

Evaluation of Tourism Development Using the TALC Approach: A Case Study in East Lombok, Indonesia

Ahmad Kholis¹, M. Setyo Nugroho^{2*}, Ma'ruf³

^{1,2,3}Department of Halal Tourism, Universitas Islam Negeri Mataram

Abstract

This study aims to evaluate how the condition of the development of the tourist attraction of Labuhan Haji Beach, East Lombok in 2000-2022. The type of research used is historical research with a qualitative approach. The data collection method used is the observation method in the form of non-participatory observations in Labuhan Haji Beach, East Lombok, interviews with 6 informants (purposive sampling), and documentation studies. The analysis technique used is data reduction, data presentation, and conclusion drawing. The results of this study indicate that the current condition of the development of the Labuhan Haji Beach tourist attraction is in a cycle of stagnation towards rejuvenation. Tourist visits show fluctuating numbers from 2010-2021. The development of infrastructure facilities and infrastructure at Labuhan Haji Beach in 2000 did not go well because the Labuhan Haji Beach area was still a forest with dense tickets. The construction of facilities in the form of cleaning the coastal area as well as the construction of new road access was carried out in 2004. In addition, the development of amenities such as parking lots, berugak (gazebo), rest areas, lodging, and restaurants was carried out in order to meet the needs of tourists. There are also various policies implemented, namely the revitalization of the Labuhan Haji Pier, the arrangement and dredging of the Labuhan Haji Pier harbor pool, the construction of the Ancol Mini Tourist Park and the arrangement of the coastal area. This research contributes in providing recommendations to stakeholders, especially the public sector in formulating policies for the development of Labuhan Haji Beach, East Lombok. In addition, this research is expected to be a contribution in the form of academic literature regarding the evaluation of the development of a destination attraction in the area using the life cycle of a tourist destination.

Keywords: Tourism Destination Life Cycle; Tourism Area Life Cycle; Tourism Destination Development; Labuhan Haji Beach, East Lombok

A. INTRODUCTION

The top tourist attractions in East Lombok Regency include the region's hilly and cliffy topography and the region's diverse beaches and mountains (Permadi et al., 2018). There are a number of attractive tourist sites with distinctive and distinctive qualities and a variety of historical events that shaped their growth. One of them is the Labuhan Haji Beach tourist destination. Labuhan Haji Beach is located on the east coast of Lombok Island, namely in the East Lombok Regency of the West Nusa Tenggara Province, immediately across the Alas Strait from Sembawa Island (Hafizin et al., 2018). The beach is 9.4 kilometers from the center of Selong city and can be accessed by two- or four-wheeled vehicles in 16 minutes (Google, 2022).

Furthermore, Labuhan Haji Beach is famous for its wonderful morning views. Before sunrise, tourists typically visit Labuhan Haji Beach with a camera to record the moment when the sun begins to rise. In addition, the Labuhan Haji Beach tourist destination features equally fascinating black sand. Additionally, tourists can appreciate the beach's black sand and the wind that blows along it. Labuhan Haji Beach is also renowned for its seafood cuisine, which is characteristic of this tourist attraction. The abundance of marine life is employed by the surrounding community to create Labuhan Haji Beach's signature cuisine, including grilled fish, skipjack, snapper, baronang, tongkol, and other varieties of sea fish (Deni & Daindo, 2017).

* Corresponding author: M. Setyo Nugroho; Email: tyonugroho@uinmataram.ac.id

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Labuhan Haji Beach has undergone several modifications with the passage of time; this is inextricable from development efforts through periodic repair processes (Anggraini, 2017). Labuhan Haji Beach's historical events have had a significant impact on living circumstances, community gaps, the economics, buying and selling activities, and acculturation in the community context around tourist attractions. It is known that Labuhan Haji Beach received its name since it served as a pilgrimage site during the colonial era.

