

## How to Develop Coastal Tourism? Evidence from Mataram City, Lombok

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### Abstract

**Purpose:** The objective of this study is to establish a sustainable coastal tourism development framework in Mataram City that integrates environmental, socio-cultural, and economic considerations in a balanced manner. Provide community members with work possibilities, reduce poverty, fortify local identity, and cultivate a sense of environmental stewardship, nurture the inclination to conserve the environment.

**Method:** This research uses a qualitative, case study-based methodology. Mapping of internal environmental factors (comprising strengths and weaknesses) and external environmental factors (comprising opportunities and threats) in the coastal regions of Mataram City Lombok.

**Result:** The results of this research revealed that Mataram City's coastal tourism offers a wider variety of appealing tourist destinations. An assortment of resources—natural, cultural, and manmade—may serve as an incentive for prospective tourists to visit. Coastal tourism in Mataram City benefits from convenient access and modern amenities. This is attributed to the city's strategic location, which is the epicenter of government and business in the capital of West Nusa Tenggara Province. Furthermore, the promotion and advancement of coastal tourism in Mataram City is bolstered by the collaboration of the tourism pentahelix, an alliance comprised of entities seeking to enhance cultural ties, boost economic engines, and promote environmental preservation. The involvement of local populations in coastal tourism activities inside Mataram City further assists in the advancement of coastal tourism.

**Contribution:** This study contributes to the existing of knowledge by offering recommendation for stakeholders, particularly the public sector, regarding the sustainable development of coastal tourism in Mataram City, Lombok Island. Moreover, this research leads to the generation of novel research concepts, such as the growth of urban coastal tourism.

**Keywords:** Coastal Tourism, Tourism Development, Loang Baloq Beach, Ampenan Beach, Gading Beach.

### Introduction

Mataram City, situated among the administrative regions of the island of Lombok, possesses a multitude of captivating tourism attributes. This is evident from the fact that the offered tourist attractions are derived not only from urban but also from coastal tourism attributes. Beaches Ampenan, Bintaro, Loang Baloq, Tanjung Karang, and Gading Mapak comprise the tourism potential in Mataram City (Local Government Regulation. Number 6 of 2019, concerning the 2019-2025 Regional Tourism Development Master Plan). An annual upward trend can be observed in the growth of Mataram City Tourism. The number of tourist visits continued to rise, as evidenced by the Mataram City Statistics Center records: in 2013, there were 401,037 tourists, representing a 36.9 percent increase over the previous year's total of 294,691 that visited. A total of 429,325 tourists visited the country in 2014, representing a 7.5% increase over the previous year. 2015 saw an additional 427,725 tourists, representing a



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decrease of 0.37 percent. Moreover, the number of tourists expanded by 45.8 percent in 2016, rising from 427,725 to 623,835 tourist (Statistic Center of Mataram, 2019). In an effort to augment regional income, alleviate poverty, and promote traditional culture, Mataram City's tourism sector has the capacity to expand, as indicated by the aforementioned upward trend in tourist arrivals.

The tourism potential in Mataram City comes from a variety of resources, ranging from urban tourism, Meetings, Incentives, Conferences, Exhibitions tourism (MICE), Historical tourism, Shopping Tourism, and Coastal Tourism by relying on the beauty of the panoramic beach landscape. According to (Febrianingrum, 2019) coastal tourism is an environment-based tourism that has a tourist attraction area dominated by water and marine, where tourists can enjoy the beauty and uniqueness of natural attractions in coastal areas and nearshore sea and other supporting recreational activities. Based on the above definition, an understanding can be drawn that coastal tourism relies heavily on natural attractions (coastal and marine) as its main attraction. Some locations that rely on coastal attractions as a tourist attraction are located along the Sekarbela District and Ampenan District of Mataram City with a coastline that stretches from north to south for  $\pm$  9 km. Starting from Gading Beach, Batas Senja Beach, Loang Baloq Beach, Tanjung Karang Beach, Bintaro Beach and Ampenan Beach (Local Government Regulation. Number 6 of 2019, concerning the 2019-2025 Regional Tourism Development Master Plan). These beaches offer natural, cultural and culinary charms that are unique to the characteristics of each region with a variety of tourist activities such as sunbathing, sightseeing, playing sand, beach sports, playing water, swimming or boating around the beach, fishing and snorkeling.

Coastal tourism under the ownership of Mataram City is distinguished by virtue of its geographical positioning in the provincial capital. In other words, the provincial capital is typically renowned solely for its skyscrapers, corporate establishments, and commercial operations. In contrast, Mataram City features a picturesque seaside region and an opportune location to witness the sunset. Undoubtedly, this is one of the distinctive qualities that must be protected and guarded. Furthermore, these coastal tourist destinations are substantially reinforced with sufficient infrastructure and accessibility. Thus, there is a substantial potential for Mataram City to establish a prominent position in the realm of marine and nature-based leisure tourism through the growth of coastal tourism.

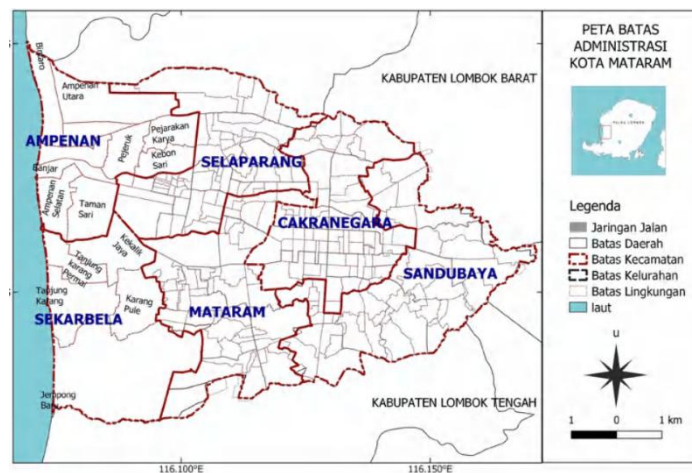
However, despite its considerable potential, Mataram City's coastline tourism is primarily appealing to domestic visitors, as opposed to foreign tourists who choose visiting Gili Trawangan and Kuta Mandalika Mandalika (Nugroho, 2019a). Without a doubt, this is an issue that must be resolved in order to advance coastal tourism in Mataram City. In addition, improper management will render the potential powerless. The deterioration of aesthetics due to a lack of sanitation along the coast is evidence of ineffective management. The subsequent issue is seen in the inadequate provision of infrastructure to support coastal tourism operations, hence diminishing the destination's appeal to international visitors. It is crucial that the management, public sector, and all stakeholders pay attention to the identification of these issues in order to improve the supporting components of coastal tourism in Mataram City. This can be achieved through the sustainable development of coastal tourism, which aims to attract tourists who value quality over quantity. To achieve this, segmenting tourists according to their appreciation of the tourist destination would provide them with the opportunity to visit in greater numbers. Previous studies (Musaddun, 2013) have indicated that the notion of sustainable coastal tourism is well-suited for the advancement of the tourism industry, as it capitalizes on the potential of coastal regions characterized by abundant natural resources and distinctive attributes, all while catering to the demands of tourists. Furthermore, the establishment of sustainable coastal tourism necessitates the involvement of various stakeholders, including community groups, business enterprises, and the general public. In line with other investigations (Tegar & Gurning, 2018), coastal tourism is the most extensive sector within the tourism industry and one of the oldest types of tourism. Furthermore, coastal tourism contributes to economic growth, which is an additional benefit. Nevertheless, environmentally degradation is further exacerbated by its contribution to building

construction and tourism-related endeavors. Alterations in the quantity and quality of natural resources can be attributed to a variety of human activities, including air pollution, the construction and operation of ports and boats, the exploitation of coral reefs, snorkeling and diving, and fishing.

