



Local Government Partnership Strategy in Realizing Sustainable Tourism in East Lombok Indonesia

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Abstract

Tourism sector in Indonesia is the potential sector to drive domestic economy. The strength of Indonesian tourism lies on natural beauty. East Lombok is the tourism destination that has such a natural beauty. Sustainable tourism development is major issue in tourism development. In order to realize sustainable tourism principles, these require partnership strategy. This study aims at providing analysis, evaluation and input to policy makers on issues related to partnership between the government and the stakeholders in realizing sustainable tourism in East Lombok. This research uses qualitative methods. Primary data was obtained from the in-depth interview techniques with main resource persons from Ministry of Tourism, East Lombok District Tourism Office, East Lombok District Government and several practitioners related to the research topics. The research results indicate that despite there are many challenges, there are several partnerships carried out by East Lombok District Government with the stakeholders in developing the tourism sector in East Lombok. These include the institutional partnership with the Regional Tourism Promotion Agency (BPPD), the joint partnerships with several associations in East Lombok District and the partnership between the East Lombok District Government and tourism awareness groups. With these partnerships, there are several public ideas about how to maintain tourism with sustainable tourism concept.

Keywords: East Lombok; Local Government; Partnership; Strategy; Sustainable Tourism

Abstrak

Sektor pariwisata di Indonesia menjadi salah satu sektor unggulan bagi pendorong perekonomian domestik. Salah satu kekuatan pariwisata Indonesia terletak pada keindahan alamnya. Lombok Timur menjadi salah satu lokasi destinasi pariwisata yang memiliki keindahan alam tersebut. Isu terkait pembangunan pariwisata yang berkelanjutan merupakan salah satu isu utama dalam pembangunan pariwisata. Guna mewujudkan prinsip-prinsip *sustainable tourism* tersebut diperlukan sebuah strategi kemitraan. Penelitian ini bertujuan untuk memberikan analisis, evaluasi, dan masukan kepada pengambil kebijakan dalam persoalan terkait kemitraan antara pemerintah dan *stakeholders* dalam mewujudkan pariwisata berkelanjutan di Lombok Timur. Pendekatan kualitatif digunakan sebagai metode dalam penelitian ini. Data primer diperoleh melalui teknik wawancara mendalam dengan para narasumber dari Kementerian Pariwisata, Dinas Pariwisata Kabupaten Lombok Timur, Pemerintah Daerah Kabupaten

Lombok Timur serta beberapa praktisi yang terkait dengan topik penelitian. Hasil penelitian ini menunjukkan bahwa meskipun terdapat beberapa tantangan, namun kemitraan yang dilakukan oleh Pemerintah Daerah Kabupaten Lombok Timur dengan *stakeholders* dalam mengembangkan sector pariwisata di Lombok Timur telah dilakukan. Kemitraan secara institusional yaitu dengan Badan Promosi Pariwisata Daerah (BPPD), kemitraan bersama asosiasi-asosiasi di Kabupaten Lombok Timur dan Kemitraan antara pemerintah daerah Lombok Timur dengan masyarakat kelompok sadar wisata. Melalui kemitraan ini muncul ide-ide masyarakat tentang bagaimana mempertahankan pariwisata dengan konsep *sustainable tourism*.

Kata kunci : Lombok Timur; Pemerintah Daerah; Kemitraan; Strategi; Pariwisata Berkelanjutan

Introduction

Tourism sector in Indonesia becomes the leading sector to drive domestic economy as listed in Indonesia's National Medium Term Development Plan 2015-2019 (RPJMN 2015-2019). In the RPJMN 2015-2019, tourism sector becomes the leading sector to create a more independent economy. In the RPJMN 2015-2019 as well, it is mentioned that the contribution of tourism sector to Gross Domestic Product (GDP) is expected to rise year by year and it supports the strengthening of Indonesia's economy. For the 2019 target, tourism sector can contribute at least 8% of National Gross Domestic Product (GDP) in 2019 or total foreign exchange value amounts to IDR 260 trillion.