During the Dutch and Japanese colonial eras, Labuhan Haji Beach was utilized as a port of embarkation for Hajj pilgrims traveling to Mecca. As a result, it was once an important location for the people of Lombok. This port serves as the economic hub of the local community because it has a huge area and a strategic geographical location. In addition, the Labuhan Haji Beach tourist attraction serves as a marketplace for numerous ethnicities, with Chinese merchants dominating. This formerly made Labuhan Haji Beach the most significant location in the East Lombok Regency. Numerous Chinese cemeteries can be found in the vicinity of the Labuhan Haji Beach tourist destination, specifically in Penedagandor Village (Datulomboktour, 2019).

Nonetheless, a number of historical events directly influenced the evolution of the Labuhan Haji Beach tourist destination. The absence of books, historical records, archives, etc. relating to the position and condition of the Labuhan Haji Beach tourist attraction, which is accompanied by a timeline of events that have occurred in the past, indicates that the general population is less aware of this. So that, as time, technology, and development progress, the surrounding community would gradually forget the historical basis for the establishment of the Labuhan Haji Beach tourist attraction. Labuhan Haji Beach has numerous sociocultural and economic effects on the neighboring neighborhood. Previous research (Tibuludji et al., 2017) demonstrated that the development of tourism in Kupang NTT has a good effect on the economy, including the creation of jobs and business possibilities as well as the development of tourism infrastructure. Changes and developments in tourism destinations are necessary, according to study by Andesta (2022), attractions area's and tourist amenities undergo periodic development. This development is affected by the planned management and development model from the discovery to revitalization phases of a tourism attraction. The transition from one phase to the next is intrinsically linked to the viability of the destination.

Therefore, this study contributes to the development of the Labuhan Haji Beach tourist attraction using the theory presented by Butler (2006), namely the TALC (Tourism Area Life Cycle). This theory is used to analyze Labuhan Haji Beach, East Lombok's life cycle from 2000 to 2022. It is anticipated that this research will serve as a reference for the public sector and management in formulating policies and implementing the development of Labuhan Haji Beach, East Lombok. this study investigates the development of Labuhan Haji Beach as a tourism destination in East Lombok using the TALC as the main theory.

Tourism Area Life Cycle (TALC)

Tourism development is the effort to develop or advance an existing tourist attraction so that it is better and more appealing in terms of the places and objects it contains, thereby attracting more tourists. Tourism developments can result in a better direction, leading to change and expansion. Changes may be made to both quality and quantity. Improving service quality increases the allure of tourist attractions, thereby enhancing their appeal. While in diversity, the increase in the number of tourist attractions and other accommodations. In addition, tourism development can generate economic growth because it can provide employment, stimulate various production sectors, and directly contribute to the development of businesses that can provide local communities and tourists with benefits and pleasure.

Multiple indicators, such as physical changes in destinations, changes in the number of tourist visits, the addition of facilities, and the participation of related stakeholders, can be used to measure tourism development. Later known as the life cycle theory of tourist destinations, Butler (1980) described in detail the evolution of tourist destinations. First: the exploration cycle, which is characterized by tourism potential at the identification stage and demonstrates that tourist destinations have the potential to be developed into tourist attractions or tourist destinations due to the presence of natural beauty, natural attractions that are still very beautiful. In contrast, there have been a limited number of tourist visits, and there is interaction and communication between the local community and tourists visiting the destination area. These characteristics are sufficient to form the basis for efforts to transform an area into a tourist destination or attraction.

Second, the involvement cycle in this phase, the local community takes the initiative by offering a variety of services to tourists whose numbers are beginning to increase. The community and local government have conducted limited socialization and advertising. During certain seasons, months, or days, such as school vacations, there are a large number of tourist visits; under these circumstances, the local government takes the initiative to construct tourism infrastructure, albeit on a limited scale and in a limited number.

