

Strategy for Implementing Sustainable Tourism in the Development of Pringgasela Tourism Village, Pringgasela District, East Lombok Regency

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ABSTRACT

This study aims to determine the strategy for implementing sustainable tourism in the development of Pringgasela Tourism Village, Pringgasela District, East Lombok Regency. The approach used in this study is a qualitative approach with descriptive methods. The data analysis method used to analyze the data in this study is a SWOT analysis tool (Strong, Weakness, Opportunity, and Threat). The results of this study found the driving factors for the Strategy for Implementing Sustainable Tourism in the Development of Pringgasela Tourism Village, Pringgasela District, East Lombok Regency, which obtained a very high category are the arrangement of a very beautiful and beautiful tourist village, the beauty of the culture displayed (Village Cultural Alunan Event), abundant water sources, having superior woven products, a location not far from the city center. The inhibiting factors that obtained a very high category are the low level of human resources in terms of education or training for the community in developing tourist villages, less than optimal tourism promotion and marketing, inadequate on-site facilities, lack of experts in managing tourist areas and lack of village government participation in terms of infrastructure, human resource training, tourism management, and cooperation with stakeholders for the development of village potential.

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1. INTRODUCTION

West Nusa Tenggara (NTB) Province is one of Indonesia's provinces with significant potential for agrotourism development. NTB is one of Indonesia's provinces with significant tourism potential, boasting a variety of destinations, including nature tourism, marine tourism, cultural tourism, and various crafts. For this reason,

West Nusa Tenggara Province has been designated a "National Tourism Gateway," making it one of Indonesia's leading tourist destinations [1]–[3].

East Lombok Regency is one of ten regencies/cities, has many natural beauty and significant history, including Pink Beach, Gili Kondo, Penyisok Beach and Kura-Kura Beach, then has Pusuk tourism park, Mount Rinjani, Pergasingan Hill, Beleq Traditional Village which is a traditional house complex

where the houses are made of straw and woven bamboo, culinary tourism, bamboo woven crafts, typical woven cloth of Pringgasela Village and so on [4]. The most visited tourist visit in East Lombok Regency in 2022 was the otak kokoq joben destination with a total of 55,927 visitors located in Pesanggrahan village. At the Labuhan Haji beach destination (11,505 people) in Labuhan Haji Village, Maik Anyir (2,100 people) in Ijobalit Village, Pusuk (4,540 people) in Sembalun Bumbung Village, Kerakat Beach (3,372 people) in Pohgading Timur Village, Kayangan Hill (670 people) in Labuhan Lombok Village, Gili Lampu (513 people) in Labuan Pandan Village, Puri Rinjani (3,000 people) in Sembalun Bumbung Village, and Kura-Kura Beach (1,120 people) in Ekas Buana Village (Tourism, 2022). The tourist village in East Lombok Regency also received an award from the Ministry of Tourism and Creative Economy (Kemenparekreatif) in early 2022 as the Indonesian Tourism Village Award (ADWI).

Pringgasela Village, Pringgasela District, East Lombok Regency. One of the tourist villages located in the east of Lombok Island which is frequently visited by tourists, both local and foreign [5]–[7]. Pringgasela Village is surrounded by vast rice fields, so that most of the people there work as farmers and farm laborers, and some people make weaving crafts as an additional livelihood. Pringgasela Village itself has promising tourism potential, namely having diverse tourist areas (Mencrit River, Semporan Waterfall, Goa Kopong Waterfall, Mayung Polak Waterfall, Aik Seleong Tourism Park, etc.) there is also cultural tourism of woven cloth which is the main attraction of Pringgasela Village. Woven Cloth in Pringgasela Village, East Lombok. Lombok Island, besides being famous for its beautiful natural tourist attractions, Pringgasela Village is also known for its woven products. Weaving activities in Pringgasela Village have become a profession for most of its residents. So it can be said that whether there are tourists visiting or not, the residents continue to weave. Another unique aspect of the woven fabrics produced in Pringgasela is their

distinctive use of natural dyes, such as those derived from roots, leaves, and other sources. Furthermore, the region's pristine and natural conditions offer a wealth of natural resources, including abundant water and fertile soil.

