

The Potential of Local Wisdom-Based Ecotourism for Conservation in East Lombok

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Abstract. Lombok Island is one of the Indonesian islands with natural attractions, biodiversity, and strong culture of its people. This shows that the Lombok Island has the opportunity to be developed as a model of ecotourism management based on local wisdom. Pink Beach is a beach destination in East Lombok that has beautiful scenery and unique pink sand. Not only that, local wisdom such as customs and art is also very prominent in East Lombok society. This study identifies the potential of Pink Beach as a target of ecotourism by increasing the local wisdom of Sukarara Village community and its implementation towards conservation efforts. This research is a qualitative descriptive research with interview and observation method. The study of the potential of ecotourism based on local wisdom can improve the efforts of environmental conservation, without losing the culture of society, and improve the quality of tourism in East Lombok.

1. Introduction

The world tourism sector has a tendency to change the concept, from unsustainable tourism to sustainable tourism. The world tourism industry promotes ecotourism as its new pillar. As a well-known tourist form, ecotourism has its own specificity in promoting environmental conservation, environmental education, local people's welfare, and local culture [1]. This is a great opportunity for Indonesia that has a tremendous natural wealth. It is a consequence of the high amount of tourists who visit natural objects of tourism and local societies' culture.

According to Fandeli (2000), ecotourism is a tour which takes advantage of nature, the beauty and uniqueness of nature, or culture, lifestyle, social structure in society, and elements of conservation, education, and local society empowerment [2]. The definition of ecotourism is a concept of advanced tourism development with an aim to support efforts in conserving environment (nature and culture) and improve societies' participation in managing it. Ecotourism is the sustainable development tourism which is developed on the ecotourism resources (such as ecological landscape, ecological environment, ecological culture, ecological technology, ecological industry, ecological products, etc.) for content, and based on ecological civilization [3]. Ecotourism does not offer a goal, but philosophy, in order not to experience market saturation [4].

The WTO predicts international travel will grow at the rate of 4.1% from now until the 2020 years, mostly from North America, Europe and Asia [5]. The International Ecotourism Society states that the development of world tourist amount is annually around 5 percent. This shows that ecotourism sector rises to 40 percent in Europe and America, and 25 percent in the Asia Pacific.

Ecotourism has the main goals to protect ecological environment and educate ecological tourists and other tourism stakeholders. With the emergence of ecological environmental issues in the development of ecotourism, human beings begin to concentrate on ecological issues in sightseeing districts [6].

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The rise of awareness of various parties to environment and construction with environmental perspective issues have given contribution in giving the opinion about the importance of advanced tourism principles. The expected tourism principles are principles which can maintain the quality of the environment, maintain the culture, empower local societies, and give profit to local societies, region, and government [7]. Ecotourism gives values for visitors and local societies in the form of knowledge and experience. These values influence change the behavior of visitors, societies, and tourism promoters in order to become aware and respect to nature, history, and culture [8].

East Lombok is one of nine regencies or cities in Nusa Tenggara Barat. Based on a research "Determinan Pendapatan Asli Daerah di Kabupaten Lombok Timur Tahun 2007-2014", the tourism sector is a reliable sector in improving regional income. In addition, research result of Tourism Ministry shows that infrastructure development of Lombok tourism proponent becomes the important factor in improving the amount of domestic and international tourists. The development of Lombok tourism destination becomes Tourism Ministry's target to improve Lombok societies' prosperity [9].

This identification of East Lombok ecotourism potential will charge the amount of domestic or international tourists' to visit the provided tourism objects, especially Pink Beach which is the focus of this research. Ecotourism can be well developed in Pink Beach tourism with the environment and local wisdom from Sukarara Village societies who give more appreciation to the environment, either biological environment or socio-culture as the prominent aspect. Finally, ecotourism brings positive impacts for environmental conservation, East Lombok societies' local wisdom, and conservation of local societies' culture.