Third, this cycle is characterized by a huge number of tourist visits, and the government has ventured to urge national or international investors to invest in the to-be-developed tourism sector. Foreign corporations have been operating and have a tendency to displace domestic competitors. Small enterprises owned by locals began to lose ground as a result of the demands of international tourists who seek higher quality standards. Tourism groups began forming and carrying out their tasks, particularly promotional functions carried out in conjunction with the government, until international investors became interested and selected existing sites for investment.

Forth, In the consolidation cycle, the tourism sector is dominant in an area's economic structure, and international networks tend to play a larger role in the tourist destination or area. There is still a sufficient rise in tourist visitation, although there has been pricing competition among tourism-related businesses in the region. Consolidation is required to reorganize and balance the roles and responsibilities of the public and private sectors, as the role of local government is beginning to wane.

Fifth, the stagnation cycle is characterized by the maximum number of visits being attained and certain times exhibiting numbers that tend to stagnate. Although the number of visits is still reasonably significant, the location has lost its appeal to tourists. Those who continue to visit are repeat visitors or devoted tourists for a variety of reasons. Extremely aggressive promotional efforts are made, however attracting new tourists or customers is quite tough. Destination management exceeds the carrying capacity, resulting in environmental damage, widespread criminal activity, unhealthy price competition in the tourism business, and cultural decline in local communities.

In the sixth phase, the decline/rejuvenation cycle, there are two possible outcomes if a destination has been stuck in a stagnant phase. The first is declining or declining, while the second is inventing and entering the phase of rejuvenation with success. After a period of stagnation, renewal and innovation are required for continued existence. It depends on thorough preparation and an innovation plan that is addicting.

B. RESEARCH METHOD

This research using a qualitative methodology approach, the type of research employed is historical research. The historical research technique examines occurrences that have occurred in

the past. The objective of researchers employing historical research methodologies is to reconstruct a phenomenon objectively and methodically by gathering, confirming, and assessing historical occurrences in order to reach conclusions (Wardiyanta, 2010). To accomplish the intended outcomes in writing historical research methodologies, heuristics, critique, interpretation, and historiography are utilized (Wasino & Hartatik, 2018). The qualitative research approach, on the other hand, is an effort by researchers to collect data in a natural situation.

The data gathering techniques employed include, first, observation in the form of observing the present circumstances of Labuhan Haji Beach, as well as developments and changes in terms of attractions, accessibility, amenity, and institutions. Second, interviews with six selected informants (purposeful sample) from the public, private, and community sectors. Third, documentation in the form of journal articles, manuscripts, historical notebooks, archives, etc., pertaining to the situation and state of the Labuhan Haji Beach tourism object in East Lombok. Data reduction, data presentation, and conclusion drawing are approaches utilized in data analysis. Table 1 presents the sources of operational data listed below.

Table 1. Data Sources

Purpose	Data Required	Data Source	How to Collect Information	Instrument
Evaluation of Labuhan Haji Beach, East Lombok's tourism attraction development between 2000 and 2022	Using the tourist destination life cycle, map the state of Labuhan Haji Beach, East Lombok's tourism attractions, accessibility, amenity, and institutions from 2000 to 2022.	Public sector, private sector, managers, and communities in the vicinity.	Direct observation, interviews, and study of diverse sources of literature	a camera, an interview guide, a notebook, stationery, a flash drive, and a flash disk.

Source: Processed by Authors, 2022

C. RESULTS AND ANALYSIS

The Development of Labuhan Haji Beach in East Lombok: A Historical Approach

Tabel 2. Historical sequence of events at Labuan Haji Beach

No	Incidents	Period of reign	Year
1	Hajj Embarkation	The Dutch East Indies, Japan and Indonesia	1853-1960
2	The economic core of East Lombok	Dutch East Indies Colonialism	1900
3	Rebellion against Japan's colonialism	Japan Colonialism	1946

Source: Author's Research Result, 2022

From Table 2 it can be seen information about the sequence of historical events and their explanations in a systematic and chronological order. Labuhan Haji Beach was once the second-

oldest harbor on the island of Lombok, behind Mataram's Ampenan Port. Labuhan Haji Beach is a historical site, and numerous historical events have occurred there. These events have a substantial effect on the growth of Labuhan Haji Beach tourism. In dispute is the first Hajj embarkation point in Lombok, as the economic core of East Lombok, as well as the revolt against the Japanese colonial administration.