The success of the youth and village government in introducing the beauty of their village is through an annual event that started in 2015 under the name Alunan Budaya Desa Pringgasela (ALBD) in promoting the attractions in Pringgasela Village which has made the Pringgasela tourist village enter the National Calendar of Events.

Based on the background above, the researcher is very interested in conducting a study entitled "(Strategy for Implementing Sustainable Tourism in the Development of Pringgasela Tourism Village, Pringgasela District, East Lombok Regency)".

2. LITERATURE REVIEW

According to [8], tourism is an activity carried out by a person or group of people by going from one place of residence to another and staying for a short time for entertainment, business and other purposes. The keywords of this definition are moving, traveling, having fun, and staying for a while.

According to [9], the definition of strategy is a unified, broad and integrated plan that links the company's strategic advantages with environmental challenges, designed to ensure that the company's main objectives can be achieved through proper implementation by the organization.

According to the United Nations-World Tourism Organization (NWTO), the United Nations World Tourism Organization defines sustainable tourism as tourism activities that fully consider current and future economic, social, and environmental impacts and meet the needs of visitors, the tourism industry, the environment, and host communities. In other words, sustainable tourism is not a type of tourism, but rather all tourism activities that fully consider sustainability in the economic, environmental, and social dimensions of the destination [10], [11]. Therefore, the concept of sustainable tourism is an effort to maximize

economic benefits without sacrificing efforts to preserve natural resources and human resources.

According to [12], sustainable tourism is crucial for a country that develops its tourism potential through its natural resources and cultural diversity. Tourism industry products are not only sold but also stored within the two. Thus, it can be said that the economic benefits of tourism can be felt in the future. Indonesia is a country with abundant potential, both natural resources and cultural diversity, as tourism potential that can be optimized.

3. METHODS

This type of research uses qualitative methods, according to [13], qualitative research methods seek to find the meaning of a phenomenon derived from the views of participants, identify (culture sharing) a communication, then examine how a community in developing different behavioral patterns at one time (ethnography). One of the data collection strategies in this method is by observing the behavior of participants who are directly involved in their activities. The data is obtained from the results of observations, questionnaires, in-depth interviews, documentation, literature reviews, and others.

The analytical method used is a SWOT analysis. SWOT analysis was chosen because it can identify issues that may have a significant impact on a plan, both internal and external environmental conditions. The data used in this analysis was obtained from various sources, including interviews and field observations. Furthermore, to determine the strategy to be implemented, a combined matrix of the four SWOT components was created. From the combined matrix, we can determine strategies in general groups (SO, WO, ST, and WT). After determining the combined matrix, conclusions are drawn from each factor by calculating its weight and rating. The weight is given a value ranging from 0.00 (not important) to 1.00 (very important). The sum of the weights for each

factor must total 1. The rating value is then given a scale ranging from 4 (very strong), 3 (strong), 2 (weak), and 1 (very weak) based on the influence of each factor.

4. RESULTS AND DISCUSSION

Pringgasela Tourism Village is located in Pringgasela District, East Lombok Regency, with an area of 533 hectares and a population of 8,422. It is flanked by several villages, including Pengadangan, South Pringgasela, East Pringgasela, and Aikdewa. Access to Pringgasela Tourism Village is relatively easy, with good road access and proximity to urban areas in East Lombok.

Pringgasela Tourism Village itself is classified as a sustainable tourism village, utilizing a variety of natural and cultural attractions. The development of Pringgasela Tourism Village is inseparable from the role of the village government and other institutions that contribute funding and maintenance to the tourist attractions, both from the tourism office and non-governmental organizations.

4.1 Village Tourism Potential

Pringgasela Tourism Village offers several attractive tourist attractions, both natural and cultural, that could be developed. Here are some potential tourist attractions:

1. The River of Stories

Natural baths in rivers at the foot of mountains are now attracting attention as a popular family vacation destination. One such natural river on Lombok Island is the Aik Mencerit River. The Aik Mencerit River is a beautiful and natural tourist destination. This river is 300-400 meters long and sits at an elevation of 600 meters above sea level, offering refreshingly refreshing water. Before becoming a tourist attraction, the river was initially used by local residents to irrigate their rice fields. However, after recognizing its potential as a natural bathing spot and a safe and engaging water sport location, it was opened to the public.