The strategic region development as direction and target of the Indonesia's National Medium Term Development Plan (RPJMN) relates to potential tourism sector as well. The tourism strategic region development becomes the target program in the RPJMN. In this matter, the tourism sector becomes a power in the sectoral and regional approach to map out the leading potential of a region. Regions leading in the tourism sector have great potential in growing regional development based on the tourism strategic region. The tourism cluster development in the region is expected to create independent economy from upstream to downstream. In relation to the tourism sector, the government has stipulated Law Number 50 Year 2011 on Tourism. In such a law it states that tourism is the integral part of national development conducted in a systematic, well-planned, integrated, sustainable and responsible way while providing protection to religious values, cultures that live in the society, sustainability and environment quality as well as national interests. Moreover, while the tourism sector is required to drive fair and equal business opportunities and gets benefits, it able to face challenges of life changes in the global, national and local level.

Moreover, the tourism development in the above law is carried out to increase economic growth, people's welfare, unemployment reduction, cultural progress, the improvement of Indonesia's image as well as a tool of tightening the inter-state relationship. In this matter, the tourism development consists of :1) the development of tourism industry; 2) tourism destination; 3) marketing; and 4) tourism institutionalization. The master plan for tourism development is regulated in the level of Government Regulations. Like in the national level, each region must have the master plan for regional tourism development as well. Therefore, Law Number 10 Year 2009 should be comprehended further particularly for tourism actors including in the category, i.e. regional government. In the development of tourism industry, informants from Republic of Indonesia Ministry of Tourism also explain the need for partnership in developing tourism. Concerning the partnership, it has to understand the laws and regulations on partnership listed in President Regulation Number 38 Year 2015. Moreover, in relation to partnership in the regional level, the partnership in region has to see what form of partnership and with which parties should be established. Partnership can be observed from investment having been conducted in the tourism sector that has involved outside parties.

From the above description, it can be shown further that the government has great attention to tourism development through a variety of regulations and laws made. In this matter, tourism actors appropriate to the laws and regulations having been stipulated have similar awareness and commitment so that the direction and target of the tourism development can be realized as good as possible in the national and regional level. A region that tries to make tourism the leading sector is East Lombok District. With regional potential the district has, the regional government conducts some partnership strategies to increase tourism industry and establish sustainable tourism in the region. This article will carry out an analysis of the form of partnership strategy that East Lombok District Government has done in developing the tourism industry.

Research Methods

This research used primary and secondary data. The primary data was collected through the in-depth interviews with informants. Some informants who would be interviewed among others came from Ministry of Tourism and Creative Economy, East Lombok District Tourism Office, East Lombok District Government and several practitioners related to the research topic. Moreover, the secondary sources were news and analysis from experts and practitioners in a kind of books, journals, newspapers, online news and others.

As the qualitative research, the data analysis process would be mostly based on the theoretical framework used in this research. For the qualitative research, theory would become guideline in searching and interpreting data. Moreover, the data analysis technique was mostly carried out together with data collection and interpretation.

Partnership Strategy In Sustainable Tourism Framework

In tourism development in general, the term sustainable tourism appears as well. It means that the tourism development has to be based on sustainability criteria indicating that the development can be ecologically supported in the long term, economically feasible, ethically and socially fair for the community (Sustainability Tourism Charter, 1995). Lombok is a small island with total land area of 5,632 square km with total population of around 2,722,123 people. It is an island in the Lesser Sunda Islands or Nusa Tenggara separated by Lombok Strait from Bali to the West and Alas Strait to the East from Sumbawa. It has limited carrying capacity physically or environmentally. Therefore, as the well-known tourism destination abroad, the sustainability tourism development in Lombok is a must particularly in areas with many tourism accommodation and other supporting tourism facilities to reduce the impacts due to tourism activities particularly environmental impacts.

Sustainability tourism development is the concept of world tourism that changes into ecotourism. It is caused because tourists' saturation to visit human-made tourism objects. Therefore, the opportunities should be able to be utilized to attract foreign tourists to visit natural-based and local cultural objects maximally.

Ecotourism, The change of world tourism concept to special interest tourism called ecotourism is a great opportunity for our country with the extraordinary natural potential. It occurs because there is a trend which many tourists mostly visit natural-based and cultural objects. Ecotourism is defined as a form of tourism travel which has responsibility to natural area conducted with the objective of conserving environment and preserving life and welfare of local people. It shows conceptually an integrated conceptual unit of balance between enjoying natural beauty and effort to maintain it. Therefore, the definition of ecotourism can be seen as a concept of developing sustainability tourism can with the

objectives supporting environmental preservation efforts (nature and culture) as well as improving public participation in its management (Hadinoto, 1997).