Labuhan Haji Beach is the Primary Hajj Departure Point in East Lombok (1853-1960)

According to the history of this tourist attraction, during the Dutch East Indies and Japanese colonial rule, Labuhan Haji Beach became the first pilgrimage embarkation site in East Lombok to go to Mecca using a small boat called Jukung, taking 3-6 months of travel time with the Labuhan Haji Port route to Sabang Port in Aceh, then transiting at Sri Lanka Port, and finally sailing to Jeddah Port Mecca Saudi Arabia. Thus, Aceh is known as the Serambi Mecca (Emsoe, 2019). The Hajj embarkation event had a significant impact on the development of Labuhan Haji Beach as a tourist destination. The name of the Labuhan Haji Beach tourist attraction is derived from the historical Hajj embarkation. This is consistent with the opinion of the head of the East Lombok Regency's Destination and Tourism Industry Division, who stated:

“Yes, in the past, our folks would travel to Mecca from Labuhan Haji Beach, then to Aceh for transit, Sri Lanka, and ultimately Mecca. That was the Hajj path during ancient times. This is the origin of Labuhan Haji Beach's name.” (Interview, April 14th 2022)

Labuhan Haji Beach as the Economic Center of East Lombok District (1900)

Labuhan Haji Beach was originally the economic core of East Lombok Regency due to its strategic location, which resulted in trade, ship loading and unloading, and other economic activity dominated by ethnic Chinese merchants. Labuhan Haji Beach was also utilized as an access point for traders from outside Lombok Island, including traders from outside such as China, Arabia and India (see Figure 1). Over the years, Labuhan Haji has been the economic heart of East Lombok with dense economic operations such as loading and unloading ships, docking ships, and etc (Sudirman & Bahri, 2014).



Figure 1. Ship loading and unloading activities at Labuhan Haji Beach April 8, 1925

Source: (Tropenmuseum, 2021)

Labuhan Haji Beach Uprising Against Colonial Japan

In an effort to revolt against the Japanese colonial administration, villagers from Suralaga, Teros, Tanjung, Selong, and Boroq attacked the Japanese military position on Labuhan Haji Beach. The attack occurred precisely at night on Wednesday, early January 1946. Poetradjab,

D. Thayib, Mamiq Noerdjanah, and other warriors spearheaded the assault against the Japanese forces defending the rice mill (see figure 2) and the Labuhan Haji Beach watch post (Rasyad et al., 2021).



Gambar 2. The rice mill where the attack against the Japanese colonials took place.

(Source: authors documentation, 2022)

Development of Labuhan Haji Beach Attractions, Amenities, Accessibilites and Ancillary Services

Important aspects of the development of a tourist attraction include the design and building of tourism-supporting components. Good and appropriate planning must precede the development of a tourist attraction, which includes the creation of related tourist attractions in the form of attractions, accessibility, amenity, tourism support services, infrastructure conditions, and social interaction between the local community and tourists. To get optimal outcomes in the effective growth of a tourist attraction, maximal development and construction of tourist attractions must be promoted. The realization of a tourist attraction's development process contributes significantly to the tourism industry's economic growth and development strategies (Abdurrahman, 2012).

In response, the East Lombok Regency Tourism Office, as the public sector and manager of the Labuhan Haji Beach tourist attraction, continues to make development and management efforts, including the maintenance of natural resources, the provision of various tourism support facilities, the renovation and improvement of accessibility, and the provision of commercial space for local communities. As a result, Labuhan Haji Beach East Lombok is anticipated to become a driver of economic growth for the local community through the expansion of its tourism industry. Labuhan Haji Beach in East Lombok was developed according to the 4A model, which includes attractions, amenities, accessibility, and ancillary services.

