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SEDAYU BEACH, NORTH LOMBOK REGENCY: STRATEGIES TO INCREASE TOURIST VISITS

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ABSTRACT

The objective of this scientific paper is to examine and identify effective strategies for increasing the number of tourist visits to Sedayu Beach Tourism Object, North Lombok Regency. This research employs the SWOT analysis method to evaluate the strengths, weaknesses, opportunities, and threats faced by tourist destinations. The findings of the SWOT analysis provide the foundation for the development of marketing strategies, infrastructure, and tourist services that can enhance the appeal of Sedayu Beach. Furthermore, the research involved local residents, tourism stakeholders, and other relevant parties in the decision-making process. The findings of this research indicate the potential of Sedayu Beach, which serves as a protected habitat for the endangered green turtle. The strategies proposed to increase tourist visits to Sedayu Beach are as follows: The following strategies have been proposed for the development of Sedayu Beach: 1) The breeding of turtles and collaboration with the Department of Marine Affairs and Fisheries; 2) The provision of camping equipment in the beach area; 3) Education and awareness about the actions that must be taken when an earthquake occurs; 4) The development of green and environmentally friendly transportation; 5) The increase of tourism promotion and collaboration with the community and related agencies; 6) The conduction of socialisation related to disaster prone areas; and 7) The organisation of an activity or event related to local culture. The results of the SWOT analysis indicate that, while Sedayu Beach still faces shortcomings and threats, these can be addressed by leveraging the opportunities and strengths of the tourism sector as a strategy for increasing tourist visits to the beach.

Keywords: Strategies to increase visits, tourists, Sedayu Beach

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INTRODUCTION

Tourism is an activity that directly touches and involves the community so that it brings various impacts on local communities, tourism can be said to be a driving force for development in an area that involves the local community. According to Yoeti (2008) tourism is an important sector in economic development because tourism is closely related to all sectors of the economy, so it makes many important contributions to the regional economy. The tourism sector contributes to foreign exchange earnings, increased business opportunities and various employment opportunities, as well as increased revenue for central and local governments (Mahendrayani & Suryawan, 2018).

The tourism sector has now become an important aspect in the economic progress of a country. Tourism is the main choice in regional development. The development of tourism has undergone many changes, both changes in the pattern, form and nature of tourist destination travel activities, and others. The development of an area can open new tourist attractions for tourists, both foreign and local tourists. The potential for tourism in Indonesia which is very abundant can lift the country's economy if each object is managed properly by the government and the parties around the tourist attraction so that the number of tourist visits will affect the economy of a country.

Indonesia is a country that has a diversity of natural and cultural resources both from customs, tribes, languages, and also religions. According to the Travel and Tourism Competitiveness Index (TTCI) in 2022, Indonesia is the country with the highest tourism development number 32 out of 117 countries in the world. One of the Indonesian regions that has several tourist destinations is West Nusa Tenggara (NTB) (Syafrudin et al., 2023).

The establishment of West Nusa Tenggara as the ‘National Tourism Gateway’ makes West Nusa Tenggara one of the leading tourism destinations in Indonesia. It will be taken into account and has competitiveness, the attractiveness of NTB for tourists is due to the beauty of its beaches, nature and cultural customs of its people. Therefore, the majority of tourists who come to NTB aim to have fun, which is 78.13%; 10.91% for business; visiting family 6.73%, and the remaining 4.23% for other purposes (NTB Tourism Statistics Book, 2017 in Kuswandi, 2020).

Strictly implemented local government policies are able to create good

governance in the development of tourism areas as leading tourist destinations in West Nusa Tenggara Province, the development of the Mandalika SEZ (Special Economic Zone) provides new hopes that are very promising for the welfare of local communities, thus becoming a potential economic source in West Nusa Tenggara (Sandika et al., 2022).

Table 1. Data on the Number of Tourist Visits to West Nusa Tenggara

Year	Tourist		Total
	Foreign	Domestik	
2017	1.512.645	2.249.041	**3.761.686**
2018	1.204.556	1.607.823	**2.812.379**
2019	1.550.791	2.155.561	**3.706.352**
2020	39.982	360.613	**400.595**
2021	11.890	952.146	**964.036**
2022	126.539	1.249.756	**1.376.295**

Sumber: Dinas Pariwisata Provinsi NTB, 2023

Based on table 1. above, the number of tourist visits in the last six years in NTB province, namely January 2017 to December 2022 obtained from data.ntbprov.go.id, it can be seen that the development of the flow of tourist visits has increased and also decreased. The number of tourists visiting NTB for 2017 was 3,761,686 tourists, and in 2018 the number of tourists visiting decreased by -25.2% due to the natural disaster of the earthquake, then in 2019 the number of tourists increased by 31.7%, namely 3,706. However, in 2020 the number of tourists experienced a drastic decline of -89.1% due to the impact of the COVID-19 pandemic, then in 2021 the number of tourists increased by 1.40%, namely 964,036 tourists, and in 2022 NTB showed a resurgence from COVID-19 with an increase in the number of tourist visits by 42.7% with a total of 1,376,295 tourist visits.