2. Summer River Tubing Tour

Summer River Tubing is one of the tourist destinations in Pringgasela Tourism Village, using the Mencerit River as the route. Not only can tourists navigate the river, but they can also enjoy the natural scenery, such as rice paddies and the captivating view of Mount Rinjani. The journey can take 1-2 hours, with challenges and obstacles that are sure to get the adrenaline pumping.

3. Aranka Tempasan Tourism

Aranka Tempasan is a tourist attraction in Pringgasela Tourism Village, specifically located in Tempasan Hamlet. It offers a unique attraction for tourists, offering stunning natural scenery, including rice fields and views of Mount Rinjani. It offers a variety of dining and hangout options, cooking classes, and accommodation with excellent facilities, ensuring a comfortable stay for visitors.

4. Weaving Craft Industry

The Weaving Craft Industry is one of the crafts in Pringgasela Tourism Village which has a very strong ancestral value for the people of Pringgasela Village, so that the Central Weaving Gallery was created in Pringgasela Tourism Village, one of which is Gedogan weaving. Gedogan Weaving itself has a meaning where the manufacture only uses natural materials, namely thread and the color comes from plant parts, such as roots, tree trunks, and leaves in other words called Reragian. The Pringgasela Woven cloth is widely used in social activities, such as cultural festivals often referred to as the Alunan Budaya of Pringgasela Village, as well as religious and also has potential in the

tourism sector by being sold as a cultural tour package product to domestic and foreign tourists.

4.2 Research Findings

1. Development of Pringgasela Tourism Village

Pringgasela Village is a village that was born with significant tourism potential. Because in the past, the lack of technology like today's made it difficult to promote its unique features. However, many travel agents, already aware of the village's contributions and history, frequently attract tourists.

The development of tourism in Pringgasela Tourism Village has seen significant developments over time, both in terms of Human Resources who can properly introduce and preserve Natural Resources that have great potential to improve the village economy and the welfare of the Pringgasela village community.

2. Strategy for Implementing Sustainable Tourism in the Development of Pringgasela Tourism Village

The results of identifying the types of problems in the preparation of the Sustainable Tourism Implementation Strategy in the Development of Pringgasela Tourism Village by collecting all data obtained from various sources, both from the results of interviews with all informants and from field observations. Determining internal factors in the form of strengths and weaknesses, external factors in the form of opportunities and threats, namely as follows:

Table 1. SWOT Analysis of Sustainable Tourism Implementation Strategy in Pringgasela Tourism Village

Strengths	Weakness
1. A very beautiful and natural tourist village 2. Abundant water sources 3. Having the Excellence of Weaving Crafts 4. The beauty of customs and culture 5. Village location not far from the city	1. Facilities at tourist locations are inadequate 2. Lack of experts in managing tourist areas 3. Lack of government role in developing tourist villages 4. Low Human Resources in Developing Tourism Villages

Opportunities	Threats
<ol style="list-style-type: none"> 1. Development of new tourism products in Pringgasela Tourism Village 2. Absorption of labor in tourism areas 3. Cooperation with local government 4. Creating a tourism package (There is a lot of potential in the village) 	<ol style="list-style-type: none"> 1. Natural Disasters / Natural Disturbances 2. The development of tourist attractions in other villages increases competition in the tourism industry. 3. Lack of government attention to Natural Resources and Human Resources in Pringgasela Village 4. There is still a lack of awareness among visitors and the public to protect tourist attractions which can result in damage and other detrimental things.