Ecotourism emphasizes three major points, i.e. : the sustainability of nature or ecology, economic benefit and psychologically acceptable ones in social life of local community. Therefore, ecotourism activities directly give access to all people to see, know and enjoy the natural, intellectual and cultural experiences of local people. Conceptually ecotourism can be defined as a concept of sustainability tourism development that aims to support efforts of environment conservation (nature and culture) and increase community participation in management so that it will provide economic benefits for local people.

From management aspect, moreover, ecotourism can be defined as the implementation of responsible tourism activities in natural places and/ or areas that are made based on natural and economically sustainable principles that support environmental reservation efforts (nature and culture) and increase the welfare of local community. Ecotourism activity currently becomes an interesting trend conducted by tourists to enjoy a form of different tourism from usual. Based on the above understanding, tourism is considered as an alternative to increase regional revenues (Hadiyanto, 2007).

In this context, tourism activities having been conducted here have an unseparated part of conservation efforts, local economic empowerment and the encouragement of high respect for cultural differences. It is the basic difference between the concept of ecotourism and convention tourism models that have exist before.

Some critics against the ecotourism concept are as follows :

1. Negative impact from tourism to environmental destruction. Despite ecotourism puts forward conservation issues in the concept, it is not deniable that the violence still occurs in field. The cause does not only relates to low level of knowledge and awareness of the surrounding community and tourists about the ecotourism concept but also weak management and the government's role in encouraging conservation efforts and firm actions in regulating environmental destruction issues.
2. Low public participation in ecotourism. Developing ecotourism areas frequently forgets public participation as the strategic stakeholder in the development of tourism areas. The surrounding community is frequently only as objects or spectators without being able to be actively involved in each economic process in it.
3. Incorrect management. Incorrect perception and management of ecotourism concepts frequently occur in some regions in Indonesia. The cause is not only because low understanding of the ecotourism concept but also weak role and supervision of the government to develop the tourism areas properly. The development of marine ecotourism only focuses on the development of coastal and sea areas and right now it has changed drastically because many other things can be developed from marine tourism besides coastal and sea areas.

One other thing is marine ecotourism concept based on natural view and uniqueness, ecosystem characteristics, the distinctiveness of cultural arts and community characteristics as the basic power that each region has. Moreover, other ecotourism activities can be developed as well, among others : boating, swimming, snorkeling, diving, fishing, beach sport and picnic enjoying ocean atmosphere. Orientation of coastal and ocean utilization as well as various supporting elements of the environment is a form of regional planning and management and it is an integrated and mutually supporting entity as a marine coastal area.

Gunn (1993) states that a tourism area is good and successful if there are optimally four aspects, i.e. :
a) Maintaining environmental sustainability; b) Improving people's welfare in the tourism area; c)

Ensuring visitors' satisfaction and d) Increasing integration and social development entity around the tourism area and the development zone.

Besides these four aspects, according to Pigram (1983) in Nurisyah (2001), there are several other things that have to be considered for marine ecotourism development among others : In **Ecological Aspect**, the ecological carrying capacity is the maximal level of uses of an area; In **Physical Aspect**, the Physical carrying capacity for an tourism area indicates total maximum of uses and activities accommodated in the area without causing any destruction or quality deterioration; In **Social Aspect**, The social carrying capacity for a tourism area is stated as the maximum limit level in the number and level of uses where if exceeding it will cause deterioration in the quality level of experience or satisfaction; In **Recreation Aspect**, Recreation carrying capacity is a management concept that places recreation activities in a variety of objects in relation to the area capability.

Policy Of East Lombok District Government In Developing Tourism Sector

Tourism sector development also becomes a regional development plan target. East Lombok District through Regional Regulation (Perda) of East Lombok District Number 1 Year 2014 concerning Regional Medium Term Development Plan (RPJMD) explains that the existing tourism areas in East Lombok can be categorized into three types, namely mountaneous natural tourism, marine tourism and cultural tourism. In association with strategic, structural and spatial pattern function, the priority areas to be developed focus on the context of developing District Strategic Areas (KSK). Moreover, in relation to tourism sector, the regional government has decided Minapolitan Keruak-Jerowaru covering the territory of Keruak and Jerowaru Sub-District as the leading sector of fisheries and tourism. In the framework of supporting tourism sector development, in Regional Medium Term Development Plan (RPJMD) it explains that traditional arts and culture are a driving factor for developing the tourism sector. By stipulating Lombok as Special Economic Zone (SEZ) particularly Mandalika area and its surroundings including tourism areas in East Lombok District and by stipulating Mount Rinjani area as the National Geopark, for the preparation, East Lombok District Government has allocated budget to support tourism development in East Lombok District.