Thus, this research has a role in developing a formulation of coastal tourism development strategies in Mataram City that is in accordance with the characteristics of coastal areas and fulfills the principles of sustainable tourism development. This research is expected to be one of the recommendation for the public sector and management components in creating policies and implementing the development of coastal regions in Mataram City, Lombok.

### Research Method

The research was conducted in Loang Baloq Beach, Gading Beach, and Ampenan Beach, all of which are located in the Sekarbela Subdistrict and Ampenan Subdistrict, respectively, in the coastal region of Mataram City, Lombok. The placements of the subsequent study sites are displayed in Fig 1.



**Figure 1.** Research Locations  
(Source: Spatial and Regional Plans of Mataram City)

This study employs the adoption of sustainable coastal tourist development principles, including the preservation of biodiversity and ecological integrity, the conservation of coastal regions, the empowerment of local populations, and the guarantee of sustainable resource utilization. Additionally, the research included a case study approach and a qualitative methodology. Problems in the tourism industry are typically resolved using qualitative approaches, as the science of tourism focuses mostly on excursions taken by tourists (Dwyer et al., 2012). Hence, the present study incorporates qualitative data in the form of a mapping of internal environmental aspects, including possibilities and dangers (external), as well as strengths and weaknesses (internal), pertaining to the coastal region of Mataram City Lombok. Community participation, the tourism pentahelix collaboration model, and the resulting tourism impact are among the data at issue, which includes a cartographic representation of coastal tourism activities, environmental carrying capacity, facilities and services associated with coastal tourism, and primary and secondary tourist attractions.

A variety of primary and secondary data sources are utilized for this research. Primary data comprises information obtained firsthand from the source, which may include members of the public sector, practitioners, or academics who act as informants and can supply information that is relevant to the research. Data and information concerning the social and economic consequences, resources, activities, and potentialities of Mataram City's coastal tourism, in addition to the internal and external environmental factors that affect its strengths, weaknesses, opportunities, and threats. During the interim period, supplemental sources of information such as scholarly journal articles, supporting papers, pictures, and other relevant materials were consulted to get secondary data for the study. Furthermore, the study

incorporated secondary data consisting of pictures depicting coastal tourism scenes, guest visit statistics, research location profiles, and relevant information pertaining to coastal tourism in Mataram City.

## **Result and Discussion**

### **The Uniqueness of the Coastal Area in Mataram City Lombok Island**

The capital of the province of West Nusa Tenggara is Mataram City, which has a population of 495,681. The substantial populace has been allocated among the sub-districts in a relatively dense fashion (Permadi et al., 2021). Ampenan Subdistrict, Sekarbela Subdistrict, Mataram Subdistrict, Selaparang Subdistrict, Cakranegara Subdistrict, and Sandubaya Subdistrict are the six subdistricts that make up Mataram City. Mataram City, serving as the provincial capital, functions as the epicenter of governance, education, and trade in products and services (Development Planning Agency at Sub-National Level of Mataram City, 2019). Administratively, the land area of Mataram City is 61.30 km<sup>2</sup> (statistical center of mataram, 2020). In the meantime, Mataram City's coastline spans a distance of 9 kilometers from north to south. Urban tourism is a form of tourist that Mataram City provides, in contrast to other types of tourism offered by cities, due to the exceptional natural coastline circumstances that the city possesses. Due to the fact that urban tourism is a location that appeals to a variety of interests, business travelers often allocate time during their stay to the city to explore art galleries and museums (Mbulu et al., 2017). However, in contrast, Mataram City presents a greater variety of tourist attractions in terms of urban tourism, including shopping districts (shopping tourism), culinary establishments (culinary tourism), urban parks, artistic expressions, cultural traditions and customs, and picturesque beaches (coastal areas) (Kurniansah et al., 2019). Therefore, tourists visiting for MICE purposes have the opportunity to experience all tourist attractions, including those associated with coastal tourism that showcase the picturesque beach landscape and provide a vantage point for sunset viewing.

Two sub-districts in Mataram City, Sekarbela Sub-district and Ampenan Sub-district, are situated in close proximity to the Lombok Strait and are home to coastal tourism attractions (Development Planning Agency at Sub-National Level of Mataram City, 2019). Coastal tourism sites like as 1) Loang Baloq Beach, 2) Tanjung Karang Beach, and 3) Gading Mapak Beach are located within the Sekarbela District Tourism Area. Coastal tourist attractions may be found in the Ampenan District Tourism Area, including 4) Ampenan Beach and 5) Bintaro (Local Government Regulation. Number 6 of 2019, concerning the 2019-2025 Regional Tourism Development Master Plan). The aforementioned five beaches exhibit variations in tourism potential due to distinct terrain attributes and auxiliary elements, including infrastructure, tourist attractions, dining establishments, and management systems. To ensure that the intended development program is executed in accordance with the destination's objectives, the administration and growth of a tourist destination require a strategy and procedure for holistic analysis (Utara, 2018). The author employs the 4A & 1CI framework (tourist attractions, accessibility, amenity, Ansilari, and Community Involvement) to assess the potential of coastal tourism attractions in Mataram City. This approach identifies the fundamental requirements for mapping tourism development by considering the distinctive qualities and characteristics of each tourist area, including culinary and photo spots that support the primary attractions of coastal tourism and local culture. Then, accessibility factors including road quality and transportation convenience are considered. The presence of essential infrastructure, including physical and non-physical elements such as road access, clean water supply, street lighting, and telecommunications networks; amenity conditions including lodging accommodations, restaurants, and facilities that support coastal tourism; and telecommunications networks. Moreover, the endorsement of the tourism pentahelix, which incorporates the community as a pivotal component in the advancement of tourism, is of equal significance. Due to the fact that tourist attractions are owned directly by the local population, they are frequented and consumed by tourists. Consequently, alterations that transpire in tourist destinations will directly impact their concerns (Nugroho, 2019). Therefore, community involvement in the management of coastal tourism attractions is

essential for fostering a sense of ownership and preserving Mataram City's coastal tourist hotspots.

### **The Uniqueness of Loang Baloq Beach, Mataram City**

The village of Tanjung Karang, Sekarbela District, Mataram City, West Nusa Tenggara Province is the location of Loang Baloq Beach. Numerous tourist attractions on Loang Baloq Beach are amenable to development in a manner consistent with the attributes of coastal tourism. The first is the natural potential in the shape of beaches with expansive views of the ocean, from which visitors can admire the splendor of dusk or sunset (see Figure 2). Tourists may engage in a variety of activities at Loang Baloq Beach, including swimming, fishing, and beach volleyball. Additionally, they may dine on traditional Lombok fare while navigating the estuary in a duck boat supplied by the manager (see to Figure 3). Along the route encircling Loang Baloq Beach, tourists may also get grilled fish prepared in a gastronomic sense. The following opportunity pertains to the Sasak people of Lombok's culture, specifically the nyongkolan marriage custom. The Nyongkolan tradition pertains to a ceremonial processional march observed during the matrimonial union of a male (Terune) and female (Dedare) among the Sasak tribe. Nyongkolan is customarily observed subsequent to the marriage contract procedure, with the exact time being agreed upon by both involved parties.



