situation and background of the research, so they must have a lot of experience about the background of the research. In the selection of informants as a source of data, it is done by purposive means. Purposive is a technique for determining informants who are selected with certain considerations and objectives. These certain considerations are used for

informants who are considered to know the most about the focus of the research problem (key informants), so that it can make it easier for researchers to understand the social situation being studied. The key informants in this study are: Head of the Turtle Beach Management, while the secondary informants are the Ekas Buana village government and additional informants, namely people who sell around tourist destinations who are considered necessary until the information provided by the informant is saturated.

The informants used in this study are presented in the following table:

Table 7. Characteristics of informants

No	Code	Informant Name	Type Sex (L/F)	Informant Status	Information
1	LM	Then Matrah	L	Key	Head of Turtle Beach Tourism Management, Ekas Buana Village
2	MSH	M. Syuaibun Hadi	L	Main	Head of Ekas Buana Village
3	WK	Wir Kaswandi	L	Main	BUMdes Members
4	N	Nurasiah	P	Addition	Trader
5	MNN	M. Nur Nasution	L	Addition	Trader
6	SN	Siti Muniah	P	Addition	Visitors

Source: Research Document

From the data above, there is one key informant, namely IK01 as the head of the management of the turtle beach tourist destination. The main informants consist of two people, namely IU01, IU02 who are the heads of Ekas Buana village and members of BUMdes Ekas Buana. Then for additional informants, there are three people, namely IT01, IT02, and IT03 who are traders around the turtle beach tourist destination. The total informants in this study were 6 informants.

4.2 Qualitative Analysis Results

1. Validity of Data

The triangulation results were obtained from interview, documentation, and observation techniques. Where this interview

was conducted with key informants, namely the head of management. Turtle beach tourist destination in Ekas Buana village. Then there are the main informants who are the head of Ekas Buana village and members of BUMdes totaling 2 people. There are also additional informants who are traders around the turtle beach tourist destination in Ekas Buana village totaling 3 people. This section will explain the impact of the development of the turtle beach tourism model on the economy of the Ekas Buana village community, Jerowaru District, East Lombok Regency. Where the method used is a qualitative method that can explain and tell to obtain rich data, in-depth information about issues or problems that will be solved through interviews,

documentation, and observation. To find out the impact of the development of the turtle beach tourism model on the economy of the Ekas Buana village community, Jerowaru District, East Lombok Regency, the researcher collected data through interviews and documentation of the community in Ekas Buana village, especially around the turtle beach tourist destination. In addition, the researcher also observed the activities that occurred around the turtle beach tourist destination in Ekas Buana village.

2. Research Findings

This study aims to determine the development model of the tourist destination of Turtle Beach, Ekas Buana Village and the impact of the development of the Turtle Beach tourism model on the economic development of the Ekas Buana Village community. The findings of the research results are the results of answers from interviews and documentation conducted with informants and the results of observations made by researchers from April 26, 2024 to May 12, 2024. Based on these data collection activities, the researchers obtained the following research results.

a) Management Model for the Turtle Beach Tourism Destination in Ekas Buana Village, Jerowaru District, East Lombok Regency

Turtle Beach is a coastal tourist area in Ekas Buana Village, South Lombok Timur Regency, which is starting to develop. Therefore, Ekas Buana Village has planned in village development to develop tourism. Development in the tourism sector needs to be improved by developing and empowering national and regional tourism sources and potentials, expanding and equalizing business opportunities and employment, especially for communities around tourist attractions.

Formation of community groups to control and develop turtle beaches. This tourism-aware youth community consists of local community groups that grow on the

basis of awareness and a sense of responsibility and for the community, especially the younger generation in the Sungkun Hamlet area of Ekas Buana Village. The Ekas Buana village community already feels quite prosperous seeing the impact of the developments that have been produced on economic conditions.

This is in line with the results of the interview conducted on April 28, 2024 with Mr. Lalu Matrah as the head of tourism management or key informant in Ekas Buana Village, stated that.

"Before the development of tourism on this turtle beach, many tourists had visited, therefore the community around the tourist attraction, especially Sungkun Hamlet, began to realize the benefits of developing this Kuru-Kura Beach tourism. Well, the development of this turtle beach tourism began in August 2019 which was carried out by Ekas Buana Village, fully managed by the community around the tourist attraction, especially Sungkun Hamlet, Pokdarwis and the village government". Based on this, it can be seen that there are organizations or community groups that are able to support and meet the needs of turtle beach tourism. Related to management and control based on the community with the concept of community-based tourism (CBT). This is also related to what was stated by Mr. M. Syuaibun Hadi.

