

## ECOTOURISM DEVELOPMENT STRATEGY AT TAMAN WISATA ALAM GUNUNG TUNAK, CENTRAL LOMBOK

By

Rumba<sup>1</sup>, Rahmawati R.A<sup>2</sup>

<sup>1,2</sup>Travel Business Study Program, Lombok Tourism Polytechnic

E-mail: <sup>1</sup>[rumba@ppl.ac.id](mailto:rumba@ppl.ac.id)

---

### Article History:

Received: 10-06-2024

Revised: 09-07-2024

Accepted: 11-07-2024

### Keywords:

Ecotourism

Development, Gunung  
Tunak

**Abstract:** Due to its high biodiversity, TWA Gunung Tunak is susceptible to disturbance. In order to develop as an ecotourism destination, management must implement proper sustainable measures due to the limited supply of natural resources. Descriptive qualitative methods are used in data analysis procedures, such as participant observation, in-depth interviews, and document analysis. This approach places a strong emphasis on in-depth knowledge in order to support the creation of guidelines and procedures for the growth of ecotourism destinations. Human resources, destination management, environmental sustainability, sanitation, security, and comfort are just a few of the barriers that may stand in the way. The following strategies are implemented in order to develop potential and find solutions to these obstacles: weakness-opportunity (W-O) strategies with tourism destination promotion strategies and security and comfort improvement strategies; weakness-threat (W-T) strategies with human resource development strategies and institutional development and destination management strategies; strength-opportunity (S-O) strategies with tourism destination development strategies and tourist attraction development strategies; strength-threat (S-T) strategies with environmental quality improvement strategies and ecotourism tourism development strategies. In summary, there is a great deal of potential for the development of TWA Gunung Tunak as an ecotourism destination. This potential encompasses socio-cultural elements like local knowledge and the warmth of the locals, as well as natural elements like the scenic beauty of the mountains, beaches, and woods.

---

## INTRODUCTION

A popular tourist spot in Mertak Village, Pujut District, Central Lombok Regency, West Nusa Tenggara, is Gunung Tunak Nature Tourism Park (TWA Gunung Tunak). Gunung Tunak TWA is a natural site with abundant natural beauty and a diverse range of wildlife that could be enhanced through ecotourism. The need to improve ecotourism in this area is growing more and more important as a result of pressures from development and the effects of

climate change worldwide. Ecotourism prioritizes protecting the environment and regional culture in addition to economic gain. According to Ahman Sya (2019), ecotourism is ecology-based tourism that emphasizes the harmony of reciprocal relationships (relationships, interrelationships, interactions, and interdependence) between humans and the natural environment. This benefits both the environment—his place—and humans in turn. The benefits of the issue might be both material and immaterial, and as Gunung Tunak Nature and Tourism Park (TWA) is one of Central Lombok's undeveloped places, it must be developed. If properly developed, Gunung Tunak Nature Tourism Park also has the potential to offer several fascinating tourist attractions, including the possibility for maritime tourism activities like surfing, snorkeling, sunbathing, etc. In addition to having the potential for marine tourism, Mount Tunak is home to a variety of creatures, including mammal classes, butterflies, Timor deer, and several members of the primate class. Out of all of Mount Tunak TWA's potentials, one is tourism-related and has ecotourism value.

This is particularly true of its fauna potential, which includes deer and butterflies, both of which have breeding facilities and can be used as ecotourism-based tourist attractions. This research attempts to design an ecotourism development strategy that can maximize economic benefits while protecting nature and culture, taking into account the exceptional value of Mount Tunak as a natural asset. It is envisaged that a rise in ecotourism-based traveler visits will benefit the local economy as well as the preservation of ecology and traditional knowledge. This study aims to describe the strategic framework that may be used to accomplish balanced tourism and ecotourism development by analyzing the opportunities and problems faced by the Gunung Tunak Nature Tourism Park. To achieve long-term sustainability, these actions should involve careful coordination among pertinent parties, the creation of environmentally friendly infrastructure, and a community-based participatory approach. It is believed that this plan can serve as the foundation for directing ecotourism development policies in the Gunung Tunak Nature Tourism Park by providing a thorough grasp of local and global dynamics. For the long-term growth of tourism, ecotourism is crucial. The government and society should take note of this and give it serious consideration. Latupapua (Muchlisin Riadi, 2019) defines ecotourism as the phrase and idea that links travel and conservation. Travel that is favorable to the environment and places a high value on visitors' environmental stewardship is known as ecotourism. This is predicated on the idea that the growth of tourism depends on the diversity, individuality, and uniqueness of both environment and culture; so, the creation of tourist attractions must be done responsibly, providing criteria for ecotourism.