**Figure 2.** Sunset panorama at Loang Baloq Beach  
(Source: authors documentation, 2024)



**Figure 3.** Estuary at Loang Baloq Beach  
(Source: authors documentation, 2024)

The Loang Baloq Tomb, situated on the eastern side of the seashore, represents the following potential for religious tourism. The presence of this mausoleum is a defining feature of Loang Baloq Beach. As part of the religious tourist industry, the Loang Baloq tomb is perpetually visited by pilgrims from Sumbawa Island and Lombok Island. Loang Baloq Beach offers a diverse range of tourist amenities, including parking areas, public restrooms, gazebos, conference rooms, cafeterias, souvenir stalls, prayer rooms, and photo op areas, among others. In addition to its amenities, Loang Baloq Beach is sufficiently accessible. Consequently, accessing the Loang Baloq Beach tourist site is a breeze, given its proximity near Mataram City, the administrative heart of the nation. Thus, Loang Baloq Beach benefits from a strategic location and convenient access to public and internet transportation options. Additionally, air, marine, and land connections are robust. As of now, Lombok Island serves as an entry point for both domestic and international tourism, connecting to Bali Island and Sumbawa Island via an international airport and two ports. Furthermore, the Ring Bypass road, which provides direct access to both the airport and harbor, has significantly accelerated the travel time from Lombok International Airport and Lembar seaport to Loang Baloq Beach. Tourism-related activities at Loang Baloq Beach are inextricably linked to the community's contribution to the success of this industry. Community involvement may be present either directly or indirectly. The extent of direct community engagement in coastal tourist operations at Loang Baloq Beach is evident through the community's inclusion as a management element, which includes administrative personnel, beach security officers, culinary artisans, and souvenir vendors. In

the Loang Balog Beach region, an indirect type of engagement occurs when fisherman become suppliers for seafood culinary traders.

### The uniqueness of Gading Beach, Mataram City

Gading Beach is one among the beaches situated in Mataram City's Sekarbela Subdistrict. The coastal tourism potential of Gading Beach is equivalent to that of the beaches in Mataram City. However, travelers can enjoy seafood cuisine on the beach at Gading Beach while taking in the breathtaking ocean view, which is the beach's primary draw. Gading Beach offers visitors a variety of activities, including gourmet excursions, sightseeing, swimming, fishing, and taking selfies (see Figure 4 & 5). Alongside other amenities, Gading Beach features expansive parking areas, public restrooms, and photo ops. The accessibility of Gading Beach is satisfactory due to its location in Mataram City. Nevertheless, many limitations remain, including the narrow access road leading to Gading Beach, which is insufficient for two cars to pass each other. Despite this, Gading Beach is perpetually congested with hundreds of visitors per day, particularly on weekends (interview, October 30, 2022).



**Figure 4.** Tourist activities at Gading Beach

(Source: authors documentation, 2024)



**Figure 5.** Sunset Panorama at Gading Beach  
(Source: authors documentation, 2024)

### The uniqueness of Ampenan Beach, Mataram City

Numerous elements of Ampenan Beach appeal to travelers interested in coastal travel. As auxiliary attractions, natural features such as beach scenery serve as natural attractions. Consequently, Ampenan Beach is indistinguishable from 3S (sun, sea, and sand), a popular tourist site renowned for its picturesque sunset vantage point and the inherent splendor of the ocean. Adjacent to Mount Agung, visitors are treated to the picturesque sight of the setting sun complemented by immaculate beach sand. Tourists are able to unwind by the beach while eating regional cuisine. The second auxiliary attraction is historical tourism. Ampenan Beach is a component of the historical tourism of Ampenan due to its construction in 1896 as the focal point of the Ampenan international trade port, which served as a vital link between Lombok and the surrounding port routes. This harbor is renowned not only within the archipelago but also internationally for being a spice delivery route. All port operations have since been relocated to Lembar as a result of siltation and high waves, which caused the port to close in 1970. However, remnants of the antiquities are still visible from the old structures; visitors can take in the historical district while taking in the picturesque Ampenan Beach panorama. In close proximity to the shore is a fishing community situated in the southern region. The old town vicinity encircling the shore has already garnered widespread recognition as an ancient Dutch city. This is mostly due to the deteriorating wood and dated architectural forms of the structures, which contribute to the city's authentic colonial Dutch aesthetic. These structures, which have been in existence since the 1800s despite their dated appearance, are in fact points of interest. Trading continues in these structures to this day, which is remarkable given that this region was formerly renowned as a trading hub and has been so for quite some time. Few individuals have thus far traveled there with the intention of capturing the essence of the old city.



**Figure 6.** The entrance gate of Ampenan Old Town  
(Source: authors documentation, 2024)



**Figure 7.** Ampenan Beach view point  
(Source: authors documentation, 2024)

Furthermore, supplementary points of interest include culinary excursions that feature an assortment of meals, including seafood specialties and traditional Lombok snacks, which have the potential to leave an indelible mark on guests. Tourists can discover a diverse array of cuisine at fifty vendors situated around Ampenan Beach. The gastronomic tour typically operates from 16:00 to 22:00 on a daily basis. Additionally, parking spots, public restrooms, prayer rooms, children's playgrounds, and rows of stalls are provided at Ampenan Beach. Additionally, Ampenan Beach is extremely accessible, with well-maintained roads that are simple to locate. Situated in the vicinity of Old Town Ampenan, visitors need only locate the Ampenan Old Town monument at the Ampenan border and proceed approximately 500 meters to enter. En route, they will pass by historic structures, direction boards, and location signs that facilitate their access to the tourist attractions at Ampenan Beach. Public transportation options include easily accessible cidomo, taxis, and online motorcycle taxis. Ojek and taxi stands are located in close proximity to the beach, facilitating tourists' access to transportation. Additionally, Ampenan Beach is bolstered by the participation of the local community through a Tourism Awareness Group (Pokdarwis) comprising 22 individuals (see picture). Despite being a relatively new organization, the Pokdarwis has consistently demonstrated its engagement with the public sector through activities such as attending and participating in government-provided training, organizing weekly cleanups in the Ampenan Beach tourism environment, and attending the Ampenan Beach traders' meeting at the Ampenan Tengah village head office.

**Table 1.** The Mapping of Components Supporting Coastal Tourism in Mataram City, Lombok

No	Location	Attraction	Coastal Activities	Facilities & Services	Community Involvement	Sources
1	Loang Baloq Beach	Nature, culture, religion, culinary, artificial	Sightseeing, sunset point, beach ball, outbound, fishing, sports, swimming, culinary, pilgrimage.	parking lots, public toilets, gazebos, meeting halls, cafeterias, souvenir stalls, prayer rooms, photo spots, sports facilities, jogging tracks.	Direct and indirect	(Ariyani et al., 2021; Jailani et al., 2022; Kurniansah & Rosida, 2019; Permadi et al., 2021; Rahman, 2020; Ramadhani et al., 2022; Nugroho, 2019c, 2019d, 2022; Anwar et al., 2022)
2	Gading Beach	Nature, Culture, Culinary	Sightseeing, sunset point, beach ball,	parking lots, public toilets,	Direct and indirect	(Jailani et al., 2022; Kurniansah &

			outbound, fishing,berenang, kuliner	musholla, photo spots, cafeteria, seafood vendors, lesehan.		Rosida, 2019b; Permadi et al., 2021; Ramadhani et al., 2022; Samahudin, 2022; Yunanmalifah et al., 2021) (Agustina et al., 2018; Jailani et al., 2022; Kurniansah & Rosida, 2019b; M. S. Nugroho, 2022; Saptaningtyas et al., 2021; Yunanmalifah et al., 2021)
3	Ampenan Beach	Nature, Culture, Culinary	Sightseeing, culinary, sunset point, fishing,	parking lots, public toilets, musholla, photo spots, information center, culinary stalls, cafeteria, child- friendly games.	Direct and indirect	