In the past, before the development of this turtle beach tourism, the people around Sungkun Hamlet only worked as servants and farmers, but after it was developed in 2019 and fully supported by the village government and the community around the tourist attraction, especially the Sungkun Hamlet community, the development and management of the tourist attraction is now fully managed and the community can sell around the tourist area. Likewise, Wir Kaswandi said the same thing, that the development of Turtle Beach began in August 2019 and involved all the community, especially as managers of the Turtle Beach tourism.

This is also in accordance with the results of observations made by researchers

that in developing CBT working principles to provide opportunities for local communities to be involved and control sustainable tourism management and development. Similar to the research findings conducted by Indah Permata Sari in her research in 2022, which found that local communities have a very important role in realizing community-based tourism (sustainable tourism).

The attractions and strategies in the turtle beach tourist attraction in Ekas Buana village. Regarding the attractions and strategies in the turtle beach destination in Ekas Buana village. that the attractions and strategies carried out by the Ekas Buana village community are good enough so that tourists can feel at home when visiting the turtle beach tourist destination. This is in line with the results of an interview conducted with Mr. Lalu Matrah who stated that.

"Well here, for the promotional strategy that is carried out is through social media, because almost all people, especially young people who travel today use social media to share their experiences, besides that there are also many communities from outside who come to make videos so that they can promote voluntarily and are assisted by the village government by creating a promotional website so that from the results of the promotion the number of tourist visits can increase from year to year. We also provide adequate facilities so that tourists are comfortable when visiting where the facilities provided include toilets, prayer rooms, culinary stalls, gazebos along the beach, bamboo seats, trash cans and a large parking area.

Based on this, the attraction and strategy carried out by the community is quite good as conveyed by Mr. Lalu Matrah. This is also in line with what was conveyed by Mr. M. Syuaibun Hadi.

"There are many attractions on Turtle Beach such as boat photo spots, corn hills, surfing, Gili Turtle as the main icon, and the first strategy is to maintain the cleanliness of the coastline so that visitors are comfortable when visiting, working together in the development of beach tourism facilities, and planting tree seedlings to make it more beautiful and always maintaining

security activities so that tourists are not disturbed,"

Likewise, Mr. Wir Kaswandi said the same thing, that.

"Here, the first strategy carried out by the community is to maintain the cleanliness of the coastline so that visitors are comfortable when visiting, working together in the development of beach tourism facilities, for promotions, most of them are through social media, because now in this sophisticated era, there is no need to bother and the Ekas Buana village website."

This is also in accordance with the results of observations made by researchers who found that the attractions and strategies used by the community have been running well in the Turtle Beach tourism destination area of Ekas Buana village. This is similar to the research conducted by Ikke Febriandhika and Teguh Kurniawan, (2019) who found that the concept of sustainable tourism through a community-based tourism approach as a form of tourism development that relies on the community by prioritizing local potential and encouraging the development of community capacity. The important aspects in the success of sustainable tourism development through Community-Based Tourism are seen from the socio-political, economic, environmental and cultural fields. The socio-political field is related to community involvement in decision making, planning, and tourism development.

Related to supporting and inhibiting factors in the process of developing Kura-Kura beach tourism in Ekas Buana village. There are so many potentials that exist so that the supporting factors are quite good and besides that there are also inhibitors in the process of developing Kura-Kura beach. This is in line with the results of an interview conducted with Mr. Lalu Matrah who stated that.

"Well, here, for the supporting factors for the development of Kura-kura Beach tourism, there are many beautiful natural potentials such as clean stretches of beach sand, beautiful corn hills around the beach that pamper tourists, transportation access to the beach is good and the infrastructure is adequate for promotion and marketing through

social media. The community is very enthusiastic about being involved in the development of tourism at Turtle Beach in terms of things like planning to creating what will be developed. Furthermore, for the management here, all the people involved, from those who guard the entrance tickets, maintain the cleanliness of the toilets, those who trade, become guides and those who guard the parking area, as well as preserving local culture, namely the *bau nyale* event which is held every year. Besides that "For the obstacles, landslides often occur from the hills during the rainy season"

Based on this, it can be seen that the supporting factors in the Kura-Kura beach tourist destination are quite numerous and the obstacles in the process of developing the Kura-Kura beach tourism in Ekas Buana village also still need to be fixed by the village government and tourist destination managers. This is as also conveyed by M. Syuabiu Hadi.