In relation to tourism sector development in East Lombok District, the regional government has made Master Plan of Regional Tourism Development (RIPPDA). The objectives to design this document are for the document on the Planning of Sustainable Tourism Development in East Lombok District covering: 1) The implementation for utilization of sustainable regional space and environmental vision appropriate to the carrying and loading capacity as well as the direction of development policies; 2) The realization of integrated space in the use or utilization of natural and artificial resources while taking into account human resources and their ecosystem; 3) The implementation of space utilization particularly in tourism designation areas and generally in cultivation optimally. Moreover, the master plan target is: 1) To direct tourism development in the short, medium and long term; 2) To realize effective, efficient, local and concrete use of space in accordance with regional spatial plan; 3) To ensure the implementation of tourism development appropriate to local people's aspirations and needs; and 4) To ensure the post-development maintenance of tourism objects due to a sense of ownership from local community.

The tourism development in East Lombok District is unseparated from RPJMD 2018-2023 prepared when the research was being conducted. Based on information from a high-ranking official in East Lombok District Development Planning Board (Bappeda), it was explained that the tourism development did not become a priority scale for the East Lombok District development design. It occurred because the tourism sector contributed less than five percent of the regional revenue. It was assumed that the East Lombok District was close to Bali, so it was likely that tourists did not spend their money in Lombok. Moreover, the basis of the regional revenue came from the agricultural sector and it had the great share totaling thirty-eight percent. The land and livelihood of residents in the district were

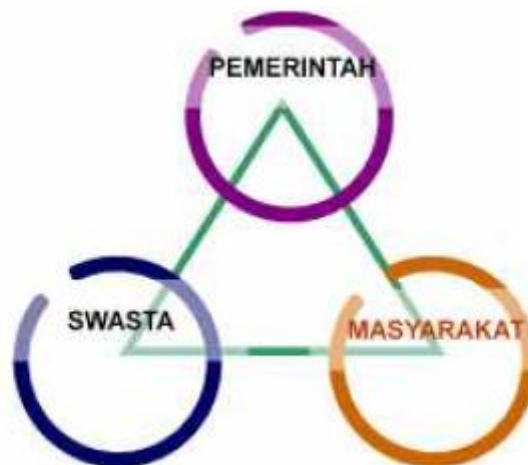
mostly farmers. However, in future the district government tried to improve the tourism sector as a leading economy in the district because many potentials in East Lombok District (the personal interview, August 31, 2018).

In relation to tourism potential in East Lombok, an informant from East Lombok District Tourism Office explained that in December 2016 in Abu Dhabi, West Nusa Tenggara Governor received International award due to East Lombok District as Halal Honeymoon Destination, the Best World Honeymoon Destination. Moreover, in effort of developing tourism activities in East Lombok, there were Tourism Conscious Groups in almost 50 villages in East Lombok District.

Efforts having been carried out all this time included the partnership between the district government and Tourism Conscious Groups. Through the partnership, it would appear ideas about how to maintain tourism activities in this district. The concept developed in the tourism development was sustainable tourism. In relation to the partnerships, forms of partnership with other institutions were institutionally carried out with Regional Tourism Promotion Agency (BPPD) which definitely assisted the East Lombok District Tourism Agency to carry out promotion in the level of district, outside the district and abroad in various ways. In addition, the partnership with various associations in East Lombok District, there were Indonesian Tourism Association (HPI) of East Lombok District Branch, Asita Lombok Timur, PHRI Lombok Timur and autonomous associations which were not established in Jakarta and East Lombok Culinary Tourism Association (personal interview, August 29, 2018).

