



## Sustainable Tourism Development Through The Community-Based "Patju Radja" Concept In West Lombok

Muhamad Muhamad<sup>1</sup> & Agus Darmawan<sup>2</sup>

<sup>1</sup> Gadjah Mada University Yogyakarta

<sup>2</sup> Head of the West Lombok Regency Tourism Office.

Corresponding Author : Email [muhamad@ugm.ac.id](mailto:muhamad@ugm.ac.id)

### Abstract.

**Background.** Tourism development is emerging as a prominent initiative in regional advancement. Tourism advancement is anticipated to enhance Regional Original Income and generate employment opportunities in the area. West Lombok Regency is a region with tourism potential.

**Aim.** The notion of "Patju Radja" encompasses a tourism development process aimed at regional transformation towards improvement, involving strategy, execution, and oversight to generate the required added value. It serves as a fundamental basis for the sustainability of the tourism ecosystem, encompassing the potential for the development of the tourism industry.

**Methods.** The methods employed utilize a qualitative descriptive approach to acquire a comprehensive understanding of individual experiences in tourism development about the potential of tourist attractions to implement the "Patju radja" idea. This task involves the collection of both secondary and primary data. Secondary data comprising papers on tourist development plans and initiatives enacted by the West Lombok Regency Government

**Result.** The study results indicate that the notion of "Patju radja" in tourism development can be implemented through a community approach. This strategy underscores the comprehensive engagement of the community in the tourism development process in West Lombok Barat Regency. The "Patju Radja" plan is a community development methodology applicable for constructing a tourism development model in West Lombok Regency, including stakeholders such as the government, private sector, and community. Each performer is anticipated to collaborate in their designated roles and highlight the significance of the broader society.

**Conclusions.** The community approach to tourism development, which prioritizes comprehensive community engagement in the development process, is a crucial technique for fostering community-based tourism under the Patju Radja concept in West Lombok Regency. Implication. Execution. The community development method can facilitate the establishment of a tourism development model in Lombok Barat Regency.

**Keywords:** Sustainable Tourism, Patju Radja, Community Base Tourism

### INTRODUCTION

Tourism development is increasingly emerging as a prominent regional development initiative. The expansion of tourism is anticipated to enhance Regional Original Revenue

(PAD) and generate local employment opportunities. West Lombok Regency possesses significant tourism potential. Lombok Regency is a district in West Nusa Tenggara Province. Like other areas, West Lombok Regency has the potential for natural, cultural, and man-made tourism attractions that can be developed to enhance the regional economy and elevate community welfare.

Sustainable tourism development is a strategy designed to satisfy the requirements of current tourists and the local community without compromising the ability of future generations to meet their demands. This concept is predicated on the principle of maintaining awareness of the ecosystem in alignment with its carrying capacity, addressing the interests of the local community, enhancing the quality of human life across physical, spiritual, social, and cultural dimensions over the long term, and promoting the effective and efficient utilization of natural resources. The economic, social, and aesthetic requirements can be fulfilled while safeguarding cultural integrity, essential ecological processes, biodiversity, and diverse life support systems that constitute Indonesia's tourism sector's competitive and sustainable capital.

Sustainable tourism is an effort to ensure the sustainability of resources and benefits sustainably. The complexity of facilities, activities, and services is entirely aimed at considering the economic, socio-cultural, and environmental impacts at present and in the future without ignoring the needs of tourists, industry, environment, and communities in local destinations. This concept and approach is most appropriate in developing tourism destinations amid the rapid development of the tourism industry because its application still considers environmental, social, and cultural impacts holistically in addition to the economic sector. In this regard, understanding the meaning and importance of destination development based on sustainable tourism from an early age is fundamental. It prioritizes aspects of community involvement in the planning and implementation stages.

