



RESEARCH ARTICLE

## Integrated Model for Tourism Destination: Potential for Developing Historical and Cultural Tourism as a Supporting Capacity for Natural Tourism on the Lombok Island, Indonesia

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**ABSTRACT**

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This research aims to develop a model for the enhancement of historical and cultural tourism as a supporting attraction for Lombok Island's natural tourism. The research utilized a prototype development method with the following stages: problem analysis through literature review, empirical study, observation, interviews, and documentation. Data analysis includes reduction, display, and verification, followed by the design of a developed prototype model, evaluation, and model refinement. The findings reveal that Lombok Island boasts significant strengths in natural, historical, and cultural tourism. As development progresses, various tourist destinations with attractive facilities and activities offer visitors multiple choices for their travel plans. Despite the natural beauty of Mount Rinjani and Senggigi Beach, Lombok still falls short compared to Bali in terms of tourist visits. The reason is that Lombok's historical and cultural tourism potential has not been fully developed to complement its natural attractions. The developed model is the "Integrated Destination Tourism Model" involving multiple stakeholders and sectors. Destination development is conducted in an integrated manner between institutions, tourism businesses, and guides promoting historical, cultural, and natural tourism together. Tourists can visit several destinations in a single trip. They visited Kuta Mandalika Beach and were also able to visit the Sade traditional village.

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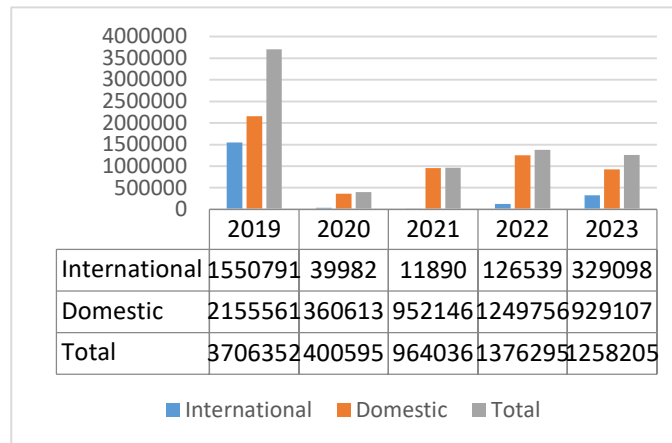
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### INTRODUCTION

Tourism has an important role in various countries in the world. Tourism in Indonesia is a strategic sector in the national economy which makes a large contribution to state income. Tourism potential is everything that is found in a tourist destination area which is attractive and useful for developing the tourism industry in that area (Dewi and Sugiharti, 2022). Lombok Island is an area that has tourism advantages including natural, historical and cultural tourism. These tourist objects are a source of income if managed well (Darmatasia et.al.,2020). Tourism potential must be developed so that it contributes to the region and society. Along with development developments, there are more and more tourist attractions with various interesting tourist facilities and activities. Tourists are expected to have many choices when deciding which tourist attractions to visit (Koranti et.al.,2027).

The existence of Mount Rinjani, Senggigi Beach, Gili Trawangan, Kuta Mandalika Beach as mainstays of the natural beauty of Lombok Island is very impressive where the natural/maritime tourism sector which relies on the coastline really allows the development of the tourism sector (Amar et.al.,2019, but is still far behind the number of tourist visits in Bali Island. As a comparison, the number of tourists to the island of Bali in 2023 was recorded at around 12 million tourists (Putra, 2024), while on the island of Lombok/West Nusa Tenggara the number of tourists in 2023 was recorded at only 1,258,205 tourists (foreign tourists: 329,098 people and domestic tourists 929,107 people)

(Diskominfotik, 2024) of the 2 million tourists targeted to visit Lombok Island, there has even been a decline in tourists, where in 2022 there will be 1,376,295 tourists, even though geographically the islands of Bali and Lombok are more or less the same. There must be a reason for this huge difference in the number of tourist visits. The reason is because Lombok Island has not developed tourism potential other than natural tourism. On the island of Bali, apart from natural tourism, historical and cultural tourism is also highly developed, which is why the number of tourist visits to the island of Bali is so large. This condition is a challenge for the government and tourism business actors to develop historical and cultural potential as a supporting capacity for natural tourism so that interest and the number of tourist visits continues to increase. The potential for cultural history-based tourism is actually one of the assets that has the potential to be developed by each region. This is not only for the benefit of regional income but also for the development of the community's creative economy (Adi and Saputro, 2027).



**Graph 1: Graph of tourist visits in West Nusa Tenggara 2019-2023**

Source: Diskominfotik , Provincial Tourism Office NTB

The potential for developing tourism based on history and culture has not been able to be utilized optimally due to various obstacles, both internal factors and external factors. Improving facilities and promoting historical and cultural tourist destinations has a big influence on the development of the tourism sector (Amar et.al., 2020). The attractiveness of a tourist destination is the main motivation for tourists to visit. Increasing the number of tourist visits will influence the improvement of the economy and society because the principle of tourism development is sustainable and economically viable which provides benefits for the region and society (Mumtaz and Karmillah, 2021).