Discussion

1. SWOT Analysis of Sustainable Tourism Implementation Strategy in Pringgasela Tourism Village Development

Table 2. SWOT Analysis Matrix

	Strengths	Weakness
INTERNAL	<ol style="list-style-type: none"> 1. Beautiful and pristine tourist village 2. Abundant water sources 3. Having the advantage of weaving crafts 4. The beauty of customs and culture 5. Location not far from the city 	<ol style="list-style-type: none"> 1. Facilities at tourist locations are inadequate 2. Lack of experts in managing tourist areas 3. Lack of government role in developing tourist villages 4. Low Human Resources in Developing Tourism Villages
EXTERNAL		
Opportunities	S – O	W – O
<ol style="list-style-type: none"> 1. Development of new tourism products in Pringgasela Tourism Village 2. Absorption of labor in tourism areas 3. Cooperation with local government 4. Creating a tourism package (There is a lot of potential in the village) 	<ol style="list-style-type: none"> 1. Encourage business units to collaborate with Village-Owned Enterprises (BUMDes) in providing capital and community development. Village-Owned Enterprises (BUMDes) are village businesses established/established by the village government, with capital ownership and management shared by the village government and the community. BUMDes must be able to engage the community in collaboration to develop local products or help provide capital to support business units. Community development is crucial to empowering communities to manage and develop local products. 	<ol style="list-style-type: none"> 1. Improving the quality of human resources and utilizing natural resources in tourist areas. Human resources play a crucial role in tourism development. We know that tourism is currently a hope for many regions as a reliable sector for economic development. One of the main problems in tourism development in the Pringgasela area is the lack of human resources capable of managing and developing tourist attractions in this area. In general, the participation/involvement of the surrounding community in the management and development of tourist areas is absolutely necessary because they will be directly related to tourism activities and tourists in the area. Most importantly, it fosters a sense of ownership of the tourist area. In this case, community empowerment is one solution to improve human resources that can develop tourism in the Pringgasela area. Pringgasela utilizes nature and culture as a tourist area that offers beauty and natural

		panoramas. Utilizing natural resources (SDA) or potential in the village to increase community income.
Threats	S – T	W - T
1. Natural Disasters / Natural Disturbances 2. The development of other tourist attractions increases competition. 3. Lack of government attention to Natural Resources and Human Resources in Pringgasela Village 4. There is still a lack of awareness among visitors and the public to protect tourist attractions.	1. Establish strict rules for visitors and the community regarding the care and maintenance of tourist areas. Tourism that offers natural beauty and panoramas carries a high risk of environmental damage. Possible environmental damage includes forest fires, river pollution, spring pollution, and, most importantly, visitor waste. Environmental damage can be prevented by preserving and protecting the natural environment and complying with the rules established by tourism managers. Regulations regarding the management and maintenance of tourist areas impose strict sanctions and must be regularly disseminated and communicated.	1. Improving the quality of professional workers in the sustainable management and maintenance of tourist attractions, thereby reducing environmental damage caused by arbitrary development. Developing and constructing environmentally friendly tourist attractions by implementing strict controls on the implementation of elements of tourism actors that are inconsistent with the attitudes and actions of tourism actors that could threaten damage to tourist attractions. 2. Carry out supervision and maintenance of existing facilities at tourist attraction locations

Using the internal and external factor analysis described above, we can identify strategies summarized in the SWOT matrix that can be used as management considerations for implementation. These strategies are strengths and opportunities (SO), strengths and opportunities (ST), weaknesses and opportunities (WO), and weaknesses and opportunities (WT).

SWOT analysis is a strategic planning method used to evaluate factors that are

Strengths, Weaknesses, Opportunities, and Threats that may occur in achieving a goal from a project/business activity or institution/institution on a broader scale. For this purpose, a study is needed from both internal and external environmental aspects that influence the institutional/institution's strategic pattern in achieving its goals. Continuing the process after identifying both internal and external factors, then determining the weighting and rating.