Partnership Strategy of East Lombok District Government

Generally the tourism sector development involves a variety of cooperation and partnership of all stakeholders, i.e. the government, private sectors and community. The following figure indicates the existence of partnerships among the stakeholders in the tourism development :



Source : Republic of Indonesia Ministry of Tourism, 2012

A variety of roles and functions for each stakeholders can be seen more clearly as follows (the Republic of Indonesia Ministry of Tourism, 2012): 1) The government is in accordance with its duties and authority to carry out the role and function as the facilitator and regulator in the tourism development activities; 2) Private sectors (business actors / tourism industries) with their resources, capital and networks which they have to carry out the role and function as developers and/ or executors of the tourism development activities; 3) The community with its resources in a form of customs, tradition and culture as well as its capacity acting as host and at the same time having opportunity as the actors of tourism development in accordance with its capability.

In relation to partnership in the tourism development, the following is the partnership strategies that the East Lombok District Government have carried out covering as follows :

East Lombok District Regional Tourism Promotion Agency (BPPD)

The partnership between the regional government and BPPD is a effort to promote tourism in East Lombok District. BPPD's task is to promote and become the parent of all similar organizations such as PHRI, ASITA homestay association. These organizations locate in East Lombok. In addition, BPPD also has function as the mediator for investors and the government. In East Lombok, BPPD and Tourism Office make coordination and synergy For example, Tourism Office's programs have to be promoted, BPPD will sell them. There are various ways to sell the prorams, such as websites, the uses of social media, travel agent network. BPPD also uses community as its marketing. For example, goes to school, goes to campus or similar programs have great influence as well (personal interview, August 28, 2018).As the promotion agency, BPPD organizes event performances as well. These festivals include among others, homestay festival, maritime eco-tourism festival in South of East Lombok. The festivals are held depending on situation, low sessions or high sessions. BPPD selects areas where tourists rarely visit. In January and February, it is low session, the agency holds the events such as 100 guests with no charge. For homestay festival, the Agency have programs of the free-of-charge rooms and free food and drink on location and the Agency will be entirely responsible.

Eco-tourism festivals are periodically held whether in national or international scale despite the volume is small but tourists as guests come from abroad. It is marketing strategy of East Lombok BPPD. Another activity in East Lombok as the promotional program conducted by BPPD is to invite Nusantara people, such as Travel Agents. Moreover, the agency specifically makes promotion in a form of meeting with famous travel agents called table top program. In addition, the agency was ever held with Traveloka, the company that organizes hospitality business. In essence, BPPD make collaboration with large travel agencies and Tourism Association and other partners to attend the event. Other national scale event, such as Race of Miss Village Enchantment will becomes village tourism ambassadors. In other words, the tourism destination developed here is village, the finalists become the marketing. The development of potential tourism definitely gets influence from the role of Regional Head whether he/she understand the tourism concept as the biggest source of regional revenues. However, tourism does not only exotic tourism but also halal tourism. Now we will build ini, the morality, culture based tourism. Right here alcohol drink is banned.

BPPD is developing tourism strategy concepts, i.e. branding tourism locations where local people wear a shirt that says I LOVE SEMBALUN, I LOVE PANTAI PINK. Those who wear the shirt are village office staff in certain day of a week. There are many things to brand including local souvenirs and handycraft products. Moreover, despite there are special traditional foods, there is no one as the leading tourism product. For example, special apple product from Java Island is like Malang Apple. Therefore, it should be organized professionally. Concerning coordination with West Nusa Tenggara Province, the agency will build synergy as well. All related parties have to participate to build strategy. However, it does not mean to build such an sectoral ego synergy. What we will build is ideally synergy. Therefore, what we want for East Lombok is the synergy of all parties with mutual participation in the tourism development. We have to build tourism sector seriously.

Professional Associations in Tourism Sector

Besides with BPPD, partnership also occurs with several professional associations in the tourism sector, such as Association of Indonesian Hotels and Restaurants (PHRI). PHRI in East Lombok District is the association whose focus of its activities related to hotels, restaurants and homestay class

accommodation in East Lombok District. The association's activities have been growing right now. Up to now, there are 70 hotels, restaurants and homestay class accommodation recorded by Association of Indonesian Hotels and Restaurants (PHRI).

Concerning tourists' visit to East Lombok, it is explained that there is significant difference between low season and high season for tourists' arrival in East Lombok. High season in South of East Lombok can occur for six to seven months so that it needs longer time for good sea waves while the beaches in Bali only occur for three months. From April, May, June, July, August, September, October to November, coastline in East Lombok has good waves and becomes interesting spots for snorkeling and surfing. Therefore, it is attractive for foreign tourists to make East Lombok as alternative tourism spots (personal interview, August 31, 2018).