One of the characteristics of tourism is that it is dynamic, where one day a point of saturation appears and this greatly influences the level of tourist visits (Nurhadi et.al., 2014). The problem is that the government relies too much on natural tourist attractions without maximally developing the potential of historical and cultural tourist attractions as a supporting sector for natural tourism on Lombok Island. The existence of historical and cultural tourist attractions such as Sade Traditional Village, Sukarara and Pringgasela Weaving Craft Center, Bayan Beleq Ancient Mosque, Rembitan Ancient Mosque, Mayura and Narmada Park Sites, Lingsar and Suranadi Temples, NTB Museum, Selaparang King's Tomb, Maulana Syekh's Tomb, Loang's Tomb Baloq, Sapit and Limbungan traditional villages, Gerah Banyumelek Village etc. (Amar et.al., 2023; Lombok Travel, 2024) have not been developed as a preference for tourists to visit. To develop Lombok Island tourism in an effort to increase the number of tourist visits, an integrated, simultaneous development model is needed, meaning that tourists can visit various destinations in one visit. Tourists visit natural tourist attractions, but they also visit other tourist attractions, including historical and cultural tourist destinations on the island of Lombok or around the natural attraction they visit. Taking into account the varied purposes of tourists on tourist trips, a region must prepare a destination according to the purpose of the tourist visit. For example, because Lombok Island has superior natural tourism, it must also prepare other tourism such as historical and cultural tourism as a potential tourist advantage that is worthy of being visited by tourists. It is hoped that the model/prototype design

developed in this research will become government policy and tourism sector managers in developing a more varied destination visit management system with a sustainable tourism system.

## 2. LITERATURE REVIEW

### 2.1 Tourist attraction

The attractiveness of a tourist destination is the main motivation that encourages prospective tourists to make visits to tourist destinations/ objects. The number of tourist visits really depends on the tourist attraction of the destination. There are three tourist attractions, namely: natural tourist attractions, tourist attractions history/culture and man-made tourist attractions (Nurlestari, 2016; UU RI, 2009). The development of tourism power depends on the activities planned to be developed in collaboration between all tourism stakeholders. The activities carried out are influenced by conditions and potential in the region, the tourism management system so that tourist attractions will depend on the conditions of the tourism destination. The development of a tourist destination management system will increase the number of tourist visits which will provide great benefits for the region and the community a people. This can be obtained h from tourism development aspects of historical tourism, tourism culture and economics (Alhadi et.al. 2024). If these three aspects are collaborated with the advantages of Lombok Island's natural tourism, it will provide great benefits for the region and society because the number of tourist visits will continue to increase.

The diversity of tourist attractions can be created with a modernization model adapted to current developments because tourist attractions are basically differentiated between objects that grow naturally/natural tourism and objects that grow through the creation process referring to the modernization aspect, this means that the tourist destination is based on cultural history, a combination of the two forms above (Diskominfo, 2024). Potential natural tourism will receive more attention from potential tourists and vacationers if a region also develops and promotes historical and cultural tourism. Varied tourist destinations are an important aspect for tourists to visit. A combination of natural tourism and cultural tourism, including historical and arts tourism, such as on Lombok Island there is the Sade traditional village, a craft center and religious tourism (Hakim et.al., 2021). The tourist attraction of Lombok Island will be more attractive to tourists if natural tourism and cultural history are managed in an integrated and simultaneous manner by both the government and tourism managers, including tour guides.

### 2.2 Development of tourism potential

Tourism is a total of related elements such as tourists, tourist destinations, travel, industry, tourism managers and others. Tourism potential is everything that is found in a tourist destination and is an attraction so that people want to come to visit that place (Dewi and Sugiharti, 2022). Tourism potential is a capability in an area that can be utilized for development that includes nature and humans as well as the results of human work itself. This tourism potential is a tourist attraction and is useful for developing the tourism industry in the area. The Lombok Island region has the potential for natural, historical and cultural tourism which is very likely to be developed in an integrated and integrated manner. Not managed partially. With an integrated and integrated model, tourist destinations on Lombok Island will develop because tourists have many references in choosing objects to visit in an area because tourists have travel money for various kinds: *business tourism*, *vocational tourism*, *educational tourism*, *familiarization tourism*, *special mission tourism*, *hunting tourism* (Pangestika, 2019). Taking into account the varied purposes of tourists on tourist trips, a region must prepare a destination according to the purpose of the tourist visit. For example, because Lombok Island has the advantage of natural tourism, it must also prepare other tourism such as historical and cultural tourism.



**Figure 1: Mayura site/garden, Hindu heritage on Lombok Island**

In developing tourism potential, there are several aspects that must be developed in regional tourism development, namely: Tourism Destinations; Tourism Marketing; Tourism Industry; and Tourism Institutions (Dinas Kebudayaan dan Pariwisata, 2014). The targets of regional tourism development are to increase: The number of visits by foreign and domestic tourists; the number of innovations in the creation of various types of tourism products; number of tourism support facilities; quality of tour packages managed synergistically and integratedly; regional and community opinions (creative economy actors. The development of tourism potential must be developed in a holistic manner that is balanced between economy, environment and culture. This is done to develop sustainable tourism (Sinulingga et.al., 2024). Tourism development is a series of efforts to realize integration in the use of various resources tourism power and integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development. Development techniques must combine several aspects supporting tourism. Aspects of accessibility, infrastructure, social interaction, linkage/compatibility with other sectors, level of adaptation and resistance local community (Darmatasia et.al., 2020).