North Lombok Regency is one of the regions in West Nusa Tenggara Province which has a lot of tourism potential such as marine tourism, mountain nature tourism, religious tourism, culture, and crafts, with its stunning natural beauty, it has a lot of great potential as a tourist destination that attracts attention. One of the potential tourist attractions located in the North Lombok Regency area is Sedayu Beach, with its enchanting natural panorama, holding an attraction that has not been fully utilised. Although Sedayu Beach has considerable potential, the growth of tourist visits has

not yet reached its peak. This can be due to the lack of promotion, infrastructure that is still inadequate, and management that is still not optimal so that it can be an obstacle in attracting an optimal number of visitors.

Based on these initial observations, the researcher is interested in conducting research on 'Strategies to Increase the Number of Tourist Visits at Sedayu Beach Object in North Lombok Regency'.

LITERATURE REVIEW

Tourism is a phenomenon that is currently popular to be developed as a foreign exchange earner from non-oil and gas, because the tourism industry relatively does not cause pollution or environmental damage (Soeswoyo, 2021).

Spillane defines tourism in a broader scope, namely travel from one place to another, temporary in nature carried out by individuals or groups as an effort to seek balance or harmony and happiness with the environment in the social, cultural, natural and scientific dimensions (Pitana, 2001 as cited by Riani, 2021).

Meanwhile, according to Hunziger and Krapf in Grundriss Der Allgemeinen Femderverkehrslehre as cited by Isdarmanto (2017), tourism is the entire network and symptoms related to the stay of foreigners in one place on condition that the person does not do an important job (Major Activity) that provides permanent or temporary benefits, (Hunziger, 2008 in Isdarmanto, 2017).

As stated by Indraswara (2008), the types of tourism that exist are inseparable from the existence of tourist attractions in an area, namely in the form of:

1. Natural resources, such as natural scenery, environment, flora, fauna, lakes, valleys, mountains, and others.
2. Man-made resources, such as cultural heritage, archaeology, temples, statues, and others.
3. Human attraction resources, such as norms, traditions, habits, outlook on life, religion, religion, beliefs, supernatural, and others.

Meanwhile, according to Isdarmanto (2017) the types of tourism themselves can be categorised into 6 categories, namely:

1. Cultural Tourism A type of tourism in which the motivation to travel is due to the attraction of the cultural arts of a place/region. In this kind of tour followed by the opportunity to take part in a cultural activity itself in the place visited.
2. Convention Tourism (Convention Tourism) Referred to as trade tourism, because travel is associated with trade activities both nationally and internationally, where exhibitions, seminars and other activities are often held.
3. Health Tourism (Recuperational Tourism) the purpose of this tour is to cure an illness with activities such as bathing in hot springs, bathing in mud or milk baths in Europe, coffee baths in Japan. Usually this type of tourism is a package of activities.
4. Coastal Tourism This type of tourism is the most significant form of tourism today with the flow of tourists both international and domestic with the main purpose of the sun, sea and sand. Marine tourism is a type of tourism in Indonesia besides that this tour is much loved by tourists from both foreign and domestic. Of the various types of tourism called marine tourism has a similar form which in essence is the harmony or merger between the water sector, fisheries and tourism sector, where the water sector gets more pressure and as the main attraction of tourism activities are held. The development of marine tourism is an effort to utilise the potential of water tourism attractions.
5. Nature Tourism (Rural Tourism) attractive factors of this type of tourism are natural formations such as rivers, lakes, forests, plantations. The tourists holiday in this area as an effort to find peace and happiness.
6. Tourism in Urban Areas Until now metropolitan cities, state capitals and historical cities are the most important tourist destinations. Travellers visit these areas for, among other purposes: entertainment and nightlife, to appreciate the city's cultural and historical attractions, to attend important sporting events, to shop or just to enjoy the warmth of the city's character.