"For supporting factors for the development of this Turtle Beach tourism, there are many beautiful natural potentials such as clean stretches of beach sand, beautiful corn hills around the beach that pamper tourists, for transportation access to the beach is good and there are many lodgings around the tourist attraction so that tourists can rest peacefully. For the management, all communities are involved from those who serve tourist entrance tickets, officers who maintain the cleanliness of toilets and garbage in the beach tourism area, there are many MSMEs and some maintain the parking area".

Likewise, Mr. Wir Kaswandi said the same thing. For supporting factors for Turtle Beach tourism, the road access to it is good and there are many places to stay to rest and there is also a *bau nyale* event held every year. And the inhibiting factor is the lack of support from the local government such as financial assistance. This is in accordance with the results of observations conducted by researchers who found that this Turtle Beach destination has quite large potential in terms of its management, especially for the economy of the community around the tourist destination.

b) The Impact of the Management of the Turtle Beach Tourism Model on Improving the Economy of the Community of Ekas Buana Village, Jerowaru District, East Lombok Regency

Tourist destinations can have an impact on the surrounding community, such as increasing community and regional income if developed properly. Tourism development can have a positive effect on expanding business opportunities and employment opportunities. Increased community income comes from spending and costs incurred by tourists during travel and stopovers such as for accommodation, food and drink, souvenirs, transportation services and so on. In addition, tourism encourages improvement and growth in the development of other sectors. Thus, tourism development will encourage improvement and growth in other development sectors. Based on an interview conducted on May 5, 2024 with Lalu Matrah as the head of the management of the Kura-kura Beach tourist attraction

"Here before, before the development of this beach tourism, the crime rate was very high and the unemployment rate was very high in Jerowaru District, especially Ekas Buana Village. With the development of the turtle beach tourism in Ekas Buana Village in August 2019. With the development of this tourism, it can boost the economy of the Ekas Buana village community, open up business opportunities and jobs for the community. In this way, the arrival of tourists to tourist locations can open up opportunities for the community to become tourism actors by managing tourist attractions, opening businesses, restaurants, stalls, transportation services and so on.

Based on this, the impact felt by the community with the development of this turtle beach is the opening of wide business opportunities and increasing community income. This is in line with the results of the interview with Mrs. Siti Muniah as an additional informant as a trader at the turtle beach tourist attraction in Ekas Buana Village.

"I used to be a food and beverage trader at a tourist attraction in 2019 since it opened, here I

sell various foods and drinks such as fried rice, fresh vegetables, young coconut ice, fruit juice, instant noodles, coffee, and various snacks. Before I became a trader at the Turtle Beach tourist attraction, I was just a housewife. But finally I chose to become a trader at a tourist attraction and the income I get reaches IDR 5,000,000 per month. with the profits I get from this business, it is enough for my daily needs and much better than before. "

The same thing was also said by additional informant 2 that the impact felt was quite good after the development of this turtle beach tourism destination. The interview was conducted with Mr. M. Nur Nasution, a trader and manager of Ekas Buana village beach tourism.

"In the past, before the turtle beach tourist attraction existed, I used to work as a fisherman

with an income of around Rp. 1,500,000 per month. However, after this tourist attraction was developed, in addition to being a farmer, I also became a tourist manager and a trader so that my income was around Rp. 5,000,000 per month. After this tourist attraction existed, at night I became a fisherman and during the day I was in charge of guarding the entrance and exit portals of this tourist attraction while trading."

Based on the explanation above, the development of Kura-kura beach tourism in Ekas Buana Village affects the livelihoods and income of the community who are tourism actors. The following is a table of the livelihoods and income of the community before and after the development of Ekas Buana village beach tourism:

Table 8. Livelihoods and Community Income Before and After Tourism Development

Name	Livelihood		Income (Rp)	
	Before	After	Before	After
Siti Muniah	Housewife	Trader	-	5,000,000
Nasution	Fisherman	trader	1,500,000	5000.000
Irwan	Fisherman	fishermen and traders	2,000,000	5,500,000
Emi	Farmer	Trader	2,000,000	5000.000
Nurasiah	Tailor	Trader	1,500,000	4,500,000
Rani	-	cafe employee	-	700,000
Kaswandi	Fisherman	fishermen and managers	2,000,000	3,500,000
M. Gifari	Fisherman	fishermen and managers	1,500,000	3,000,000

Source: Researcher Interview Results Document

The table above shows that there was an increase in income before and after the development of the Kura-Kura Beach tourist attraction in Ekas Buana Village. These business and work opportunities were born because of tourist demand. Thus, the arrival of tourists to the Kura-Kura Beach tourist attraction in Ekas Buana Village will open up opportunities for local people to become providers of tourism needs and services. These business opportunities will provide opportunities for local people to work while increasing their income to support their household life.