## 2.2 Historical and cultural tourism

There are several i tourist destinations on Lombok Island, namely: 1. Nature/nautical tourism; 2. Historical and cultural tourism; 3. Craft Tourism; and 4. Tomb pilgrimage tourism [19]. It is very possible for these destinations to be developed in an integrated and integrated manner, both in management institutions and tourist visit system patterns, including the tourism promotion system for the island of Lombok. The most important thing in tourism management is the development of human resources as tourism actors based on community and environment as the main factor in supporting sustainable tourism in Indonesia (Setyanti et.al., 2024).



**Figure 2: Bayan Beleq Ancient Mosque, North Lombok**

Historical and Cultural tourism destinations must be managed and utilized as a supporting capacity for natural tourism, especially on Lombok Island. The Cross-Border Tourism (C-BT) approach is a tourism management approach that elaborates tourism potential by using a management system that is integrated with natural resources, regulatory systems, supervision and promotion/marketing (Salouw et.al., 2023). The concept of a historical tourist area is a tourism concept that makes history a tourist attraction. Components of this historical tourist area/city include environments with historical architecture. Historical events and accumulation of historical and cultural sites/artefacts (Dewi and Sugiharti, 2022).

The combination of developing natural, cultural and artistic tourism potential is an effective strategy in advancing local potential including involving the younger generation will encourage an increase in the number of tourist visits in a region (Hakim et. Al., 2021). Here it can be seen that Lombok Island will be able to increase the number of tourist visits according to the Tourism Department's target if the development of natural, historical and cultural tourism is developed in an integrated and integrated manner. Destination object historical and cultural tourism is potential capital as a supporting capacity for natural tourism on Lombok Island, which is already known internationally for its natural beautiful.

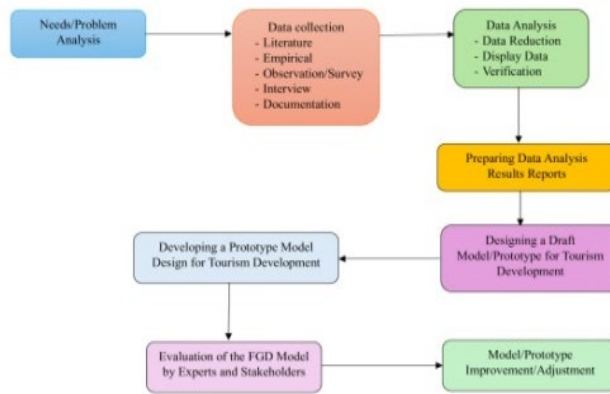


**Figure 3: Lingsar Temple Lombok**

### 3. METHODS

The method developed in this research is the prototype development method. This prototype method is a development method that uses a system quickly and gradually so that it can be evaluated by users (Febrian et.al., 2023). This research focuses on developing the potential of historical and cultural tourism as a supporting capacity for natural tourism which will produce a prototype design that can be used by the government and tourism sector players to take strategic policies in developing tourism on the island Lombok. In this method there are several stages as follows:

- 2.1. Problem analysis and needs analysis (Setyanti et.al., 2024). At this stage, a problem analysis is carried out which aims to identify problems related to the potential for developing historical and cultural tourism on Lombok Island as a supporting capacity for natural tourism because it is known that on Lombok Island there are many historical and cultural tourist destinations that have not been optimally developed. From this problem, several alternative solutions to the problem were developed.
- 2.2. Data collection. Collecting data related to the potential for developing historical and cultural tourism with several steps, namely: literature study, empirical study, observation/survey to historical and cultural tourist destinations on Lombok Island, interviews and documentation [Amar et.al., 2020; Setyanti et.al., 2024; Anju et.al., 2012].
- 2.3. Data analysis. The data analysis used in the research is qualitative descriptive analysis which includes: data reduction; data display and data verification (Sugiyono, 2022). At this stage a Focus Group Discussion (FGD) was carried out involving government elements, experts, research teams and tourism stakeholder (Alhadi et.al., 2024). This was done to get input in preparing a design for developing historical and cultural tourism on Lombok Island
- 2.4. After analyzing the data, the next stage is design. This stage aims to create an initial concept design from the prototype being developed (Jayanti et.al., 2022). The design developed is a historical and cultural tourism development pattern which has the potential to support tourism development on Lombok Island. This stage starts from identifying to developing patterns.
- 2.5. Prototype. After designing the design, the next step is to prepare a model/prototype according to objects and research objectives, where in this research there is a pattern/model of historical and cultural tourism development that supports the development of natural tourism on Lombok Island. There are 2 types Prototype models developed including: 1. Tourism Multisector Integrated Integration Model in which relationships between sectors (Government, Management, Private) play a role in developing tourist destinations in an integrated and simultaneous manner in Lombok Island; 2. Integrated Integration Model for Lombok Island Tourist Destination Visits. In this model, in an integrated and integrated manner, tourist destinations become objects tourist visits simultaneously that support each other between destinations (natural tourism settings and historical and cultural tourism destinations)