The concept of sustainable tourism development, "Patju Radja," is an acronym for Prosperous People's Advanced Tourism, developed in Lombok Regency. This concept is an essential foundation for the sustainability of the tourism ecosystem, which includes the potential of the tourism industry to be developed. The idea of "Patju Radja" is a process of tourism development towards change in West Lombok Regency towards a better direction for welfare, which includes planning, implementation, and control efforts to create added value as desired. This concept is related to the development of sustainable tourism with community involvement; Page (2009) mentioned that there are at least 5 (five) approaches in tourism

development through the concept of "Patju Radja," which then in its development has been adapted to other methods, Muhamad. M namely:

**Table 1. Approach to Tourism Development through the Concept of "Patju Radja"**

It	Conceptual development	Description of the development concept
1	The physical spatial approach.	This tourism development approach uses geographical land with a development strategy based on spatial principles. For example, visitor groups are divided to avoid conflicts between visitors.
2	<i>Booster approach.</i>	This simple approach explains that tourism is a positive result for a place and society. However, this approach does not see the community's involvement in the planning process, and the area's carrying capacity is not carefully considered.
3	<i>The economic industry approach.</i>	The tourism development approach emphasizes economic goals more than social and environmental goals and makes visitors' experience and level of satisfaction the main goals.
4	The community approach.	A tourism development approach that emphasizes maximum community involvement in the tourism development process
5	Sustainable approach	tourism development by considering sustainability aspects or future interests in resources and the impact of economic development on the environment

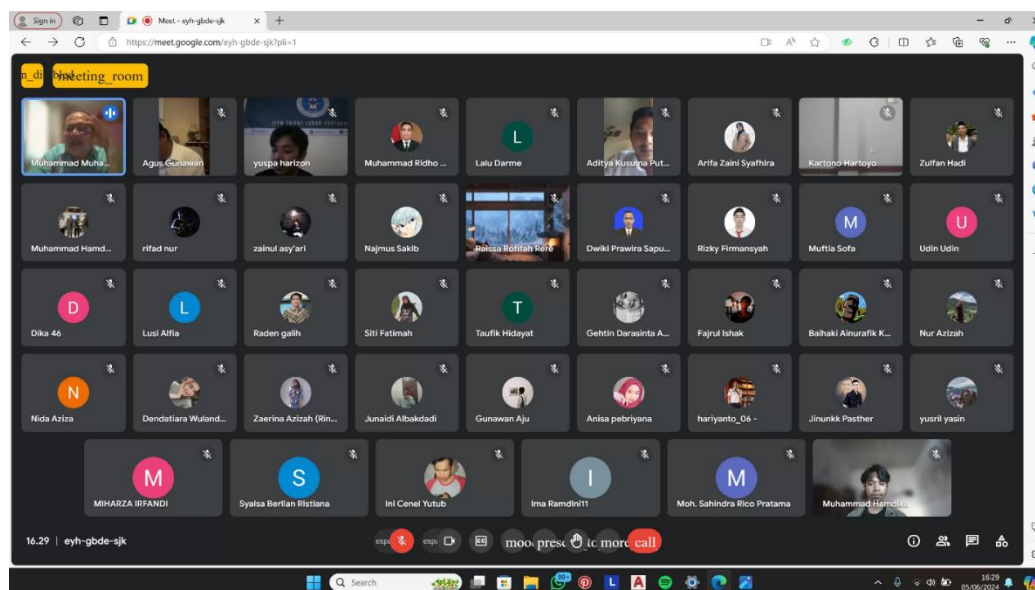
. This study seeks to build a community-oriented tourism strategy in West Lombok Regency utilizing the "Patju Radja" idea. This pertains to the minimal degree of community engagement in tourism development within West Lombok Regency; this community-centric approach aims to foster a sense of belonging among residents in the tourism sector, thereby enhancing community participation in its development.

Sanders (1970) articulated four views on community development, providing an alternative concept and theoretical framework for tourism development incorporating community involvement. The four approaches encompass: 1) community development as a process, method, program, and movement; 2) community development as a progressive process, indicating a transition from one stage or condition to another, characterized by specific criteria; 3) the method of community development, regarded as a means to attain objectives. Sustainable tourism development in the context of community involvement is seen as a program when the community development has a set of procedures and a series of activities. Furthermore, community involvement in sustainable tourism development is seen as a movement when community development is directed as an elaboration of values and goals. Apart from Sanders' view, other opinions explain the approach to community development.