Attractions

Tourist attractions are everything that becomes an attract that travelers can be impressed by when visiting these attractions (Cooper, 2020). Based on data from observations and interviews, the Labuhan Haji Beach tourist attraction features various swimming and sunbathing-friendly attractions along the coast (see Figures 3 & 4). Labuhan Haji Beach's best tourist feature is the morning view, thus those who appreciate the beauty of the sunrise may consider visiting this location (sunrise hunting). Due to the strategic location of Labuhan Haji Beach in the east of Lombok Island, it has the features of a beach with fine white sand and a tranquil wave environment.

In 2006, development in the form of physical building commenced. The East Lombok administration held a draft of the Labuhan Haji Beach restoration project in the form of pier building on October 17, 2006. Based on information from an interview with the Head of Destination

and Tourism Industry of East Lombok, the project aims to restore the function of Labuhan Haji Port to become a place of economic activity in the form of loading and unloading ships, docking ships, and others in order to improve the local economy and ensure the welfare of the local community (interview, April 16th 2022). Moreover, in 2016, the East Lombok Regency Government procured a project to arrange and dredge the Labuhan Haji port pond in order to continue sustainable growth. In addition to serving as a place to berth ships, the pier serves as an attraction, specifically a fishing spot. Additionally, in 2020, the East Lombok Tourism Office constructed new tourist attractions, including the Ancol Mini Tourist Park (interview, April 16th 2022).



Figure 3. Sunrise View at Labuhan Haji Beach East Lombok
(Source: Authors Documentation 2022)



Figure 4. Coastal Tourism Activities at Labuhan Haji Beach East Lombok
(Source: Authors Documentation 2022)

Tourists have a perception of Labuhan Haji Beach as a historical site with physical proof in the form of old structures, in addition to the natural beauty of the area (Hafizin et al., 2018). Labuhan Haji Beach, East Lombok, might attract tourists due to its distinctiveness. This is due to the fact that tourist attractions play a crucial role in attracting travelers (Pitana & Diarta, 2006). In addition to natural and historical attractions, Labuhan Haji Beach also features a number of very intriguing cultural activities. On the basis of field data, researchers discovered the phenomenon of cultural traditions embedded in the daily life of a community, annual tradition events, and community responses to tourist visits to their area. Cultural attractions are forms of tourist attractions that utilize cultural resources as their primary source of revenue (Afifa & Nugroho, 2022).

Labuhan Haji Beach's cultural features include beach tourism event, which are organized annually to celebrate the end of Ramadan by bringing together family members. In addition, the community's acceptance of the presence of tourists is shown in the community's respect and friendliness toward tourists who visit the Labuhan Haji Beach tourist destination. These cultural offerings are a major draw for vacationers to Labuhan Haji Beach. Because of the link between tourists and local communities, the commercialization of community hospitality occurs (Greenwood, 1977).

Accessibilities

Accessibility in tourism is a method that makes it simple for travelers to visit and access tourist attractions (Damiasih et al., 2022). In the Labuhan Haji Beach area, infrastructure development in the form of accessible facilities is not well established. This is due to the fact that in 2000, road access was still inadequate, affecting the lack of growth in the Labuhan Haji Beach region. 2004 marked the beginning of infrastructure construction at the Labuhan Haji Beach tourist attraction. This year marked a turning point in the development and arrangement of Labuhan Haji Beach,

beginning with the clearance of bushes and the preparation of land for tourists who will visit to appreciate the beach's beauty (interview April 16th, 2022).