**Chart 1: Research method flow**

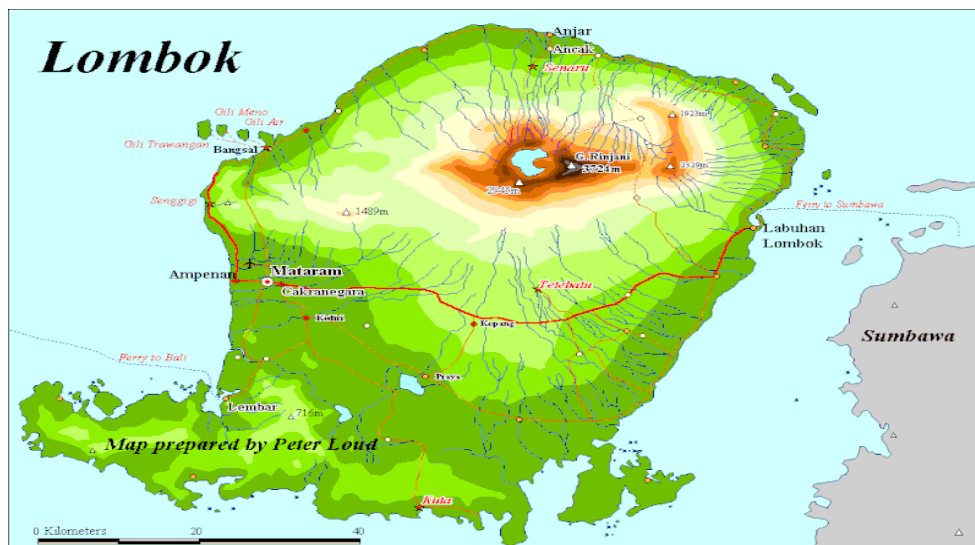
2.6. Evaluation. At the evaluation stage it will be checked whether the prototype model developed is as expected.

2.7. Repair. This stage is carried out if at the evaluation stage, the prototype developed is not adequate and requires improvements and adjustments so that the resulting prototype meets what is needed.

## 4. RESULT AND DISCUSSION

### 4.1. Potential of Lombok Island

Lombok Island is an island in the Lesser Sunda Islands or Nusa Tenggara which is separated by the Lombok Strait from Bali to the west and the Alas Strait to the east of Sumbawa Island. This island is more or less shaped like a tail on the southwest side which is less than more than 70 km. Lombok Island is approximately 5,435 km<sup>2</sup> with the main city of Mataram (Wikipedia Pulau Lombok, 2024). The Lombok Strait marks the entry point of the biogeographic divide between fauna in a very distinct region of Australasia known as the Wallace Line, after its discoverer Alfred Russel Wallace.



**Figure 4: Map of the Lombok Island area**

The native population on Lombok Island is the [Sasak tribe](#) which is the majority ethnic group. The Sasak tribe has kinship relations with the [Balinese](#), but most adhere to the religion of [Islam](#). The remainder of the population are people [Balinese](#), [Javanese](#), Chinese and [Arabs](#), Bugis and others. Lombok is in many ways similar to Bali, and in the decade of the [1990s](#) began to become known to foreign tourists. The relatively small area of Lombok Island allows tourists to reach several tourist destinations of their interest.

One of the most famous tourist destinations is Mount Rinjani which is now which is located in the Mount Rinjani National Park area which is very popular with tourists, researchers and climbers as well as nature lovers.



**Figure 5: The natural beauty of the Mount Rinjani tourist destination, Lombok**



**Figure 6: Senggigi Beach, Marine tourism on Lombok Island (saw from the top of the hill)**

The natural beauty of the island of Lombok with the presence of Mount Rinjani and Senggigi Beach, Kuta Mandalika beach (near the Pertamina Mandalika International circuit) including the existence of beautiful small islands such as Gili Trawangan, Gili Meno, Gili Air and others. All of these destinations are very impressive for foreign and domestic tourists. Natural tourism on the island of Lombok, both mountain and marine tourism, including waterfall tourism, is a mainstay tourist destination on the island of Lombok which makes many economic contributions to the region and society.

However, the existence of natural tourism on Lombok Island must continue to be developed by developing other regional sectors so that prospective tourists and vacationers have varied destination preferences so that the number of enthusiasts and the number of visits to Lombok Island continues to increase, just like the island of Bali (a neighbor of Lombok Island) which is geographically and culturally more or less the same. Tourism development that is possible to develop is the potential for historical and cultural tourism destinations with Lombok Island.