Batten (in Adi, 2012) identifies two primary methods of community development: a directive approach (instructive) and a non-directive approach (participatory). The directive method is typically effective in attaining short-term objectives and addressing significant issues. This prescriptive method is perceived as less effective when the aim is fundamental changes in individual knowledge, beliefs, attitudes, and intentions. The non-directive method prioritizes recognizing the community as the principal agent in the transformative process, thereby providing them with ample opportunity to attain desired objectives in manners that align with societal needs.

## **METHOD**

This task entails the gathering of both secondary and primary data. Secondary data refers to documents related to the tourism development policies and initiatives executed by the West Lombok Regency Government. Concurrently, primary data is employed to get information pertinent to developing community-based tourism, utilizing in-depth interviews and conducting Focused Group Discussions (FGD) over Zoom links. The research participants comprise 50 individuals recognized for their expertise in tourism development within West Lombok Regency. The informants comprised officials from the West Lombok Regency administration, cadets and practitioners from Lembar District, village government officials, community leaders, and residents of the Lembar and South Lembar areas. They focused on the Lembar and South Lembar regions as designated areas. The property demonstrates community involvement and is still under development despite its considerable potential to become a national and worldwide tourism destination.



**Figure 1.**  
**Method of Implementing Focus Group Discussion with the Community in West Lombok**

Informants are the community, stakeholders, and tourism actors. The focus group discussion analysis shows the development of data from one period in the form of a narrative. The development of this analysis adjusts these factors as the core of the discussion, which emphasizes the potential for attraction and development of tourism and the level of public perception in the region.

## DISCUSSION

Tourism development in West Lombok exemplifies initiatives to enhance the tourism sector within West Lombok Regency. This research proposed an alternative model applicable to the West Lombok Regency tourism development based on the "Patju Radja" concept. A crucial aspect of tourist development is the engagement of the community in its execution. This is implemented to guarantee that the community is not merely an observer but can also actively participate in the advancement of tourism in their region. The field data indicate that the rise of tourism in West Lombok Regency is recognized. Over the past decade, the tourist industry has emerged as a primary driver of economic activity, coinciding with a downturn in livelihoods across other sectors. A strategic policy for spearheading the advancement of tourism attractions, as mentioned in.

**Table 2. Policy Strategy for pioneering the development of tourism attractions by the community**

Policy Strategy	Description of Policy Strategy
Pioneering Policy Strategy for Tourism Attraction Development	<ol style="list-style-type: none"> <li>1. developing new tourist attractions in the undeveloped DPD area and</li> <li>2. strengthening efforts to manage the tourism potential of beaches and mountains.</li> <li>3. Tourism Attraction Development Strategy</li> </ol>
Tourism Attraction Development Strategy	<ol style="list-style-type: none"> <li>1. developing product management innovations and tourism attraction capacity to encourage the acceleration of destination development, including forming and fostering the Management of Beach and Mountain Destination Areas, creating and fostering business organizations and the Tourism Industry</li> <li>2. conservation of tourism potential and environmental protection to support the intensification of tourist attractions.</li> <li>3. Strategy for Tourism Attraction Revitalization Policy</li> </ol>
Tourism Attraction Revitalization Policy Strategy	<ol style="list-style-type: none"> <li>1. Revitalization of structures, elements, and activities that drive regional tourism activities in tourist attractions, including the control of garbage and beach waste in the destination area and the maintenance of all tourist attractions, history, and cultural heritage objects; and</li> <li>2. Strengthening efforts to organize regional space and conserve tourism and environmental potential in supporting the revitalization of tourist attractions and the surrounding area.</li> </ol>

The development of tourism destinations and tourism and creative economy products in West Lombok is value-added and competitive, with three strategies, policy directions, and other directions for local community empowerment. The strategy implemented to empower local communities through tourism focuses on strengthening community institutions and local governments at the local level to encourage the community's capacity and role in tourism development, as shown in the table below.