Developing a place as a tourist attraction destination necessitates the presence of supporting tourism facilities and infrastructure, in addition to relying on natural beauty and accommodations as attractions (Fennell & Dowling 2003). Tourism supporting facilities and infrastructure that meet good standards and feasibility are one of the indicators of the development of areas that are used as tourist attraction destinations. This refers to the process of providing and enhancing tourist attractions in the form of hotels, restaurants, travel agencies, entertainment venues, networks, and means of transportation that are efficient and cost-effective for tourists visiting a tourist destination (Nigg & Eichelberger, 2021).

In general, facilities and infrastructure supporting tourism activities are tools that contribute to the success of an effort process carried out in public services, particularly in relation to tourism activities (Nugroho, 2019). If facilities and infrastructure are not available, none of the activities will be able to generate the desired outcomes in accordance with the efforts that have been planned (Nuriawan et al., 2021). A visited tourist attraction must meet the lodging needs of tourists, including the availability of transit facilities commensurate with the location of the tourist attraction destination, such as public transportation, planes, and ships. In addition, the road conditions leading to the location of the tourist attraction must be suitable so that people may travel there in comfort and convenience. Transportation access amenities are one of the auxiliary accommodations for tourism.

In 2000, the condition of the road access to the Labuhan Haji Beach tourist attraction was inadequate in the form of a path surrounded by trees and shrubs along the shore, preventing two-wheeled and four-wheeled vehicles from using the road as access to the Labuhan Haji Beach. Visitors have the option of parking their automobiles up to 60 meters away from the beach and walking to the coast. In 2004, the building of road access infrastructure was arranged and enhanced by the local government, in the form of paving the road, so that transportation to Labuhan Haji Beach tourist attraction increased and access to Labuhan Haji Beach was simplified. Since 2004, access to the Labuhan Haji Beach tourist attraction has increased. It takes two hours to go from Mataram City to the Labuhan Haji Beach tourist attraction region. When departing from Selong City, East Lombok, travelers can travel a distance of 71.1 kilometers in around 1.5 hours. From Lombok International Airport to Labuhan Haji Beach in East Lombok, it takes around one and a half hours.

To reach the Labuhan Haji Beach tourist destination, in addition to land transportation, there are also marine transit choices. In the early 1900s, Labuhan Haji Beach was a port utilized for Hajj embarkation and settlement by immigrants from beyond Lombok Island. The government launched the Labuhan Haji Beach pier arrangement and dredging project in 2016. Infrastructure development in the sector of marine transportation began in 2006 with the design of the Labuhan Haji Beach pier revitalization project, which was completed in 2013. The objective of the project implementation is to offer tourists with access to the Labuhan Haji Beach tourist site by water transport.

In addition to land and marine transportation, travellers can also employ air travel to reach Labuhan Haji Beach. In 2000, visitors to Labuhan Haji Beach used Rembiga Airport, which was located on Mataram City and was the only airport in Lombok at the time, for air travel. On October 30, 2011, visitors to Lombok Island were redirected to the Lombok International Airport in Central Lombok. The journey from Lombok International Airport to the Labuhan Haji Beach tourism region is 49 kilometers and takes approximately one to one and a half hours by plane.

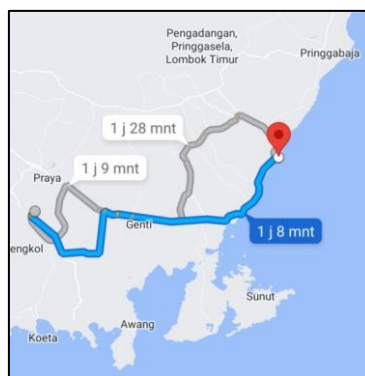


Figure 5. Access by land from Lombok International Airport to Labuhan Haji Beach Destination.
(Source: Google Maps, 2022)

Amenities

Amenities include accommodations, restaurants, rest spaces, parking lots, health clinics, and cafes (Prameswari & Fatimah, 2020). Labuhan Haji Beach offers lodgings include homestays and hotels. The purpose of these amenities is to encourage travelers to visit Labuhan Haji Beach for an extended period of time in order to experience the objects and tourist attractions. From 2000 till 2021, there was one hotel located directly on the beachfront of Labuhan Haji Beach in East Lombok. In addition, there are three accommodations located in close proximity to Labuhan Haji Beach: Zona Homestay, My Bungalows, and Ayu Homestay.