A tourism development strategy is something that is done so that existing tourism develops better in the future. The tourism development strategy consists of:

1. Promotion/marketing is something that is done to introduce and inform the wider public about tourist attractions in an area. Lombok Island, which has many tourist destinations, must receive extensive promotion so that local and foreign people know and are interested in visiting.
2. Types of tourist objects are more varied types of tourism in the area, for example: mountains, beaches, historical sites, cultural sites/villages and railways i gi. The potential for historical and cultural tourism is a supporting factor for the existence of Lombok

Island's natural tourism, however the potential for historical and cultural tourism attractions is greatly influenced by authenticity and uniqueness supported by supporting facilities, transportation and accessibility (Syam et.al., 2019).

- Human resources are a very important subjek in carrying out tourism development. Integrated integration between sectors is very influential in supporting tourism development. The Tourism Department cannot carry out tourism development on its own without being supported by other departments such as the Culture Service, Environment Service, Public Works Service and the private sector.

The objectives of regional tourism development include: Increasing regional economic growth and community welfare; preserving nature, environment and resources; advancing culture; and increase regional tourism areas and their appreciation so that they are able to attract tourist visits (Dinas Kebudayaan dan Pariwisata, 2014).



**Figure 7: Traditional village of Sasak ethnic (traditional village Sade) and Peresean tradition, central Lombok**

To develop tourism on Lombok Island, tourist attractions are definitely the main motivation for tourists to visit because Lombok Island has always *been "the second change"* (second choice) after Bali Island. There are 4 attractions that Lombok Island has:

- Natural tourist attractions (Attractions) include land, sea/beaches, on Lombok Island there are: Mount Rinjani, Senggigi Beach, Kuta Mandalika Beach, Gili Trawangan, Pink Beach, Sendang Gile waterfall and others. Building and architectural tourist attractions (Building Attraction) which contain historical value, there are: West Nusa Tenggara State Museum, Mayura Site/park, Narmada Park, Lingsar Temple, Sade Traditional House Village, Bayan Beleq Mosque, Pura Meru Cakranegara, Rembitan ancient Mosque, Kotaraja Ancient Mosque, Sapit and Limbungan traditional house villages, Islamic Mosque Center and others
- Tourist Attraction Culture (Cultural Attraction) (Nurlestari, 2016) include: West Nusa Tenggara Province State Museum, Sade traditional village, Sukarara weaving center village, Pringgasela weaving center village, Banyumelek pottery village, Sekarbela Mutiara center, cultural festivals, traditional dances, cultural villages and others.

Lombok Island as a tourist island has these four. There is huge development potential to make Lombok Island a mainstay tourist area for Indonesia if it is managed in an integrated and unified manner between all sectors and all types of tourist attractions on Lombok Island. If the destination that has been visited by tourists is interesting then this will be a factor in tourists repeating their visit because their experience at the destination the tourist really provides beautiful memories (Satrya et.al. 2019), even tourists will become a resource promotions in other regions and even in foreign countries.





Figure 8: West Nusa Tenggara State Museum, stores and exhibits historical and cultural objects of West Nusa Tenggara

Table 1: Four destination tourism regional (DPD) clusters.

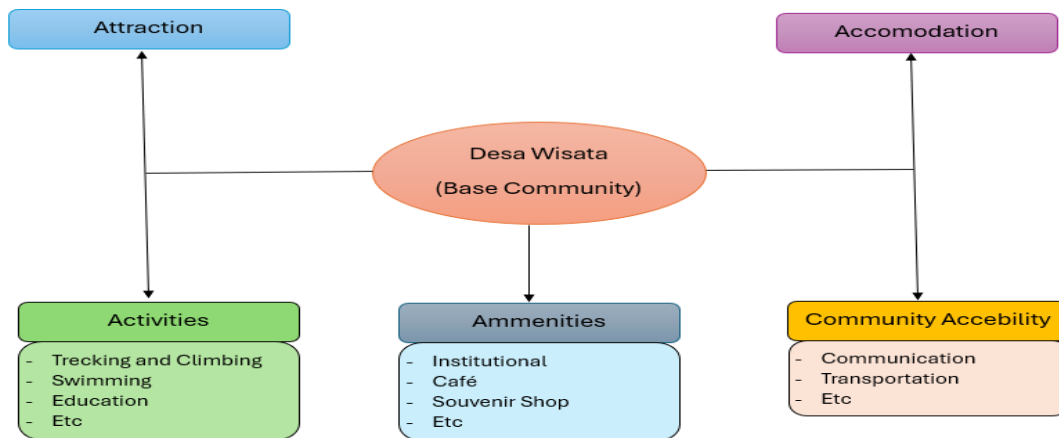
NO	Regional Tourism Strategic Area (KSPD)	Destination Names
1	KSPD Mataram Metro	Islamic Center, West Nusa Tenggara Provincial State Museum, Mayura Site, Loang Baloq Tomb, Mayura Site, Banyumelek Pottery Village, Sekarbela Pearl Craft Center, Narmada Park, Lingsar Temple, Suranadi Forest/Tourist Village and others
2	KSPD Senggigi – Tiga Gili (West Lombok – North Lombok)	Batu Layar tourist area (nature, history, culture and religion), Batu Bolong, Senggigi Beach, Three Gilis (Gili Trawangan, Gili Meno and Gili Air), Bangko-Bangko Surfing Tourism, Sindeng Gile Waterfall, Segenter traditional hamlet, Senaru Tourism Village, Mosque Ancient Bayan Beleq and others
3	KSPD Kuta Mandalika (Central Lombok)	Kuta Mandalika Beach, Gili Gede Tourist Area, Gili Nanggu, Selong Blanak Beach, Sade Traditional Village, Sukarara Weaving Center, Rembitan Ancient Mosque, Pertamina Mandalika International Circuit and others
4	KSPD Rasimas – Sembalun[17] (East Lombok and surrounding areas)	Mount Rinjani (Mount Rinjani National Park, Sembalun Tourism Area, Sapit Cultural Tourism Village, Limbungan Traditional Village, Pink Beach, Gili Kondo, Gili Sulat, Gili Lawang, 7 Japanese Caves in Sekaroh Jerowaru [28], Japanese heritage in the form of cannons in Tanjung Ringgit [29]. Pringgasela Weaving Craft Center, Selaparang King's Tomb, Maulana Sheikh's Tomb, Kotaraja Ancient Mosque, Pringgasela Weaving Center [11].