## LITERATURE REVIEW

Each study should ideally require appropriate theories and methodologies that require relevant theories to comprehend the issues surrounding the study of strategies for establishing the Gunung Tunak Nature Tourism Park as an ecotourism tourist destination. In this sense, defining and promoting to travelers the ecologically friendly characteristics of a travel offering is the most efficient way to grow ecotourism from an environmental perspective. There is a fraction of the data indicating that ecotourism has improved environmental conditions, preserving avian ecosystems, among other things (Asmoro et al., 2021). Planning is an attempt to approach the future methodically and logically.

Make the best and most effective use of the resources that are already available. In this case, the destination is the Gunung Tunak Nature Tourism Park, and planning is the process of making decisions about the destination's future. Researchers studying ecotourism and tourism in Indonesia are familiar with this work. Research topics on ecotourism are closely associated with the keywords ecotourism (40), nature-based (4), and ecology (3). Research on ecotourism by Indonesian scholars typically focuses on environmental control (Sambou et al., 2019; Septiadi et al., 2018), community-based ecotourism (Ristiawan & Tiberghien, 2021; Sumardi, 2018), and development (Henri et al., 2017; Sitorus et al., 2017; Wiranatha, 2015). Planning principles-wise, the Gunung Tunak Nature Tourism Park's ecotourism development has adopted five recognized and implemented tourism development planning approaches: the supply and demand approach, the systematic approach, the local community empowerment approach, the ecotourism approach, and the regional approach. strategy as suggested by (Ridwan, 2019). According to the tourism planning process, tourism planning is a dynamic goal-setting process that methodically takes into account a variety of alternate activities in order to achieve goals. It involves making decisions about the future of a tourist destination and its appeal or attractiveness. Kutuh Village, where most people work as farmers and where most people lived in poverty before the emergence of ecotourism, provides a good example of how the economic benefits of tourism have changed. For everyday needs, even consumption of cultivated foods is hardly enough (Lemy et al., 2021).

The following are included in the tourism planning process: a) tourist attractions and activities; b) lodging and services; c) additional tourist services and services, including restaurants, retail stores, banks, money exchange, tour guides, medical attention, public safety, and postal services; d) transportation facilities and services; e) other infrastructure, such as waste management, electricity, and water supply; and f) institutional elements, such as marketing initiatives, education and training programs, laws and regulations, sector investment policies, private sector, and socio-economic and environmental programs. The Gunung Tunak Nature Tourism Park is one of the tourist attractions in this context, which is highly consistent with the destination life cycle theory. In this scenario, the destination habitat theory can be used to determine the current state of the Mount Tunak Nature Tourism Park tourist destination. "A model that describes all phases of a site's life cycle, including introduction, growth, maturity, decline, and/or rejuvenation, as well as target areas and resorts."

The six stages of ecotourism development—research, spontaneous growth and exploration, involvement, development, and development, and stage three—have varying benefits and implications on tourism. phases include (1) development; (2) consolidation; (3) stagnation; and (6) decline and rejuvenation.

## RESEARCH METHODS

In-depth interviews, documentation studies, and observation are the methodologies and strategies used to acquire data for this study. Interviews with residents, tourists, and other stakeholders can offer the perspective required to design needs-based strategies. Documentation studies will help in understanding environmental regulations, conservation policies, and previous initiatives that might influence the development of the Gunung Tunak

TWA. Observations allow a direct understanding of environmental conditions and potential tourist attractions. When these three approaches are combined, a comprehensive framework for organizing ecotourism development plans for the Mount Tunak TWA destination may be created. In-depth interviews, documentation studies, and observation are the methodologies and strategies used to acquire data for this study. Interviews with residents, tourists, and other stakeholders can offer the perspective required to design needs-based strategies. Documentation studies will help in understanding environmental regulations, conservation policies, and previous initiatives that might influence the development of the Gunung Tunak TWA. Observations allow a direct understanding of environmental conditions and potential tourist attractions. When these three approaches are combined, a comprehensive framework for organizing ecotourism development plans for the Mount Tunak TWA destination may be created.

## RESULTS AND DISCUSSION

### The potential of the TWA Gunung Tunak

Here findings and discussion address the findings from our observations at TWA Gunung Tunak. We have identified several potentials at this location; here are some of the potentials that we have discovered.