As for the definition of strategy, according to Hadari Nawawi (2000) in Muliani (2018), what is meant by strategy in the organisation can be interpreted ‘As tips, ways and main tactics that are systematically designed in carrying out management functions, which are directed at the organisation's strategic goals’. Meanwhile, Siagian (2004) as cited by Muliani (2018) defines strategy as ‘As a series of fundamental

decisions and actions made by top management and implemented by all levels of an organisation in order to achieve the organisation's goals'.

According to David (2009) in Muliani (2018) in principle, it can be grouped based on the strategy model, namely:

1. Management strategy. Management strategies include strategies that can be carried out by management with a macro product development orientation, for example, product development strategies, pricing strategies. Market development strategy, and financial strategy.
2. Investment strategy. This strategy is an investment-oriented activity, for example, whether the company wants to carry out an aggressive growth strategy or try to penetrate the market, a defensive strategy, a strategy to rebuild a new division or an investment strategy.
3. Business strategy. This business strategy is often called a functional business strategy because it is oriented towards the functions of management activities, for example, marketing strategy, production strategy, operational strategy, distribution strategy, organisational strategy, and strategies related to finance.

RESEARCH METHOD

The research conducted in Gondang village uses descriptive qualitative methods with data collection techniques in the form of observation, documentation and interviews. The data collected will be analysed using SWOT analysis to provide answers in relation to the development strategies implemented by the tourism managers at the research site.

RESULT AND DISCUSSION

Sedayu Beach has been a tourist destination since 2014, and until now the beach, located in Gondang village, North Lombok Regency, is not only a beautiful landscape and panorama, but also a habitat for protected green turtles. The existence

of turtle breeding in the Sedayu beach area is certainly one of the attractions for foreign and local tourists. This breeding can be an educational tour for visiting tourists.

In addition, the beach is beautiful and clean with fairly complete facilities such as stalls, toilets and prayer rooms, which certainly provide comfort and convenience for visiting tourists. The large area is also suitable for use as a camping site for foreign and local tourists to spend their holiday time enjoying the beauty of Sedayu beach. No wonder this place is very crowded every weekend.

The data obtained from the fieldwork allows us to identify the following strengths, weaknesses, opportunities and threats associated with the potential for increasing the number of visits to Sedayu Beach:

1. The strengths of Sedayu Beach
    a. The land in this beach area is privately owned, which facilitates management.
    b. It offers distinct advantages for both business and personal interests.
    c. The beach boasts a picturesque and pristine setting, complemented by comprehensive amenities such as stalls, restrooms, and prayer rooms, which collectively enhance the visitor experience.
    d. The establishment of a turtle breeding programme will serve to enhance the educational and recreational value of the site, while also providing an additional attraction for tourists.
    e. The site encompasses a considerable area and is frequently utilised by tourists for camping purposes.
2. The shortcomings of Sedayu Beach
    a. The proprietor and administrator of Sedayu Beach have not yet established a presence within the local community, nor have they initiated any collaborative endeavours with the local population.
    b. The level of tourism promotion is inadequate, which has resulted in a lack of foreign tourists visiting the beach.
3. Potential for Development of Sedayu Beach
    a. The location is an attractive proposition for event organisers, who may wish to hold class promotions or graduation ceremonies there.
    b. The location is easily accessible by micro, small and medium-sized enterprises (MSMEs), which increases its visibility and exposure within the wider community, thereby enhancing the availability of food and

beverage options.

c. The location is conducive to spending leisure time in a tranquil setting, taking in the surrounding vistas.
d. Sedayu Beach is a popular destination for nature enthusiasts, who often camp there, thereby extending its use beyond that of a mere venue for family recreation or school events to include overnight stays.

4. Potential Threats to Sedayu Beach
    a. Areas prone to seismic activity, which can result in structural damage.
    b. Sedayu Beach is not the sole tourist destination in North Lombok; tourists also select alternative locations to visit.