Figure 9: Center for Sasak Weaving Crafts, Sukarara, Central Lombok

### 4.2. Tourism village development

One form of community-based tourism development is the formation of Tourism Villages. Through the development of Tourism Villages, it is hoped that there will be equality in accordance with the concept of sustainable tourism development. On Lombok Island there are several Tourism Villages including: Tetebatu Tourism Village which is located south of Mount Rinjani. He has represented Indonesia at the World Best Tourism Village 2021 (Pesona Indonesia, 2023), Suranadi Tourism Village and others. The tourism village development pattern can be seen in the following scheme:



**Chart 2: The "base community" based tourism village development scheme (Gautama et.al., 2020).**

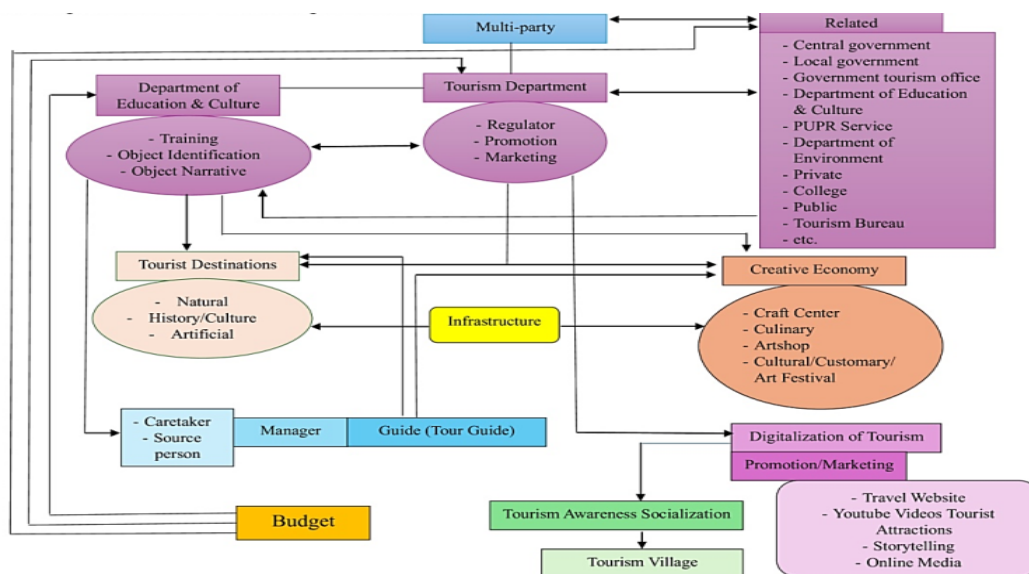
There are 3 strategies for managing Tourism Villages:

- a. Optimizing environmental management of cultural tourism locations in villages
- b. Optimization of manage business potential
- c. Optimization of intangible cultural assets
- d. Optimization of tangible cultural assets (Harofah et.al., 2023)

### 4.3 Integrated integration model for tourist destinations lombok island

The prototype model developed in this research is the "Integrated Integration Model" both from multi-party/multi-sector collaboration and elaboration as well as the "Integrated Integration Model" from tourist destinations on Lombok Island (Natural Tourism, Historical/Cultural Tourism and Artificial Tourism).