#### Natural Potential

A variety of tourism activities at TWA Gunung Tunak make tourists really like this destination. Activities that can be done at TWA Gunung Tunak include camping, feeding the deer, and learning about various types of butterflies, especially at the special breeding facility at this destination. TWA Gunung Tunak offers views of a forest that is still beautiful and sustainable as a tourist attraction. Deer, butterflies, and other animals add to the charm of TWA Gunung Tunak.



**Figure 1. Deer Feeding Activities**  
(Source: researcher, 2023)



**Figure 2. Visit to the Butterfly Learning Center at TWA Gunung Tunak**  
(Source: Tagar.id)



### **Socio-Cultural Potential**

In addition to its natural potential, this location features sociocultural elements and the everyday activities of the local population, all of which could help to promote Gunung Tunak Nature Tourism Park as an ecotourism destination. One possible tourist attraction that might help boost tourism development, particularly in tourist destinations, is the social and cultural activities of the locals around the Gunung Tunak Nature Tourism Park (TWA) tourism destination. Even though visitors to the Gunung Tunak Nature Tourism Park frequently interact with the local population, the locals continue to maintain their traditions and customs and are unaffected by the tourism and cultural activities of these visitors.

### **Human Resource Potential**

A key element in the development of tourism is human resources. Human resources are needed to propel tourism at almost every step and component. In actuality, the existence of tourism is determined by the human resource issue.

### **Obstacles in Development**

Based on the research's findings, several barriers have been identified that may prevent the Gunung Tunak Nature Tourism Park (TWA) from developing into a popular ecotourism destination. These barriers include a lack of human resources, particularly in the tourism industry, management of tourism destinations, a low level of public awareness regarding environmental sustainability and cleanliness, safety, and comfort—which includes things like parking lot management and arrangement, political stability, and issues about race, religion, and ethnicity.

### **Development Strategy**

The creation of suitable methods is essential for the growth of ecotourism travel destinations. Despite the danger of competition, the strategy being discussed here is a broad, integrated approach designed to enable tourism actors to accomplish goals through the appropriate use of destinations and communities. Understanding the life cycle of a tourism location is essential to designing an accurate development strategy for a destination. The tourist destination evolution cycle is divided into seven (seven) phases, according to Butler (1980): discovery (exploration), involvement (involvement), development (development), consolidation (consolidation), stagnation (stagnation), decline (decline), and rejuvenation. The Gunung Tunak Natural Tourism Park (TWA) is in an involved position according to the life cycle theory of tourism destinations, as evidenced by the rise in both domestic and international visitor numbers. Local communities are encouraged to provide additional amenities for tourists as a result of the rise in tourism. One approach is to provide lodging options like homestays, campgrounds, and so forth. Naturally, this is highly consistent with the Gunung Tunak TWA's goal of promoting ecotourism.

The state of the environment must continue to be a top priority for Gunung Tunak TWA ecotourism development. There are elements in this environmental state that may be advantages or disadvantages. According to the research, the natural beauty of the area, regional customs and culture, as well as the welcoming and tolerant attitude of the locals, can all work to the destination's advantage at Mount Tunak Nature Tourism Park (TWA). In addition, the Gunung Tunak Natural Tourism Park (TWA) may have vulnerabilities in the areas of destination management, security, comfort, and human resources.

An exact plan that may be used to establish Gunung Tunak Alama Tourism Park (TWA)

as an ecotourism destination can be derived from the description of natural circumstances. Here's the strategy: Strength-Opportunity (S-O) with a tourism destination development strategy and a tourism attraction development strategy calls for leveraging the destination's advantages to the fullest to take full advantage of its opportunities. In this instance, the strength-threat (S-T) approach yields both an ecotourism tourism growth plan and an environmental quality improvement strategy using a strategy to enhance environmental quality. The approach of minimizing weaknesses and taking advantage of chances is known as the weakness-opportunity (W-O) strategy, and it is crucial for the development of tourist destinations. The marketing of travel locations and tactics to boost comfort and security are the techniques being discussed here. Reducing weaknesses and avoiding threats is the goal of the weakness-threat (W-T) approach. The goal of this approach is to help TWA Gunung Tunak develop into a popular ecotourism destination. This approach can be used to create strategies for destination management, institutional development, and human resource development. The development of the Gunung Tunak Nature Tourism Park (TWA) as an ecotourism tourist destination can also be realized by putting the designed plans into practice.