The number of visitors, both foreign and local tourists, at the Kura-kura beach tourist attraction in Ekas Buana Village affects

the income of tourism actors because tourists usually feel hungry and thirsty after enjoying the beauty of the beach. This means that if the number of tourists visiting is increasing, it will increase income so that to support their household life, it is sufficient with the income generated from these businesses. With the increase in the income of the local community, it means that the community's economy is also increasing because there are many alternative types of businesses in tourist attractions, thus increasing the community's motivation to work which is manifested in community involvement in utilizing existing tourism potential.

Discussion

Tourism Management with Community Based Tourism Model

In the development of the turtle beach tourist attraction, it can be concluded from the results of interviews conducted by researchers that the turtle beach tourist destination uses the turtle beach destination development model that is currently being implemented, namely Community-Based Tourism (CBT), an approach that emphasizes active participation and empowerment of local communities in the management and development of tourism destinations. In this context, CBT integrates the values of sustainability, local wisdom, and fair distribution of economic benefits to the local community. In the management of this turtle beach, local communities are empowered to become an integral part of the decision-making process related to natural resource management, environmental conservation, and tourism infrastructure development. They not only act as service providers or tourist attractions, but also as key stakeholders involved in the long-term planning of their tourism destinations.

Thus, through the application of the CBT model, the turtle beach destination not only becomes an attractive tourist attraction, but also a real example of how tourism can contribute positively to sustainable development and the welfare of local communities.

According to [14] the CBT or Community Based Tourism model is a tourism concept that is managed and owned by the community, for the community, with the aim that tourists can increase their awareness and learn about the lives of local communities and can improve the local community's economy, preserve culture, the environment and can improve the quality of life of local communities.

The implementation of Community Based Tourism or Community-based tourism at the turtle beach tourist destination in Ekas Buana Village has been running in the development stage. Where based on the results of interviews with various related parties in the tourism destination, it was

revealed that the implementation of CBT or Community Based Tourism at the turtle beach destination showed compatibility with the principles of CBT theory as follows;

- a) Formation of a youth community aware of tourism

This tourism-aware youth community consists of local community groups that grow on the basis of awareness and a sense of responsibility and for the community, especially the younger generation in the Sungkun Hamlet area of Ekas Buana Village. The Ekas Buana village community already feels quite prosperous seeing the impact of the developments that have been produced on economic conditions.

- b) Active Community Participation

Local communities are involved, especially Sungkun Hamlet, in the planning process, decision-making, and management of the turtle beach tourism destination. They have a role in determining the direction of tourism development, environmental conservation, and natural resource management.

- c) Public welfare

The implementation of CBT on the turtle beach aims to improve the economic welfare of local communities. For example, through skills training, small business development, and local-based economic empowerment, such as providing communities to trade around the beach.

- d) Maintaining character and culture

By holding the *bau nyale* event, an event held annually, it is also one of the main principles in Community Based Tourism, namely maintaining local character and culture. In addition, this is also an attraction

for tourists that can improve the economy of the community around the tourist destination. planting trees along the coastline and promoting local wisdom.

e) Conserving the Environment and Natural Resources

Conservation efforts carried out by the Ekas Buana Village community by maintaining and increasing the production of natural resources such as mangrove forests, marine products, coconut trees that are widely available and others. These production results are then innovated into various products that have higher selling value, such as coconut trees that can produce many kinds of processed products such as fruit that can be sold around the tourist area and marine products such as fish, shrimp, shellfish that can be processed into seafood so that their selling power is higher.

f) Independence and Mutual Cooperation for the Common Good

The turtle beach tourist destination is fully managed by the Ekas Buana Village community. The capital for village management is also entirely from the awareness, intention and enthusiasm of the community. Development is also carried out through self-reliance and mutual cooperation. This can have a positive impact on the economic conditions of the community. All activities and management carried out are mutual cooperation, the capital outlay is minimal because everything is based on the initiative and enthusiasm of local residents. One of the activities that reflects the solidarity of the Ekas Buana Village community,

especially the Sungkun hamlet, is that every Sunday the residents take the initiative to clean the beach together. In addition, it can also save on maintenance and management costs, and of course can strengthen togetherness between communities.