Table 3. Scoring of Internal and External Factors

No	Factor	Weight	Rating	Weight score
Strengths				
1.	Beautiful and natural tourist village	0.15	4	0.60
2.	Abundant water sources	0.10	3	0.30
3.	Having the advantage of weaving crafts	0.20	4	0.80
4.	The beauty of customs and culture	0.15	3	0.45
5.	Strategic location near urban areas	0.10	3	0.30
Total Power		0.70		2.45
Weaknesses				

1.	Facilities at tourist locations are inadequate	0.10	2	0.20
2.	Lack of experts in managing tourist areas	0.05	2	0.10
3.	Lack of government role in developing tourist villages	0.05	2	0.10
4.	Low human resources in the development of tourist villages	0.10	2	0.20
Total Weakness		0.30		0.60
Opportunities				
1.	Development of new tourism products	0.15	4	0.60
2.	Absorption of labor in tourist areas	0.10	3	0.30
3.	Cooperation with local government	0.15	4	0.60
4.	Creating tourism packages based on village potential	0.10	4	0.40
Total Opportunities		0.50		1.90
Threats				
1.	Risk of natural disasters	0.10	2	0.20
2.	Competition with other tourist attractions	0.05	3	0.15
3.	Lack of government attention to natural resources and human resources	0.05	2	0.10
4.	Low awareness of the community and visitors in maintaining tourist attractions	0.05	2	0.10
Total Threats		0.25		0.55

Based on the data above, it can be concluded that the internal factors, namely Total Strengths (2.45), are greater than Total Weaknesses (0.60), which indicates that Pringgasela Tourism Village has dominant internal strengths. Internal strengths can be various positive factors that support the success of a tourism village, such as natural potential, cultural diversity, good infrastructure, or effective management capabilities. A high strength score indicates that this tourism village has a solid foundation for development and is able to attract visitors.

The smaller Total Weaknesses (0.60) reflects relatively few weaknesses. While there are several factors that may pose obstacles or challenges to managing a tourism village (e.g., limited facilities, lack of promotion, or limited human resources), these are not significant compared to the existing internal strengths. This means that while there are some aspects that need improvement, they do not significantly hinder the tourism village's potential.

The total external factor of Opportunities (1.90) is greater than the Total Threats (0.55), which indicates that there is great potential to develop Pringgasela Tourism Village. This opportunity could include the increasing trend of tourist interest

in nature-based and cultural tourism, improved accessibility, and support from government policies or related institutions that promote local tourism.

A lower Total Threats (0.55) indicates that the threats faced by the tourism village are relatively low. These threats can originate from external factors such as competition with other tourism villages, changes in tourism trends, or unfavorable policy changes. However, this low threat score means that if these potential threats can be managed well (for example, with an effective marketing strategy or diversification of tourism products), then the opportunities for tourism development in this village are quite large and can be well utilized.

5. CONCLUSION

Based on the research results and discussions that have been explained, the author provides conclusions related to the strategy for implementing sustainable tourism in the development of the Pringgasela tourist village, Pringgasela District, East Lombok Regency.

Pringgasela Tourism Village boasts several strengths that support sustainable tourism development. Natural beauty, such as the Mencerit River, Aranka Tempasan, and views of Mount Rinjani, are key attractions.

Furthermore, local culture, such as traditional woven fabrics made with natural dyes, provides unique value that is difficult to find elsewhere. Active community participation through the Tourism Awareness Group (Pokdarwis) and the Village-Owned Enterprise (BUMDes) also strengthens tourism management. Good road access and a strategic location also facilitate tourist visits. Annual events such as the Pringgasela Village Cultural Festival serve as attractive promotional tools.

However, there are weaknesses that need to be addressed. Local human resources (HR) still lack training, particularly in foreign languages and tourism management. Supporting facilities, such as homestays and other tourism infrastructure, are inadequate to accommodate the surge in tourist numbers. Promotion remains limited to social media without the support of broader platforms. Furthermore, limited funding hinders the development of facilities and larger promotional activities.

This village also has significant potential for growth. The growing popularity of sustainable tourism among domestic and international tourists is paving the way for the development of cultural and nature-based tourism. Government support through sustainable tourism development programs can be leveraged to accelerate the growth of tourism villages. Partnerships with the private sector and travel agents have the potential to support funding and promotion. In the digital era, technology also enables more effective marketing through websites, apps, or virtual tours. With its strengths and opportunities, Pringgasela Tourism Village can leverage its local culture and natural beauty to develop sustainable tourism. However, weaknesses such as a lack of human resource training, threats from competition, and environmental impacts require special attention to ensure the village's continued growth. Several solutions are available, including the implementation of sustainable tourism strategies, sustainable community participation, and effective promotion.

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