The prototype model developed in this research can be seen in the following integrated integration chart



**Chart 3: Model in multisector integrated for Lombok island tourism**

**Table 2: Description of development potential some historical tourism objects/culture Lombok Island**

No	Historical and Cultural Tourism Destinations	Development Potential
1	Sasak Tribe Traditional Villages (Sade, Limbungan, Senaru)	<p>Traditional Houses have the potential to develop as attractive cultural tourism destinations. The following are several factors that can support tourism development at Balai Adat: Cultural Heritage and Customs: Balai Adat is a symbol and center of traditional activities for the local community. Tourists can learn about the customs, traditions and culture of the Limbungan people through traditional activities and ceremonies held at the traditional hall. Traditional Architecture: The distinctive Traditional Hall building with traditional architecture can be a special attraction for tourists who are interested in traditional art and architecture. Organizing Cultural Events: Holding cultural events such as festivals, traditional ceremonies, dance performances, traditional music and handicrafts can attract more tourists. These events can be scheduled regularly or within the framework of certain celebrations. Education and Workshops: Providing educational programs and workshops about local culture and customs can attract tourists who want to learn and explore local culture. For example, workshops for making handicrafts, traditional dances, or typical dishes. Infrastructure and Facilities Development: Improving infrastructure and supporting facilities such as road access, parking lots, toilets, information centers and rest areas will make tourists feel more comfortable and interested in visiting. Collaboration with Local Communities: Involving local communities in the management and development of Balai Adat tourism is very important. People can act as tour guides, craftsmen, souvenir sellers, or other service providers. This will also improve the economic welfare of the local community. Promotion and Marketing: Carry out promotions through various media, both online and offline, to increase tourist awareness and interest. The use of social media, tourism websites, brochures, and participation in tourism exhibitions can help attract more visitors. Integrated Tour Packages: Developing tour packages that include visits to Balai and other tourist destinations in the vicinity can increase attraction. For example, a tour package that includes natural, culinary and cultural tourism in the region. Preservation and Conservation: Ensuring preservation and conservation and the environment is important to maintain the authenticity and cultural value of the site. This will also give a positive impression to tourists about the importance of preserving cultural heritage</p>
2	Tomb of King Selaparang	<p>The potential for developing Selaparang cemetery tourism is quite large considering its historical and cultural value. The following are several factors that can support the development of Selaparang tomb tourism: Historical and Cultural Value: The Selaparang tomb has high historical value as a burial place for important figures from the Selaparang Kingdom, which was one of the influential kingdoms on Lombok Island. This historical and cultural tourism can attract visitors who are interested in local history and culture. Infrastructure Development: Increasing accessibility to grave sites by building or repairing roads, providing</p>

		<p>public transportation, as well as supporting facilities such as parking lots, toilets and tourist information centers can increase the number of visitors. Promotion and Marketing: Promoting Selaparang Tomb through various media, both online and offline, including social media, brochures, and participation in tourism exhibitions, can increase awareness and interest of tourists in visiting. Tour Package Development: Providing tour packages that combine visits Going to Selaparang Cemetery with other tourist destinations in Lombok can add to the attraction. For example, historical and cultural tour packages that include visits to other historical places and local cultural centers. Collaboration with Local Communities: Involving local communities in the development and management of tomb tourism can provide direct economic benefits to them as well as ensure the sustainability of site management. The public can act as tour guides, souvenir sellers, or other service providers. Organizing Cultural Events: Holding cultural events or festivals around the Selaparang Tomb can attract more visitors. Events such as traditional ceremonies, traditional art performances, or cultural competitions can be an additional attraction. Preservation and Conservation: Efforts to preserve and conserve tombs as well as improving the aesthetics of the surrounding area are important to maintain the historical and cultural value of the site. This will also give visitors a positive impression about the importance of preserving cultural heritage. By paying attention to these factors, Selaparang Tomb has the potential to become a popular historical and cultural tourist destination and provide economic and social benefits for the surrounding community.</p>
3	Sukarara and Pringgasela Weaving Craft Centers	<p>The weaving craft center on Lombok Island has great potential to be developed as a craft tourism destination. The following are several aspects that support the development of this potential: Product Quality and Uniqueness Typical Weaving: Sasak weaving crafts are famous for their unique and beautiful motifs. The process of making weaving which still uses traditional tools provides added value and uniqueness. Other Handicrafts: Apart from weaving, Pringgasela also has a variety of other handicrafts such as woven, wood carvings and natural-based crafts. Economic Potential Increase in Community Income: Developing craft centers can providing economic opportunities for local communities through product sales, providing tour guide services, and other activities related to the tourism industry. Export Opportunities: High quality craft products can have the opportunity to be marketed abroad, increasing income and introducing local culture on the international stage .Educational Tourism Workshops and Training: Providing workshops and training programs for tourists to learn the process of making weaving and other handicrafts can attract the interest of tourists who want to experience firsthand the experience of making crafts. Educational Visits: Schools and other educational institutions can hold educational visits to Pringgasela to learn local culture and skills.Infrastructure SupportAccessibility: Improve accessibility by improving roads to craft centers,</p>