Findings from the field related to the implementation of Community-Based Tourism (CBT) on Kura-kura beach have also occurred in other areas and can be linked to several previous studies that highlight key aspects in the development of community-based tourism. Indah Permata Sari in her 2022 research entitled *The Role of the Community Based Tourism Development Model in Realizing Sustainable Tourism in Bali* stated that the community-based tourism development model emphasizes community participation in community development in tourism development in Bali. The local community has a very important role in realizing community-based tourism. In addition to the role of the community which is the embodiment of the community-based tourism development model, participation from all stakeholders, namely the central government, local governments and tourism entrepreneurs, is also needed to realize sustainable tourism.

Research conducted by [15] explained that the implementation of community-based tourism in tourist villages in Magelang pays attention to environmental sustainability, maintains local culture, has community participation and increases community income. The utilization of environmental resources used for tourist destinations is maintained sustainably. Such as the arts that are maintained for tourist attractions and as a form of preserving local culture. Community participation in the development of tourist villages starting from planning, implementation, to evaluation. With the presence of various business units in tourist villages, it can increase community income, however, there are still obstacles in realizing

community-based tourism such as less supportive weather conditions, lack of utilization of facilities or business units by the community [15].

Impact of Community Based Tourism Model Management on Community Economy

Since becoming a tourist destination, efforts made by the local community as an effort to develop the Turtle Beach tourist destination have continued to increase. These efforts include several aspects such as in the MSME and tourism sectors. Tourist destinations can have an impact on the surrounding community, such as increasing community and regional income if developed properly. Tourism development can have a positive effect on expanding business opportunities and job opportunities. Increased community income comes from spending and costs incurred by tourists during the trip and stopover such as for accommodation, food and drink, souvenirs, transportation services and so on. In addition, tourism encourages improvement and growth in the development of other sectors.

Before the development of this beach tourism, the crime rate was very high and the unemployment rate was very high in Jerowaru District, especially Ekas Buana Village. With the development of the Ekas Buana Village Turtle Beach tourism in August 2019, and after that the impact of the development of beach tourism on the Ekas Buana Village community was very good. With the development of this tourism, it can boost the economy of the Ekas Buana Village community, open up business opportunities and jobs for the community. These business opportunities and job opportunities arise from the demand of tourists visiting tourist destinations, Thus, the arrival of tourists to tourist locations can open up opportunities for the community to become tourism actors by managing tourist attractions, opening businesses, restaurants, stalls, transportation services and others. These business opportunities will provide opportunities for

local people to work and at the same time can increase income to support daily life.

The improvement in the quality of life of the Ekas Buana village community can begin to be seen in the increasing capabilities, especially among the village community, who initially worked as farmers and fishermen who tended to be traditional, but have now changed to become more modern tourism actors., this has also succeeded in encouraging the community to be able to utilize the natural potential that is already available and the culture that they have to develop the economic sector.

The impact of implementing the Community-Based Tourism (CBT) model on the turtle beach on the community's economy can also be linked to several previous studies that highlight key aspects of the impact of tourism development on the community's economy. Hidayanti and Fitrianto in (2022) conducted a study entitled "Community based tourism (CBT) in Religious Tourism Areas and Improving the Community's Economy" this study was to observe active participation from the community and improving the community's economy from tourism. The results of the study conducted by Hidayanto and Fitrianto show that implementing the CBT concept in tourism management is able to provide job opportunities for the community and is able to increase the local economy. In addition, the multiplier effect is also felt in other sectors such as agriculture, trade, and services.

5. CONCLUSION

Based on the research conducted on the turtle beach destination management model regarding the application of the Community Based Tourism model. The impact of developing the use of the Community Based Tourism model for the economy of the community in Ekas Buana Village, the following conclusions can be drawn;

- 1) The Ekas Buana Village community has successfully implemented the principles of

Community Based Tourism in developing tourist destinations. This is proven by several actions such as the formation of a tourism-aware youth community or pokdarwis, the emergence of independence and mutual cooperation, maintaining unique characters and cultures, and preserving the environment and natural resources.

- 2) The impact of the management of the Community Based Tourism model on the economy of the Ekas Buana village community has a positive impact on economic activities consisting

of increasing income and opening up employment and business opportunities for the community as tourism actors. With the development of the Ekas Buana Village Turtle Beach tourism, the community took the initiative to open a business to provide for tourist demand. The community around the tourist attraction gets a good livelihood as food and beverage traders, as employees of restaurants and surfboard rental services for tourists who want to surf on the Turtle Beach.

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