### Coastal Tourism Development in Mataram City, Lombok Island

Indonesia possesses a wealth of tourism resources entrusted to it by the Almighty God. These resources include picturesque landscapes, natural topography, the splendor of flora and fauna, archaeological relics, historical heritage, traditions, customs, and culture, all of which are possessions of the Indonesian people development (Indonesian Tourism Law No. 10/2009). Tourism resources encompass all elements that significantly contribute to the allure of a destination for tourists, such as recreational facilities, natural resources, and tourist attractions (Spotts, 2010). Among the tourism resources of Indonesia that have significant development potential as an archipelago is coastal tourism, which capitalizes on the aesthetic appeal of the beaches. In any region, the coastal service industry can be one of the pillars of ecotourism. By placing emphasis on conservation elements and implementing integrated management strategies, it is anticipated that the utilization of marine potential can facilitate the sustainable growth of coastal ecotourism (Fandeli, 2000). In creating programs to develop coastal tourism, the sustainable tourism development strategy is a crucial component; its objective is to reduce the negative environmental impact of tourism operations. This is consistent with the UNWTO's (2015) definition of the three pillars of sustainable development, which state that tourism must strike a balance between its present and future economic, social, and environmental impacts resulting from the mobilization of tourists (both domestic and international), the growth of the tourism industry, and the carrying capacity of the environment.

Thus, economic, social, and aesthetic requirements may be satisfied while preserving cultural integrity, vital ecological processes, biodiversity, and life support systems through prudent use of tourism resources. Thus that local populations, the environment, and culture continue to benefit, sustainable coastal tourist products must function in line with these factors. Therefore, it is anticipated that study pertaining to the development of coastal tourism in Mataram City will yield a sustainable plan for the establishment of tourist attractions that strikes a balance between socio-cultural preservation, economic growth, and environmental protection. The author expands upon field results obtained through non-participatory observations and interviews with stakeholders selected using purposive sampling as they formulate this strategy. The outcomes of this study will serve as a benchmark for identifying the cluster of internal environmental elements comprising Loang Baloq Beach, Gading Beach,

and Ampenan Beach's strengths and weaknesses, as well as the external environment comprising opportunities and threats.

### **Internal Environment Analysis**

The internal environment of Mataram City includes the strengths and weaknesses of coastal tourism.

#### ***Strengths***

The following are certain benefits or advantages associated with beach tourism in Mataram City: To begin with, travelers are drawn to Loang Baloq Beach, Gading Beach, and Ampenan Beach due to the aesthetic appeal of their coastal landscapes. Furthermore, the aforementioned beaches serve as prime spots for sunset viewing, which entails seeing the descent of the sun. Furthermore, seaside tourism offers a diverse array of activities for visitors to enjoy, including sightseeing, swimming, fishing, and more. Furthermore, cultural assets that serve as tourism attractions locally include the inadvertent nyongkolan culture and the fishing lifestyle of coastal towns in Mataram City. This is consistent with the assertion made by Azizurrohman, a tourism scholar affiliated with the Mataram Tourism Institute:

*Recently created Loang Baloq is replete with a plethora of activities that would make visitors feel right at home. There is an estuary where one may fish and observe the sunset; culturally speaking, the coastline region still has nyongkolan and has more development potential (interview, October 13, 2024)*

Fourthly, gastronomic tourism has the potential to develop along the coasts of Mataram City. The primary offerings consist of seafood delicacies that have the potential to gratify the taste buds of travelers. Fifth, sufficient infrastructure conditions in Mataram City to facilitate seaside tourism operations. This unquestionably facilitates the satisfaction of every demand that a traveler may have while at the destination, including access to potable water, communication networks, and so forth. Furthermore, the presence of tourism support facilities, such as the five inns and seven hotels in Ampenan Subdistrict, serves as a significant indicator of the district's ability to accommodate tourists. Sekarbela Subdistrict is home to one inn and three hotels (BPS Kota Mataram, 2022). In addition, Mataram City is replete with food establishments and souvenir shops, as well as parking lots, public restrooms, places of worship, photo opportunities, and more in the destination area. In addition, sufficient accessibility facilitates beach tourism in Mataram City, hence contributing to its highly advantageous geographical position. The seaside region of Mataram City is a thirty-minute drive from Lombok International Airport and a fifteen-minute distance from the West Lombok Lembar Port. Moreover, public transportation and online transportation are both readily available in the city of Mataram.

Furthermore, the staff and members of the local community deliver exceptional service to the arriving guests. This demonstrates that the community and manager are cognizant of the tourism industry by extending a warm welcome to guests, so ensuring their comfort while at the location. This is consistent with Suryadi's assertion as the manager of Loang Baloq Beach:

*In fact, we have begun the implementation of the service at this time. Community members participate as well. Therefore, we extend a warm welcome to guests who arrive in good health. Additionally, we have educated individuals at the entrance counter regarding the intricacies of tourism (interview, October 16, 2024).*

#### ***Weaknesses***

The coastal tourism industry in Mataram City is hindered in its progress by a number of deficiencies. Among the flaws that have been found are the following: Initially, the sanitation issue that still requires a response from relevant parties. The presence of littered refuse creates an unfavorable perception among visitors. Furthermore, the deficiency in the expertise of tourism personnel. This is evidenced by the fact that tourist managers and employees lack a

tourism competency certificate. This is consistent with the statement made by Mr. Suryadi, the manager of Loang Baloq Beach, which reads:

*Perhaps our current weakness is in coordinating and enhancing human resources, particularly our employees and merchants. That is the weakness. If there is one thing I feel is that the human resources department needs improvement, then that is likely what local governments and managers will address in the future to restore Loang Baloq to its former state as a secure and comfortable destination for the general public (interview, October 15, 2024).*

Thirdly, beach swimming and other coastal tourism activities include inherent dangers. The western coastline region of Mataram City is particularly susceptible to abrasion and tidal waves by virtue of its geographical proximity to the Lombok Strait. (Sub-National Level Development Planning Agency of Mataram City, 2019). Furthermore, the community and visitors' insufficient knowledge on the importance of preserving the coastal environmental habitat. This is evident from the trash that has been strewn around the Mataram City beach area. The situation is further compounded by the insufficiency of suitable disposal containers. In contrast, as a coastal nature-based tourism region, it is proper to conserve the environment at all times through the maintenance of cleanliness and the conservation of the beach's coastal and marine ecosystem.

### **External Environment Analysis**

The external environment of Mataram City includes the opportunities and threats of coastal tourism

#### **Opportunities**

Numerous prospects exist for the development of tourism along the coast of Mataram City, including the following: Initially, the development of the tourist area in Mataram City is backed by the dedication and assistance of the local government, specifically the Mayor of Mataram and the Mataram City Tourism Office, in accordance with Regional Regulation No.6 of 2019, which pertains to the Regional Tourism Development Master Plan for the period of 2019-2025. This presents an exceptional opportunity to optimize the development of the coastal regions of Mataram City into an integrated coastal tourism area, thereby generating economic, sociocultural, and environmental benefits. Furthermore, the current progress in information technology presents a substantial opportunity to advertise coastal tourist destinations in the City of Mataram via digital platforms, including but not limited to Facebook, Twitter, Instagram, TikTok, and YouTube. Active social media users account for 3.96 billion individuals globally (databoks.katadata.co.id, 2022). This indicates that there are a substantial number of prospective tourists who could visit the coastline tourism regions of Mataram City. Obviously, this must be modified in accordance with supply and demand, destination segmentation, and carrying capacity. Thirdly, the Covid-19 virus outbreak has repercussions across all sectors, including psychological repercussions such as the necessity for individuals to restrict their mobility or remain indoors. Consequently, virtually everyone in the world experiences extreme boredom. A sense of oversaturation and extreme stress caused by the epidemic will propel the tourism industry to growth (alam, 2021). This will result in a significant surge in the volume of travelers seeking tourist attractions as a solution to alleviate their ennui. The phenomenon of revenge tourism is anticipated to primarily appeal to local tourists, thereby establishing a novel segment within revenge tourism that is executed by local tourists (Alam, 2021). As a result of this retaliatory behavior, tourists favor outdoor destinations in the natural environment over indoor destinations. Fourth, in developing coastal tourism in Mataram City, there are opportunities for collaboration among stakeholders including academia, business, the community, government, and the media (ABCGM). The intricate nature of strategic planning for tourist destinations stems from the fragmented control over destination resources and the interdependence of numerous stakeholders. Hence,

the effective operation of coastal tourism attractions in Mataram City is contingent upon the participation of the tourism pentahelix.