**Patju Radja's Concept Strategy as a Policy for Revitalizing Tourist Attractions**

Opinion of some Phillips, R. & Pittman, R. (2009). Public policy is whatever the government chooses to do or not to do. Thus, it can be said that public policy is a comprehensive concept that includes something done by the government or not done on a public issue. Meanwhile, James E. Anderson (1979) defines public policy as a policy set by government agencies and apparatus. Although it is realized that actors and factors from outside can influence public policy

The atmosphere and development climate that allows society's potential to develop is the stage of recognition that every human being, every society, has the potential to develop (Kartasmita, 1997). It should be emphasized that empowerment in the region is backed by several things, including encouraging investment, improving export performance and national

competitiveness, attracting domestic and foreign investment, increasing growth, job creation for locals, and foreign exchange receipts. Empowerment in village government is not a mere project, Anuar, A.N.A. & Sood, N.A.A. (2017). Rather, it is a continuous process because it is the task of the village government, which is charged to the task of the Village Head in developing the village. In the existence of development, the village government should prepare the quality of its community resources that are eligible to get opportunities with the existence of priority areas.

**Table 3. Policy direction and Revitalization of local community empowerment**

Description	Description Direction of Local Community Empowerment Policy
Direction of local community empowerment policy	<ol style="list-style-type: none"> <li>1. development of potential, capacity, and community participation in tourism development in the region;</li> <li>2. increasing the potential and capacity of local resources through the development of productive businesses and creative economies in the tourism sector;</li> <li>3. Provide incentives to encourage the development of industries and micro, small, and medium enterprises engaged in the tourism sector;</li> <li>4. expanding market access to micro, small, and medium enterprises and other creative economy products and businesses developed by local communities;</li> <li>5. Increasing access and capital support in efforts to develop industrial products and micro, small and medium enterprises developed</li> </ol>
Strategies implemented to empower local communities through Tourism	<ol style="list-style-type: none"> <li>1. develop the potential of local resources by forming Tourism Villages in each destination.</li> <li>2. providing Special Village Fund Allocations for Tourism Villages; d. encouraging tourism-based village and sub-district level planning;</li> <li>3. establishing a Tourism Education and Training <u>Center</u> for local communities;</li> <li>4. Provide incentives and facilities for the development of industries and micro, small and medium enterprises under the provisions of laws and regulations;</li> <li>5. protecting the continuity of micro, small, and medium industries and tourism service businesses around the destination;</li> <li>6. improving the quality of micro, small, and medium industry products and tourism services;</li> <li>7. strengthening access and networks of micro, small, and medium industries as well as tourism service businesses with partners at the national, regional, and international levels based on Information Technology</li> </ol>

The community perceives the tourist sector as having significant potential for West Lombok Regency. Consequently, the community endorses governmental laws aimed at regulating tourist attractions. The community believes they possess natural resources and abilities that could enhance the tourism sector in the Regency of West Lombok. The residents of the West Lombok region expressed their readiness to endorse local government strategies

for managing tourist attractions in their area through the "Patju raja" concept. They underscored the administration of the natural resource potential of West Lombok Regency, which considered community concerns and consistently prioritized communal values and culture. The community recognizes that the beach area and many tourist communities under West Lombok Regency possess significant beauty and development potential, which could significantly influence the local economy.

According to Adi, I.R. (2012), the community's existence will be very enthusiastic about management as an essential prerequisite, among others, regarding community involvement in destination management. So far, the community has not been involved in tourism management in an integrated manner with the concept of tourism in West Lombok Regency. So far, the management of tourist villages and beach tourism, managed exclusively by several investors, is considered not to significantly impact the community's economy. The community hopes that the potential to manage seafood ingredients, their skills, and their daily lives as a community can be part of tourism.

In addition, the people in West Lombok view that the service-oriented culture needed to develop the para-tourism service sector is still entirely foreign to the community. In addition to being supported by beautiful tourist destination sources and having a selling value, tourism development must be supported by the existence of resources and people who are friendly, caring, serving, and so on. This change in orientation must be a prerequisite if tourism development will be used as a strategic sector that involves the community. This is also acknowledged by the West Lombok Regency government, which emphasizes the urgency of social engineering in building the order and capacity of the community and other tourism business actors.