2. Methodology

The technique of collection data for this research is literature study; interview of some respondents, such as guide, society, seller, tourist, and other parties; and field observation through observation and systematic note from several indications about general environment from the origin of respondents. Data analysis technique of this research is descriptive qualitative analysis. Qualitative analysis examine one and another phenomena and their dialectic relation to be described as facts and relations of them. This method is used in various data analysis including case or indication which does not show number, count, and quantity [10].

3. Result and Discussion

3.1 Pink Beach Potential

Tangsi Beach or Pink Beach is located in Sekaroh Village, Jerowaru subdistrict, East Lombok regency, 80 km or 2.5 hours from central of Mataram city (West Nusa Tenggara, Indonesia). To reach Pink Beach, tourists have two choice routes. First is by land with route Mataram – Praya-Praya Timur – Jerowaru Tanjung Ringgit which will meet a breakage street in 7 km to Pink Beach. The other way is by land and sea route, with the route Mataram – Praya-Praya Timur – Sikur – Tanjung Luar. If tourists use the second route, they can also go around Pink Beach area with Gili (little island) and other interesting objects there.

Based on the geographic condition, East Lombok regency, Sekaroh village precisely, is forestry area with various kind of big trees, called as "gawah sekaroh" which means Sekaroh forest. A few years ago, this area had concerned road access and there was no electricity. However, after Pink Beach has been discovered, it gives a positive impact on road and construction of biological environment infrastructure.

Pink Beach is a beach which has original name Tangsi Beach. Tangsi is from an Indonesian word, means barracks or hiding place. Tangsi Beach has been discussed in travelers' blogs since 2012. According to guide's information (2017), this beach is known as Pink Beach due to Gajah Mada

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University students' terminology when they visited Tangsi Beach. Sand in Tangsi Beach look like pink from distance, so Tangsi Beach is called as Pink Beach and well-known with Pink Beach name.

The pink sand attracts local or international tourists. There are some inns, both private hotel, and villa far from the beach, for tourists who are going to stay in Pink Beach area. Tourists can also stay in societies' houses and rent it with cheap cost, Santi said (34 years old). The natural atmosphere and unadorned societies become enticement for tourists who visit Sekaroh Village which is the location of Pink Beach. This is information about some ecotourism potentials in Pink Beach and around it which can be developed more to be an enticement of Pink Beach:

Table 1. Tourism Potential of Pink Beach or Tangsi Beach, Lombok

No.	Tourism Potential	Descriptions
1	Pink Beach	Pink sand is the combination of white and red. Red is from coral, shell piece, and Carbonate calcium from sea animal and <i>phoraminiphera</i> which has reddish eggshell. According to societies' information, the effective time to see pink sands are around 7-8 o'clock in the morning and in the evening towards the sunset because of the intensity of sunray in the afternoon does not support to show the pink color of the sand. Pink color will be seen more clearly if the weather is cloudy or rainy and the sand are touched by the sea water.
2	Cave and Japanese Cannon	Some interrelated caves are built by Japanese army on Japanese occupation in Indonesia in 1942. The caves were used as hiding place for Japanese army when met aggression of allied troops. Cannon with 5 m long, 27 cm outer diameter, and 16 cm inner diameter. This cannon is located in Ringgit Cape (500 m from Pink Beach).
3	<i>Gili Petelu dan Gili Temeak</i>	Since there is 3 parallel little island, it is named as Gili Petelu (in original Lombok language, Sasak, <i>Telu</i> means three). Underwater flora and fauna wealth in Gili Petelu are quite beautiful. Tourists can dive by using the snorkel in Gili Petelu.
4	Indah Beach or Pink Beach 2	Sand on this beach similar to sand in Pink Beach. Another uniqueness is grains of sand in this beach are softer than in Pink Beach. The texture of sand in this beach is as soft as flour, so the sand will cover foot until ankle, if people set foot down on this sand.
5	<i>Pasir</i> Island	<i>Pasir</i> Island is the designation for sand horde in the middle of the sea near with Luar Cape (fisherman's village). When the ebb tide, the sand will emerge in the middle of the sea.
6	<i>Sekaroh</i> Protected Forest	<i>Sekaroh</i> Protected Forest is a protected forest in the area towards Pink Beach (if using the land route through <i>Sekaroh</i> Village). Sekaroh Protected Forest has 2.834,20 hectares wide and maintains several beautiful resources, both flora, and fauna.
7	Annona plantation, cornfield, and rubber forest	One of the gardens which are cultivated by local societies is Annona garden and unirrigated cornfield. In the harvest time, visitors can directly buy fruits, the result of the harvest.
8	Beach Sport	Diving and swimming can be done in shallow waters around Pink Beach. Beautiful underwater sceneries are the bunch of light green coral, big blue starfish, and several kinds of fish. The centers of diving are Mangkuk Lake, Gili Gempur, and Gili Petelu. Pink Beach Waters has a huge kind of fish so that it is appropriate for fishing.