### **Threats**

Coastal tourism is susceptible to many risks that have the potential to impede progress in the industry. The following threats were recognized: initially, the Covid-19 pandemic. Numerous facets of the tourist industry have been affected by its dormancy, including economic losses, diminished tax revenues, workforce reductions, diminished travel interest, and uncertainty regarding the resuscitation of the industry (Herdiana, 2020). According to data provided by the Ministry of Tourism and Creative Economy, the volume of international tourist visits to Indonesia has declined. In 2020, the recorded number of tourist visits was between 2.8 and 4 million. In contrast, this figure declined in comparison to the 16.10 million tourist visits recorded in 2019.

Furthermore, there has been a decline in the nation's foreign exchange earnings. According to data from 2020, the amount was a mere \$3.54 billion, whereas in 2019 it reached a substantial sum of \$16.9 billion (travel.kompas.com, 2020). At the regional level, with Lombok Island being particularly affected, there has been a significant decrease in the number of tourists visiting. According to records, the number of visits decreased from 400,595 in 2020 to 344,733 in 2021. In contrast to preceding years, including 2018, which recorded 2,812,379 tourist visits, 2019 witnessed a surge with 3,706,352 visitors (<http://www.disbudpar.ntbprov.go.id/>). This indicates that the number of tourists visited declined by 852.25 percent from 2019 to 2020. Meanwhile, there was a decline of 13.94 percent between 2020 and 2021. The data suggests that the Covid-19 pandemic poses a significant risk to the long-term viability of the tourism industry, necessitating the implementation of suitable measures for recovery and prevention. Secondly, competitors operating in the tourism industry provide a threat. Indonesia, being an archipelago, naturally encompasses several coastal tourist locations. Consequently, regional tourist destinations must contemplate branding strategies, distinctive attractions, and activities that set them apart from other tour offerings. To enable the coastal tourist industry in Mataram City to contend on a national and worldwide level, innovative packaging of tour packages and promotional materials is required. Furthermore, the following concern pertains to the unpredictability of the global political economy as a result of The Perfect Storm, which encompasses fiscal and monetary weaknesses, technological advancements, geopolitical unrest, and the Covid-19 pandemic crisis (Press Release of the Coordinating Minister for Economy of the Republic of Indonesia, 2022). The possibility of a recession became the subject of national press coverage. Even the possibility of a recession has influenced the widespread layoffs that have taken place in certain regions of Indonesia. Additionally, the global economic slump will affect three other factors: the cost of essential products increasing, the difficulty of securing employment, and interest rates rising. The aforementioned will undoubtedly have an impact on the tourism business, which is in great need of auxiliary resources, including but not limited to food, textiles, automobiles, and hotels, restaurants, and tourist locations. Fourth, the dangers posed by climate change. Travelers who are seeking a more relaxed destination than their country of origin are essentially attracted by the climate.

Climate change and natural resource-dependent tourist destinations will be adversely affected by the weather patterns, sea level rise, and occurrence of numerous natural disasters that result from the increase in global temperature, which affects nearly every region of the globe. The coastal city of Mataram, which is a popular destination for beach tourists, is susceptible to the perils of extreme weather phenomena that transpire in Indonesia, including floods and high waves. This is consistent with the assertion made by Suryadi, the manager of Loang Baloq Beach, which stated:

*"Since the coastline border of Loang Baloq is a trough and open sea, diving and related activities are prohibited, and large waves can occasionally be observed; yet, the coastal region still has the potential to grow tourism." (interview, October, 2024).*

Therefore, in order to save the ecosystem, it is imperative that the administration of coastal tourism in Mataram City pay particular attention to anticipating significant weather changes through preventative measures and societal awareness at all levels. Table 2 below details the internal and external elements influencing coastal tourism in Mataram City, as described in the analysis of internal factors comprising strengths and weaknesses and external aspects comprising opportunities and threats.

**Table 2.** Internal and External Factor Analysis Summary of Coastal Tourism in Mataram City, Lombok

<b>Internal Factor Analysis Summary (IFAS)</b>	
<b>Strengths (S)</b>	<b>Weaknesses (W)</b>
Natural tourism attractions exist in the form of coastal beaches that offer spectacular views.	Lack of cleanliness
Cultural attractions exist.	Human resource incompetence in the tourism sector
Culinary attractions exist.	Risks of marine tourism activities
Adequate facilities provided	Negligence about environmental conservation
Adequacy of infrastructure exists.	
Variety of coastal tourism activities available	
The existence of a Tourism Awareness Group	
<b>External Factor Analysis Summary (EFAS)</b>	
<b>Opportunities (O)</b>	<b>Threats (T)</b>
Public sector support in tourism development	Covid-19 disease outbreak
Advances in information technology	Competition with similar destinations
Revenge Tourism after lock down	Economic situation (global and national)
The back-to-nature travel trend	Climate Change
Pentahelix collaboration	

Source: Authors research result, 2024

**Strategies for Developing Coastal Tourism in Mataram City Lombok Island**

Table 3 presents the IFAS and EFAS analysis results used to formulate strategic directions for the development of coastal tourism in Mataram City. The analysis identifies the internal factors consisting of strengths and weaknesses, as well as external factors including opportunities and threats that influence the sustainability and competitiveness of coastal tourism destinations. The identified strengths highlight the availability of natural, cultural, and culinary attractions supported by adequate facilities and tourism awareness groups. Meanwhile, the weaknesses mainly relate to environmental cleanliness, human resource competence, and conservation issues. Externally, opportunities arise from technological advancements, tourism recovery trends, and pentahelix collaboration, whereas threats are associated with competition, economic conditions, and climate change. Based on these factors, several strategic alternatives are formulated through the SO, WO, ST, and WT approaches to support sustainable coastal tourism development.