	<p>providing adequate parking spaces, as well as public facilities such as toilets and rest areas. Information Center: Building an information center that provides explanations about the history and process of craft making, as well as information about activities that tourists can take part in. Promotion and Marketing Social Media and Internet: Using social media and internet platforms to promote craft products and tourist activities in Pringgasela. Websites, blogs and social media accounts can be used to attract domestic and foreign tourists. Exhibitions and Bazaars: Participate in craft exhibitions and bazaars at local, national and international levels to introduce craft products to a wider audience. Cultural Preservation Tradition Conservation: Development Craft centers must be accompanied by efforts to preserve local culture and traditions. Encourage the younger generation to learn and continue the tradition of making handicrafts. Cultural Festivals: Organizing regular cultural festivals featuring local crafts, art performances and culinary specialties can be an additional attraction for tourists. Collaboration and Partnerships Collaboration with the Government and Private Sector: Collaboration with the government regions, private institutions, and non-profit organizations can provide support in the form of training, funding, and promotions. Partnerships with Travel Agents: Collaborate with travel agents to create tour packages that include a visit to the Pringgasela craft center.</p>
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Chart 2. Integrated Integration Model of Visits to Tourist Destinations on Lombok Island

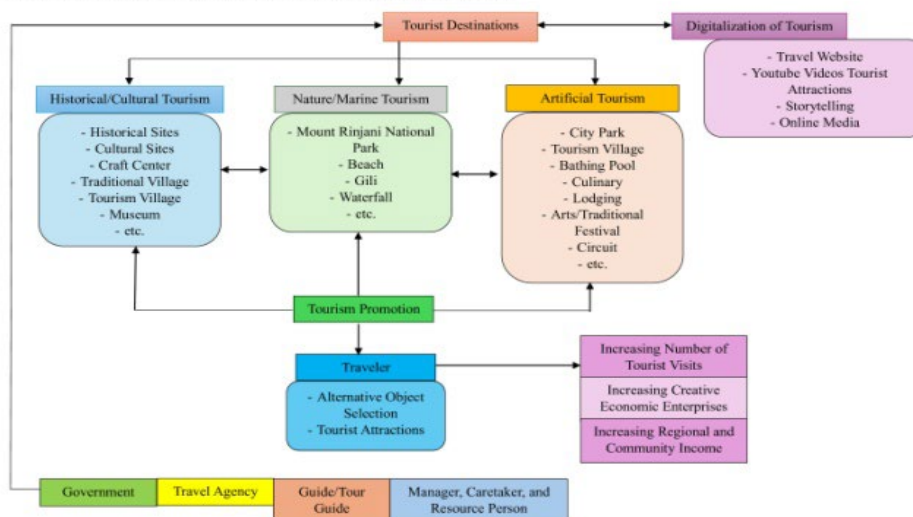


Chart 4: Integrated model for Lombok island tourist destination visits

This Prototype Model is expected to become material for government policy, where in this case the Tourism Office and the Culture Service of West Nusa Tenggara Province. Increasing it is said that the number of tourist visits will influence the improvement of the regional economy and society because the principle of pari tourism is that it is economically and environmentally viable which provides benefits for the country, region and society. By developing the potential of historical and cultural tourism as a supporting capacity for natural tourism, it will have a big impact on the

sustainability of development in the tourism sector as a source of foreign exchange and national investment that has the potential to develop and advance in Indonesia.

## 5. CONCLUSION

On Lombok Island there are several historical and cultural tourist attractions that can support natural tourism. Carrying capacity is absolutely necessary to be able to increase the number of tourist visits significantly. Lombok Island has tourism advantages in nature tourism, historical tourism and cultural tourism. Along with development developments, there are more and more tourist attractions with various interesting tourist facilities and activities. Tourists are expected to be able to have many choices when deciding which tourist attractions to visit. The existence of Mount Rinjani Tourism, Senggigi Beach and Kuta, Gili Trawangan as the mainstay of the natural beauty of Lombok Island, where the marine tourism sector which relies on the coastline, really makes it possible for the tourism sector to develop, but it is still far behind tourist visits on the island of Bali. As a comparison, the number of visits to the island of Bali recorded in 2023 will be around 12 million tourist visits, while for the island of Lombok there will only be around 1.2 million visits from the target of 2 million visits. The reason is because on Lombok Island the historical and cultural tourism potential has not been developed as the main supporting capacity for natural tourism. This condition is a challenge for the government and tourism sector players to develop historical and cultural tourism potential so that interest and the number of tourist visits continues to increase. Promotion of historical and cultural tourism has a big influence on the development of the tourism sector. Historical and cultural tourist destinations such as the West Nusa Tenggara State Museum, Sade Traditional Village, Mayura Site, Narmada Park, Sukarara and Pringgasele Weaving Center, Sekarbela Pearl Craft Center, Bayan Beleq Ancient Mosque, Lingsar Temple, Suranadi and Tetebatu Tourist Villages and others has great potential for tourism development as a supporting capacity for natural tourism on Lombok Island. Natural tourist destinations will not be able to increase the number of tourist visits if they are not supported by other tourist destinations.

The model developed in this research is "Integrated Integration Model Tourist Destinations" both from multiparty/multisector collaboration and from object destination visits tour. The development of tourist destinations must be carried out in an integrated and integrated manner between all institutions, including tourism business actors, tour guides who integrate historical and cultural tourism with natural tourism, tourists on a visit to Lombok Island can visit several object visits in one visit at a time. Tourists also have preferences and alternative choices of tourist destinations on Lombok Island. Tour guides promote destinations to tourists, be it natural, historical or cultural tourism.

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