3.2 East Lombok Societies' Local Wisdom

East Lombok societies (Sukarara Village) still strongly occupy their ancestor's customs and traditions. East Lombok becomes a cultural supplier region for some areas, as described on 8 Culture groups which consist of *Gendang Beleq* Group, and *Cilokaq* and *Kasidah* Group; and 15 Tradition groups consist of *Banjar Kematian* Group, *Yasinan*, *Hiziban*, and *Arisan*. Besides to ensure continuing cultural tools and the groups, strong tradition in a family relationship is also close. It is reflected in special characteristics of family events or every special celebration. It shows below.



Fig. 1. The Performance of Traditional Dance by the Lombok Society (Sasak tribe) accompanied by traditional musical instruments are *cilokaq* and *gendang beleq*

Figure 1. Show traditional sasak dance performances involving tourists. This activity is expected, tourists feel an unusual experience in Lombok tourism. In this event, there is a strong bond between local people. The people of Sukarara Village play a variety of traditional musical instruments such as *gendang beleq*, *cilokaq*, *gong*, and others to accompany the traditional dance.

One of East Lombok societies' traditions which are still maintained is weave tradition. Weave activity is a must for every woman, especially in Sukarara Village. Weave activity is done by 10 years-old women to adult women. This duty is due to a limited job in East Lombok region. Since farming is not their daily activities, so weave is done in their free times. Weave activity for 10 years-old women usually began by weaving small cloth with easy designs. Weavers in Sukarara Village are about 3000 people, with the highest level of them is 16 years-old weavers. They are the productive generations in producing woven clothes in Sukarara Village, East Lombok, West Nusa Tenggara, Indonesia.



Fig. 2. Sasak Homestay "Bale Tani"

In addition, to weave, Sukarara villagers also maintain the origin of their homestay as Fig.2, namely *Bale Tani*. *Bale* means house/home and *Tani* means a farming activity which is East Lombok societies' major profession. Societies in East Lombok, particularly Sukarara Village, they still maintain their rituals especially for their agricultural activities.

3.3 Local Wisdom-Based Ecotourism in Lombok Pink Beach

Some potentials on Pink Beach and its cultural superiority are identified that there is a potential to develop local wisdom-based ecotourism in Lombok Pink Beach. Local societies' involvement as

ecotourism subjects become the key success of ecotourism area management.