## CONCLUSION

Gunung Tunak Nature Tourism Park (TWA) has a great deal of potential to be developed as an ecotourism destination by making the most of its current potential, both in terms of natural and socio-cultural potential. However, there are several barriers that stand in the way, including a lack of human resources, management of tourism destinations, low public awareness of the need to maintain cleanliness and environmental sustainability, as well as concerns about safety and comfort, which include things like parking lot arrangement and management, the availability of public restrooms, political stability, and issues about race, religion, and ethnicity. The outcomes, their benefits and drawbacks, and potential future advancements must all be mentioned in the conclusion.

Because of the unique natural beauty of Mount Tunak TWA, environmental sustainability and cleanliness are essential. Supporting the growth of ecotourism requires the implementation of the notion of ecologically responsible tourism. developing outstanding cooperation with all parties, including connected parties, involving all societal aspects, stakeholders, tourism actors, and the government, to increase security and comfort at TWA Gunung Tunak. Aside from that, TWA Gunung Tunak must prepare its destinations and inventory of its tourist attractions with extreme care and attention to detail. for the development of all tourist attractions within the Gunung Tunak Nature Tourism Park (TWA) to be able to support tourism. The sociological reality of the local community, ecotourism development, and a spiritual approach should all be used in the management of the tourism attractions in the Gunung Tunak Nature Tourism Park (TWA). where it will eventually be. It is intended that the findings of this study will aid in the planning and formulation of plans for the Gunung Tunak Nature Tourism Park (TWA) to improve it going forward. The local community, in particular, will benefit economically from this growth in the long run.

## ACKNOWLEDGMENTS

Many thanks to everyone who provided assistance and support to finish this research. We

are grateful to the TWA Gunung Tunak and the Lombok Tourism Polytechnic institution for their data and moral support during the writing of this article. The findings should be beneficial to the advancement of both society and science.

## REFERENCES

- [1] Jurnal Terapan Pemerintahan Minangkabau Vol. 2, No. 2, Edisi Juli – Desember 2022, pp.143-162
- [2] Ersya Mayana, E. M.& MayanaE(2019). *Potensi Obyek Wisata Taman Wisata Alam Gunung Tunak. Jurnal Sosial Ekonomi Dan Humaniora*, 5(2), 134- 139
- [3] Andriani, Dini, and I. Gde Pitana. "Ekowisata: Teori, Aplikasi, dan Implikasi." *Jurnal Kepariwisata Indonesia* 6.2 (2011): 181-193.
- [4] Haryanto, Joko Tri. "Model pengembangan ekowisata dalam mendukung kemandirian ekonomi daerah studi kasus provinsi DIY." *Jurnal Kawistara* 4.3 (2014).
- [5] Nafi, Mochammad, Bambang Supriyadi, and Nanny Roedjinandari. "Pengembangan Ekowisata Daerah." *Buku Bunga Rampai* 1.33 (2017): 38-45.
- [6] Sutisno, Aliet Noorhayati, and Arief Hidayat Afendi. "Penerapan Konsep Edu-Ekowisata Sebagai Media Pendidikan Karakter Berbasis
- [7] Kanom, S.Pd.,M.Par. 2020, *Jurnal Ilmiah Pariwisata*
- [8] Randhi Nanang Darmawan Politeknik Negeri Banyuwangi *Jurnal Ilmiah Pariwisata*, Volume 25 No. 2 Juli 2020 *Pengembangan Taman Wisata Alam Gunung Tunak Sebagai Destinasi Pariwisata Ekowisata Kanom\**
- [9] Arjana, I. Gusti Bagus. *Geografi pariwisata dan ekonomi kreatif*. PT. RajaGrafindo Persada-Rajawali Pers, 2017.
- [10] Dewi, Made Heny Urmila. "Pengembangan desa wisata berbasis partisipasi masyarakat lokal di Desa Wisata Jatiluwih Tabanan, Bali." *Jurnal Kawistara* 3.2 (2013).
- [11] Prafitri, Gita Ratri, and Maya Damayanti. "Kapasitas Kelembagaan Dalam Pengembangan Desa Wisata (Studi Kasus: Desa Wisata Ketenger, Banyumas)." *Jurnal Pengembangan Kota* 4.1 (2016): 76-86. *Lingkungan.* *Ecolab* 12.1 (2018): 1-11
- [12] Solang, Jeanlly Adri. "Alur Kerangka Teori Pemanfaatan Kawasan Pesisir untuk Ekowisata." *Jurnal Ekowisata* 8.VIII November (2009): 31-36.

THIS PAGE IS INTENTIONALLY LEFT BLANK