After considering great tourism potential in the district, regional head's role is important to understanding tourism sector as foreign exchange and it will greatly influence the tourism development in East Lombok. The obstacles of East Lombok go on as if it runs alone. Therefore, it is left far behind from fast development in West Lombok District and North Lombok District. Program and proposal submission to developing tourism facilities and utilities do not become a high priority despite PHRI has submitted several times. Considering the awkward situation, PHRI tries to build communication with the provincial government to boost tourism promotion in East Lombok District. Moreover, it also establishes communication with travel agencies in Bali so that there are tour packages to East Lombok. With these packages, it will significantly increase tourists in number of visits.

In addition to tourism packages, the improvement of infrastructure becomes an effort which must be a priority. Through such an improvement, potential tourism can be more developing. If infrastructure facilities are improved, all parties involved in tourism in East Lombok District believe that the sector will contribute two times to regional revenue. The issue that appears in the tourism development relates to land conflict. It occurs for tourism in South of East Lombok District particularly surrounding the forest land area. The land issues pay serious attention in the development of tourism industry. Through partnership and the efforts of land conflict resolution conducted by the regional government, it is expected that hospitality industry can grow. Moreover, investors' interest in the hospitality sector will rise as well if the land issues can be overcome. Therefore, with a good collaboration, it is expected that the development of tourism industry can run well.

The Indonesian Tourist Guide Association (HPI) of East Lombok District Branch

Other form of partnership that the regional government has established is those with the Indonesian Tourist Association (HPI). The association becomes the house of tourist guide in East Lombok District. Its role is definitely really great in supporting the tourism development and at least the professional association is the cutting edge of services for tourism industry in East Lombok District. Discussing partnership with the association proves that some organizations including private parties and investors are interested to East Lombok region to supporting potential tourism development in the district. It is definitely serious to have an idea of potential tourism development in East Lombok District so that the tourism activities in this district is more civilized. The matured concept that carries local wisdom has a high priority and it becomes the special characteristic of tourism in the region. The earthquake which has just occurred can be a reflection and introspection. Moral and religious values should be upheld and it becomes the characteristic of tourism in East Lombok District. In this matter, HPI focuses on the strengthening of local wisdom in the tourism sector development.

The presence of investors becomes a hope for the tourism development in East Lombok district. Many investors are interested to invest their business capital in the district but the existing laws and regulations in the district, i.e. the fund ownership has to meet certain number as guarantee. It occurs

because local people have been lied for several time, and the investors always promise to build hotels. However, after they have the land certificate in their hand, they go away. Moreover, the land sold in cheap price frequently occurs in the district (personal interview, August 31, 2018).

From several issues encountered at above, HPI expects that if there is a good collaboration with the regional government, the potential tourism development can go on optimally. The partnership is not only with the regional government but also with other professional association. Through the coordination conducted routinely, the tourism potential can be developed more optimal.

Independent Community Groups

Public participation in the tourism sector development in East Lombok can be shown from the role of Tourism Conscious Group (Pokdarwis) in the district. In this matter, Tourism Conscious Group (Pokdarwis) as a form of informal institution established by members of the community particularly who have a concern in developing tourism in their region. It is an element of the stakeholders in society which have connectivity and important role in developing and realizing Tourism Conscious and *Sapta Pesona* (Seven Enchantment) in the district (The Republic of Indonesia Ministry of Tourism, 2012). In East Lombok District, Tourism Conscious Group (Pokdarwis) as an village-level institution that determines tourism activities is established to strengthen the existence of tourism activities in the village so that it will be better organized and developed. Some targets and objectives of Tourism Conscious Group in East Lombok District include (East Lombok District Tourism Office, 2018:1): 1) To have active role in efforts to encourage the implementation of *Sapta Pesona* (Seven Enchantment) in the tourism destination and continue to support all efforts to strengthen tourism capacity for the community surrounding the tourism destination, tourism actors and the related stakeholders; 2) To carry out various form of multisectoral communication and cooperation for massive publication and promotion as well as tourism attraction, destination and accommodation in East Lombok District; 3) To increase the progress of tourism sectors by supporting all parties particularly the related stakeholders and the local community in general; 4) To maintain security and orders stability to support optimization and increase the number of tourists visits to East Lombok District; and to realize East Lombok District as a leading tourism destination in the level of province and national.