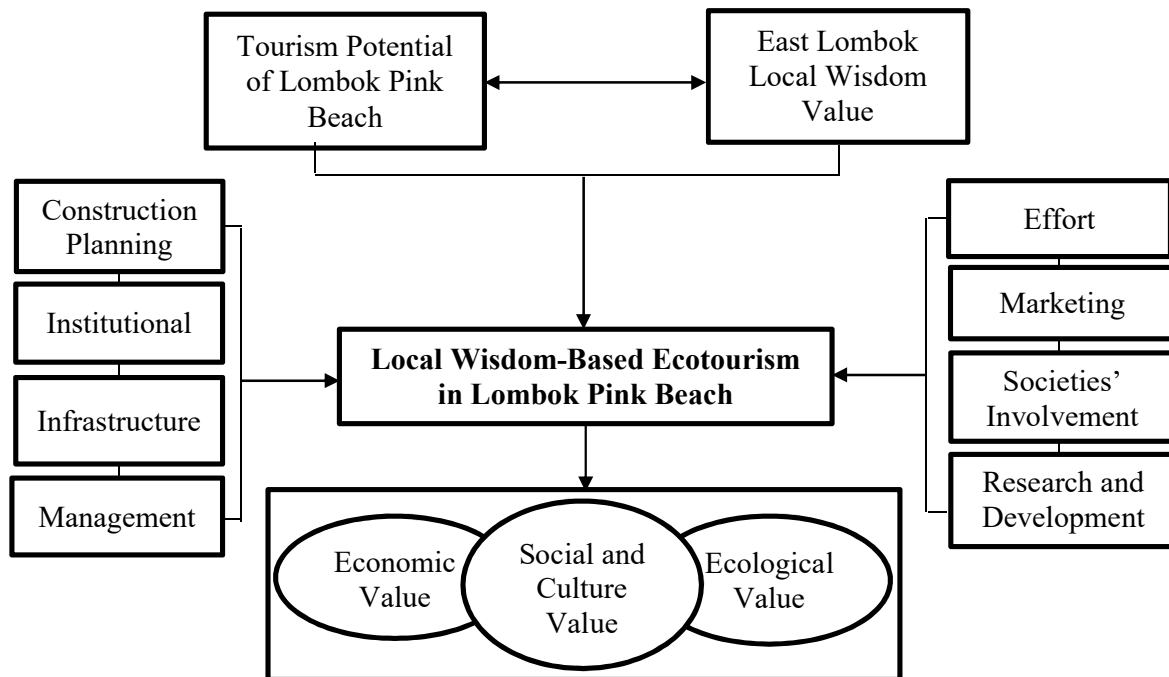


Fig. 3. The Planning of Local Wisdom-Based Ecotourism in Lombok Pink Beach Area

Based on Fig. 3. the development of local wisdom-based ecotourism at Pink Beach Lombok can be started from identifying the various potentials in Pink Beach, both nature tourism, historical heritage, community commodities, traditions, and socio-cultural community. These two factors are interconnected. Natural potential, human resources, and the value of local wisdom to attract tourists to an ecotourism area. Some things to consider in the development of Pink Beach Lombok as a local wisdom-based ecotourism areas such as construction planning, institutional, infrastructure, management, effort, marketing, societies' involvement, research and development.

In developing the ecotourism, there are chance and challenge, either in economic, social, or environmental issues. Economically, ecotourism development gives benefit for local societies around the ecotourism destination, such as provide job opportunity and support the development of new trades. Regional potential, ecotourism operator's knowledge about environmental conservation, local society involvement, tourists' awareness towards environmental conservation, and regulation of ecotourism management either regional, national, or international are decisive factors of ecotourism success. Ecotourism is intimately tied to environmental conservation and appreciation of local culture.

Some implications of Local Wisdom-based Ecotourism in Lombok Pink Beach such as Fig.3 are: The first is East Lombok societies' stamina of the **economy**. The growth of ecotourism Pink Beach becomes improvement of villagers' economy in several aspects, such as service aspect, cultural aspect, art, trade, and skill. The second is **social** reinforcement among villagers. Community self-help among villagers is better. **Culture** from East Lombok is emerged, through Sasak Family's cultural exhibition and show. The third is East Lombok societies, especially around the Pink Beach, are **aware of environmental conservation** and keep their environment. The Lifestyle of societies with environmental perspective is maintaining and conserving the natural resources. Tourists are expected to maintain the environmental conservation.

3. Conclusion

Pink Beach Lombok can be a coastal ecotourism area with the unique local wisdom of the Sasak tribe. East Lombok societies' local wisdom values become the superiority of Pink Beach ecotourism. High customs value professed by East Lombok societies, cooperativeness, natural and cultural knowledge, and local area enticement can bring positive impacts for environmental, especially in conserving environmental. This Pink Beach ecotourism attracts many tourists and increases regional income.

Management in Pink Beach area can give positive impacts, either for villagers, villagers' social lives, economy, and environmental and local culture conservation. Local societies' involvement in managing ecotourism Pink Beach makes them become more understand the importance of conserving environmental. Management of ecotourism area can give new job opportunity for villagers and empower regional potential.

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