**Table 3.** Matriks SWOT of Coastal Tourism Development in Mataram City, Lombok

	<b>STRENGTHS (S)</b>	<b>WEAKNESSES (W)</b>
<b>IFAS</b>	<ol style="list-style-type: none"> <li>Natural tourism attractions exist in the form of coastal beaches that offer spectacular views. There are cultural attractions</li> <li>Cultural attractions exist</li> <li>Culinary attractions exist.</li> <li>Adequate facilities provided</li> <li>Adequacy of infrastructure exists.</li> </ol>	<ol style="list-style-type: none"> <li>Lack of cleanliness</li> <li>Human resource incompetence in the tourism sector</li> <li>Risks of marine tourism activities</li> <li>Negligence about environmental conservation</li> </ol>

<b>EFAS</b>	6. Variety of coastal tourism activities available	
	7. The existence of a Tourism Awareness Group	
<b>OPPORTUNITIES (O)</b>	<b>SO STRATEGY</b>	<b>WO STRATEGY</b>
1. Public sector support in tourism development	1. Environmental carrying capacity-aware strategies for the development of coastal tourism products and the expansion of market share	1. The government engages in frequent coaching programs for local communities in an effort to increase the proficiency of tourism professionals in Mataram City's coastal tourist areas, hence fostering the development of local human resources.
2. Advances in information technology	2. Cultivate coastal tourism in Mataram City in accordance with the tenets of conservation and sustainability through collaboration with the tourism pentahelix.	2. The creation of tour packages with an educational focus in order to promote environmental conservation awareness.
3. Revenge Tourism after lock down	3. Maximize the marketing efforts aimed at enticing tourists to visit Mataram City's coastline.	3. Promoting sustainable the environment by increasing public consciousness regarding the need of environmental sustainability and cleanliness
4. The back-to-nature travel trend		
5. Pentahelix collaboration		
<b>THREATS (T)</b>	<b>ST STRATEGY</b>	<b>WT STRATEGY</b>
1. Competition with similar destinations	1. Enhance the destination's profile by capitalizing on the distinctiveness of the coastal environment through the provision of a pleasant, tranquil ambiance and unpolluted air.	1. Provide Explanation of Safety Guidelines and mitigation to Tourists
2. Economic situation (global and national)	2. Sustainable tourist development by means of initiatives that enhance the sociocultural fabric and economic well-being of the local community.	
3. Climate Change		

Source: Processed by authors, 2024

### SO Strategy (Strengths Opportunities)

SO strategy is an approach that capitalizes on and exploits opportunities by leveraging all available capabilities, including:

#### *Environmental carrying capacity-aware strategies for the development of coastal tourism products and the expansion of market share*

The creation of tourism-related merchandise takes into consideration the genuineness and qualities of the coastal tourist destinations in Mataram City, in order to entice visitors to embark on journeys there. The legal framework governing the development of tourist attractions on Lombok Island specifies the direction of this policy in Regional Regulation number 7 of 2013. This regulation focuses on the enhancement of tourist attractions in order to increase their competitiveness and appeal to a broader market segment, as well as to encourage repeat visits from tourists. Consequently, Mataram City's seaside tourism sector possesses an equivalent chance to enhance and expand its offerings in order to increase their

appeal to tourists. The development of sports-oriented seaside tourism items comes first. According to the author's observations, these activities are not available at Loang Baloq Beach, Gading Beach, or Ampenan Beach. Beach volleyball and beach ball can serve as an alternative coastal activity by supplying the required equipment, including semi-permanent goal posts and nets that are simple to deconstruct. It also seeks to prevent any disruption to the sightseeing endeavors of visitors. The second objective is the creation of camping ground tourism items. The coastal region encompassing Gading Beach and Loang Baloq Beach has the potential to serve as a camping area for tourists interested in engaging in camping pursuits; this could also generate revenue for the local community through the provision of camping tour packages that include tent rental and food. Furthermore, the advancement of water sports and other maritime tourism items. The development of water sport activities as an alternative tour package for visiting tourists has tremendous potential. Additionally, this might present the community with a chance to generate revenue by offering auxiliary items like canoe boards, buoys, and fishing gear. Furthermore, zoning must be used to partition the sites of each activity in a manner that prevents them from interfering with one another, so ensuring that visitors are able to enjoy their tourism pursuits in peace. Fourth, the establishment of educational tourist offerings at Loang Baloq Beach, Gading Beach, and Ampenan Beach, including coral reef transplanting and tree planting under the guidance of trained dive instructors. The objective is to cultivate environmental consciousness in order to perpetually safeguard the marine ecology.

The objective of the aforementioned tourism product developments is to broaden the market sector. According to field statistics, Loang Baloq Beach, Ivory Beach, and Ampenan primarily attract local tourists from NTB. Nevertheless, this does not preclude the potential expansion of these destinations into both domestic and international markets. To expand tourist visitation, the potential of emerging markets including Brazil, Russia, India, and China (BRIC) must be maximized. Given that the Russian market is a "sun and beach holiday" market and the features of Russian tourists are highly compatible with the tourism products offered by Loang Baloq Beach, more exploration of the Russian tourism market is necessary for the development of the tourism industry. Furthermore, further investigation is warranted into the potential of the Middle East market. The recognition of Lombok as the victor of the 2015 World Halal Travel Award competition in the United Arab Emirates (UAE) for Best Halal Honeymoon Destination and Best Halal Tourism Destination serves as a valuable asset in the pursuit of penetrating the Middle East market. Middle Eastern tourists share similar preferences with those who patronize beaches that offer halal food, suitable transportation, recreational facilities, and family-oriented infrastructure, all of which align with the offerings of Loang Baloq Beach's tourism products. Furthermore, the halal tourism policy issued by the government in Regional Regulation number 2 of 2016 signifies its endorsement of the industry. This implies that the potential of the Middle East market can be maximized through the development of tourism products that adhere to sharia tourism standards and services, such as the provision of halal meals at dining establishments that cater only to travelers seeking halal fare.

### ***Cultivate coastal tourism in Mataram City in accordance with the tenets of conservation and sustainability through collaboration with the tourism pentahelix.***

Fundamentally, the nature of the tourism system is determined by the interdependencies among its stakeholders (Cehan, 2021). This suggests that the attainment of sustainability for a tourist destination is contingent upon the alignment of objectives and commitments among all stakeholders (Chiodo, 2018). The government is the principal actor with a significant policy-related involvement in the development of Mataram City's coastal region. In its capacity as a principal stakeholder, the government must possess the capability to execute its function as a catalyst, which entails coordinating and directing all interested parties or stakeholders to collaborate and synergize in order to advance the tourism development agenda in Mataram City. There is no doubt that this will expedite the ongoing development process. Not only the government but also the private sector are significant stakeholders.

The involvement of the private sector in tourism development is crucial due to its status as an investing partner of the government (Pandy & Rogerson, 2019; Ringa et al., 2018). The private sector consists of entities and individuals other than the government, including corporations, entrepreneurs, and businesspeople. The private sector provides or influences the availability of lodging in a tourist destination (hotels, travel agents, etc.), which gives this sector a crucial role in tourism planning and growth. However, tourism planning and development cannot be left entirely to the private sector or to private hands; community support is required to ensure that tourism development is long-lasting and sustainable, in accordance with the economic, ecological, and socio-cultural principles of sustainable tourism, as opposed to opportunistic and transient. To develop coastal tourism in Mataram City, collaborative cooperation with the private sector must be characterized by symbiotic mutualism, ensuring that the surrounding community is not disadvantaged. Moreover, pro-green tourism investors should be sought after, so as not to disregard the local knowledge of the community and to maintain an ever-vigilant stance towards the environment.