The homestay only offers rooms with standard amenities, such as bedrooms, mattresses, closets, parking lots, television, air conditioning, complimentary Wi-Fi, and several other amenities. All of these lodgings are available to tourists for a cost between IDR 100,000 and IDR 700,000. Information pertaining to these lodgings, such as price level, facilities and services supplied, number of rooms, and so on, directly influences travelers' evaluations of the sort of hotel they select. Nonetheless, the level of service in the Labuhan Haji Beach tourist attraction area tends to be subpar. This is owing to the tourism industry's shortage of skilled employees.

In the vicinity of Labuhan Haji Beach, East Lombok, there are numerous food and drink establishments in addition to housing accommodations. This beach features restaurants, small food carts, and food stalls constructed from bamboo to offer a traditional ambience. Labuhan Haji Beach is renowned for its grilled squid, skipjack fish, tuna, baronang fish, snapper fish, and other sorts of seafood. In addition, the menu features goat satay and other high-protein dishes that are common in this tourist destination area. Labuhan Haji Beach has a total of 160 establishments selling a variety of foods and beverages, including 120 conventional stalls and 40 lesehan specializing in seafood. A restaurant or eatery contributes to the expansion of the tourism industry by, among other things, supplying tourists with adequate food and drink-related equipment and supplies, as food and drink are extremely important to tourists (Hasim et al., 2020).

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seafood. A restaurant or eatery contributes to the expansion of the tourism industry by, among other things, supplying tourists with adequate food and drink-related equipment and supplies, as food and drink are extremely important to tourists (Hasim, 2020).

Ancillary Service

Ancillary service is a support offered by government-affiliated parties. Community managers and organisations in tourist destinations will coordinate tourism operations (Madiun, 2009). Each year, there are additional tourism support service providers at the Labuhan Haji Beach tourist destination, one of which is cruising around the ocean using community fishing boats. Since 2004, when the Labuhan Haji Beach tourist attraction began to be developed, there has been a boat rental business, which is supported by the presence of fisherman in the vicinity. In addition, there are services for snorkeling, diving, and surfing for guests who enjoy these activities. Nevertheless, diving and surfing activities were discontinued in 2018 due to safety concerns. This is due to the fact that Labuhan Haji Beach is an open beach with marine troughs (interview April 28, 2022).

Labuhan Haji Beach continues to be developed by the Tourism Office in collaboration with the Labuhan Haji Village Government and the East Regency Regional Government because it recognizes the high interest of the surrounding community in the number of visits to this tourist attraction by polishing the surrounding area to make it more attractive and beautiful for tourists (interview, April 16, 2022). This is seen by the construction of parking spaces, rest places, restaurants, and cafes, as well as the construction of a number of *berugak* (gazebos) along Labuhan Haji Beach (Datulomboktour, 2019). The management also procured several additional projects, including beach rehabilitation and the construction of two docks intended for ship leaning, ship loading and unloading, and other commercial operations. The initiative intends to restore Labuhan Haji Beach's former splendor (interview, April 16, 2022).

The expanded availability of supporting service providers is aimed to increase the level of satisfaction of tourists who visit Labuhan Haji Beach. This is consistent with the opinion of James, who contends that the availability of procurement of tourism-supporting facilities and services can increase productivity, both in terms of goods and services offered, and create a sense of comfort and satisfaction among those who use them (Kostić et al., 2018).