Table 2. SWOT analysis matrix for increasing the number of visitors at Sedayu Beach

IFAS / EFAS	*Strengths* 1. Private land ownership 2. Beautiful and clean view with complete facilities such as stalls, wc, and prayer room. 3. Has a turtle breeding centre 4. Has a large area of land	*Weaknesses* 1. No co-operation with the community 2. Less than optimal tourism promotion
Opportunities 1. Strategic location 2. Easily accessible by MSMEs 3. Suitable for relaxing on weekends 4. Many communities of nature lovers who	S-O 1. Develop turtle breeding and cooperate with the Department of Marine Affairs and Fisheries 2. Provide camping	W-O Increase tourism promotion and co-operate with the community and related agencies.

camp at Sedayu Beach	equipment in the beach area.	
Threats 1. The region has the potential for frequent earthquakes 2. Sedayu Beach is not the only tourist attraction in North Lombok	S-T 1. Education and awareness about what to do in the event of an earthquake, planning the layout of buildings by considering earthquake safety standards, creating evacuation maps and emergency routes, and promoting safety to visitors. 2. Develop green and environmentally friendly transport.	W-T 1. Conduct socialisation related to disaster prone areas. 2. Organise an event related to local culture.

Based on the results of the SWOT analysis, there are several strategies that can be done to increase tourist visits to Sedayu Beach, namely:

1. S-O Strategy (Strengths-Opportunities)
   a. Develop turtle breeding and cooperate with the Marine and Fisheries Service. To increase tourist visits, turtle breeding needs to be made according to the needs of tourists such as providing educational facilities in the form of posters and so on that are made as interesting as possible to explain the life cycle of turtles, how efforts are made in conservation and the importance of sustainability for the environment. In addition, working

with local government agencies is essential as they have the knowledge and resources to support turtle breeding projects. They can also assist in the licensing process and fulfilment of applicable regulations.

b. Provide camping equipment at the beach area. By providing camping equipment, this can attract tourists to explore and enjoy the natural beauty around the beach. Tourists do not need to bring equipment from home, they can rent the equipment needed in the Sedayu beach area so as to make their trip easier and more comfortable.

2. S-T Strategy (Strengths-Threats)
   a. Education and awareness about the actions to be taken during an earthquake, planning the layout of buildings by considering earthquake safety standards, creating evacuation maps and emergency routes, and promoting safety to visitors.
   b. Developing green and environmentally friendly transportation. To increase tourist visits to Sedayu Beach, there needs to be innovations such as green transportation such as electric vehicles that can be rented by visitors. This is supported because of the large amount of land in the tourist area. In addition, this environmentally friendly green transport concept has a positive impact on the environment, namely reducing air pollution and energy consumption.
3. W-O Strategy (Weaknesses-Opportunities)

   Increase tourism promotion and cooperate with the community and related agencies. To increase the number of tourist visits to Sedayu Beach, it is necessary to promote more widely and even reach international tourists by promoting through social media, namely Instagram, Facebook and so on. In addition, to maximise the promotion of this beach, it is necessary to work with partnerships, namely the local community. Involving the community in marketing this beach is by inviting local community representatives to participate in discussions or forums related to the development of tourism promotion plans. After that, invite them to share their experiences, photos, or stories about tourist destinations on social media platforms using special hashtags.
4. W-T (Weaknesses-Threats) Strategy
   a. Conduct socialisation related to disaster prone areas. Socialisation related

to disaster-prone should be carried out, namely the process of delivering information, knowledge and skills to the community regarding various aspects related to disasters, such as the types of disasters that may occur, how to identify risks, mitigation efforts, preparation, emergency response, and post-disaster recovery. This aims to increase community awareness and readiness in facing the threat of disasters and reduce losses caused by these disasters.

b. Organising an activity or event related to local culture. North Lombok has interesting cultural potential such as handicrafts, music, so this can be utilised. In addition, involve the community in organising exhibitions, festivals or other events that can attract tourists and create a positive atmosphere at Sedayu Beach.

CONCLUSION AND SUGGESTION

Based on the findings in the field, there are several strategies that can be done to increase tourist visits to Sedayu Beach, namely: 1) Develop turtle breeding and cooperate with the Department of Marine Affairs and Fisheries; 2) Provide camping equipment in the beach area; 3) Education and awareness about the actions that must be taken when an earthquake occurs; 4) Develop green and environmentally friendly transportation; 5) Increase tourism promotion and work with the community and related agencies; 6) Conduct socialisation related to disaster-prone; 7) Organising an activity or event related to local culture.

As for being able to maximise strategies in increasing tourist visits, there are several suggestions that can be made by tourism managers, namely:

1. The manager can work with the community and related agencies to be directly involved in supporting the facilities and management of the Sedayu Beach tourism area.
2. Conduct socialisation related to disaster prone areas.
3. Organise an activity or event related to local culture.
4. Renovate the facilities on the beach so that visitors are comfortable when they are in Sedayu.

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