East Lombok Tourism Office tends to empower Tourism Conscious Group (Pokdarwis) in the region. It is an effort to develop potential tourism destination in the district particularly for the tourism development in the level of village. In the past the district got award from the provincial government in the tourism sector. The award closely related to the participation and active role of Tourism Conscious Group in developing the existing tourism destination in each area. Right now there are 40 Tourism Conscious Groups in the district. The organizations have been growing. Many of the organizations are well-organized. Moreover, two Tourism Conscious Groups are ever sent to represent the district to attend the race of Tourism Conscious Groups in the level of national. The two organizations are Pokdarwis Tanjung Luar and Kembang Kuning. Moreover, concerning tourism village management in East Lombok District, the management differs from other districts. If the tourism villages in other districts is under the management of certain travel agents, in the district these are totally under the local community (radarlombok.co.id, 2017).

The tourism potential in South of East Lombok District particularly Pink Island encourages the local community to establish Tourism Conscious Group Tanjoh (Pokdarwis Tanjoh). The group has dozens of young and local people as well as boat owners as its members. The organization was established in 2016 and officially inaugurated by East Lombok Tourism Office. The role of the organization can be shown from its efforts to build communication with the regional government on how to utilize the new village transportation pier as a tourism lane. Based on information obtained from the members of Tourism Conscious Group Tanjoh (Pokdarwis Tanjoh), the objective of establishing the

organization is to empower fisheries who do not have fishing activities. As described at above, the empowerment is seen from the number of speed boats to bring guests to Pink Islands totaling 200 speed boats. Moreover, the empowerment conducted by the organization is in the form of empowering youth in coastal areas such as beach cleaning (personal interview, August 30, 2018).

The partnership made with Tourism Conscious Group (Pokdarwis) can be seen as a foundation for the regional government to develop the tourism sector and foster the tourism conscious spirit in the level of local community. Through the partnership with Tourism Conscious Group (Pokdarwis), it is expected to contribute to the sustainability of tourism potential in East Lombok District.

Several Challenges Of Developing Partnership Strategy In Establishing Sustainable Tourism

Tourism in East Lombok is not able to realize the expected tourism condition because there are some obstacle factors that are not solved until right now. The obstacle factors are described in several following points :

1. Exploitation level of tourism objects is not maximum yet; Lack of environmental impact analysis survei so that it has negative impact to the selection of the exploited tourism location. Some sources state that Labuan Haji becomes a high-priority target in the tourism development in East Lombok District. It is considered that the location of the port's construction is not suitable because the port should be at a bay and not be at the high seas with great waves. Therefore, despite the budget allocation reaches 36 billion per year, it is never executed because the contractor does not want to carry out the job.
2. Lack of investors' participation; investor presence is expected for the tourism development in this district. Many investors are interested to invest their business capital in East Lombok District, the standard laws and regulations to be obeyed in the district is that fund ownership has to fulfill some nominal numbers for guarantee. It prevails after local people are frequently cheated with the commitment to build hotel but the land certificate has been took away. Moreover, low land price frequently occurs as well.
3. Lack of infrastructure availability and supporting facilities such as public toilet and public rest seats.
4. Land conflict that frequently occurs in the tourism development in South of East Lombok District.
5. Lack of security guard in some tourism objects and others.

The accomplishment seems not optimal so that it influences tourism activities in the district in general.

Conclusion

1. East Lombok is the tourism region that can be developed as attractive ecotourism for domestic and international tourists who want to enjoy the tourism concepts.
2. Tourism development in East Lombok should be able to align with the community's social and economic condition and it does not collide with the conservation efforts that the regional government has done in the region.

3. The tourism development in East Lombok should be able to involve local people and the regional government in every process optimally. It is carried out in order to give enough space for local community to enjoy economically profitable condition from the tourism development in the region.
4. The increased cooperation should be conducted with the related institutions or organizations such as travel agencies and the student activity units of nature lovers so that it brings forth ideas for the development of tourism region. Moreover, it is expected that their involvement will strengthen the tourism concepts in East Lombok region.

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