The tourism development model employing the community development strategy of the "Patju Radja" idea in West Lombok district represents a viable possibility for implementation in Bangka Regency, as evidenced by conducted field research. The "Patju Radja" concept in Lombok district will engage stakeholders, specifically the government, the private sector, and the community. Each actor is anticipated to collaborate according to their designated duties. This model also underscores the importance of assigning a role to the community, which is becoming increasingly relevant in conclusion.

The tourism development strategy utilizing the "Patju Radja" approach in Lombok district encompasses community development, observable in many phases: initial, intermediate, and advanced levels. These stages illustrate a transition in the tourism

development process. Initially, the government's participation is paramount. The government's vision and mission for regional development include a commitment to tourist development as part of its regional development objectives. Furthermore, the community's role and involvement remain inconspicuous in this first stage. The community development approach continues to employ a directive technique. This direction strategy will focus on cultivating a tourism culture within the neighborhood.

The community must be guided to act and conduct itself in a manner that promotes tourism. This will facilitate comprehension of the societal character inclined to adapt to change. The government and the commercial sector must collaborate in tourism development. This collaboration will enhance the program's sustainability and indirectly cultivate public trust. At this juncture, the community has started to experience the advantages of the tourism sector within their residences. This condition will promote awareness to sustain or enhance their position through various activities in the tourism sector.

When individuals recognize the advantages of the tourism business, they develop a sense of affiliation with it, integrating it into their identity and lives, ultimately leading to a significant reliance on tourism. Moreover, a balance of roles among participants in the tourism business has commenced in the advanced stage. The interaction among the government, the private sector, and the community is becoming increasingly intimate and equitable. Under these circumstances, the tourism sector is anticipated to yield profits for the private sector and enhance Regional Original Revenue (PAD) independently. The tourist sector has also confer advantages to the general populace at this juncture. The culture of tourism is integrated into people's daily activities alongside community knowledge for the preservation of surrounding natural resources.

## CONCLUSION

1. Using the community approach to tourism development, which emphasizes full community involvement in the tourism development process, is an important strategy in developing community-based tourism with the concept of Patju Radja in West Lombok Regency.
2. The "Patju Radja" strategy is a community development approach that can build a tourism development model in West Lombok Regency involving actors, namely the government, the private sector, and the community. Each of these actors is expected to take joint action under their respective roles and be able to emphasize the role of a larger society.

## BIBLIOGRAPHY

- Adi, I.R. (2012). *Community Intervention and Community Development*. Jakarta: Raja Grafindo Persada.
- Adi, I.R. (2017). *Community Asset-Based Participatory Planning: From Thought to Implementation*. Jakarta : FISIP UI Press.
- Anuar, A.N.A. & Sood, N.A.A. (2017). Community based tourism: Understanding, benefits and challenges. *Journal of Tourism and Hospitality*, 6(1). DOI: 10.4172/2167-0269.1000263.
- Crotti, R. & Mirashi, T. (Eds.). (2017). *The Travel and Tourism Competitiveness Report*. Geneva: World Economic Forum.
- Fennel, D.A (1999). *Ecotourism : An Introduction*. United Kingdom : Routledge. Ministry of Tourism. (2017). *Performance Accountability Report of the Ministry of Tourism in 2016*. Jakarta: Planning and Finance Bureau of the Ministry Secretariat.
- Page, S. (2009). *Tourism Management : Managing for Change*. Burlington, MA: Elsevier Ltd.
- Phillips, R. & Pittman, R. (2009). *An Introduction to Community Development*. Routledge.
- West Lombok Regency Regional Regulation Number 6 of 2016 concerning the Regional Tourism Development Master Plan for 2016 – 2025
- Pitana, I.G. & Gayatri, P.G. (2005). *Tourism Sociology*. Yogyakarta: Andi Offset. Rubin, A. & Babbie, E. (2008). *Research Methods for Social Work*. Belmont, CA : Brooks/Cole.
- Sanders, I.T. (1970). *The Concept of Community Development*. In *Community Development as a Process*. Leo J. Cary. (Ed.