The subsequent stakeholder consists of the residents of Mataram City's coastline tourist spots. Community engagement is crucial to ensuring that the objectives of tourist village development are met during the tourism development process. Community participation is required at all phases: planning, development, management, and assessment. The achievement of tourist growth will be impeded when local residents perceive tourism activities in their vicinity as threatening and neglected, akin to mere objects (Maturbongs, 2020). The community's role in tourism can be understood via two lenses: participation in tourism decision-making and community engagement in the enjoyment of tourism's advantages. The engagement of stakeholders and local community objectives coexist within the framework of local community participation in tourism decision making (Reindrawati et al., 2019). The engagement of coastal communities in Mataram City with regards to tourism development is evident in the manner in which they participate in the administration of Loang Baloq Beach, Gading Beach, and Ampenan Beach. Furthermore, the founding of the Tourism Awareness Group lends weight to this notion (Pokdarwis). Furthermore, active engagement of the community is seen through their participation as culinary vendors along the beach. Nonetheless, local community participation in

The next stakeholder to be addressed is academia. A significant contribution to the formation of a knowledge-based tourist community in Mataram City's coastal tourism development is the work of academics, specifically universities and research organizations. This is accomplished by bolstering local communities through the provision of trained labor required to staff executive-level jobs and serve as tourism development decision-makers in Mataram City. Furthermore, it equips students with the ability to think critically, cultivate their talents, and generate entrepreneurial, inventive, and technologically savvy knowledge and abilities (Halibas et al., 2017). Academic engagement, information transmission, technological application, and entrepreneurial endeavors that foster mutually beneficial alliances and collaborations among academia, government, business, communities, and mass media are all reliant on innovation. It is anticipated that the participation of universities in Mataram City will enable them to address the requirements of coastal tourism with regard to environmental protection and sustainability.

The mass media constitute the last stakeholder. Tourism development is influenced, in part, by the mainstream media. The role of mass media as a conduit for policy communication and socialization, in addition to bridging the gap between the government and the public (Redžić, 2018). Presently, mass media continue to evolve at an accelerated rate in contemporary culture. Utilized within the tourism industry is the capacity of mass media to distribute information transcending the constraints of space and time. Regions persistently advertise tourist destinations that may pique the curiosity of individuals who are enthusiastic about tourism, encompassing various forms such as cultural tourism, natural tourism, and others. Presently, due to the ubiquitous availability of social media platforms, individuals are increasingly abandoning traditional promotional approaches—such as those involving print and electronic media—in favor of the deemed more successful utilization of social media. This

phenomenon is substantiated by the proliferation of accounts overseen by business entities, non-governmental organizations (NGOs), governmental bodies, and communities, which exhibit and endorse tourist locations. Therefore, further emphasis must be placed on enhancing digital media promotion in order to effectively communicate the presence of coastal tourism in Mataram City to prospective international visitors. This is an effort to augment the volume of international visitors to the seaside region of Mataram City, which is now regarded as deficient in comparison to other popular tourist locations.

The aforementioned five stakeholders constitute integral components of the tourism pentahelix and play a significant role in the advancement of coastal tourism in Mataram City. Pentahelix's success in fostering the growth of beach tourism in Mataram City may be evaluated based on the following three metrics: 1) The competitive capacity of tourist places vis-à-vis other destinations, encompassing both domestic and global arenas (Rhama & Setiawan, 2020). 2) Capacity and dedication to collaborate with all stakeholders in the tourism industry to expand the industry in accordance with physical and geographic circumstances, while preserving natural environmental conditions (Nugroho, 2011). 3) The capacity to cultivate tourism by means of effective collaboration among all relevant parties, culminating in the provision of distinctive tourism offerings that establish the destination's identity.

### ***Maximize the marketing efforts aimed at enticing tourists to visit Mataram City's coastline.***

One of the activities utilized to introduce potential tourists to tourism items is promotion. Information technology advancements are unavoidable in the current era of globalization; thus, print, electronic, and online media serve as strategic promotional venues for introducing tourist areas. Furthermore, the government must monitor developing market aspects (interest in tourism) in order to segment the market in accordance with the potential of Mataram City's coastal tourist attractions. To enhance the promotion of coastal tourism attractions in Mataram City, the subsequent program may be implemented:

- 1) Foster collaboration with travel brokers through the incorporation of Loang Baloq Beach trip packages into their itineraries.
- 2) Collaborate with hotels and inns to distribute booklets or brochures to overnight visitors highlighting the aesthetic appeal of seaside tourism in Mataram City.
- 3) Collaborate with print and electronic media outlets, travel agencies, and media organizations to showcase the picturesque natural landscape of Loang Baloq Beach in Mataram City.
- 4) Employing social media platforms (e.g., Instagram, Twitter, Facebook) as promotional channels to showcase the allure of the beach in the city of Mataram to prospective tourists who are active on these networks.
- 5) Collaborate with the most popular bloggers and vloggers to advertise beach attractions in the municipality of Mataram.
- 6) Coordinate photo competition events that revolve around the natural and cultural allure of Mataram City's seaside region. The primary objective of this competition is to enhance publicity while concurrently promoting Mataram City's seaside tourist appeal.

### **WO Strategy (Weaknesses Opportunities)**

The implementation of this plan is based on maximizing on current opportunities while reducing current weaknesses, including:

***The government engages in frequent coaching programs for local communities in an effort to increase the proficiency of tourism professionals in Mataram City's coastal tourist areas, hence fostering the development of local human resources.***

Tourism, being a commerce in services or services provided to tourists, necessitates that tourism operations incorporate the community as a host or host. As a result, it is necessary for the community to possess expertise and understanding in the domain of tourism so that it can supervise and generate innovative concepts regarding the sustainability of tourism endeavors,

as well as deliver exceptional services to visitors. The following are few strategies that may be implemented:

1) Socialization and Counseling Services

The objective of the socialization program at Loang Baloq Beach concerning the significance of tourism awareness is to raise people's consciousness regarding the contribution of tourism to employment creation and the improvement of living conditions. Counseling activities are also essential for reminding individuals of the constant need to protect the environment and preserve local culture.

2) Development of Human Resources via Formal and Informal Education

Human resource development can be achieved by enrolling students in vocational high schools (SMKs) and universities, where formal education broadens the horizons of individuals and imparts them with newfound insights and knowledge. This, in turn, produces tourism intellectuals capable of advancing and sustaining the industry along the Mataram City coast. Human resource development may also be accomplished through the provision of training programs in areas such as hospitality, foreign languages, and tour guiding, among others, for the Loang Baloq population.

3) Professional human resource recruitment.

As recruiting is conducted to acquire skilled personnel for specific positions, it is imperative that the procedure be conducted openly and give priority to prospective employees from the Mataram City coastal community. By using an effective recruitment method, the coastal beaches of Mataram City may be efficiently managed and developed.

4) Coordinating the Tourist Guide Certification Process

To enhance tourist services, certification of competency should be a prerequisite for tourist guides. In accordance with Regional Regulation No. 14 of 2016, the local government mandates that those desiring to receive a tour guide certificate must successfully complete the examination administered by the Governor. In addition, higher education institutions coordinate the education and training of tour guides in accordance with a curriculum developed in collaboration with tourism higher education institutions and tour guide organizations. Therefore, the enforcement of tour guide certification is critical for establishing a favorable perception among tourists and guaranteeing the provision of high-quality services.

***The creation of tour packages with an educational focus in order to promote environmental conservation awareness.***

Educational tourism represents an expansion of contemporary tourism offerings, enabling visitors to acquire information while embarking on journeys. With the intention of enhancing the intellect and ingenuity of tourists, educational tourism focuses on destinations that possess supplementary qualities as tourist destinations. Conversely, educational tourism has the potential to provide fresh business prospects that may foster economic expansion, mitigate unemployment, and enhance communal well-being. Packages for educational tourism in the coastal regions of Mataram City may be constructed as follows: Before anything else, bolstering open coastal areas with biodiversity, including vegetation and fauna. Certainly, this necessitates further investigation into the variety of plant and animal species that inhabit the coastal regions of Mataram City. The second benefit is that culinary potential can be incorporated into an educational travel package, given that Lombok is renowned for its succulent and tender kale. Moreover, kayaks are an element that distinguishes the cuisine of Lombok Island. This has tremendous potential if presented in an engaging manner; for instance, travelers might learn how to correctly cultivate and process kale, prepare Kelak Kuning seasoning, and prepare bulayak from rice wrapped in young enau leaves. Certainly, tourists interested in learning about Lombok's culinary delights will find this to be quite intriguing. Third, educational tours of the Old Town of Ampenan. This itinerary will be utilized in the future formulation of educational travel packages. Amidst the picturesque old structures of Ampenan Old Town, visitors will acquire knowledge about its past.

***Promoting sustainable the environment by increasing public consciousness regarding the need of environmental sustainability and cleanliness***

In order to effectively develop coastal tourism attractions in Mataram City, the regulatory authority of the government must possess a comprehensive grasp of the situation. It is imperative for the government to ensure that the establishment of coastal tourist attractions in the city of Mataram yields advantageous outcomes while simultaneously mitigating environmental and socio-economic consequences to the greatest extent feasible. Therefore, in order to align with governmental policies and regulations, the development of coastal tourist attractions in Mataram City must conform to such measures as implementing an environmental audit control mechanism to assess the effectiveness of an organization's management in safeguarding the environment. Conducting counseling sessions for the community regarding tree planting as a means of fostering a sense of mutual cooperation in environmental protection is the subsequent course of action.

**ST Strategy (Strengths Threats)**

The S-T strategy entails utilizing strengths to surmount threats, including the following:

***Enhance the destination's profile by capitalizing on the distinctiveness of the coastal environment through the provision of a pleasant, tranquil ambiance and unpolluted air***

In order to influence tourists' perceptions, it is the responsibility of the government or manager to offer their products to consumers. This instance pertains to the promotion of the unique attributes of Mataram City's seaside region to visitors, setting it apart from alternative tourist spots. Initially, there is the allure of verdant and azure natural splendor, which consists of rice fields extending to the east and a blue ocean extending to the west. The presence of a sunset vantage point is a further benefit of the coastal region of Mataram City. Thirdly, seaside tourism in Mataram City offers a variety of activities, including fishing, swimming, playing in the park, riding a duck boat around the estuary, and dining on satay bulayak, a traditional Lombok dish, while watching the sunset. Fourth, there is a religious tour of the Loang Baloq Tomb, which has significant historical value and is situated on the east coast. It was once the resting place of Islamic propagandists. Fifth, an Ampenan Old Town cultural history tour is provided. Sixth, accessibility due to its central location in Mataram City, well-maintained roads, and proximity to the port, airport, and terminal. Furthermore, in order to cultivate a favorable perception among tourists, it is critical to implement the principles of hospitality and high-quality service, which are further bolstered by inexpensive parking and entrance prices. This may influence the tourists' psychological state, so increasing the likelihood that they will return and serve as a promotional tool through word-of-mouth.

The aforementioned tourism products and services are what enable Mataram City's coastal tourism to distinguish itself from other tourist destinations by establishing a distinctive position. The objective of image improvement initiatives is to cultivate branding, which pertains to the way in which people perceive the product or location. The concept of branding extends beyond the mere production of a logo or slogan. It encompasses the strategic integration of various factors, including identity, image, and culture. Generally, the NTB government's Friendly Lombok branding should be implemented to coastal tourism sites in Mataram City so that visitors can have a truly enjoyable experience, create pleasant sensations and emotions, and feel at ease while experiencing the true beauty of coastal tourism in Mataram City.

***Sustainable tourist development by means of initiatives that enhance the sociocultural fabric and economic well-being of the local community***

Sustainable tourism is characterized by its ecological and social responsibility, economic viability, and support for the local community. Sustainable tourism development entails a coordinated and integrated endeavor to enhance the standard of living through the sustainable regulation of natural and cultural resource provision, development, utilization, and upkeep. Sustainable tourism, as it pertains to the framework of sustainable development, is tourism

development that simultaneously provides advantages for present and future generations and addresses environmental sustainability while catering to the demands of tourists. In accordance with the aforementioned comprehension, coastal tourism in Loang Baloq should be capable of fulfilling tourists' rights by providing them with what they require. However, it is equally imperative that tourists uphold their responsibilities by demonstrating reverence for the customs and values of the local communities. Promoting seaside tourism in Mataram City necessitates a particular emphasis on this aspect to preserve the local identity and mitigate adverse effects, including cultural contamination and societal moral deterioration.

Furthermore, economic considerations must be taken into account to ensure sustainability. This can be achieved by giving priority to the use of locally sourced ingredients while catering to tourists' culinary demands, providing souvenirs, and other related activities. This is done to mitigate economic leakage and ensure that the local populace can experience the economic benefits. Then, with regard to the environment, the government and the society must perpetually protect it by avoiding overexploitation and prioritizing it according to its carrying capacity.

### **WT Strategy (Weaknesses Threats)**

This strategy is based on minimizing current weaknesses and evading possible threats, including:

#### ***Provide Explanation of Safety Guidelines and mitigation to Tourists***

The potential hazards posed by extreme weather conditions, including tidal waves, can be mitigated by the use of banners or billboards that display visitor safety rules. Furthermore, as a security measure, a squad of lifeguards is required to ensure the safety of tourist activities and remain vigilant in the event that undesirable occurrences transpire, like the submersion of tourists and other similar incidents. Managers are required to establish coordination with pertinent entities, including the Regional Disaster Management Agency (BPBD) and the Meteorology Climatology and Geophysics Agency (BMKG), with respect to the most recent weather predictions and unexpected natural calamities, respectively. The subsequent course of action entails organizing a collaborative tree-planting initiative including members of the town, tourism professionals, and visitors in order to foster a sense of community and perpetual environmental stewardship.

### **Conclusion**

This study concludes that coastal tourism in Mataram City possesses significant potential to be developed sustainably through the integration of natural, cultural, culinary, and community-based tourism attractions. Loang Baloq Beach, Gading Beach, and Ampenan Beach each demonstrate distinctive characteristics that strengthen the competitiveness of coastal tourism in Mataram City, including sunset panoramas, religious and historical tourism, culinary experiences, and active community participation. Furthermore, the strategic position of Mataram City as the capital of West Nusa Tenggara Province supports tourism accessibility through adequate infrastructure, transportation networks, and supporting tourism facilities.

The findings also reveal that the development of coastal tourism in Mataram City is influenced by various internal and external factors. The strengths of coastal tourism include attractive natural resources, cultural uniqueness, culinary diversity, adequate tourism facilities, and the involvement of Tourism Awareness Groups (Pokdarwis). Nevertheless, several weaknesses remain, particularly environmental cleanliness issues, limited tourism human resource competencies, insufficient environmental awareness, and the risks associated with marine tourism activities. From the external perspective, opportunities arise from government support, technological advancement in digital promotion, post-pandemic tourism trends, and collaboration among tourism stakeholders through the tourism pentahelix model. However, coastal tourism development also faces several challenges, including competition with similar destinations, climate change, and economic uncertainty

Therefore, the sustainable development of coastal tourism in Mataram City requires integrated strategies that prioritize environmental conservation, community empowerment, tourism human resource development, digital-based tourism promotion, and stakeholder collaboration. The implementation of sustainable tourism principles is essential to ensure that tourism development contributes not only to economic growth but also to the preservation of socio-cultural values and environmental sustainability. This study contributes to the existing body of knowledge by providing a strategic framework for sustainable coastal tourism development in urban coastal areas, particularly in Mataram City, Lombok Island. Furthermore, this research offers practical implications for policymakers, tourism managers, and local communities in designing sustainable tourism policies and development programs. Future studies are recommended to examine tourist perceptions, destination branding effectiveness, and the implementation of sustainability indicators in coastal tourism management.

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