Development of Labuhan Haji Beach, East Lombok: A Tourist Visiting Approach

Tourists are one of the most significant aspects of tourism. The level of visits or the number of people visiting a tourist attraction can be used to evaluate the management and development efforts of a successful tourist attraction (Bonang et al., 2022). The Labuhan Haji Beach tourist attraction is frequented by visitors from diverse socioeconomic levels. Labuhan Haji Beach is a popular destination for teenagers and adults, as well as a small number of seniors and children who attend in groups, as individuals, and with their families on average (interview April 28, 2022).

Due to the existence of tourism support infrastructure at the Labuhan Haji Beach tourist attraction, the number of annual tourist visits to Labuhan Haji Beach between 2010 and 2017 increased dramatically. However, in 2018 there was a significant fall in the number of tourist visitors; this was due to the natural disaster that occurred on August 5, 2018 when an earthquake struck Lombok Island. In 2020, there was a rise in the number of visitors to this tourist site compared to the previous year. However, at the beginning of 2020, the number of visitor visits to Labuhan Haji Beach decreased again. This was due to the Covid-19 outbreak in Indonesia, which prompted the local government to restrict outdoor activities and encourage people to spend more time at home. In 2021, the number of tourists to Labuhan Haji Beach has progressively climbed to 4010 visitors.

The number of tourist visits to the Labuhan Haji Beach tourist attraction fluctuates from 2010 to 2021 fluctuated (see table 2). The peak season for tourist visits to Labuhan Haji Beach comes between December and May. This is because of the events held at the Labuhan Haji Beach tourist attraction, including the Beach Party, which is held once a year in early May, coinciding with the holiday following the Ramadan fast. However, there are also tourists who visit the Labuhan Haji Beach tourist attraction on weekdays and national holidays to enjoy its attractions.

Based on data collection, the number of vacationing tourists visiting Labuhan Haji Beach continues to rise annually; from the initial data collection in 2010 to 2017, the number of vacationing tourists has nearly doubled, from 4543 to 8865. However, the number of visitors decreased in 2018 and 2020 before increasing again in 2021. In 2011, the number of tourist visits to Labuhan Haji Beach climbed by 9.7 percent, or 4543 people, compared to the previous year; in 2012, it increased by 20 percent, or 4984 people; and in 2013, it increased by 0.1 percent, or 5997 people. In 2014, the population expanded by 11%, or 6675 people, in 2015 by 0.8%, or 6734 people, in 2016 by 29.3%, or 8709 people, and in 2017 by 1.7%, or 8865 people. In contrast, the population declined by 76.4 percent, or 2088 people, in 2018, climbed by 69.7 percent, or 3542 people, decreased by 27.3 percent, or 2574 people, in 2020, and increased by 55.7 percent, or 4010 people, in 2021.

Table 2. Number of Tourist to Labuhan Haji Beach, East Lombok (2010-2021)

No	Year	Total Visit Number
1	2010	4543
2	2011	4984
3	2012	5997
4	2013	6004
5	2014	6675
6	2015	6734
7	2016	8709
8	2017	8865
9	2018	2088
10	2019	3542
11	2020	2574
12	2021	4010

Source: Tourism Office of East Lombok Regency, 2022

In general, Labuhan Haji Beach attracts visitors from outside East Lombok Regency and Lombok Island, such as Sumbawa, Bali, and Java. Moreover, the majority of Labuhan Haji Beach visitors reside in East Lombok Regency. Since the East Lombok Regency Tourism Office began promoting the Labuhan Haji Beach attraction in 2010, the number of out-of-region tourists has increased. The increase in the number of visitors is the result of the Labuhan Haji Beach tourist attraction's development factors, which include attractions, accessibility, amenity, and tourism support services. This is consistent with the findings of Utari (2017), which indicate that the development of tourist attractions might result in an increase in the number of visitors to a tourist attraction.

Development of Labuhan Haji Beach: Tourism Area Life Cycle Approach

In accordance with the theory of the tourism area life cycle (TALC), a place used as a tourist destination must undergo development beginning with exploration, involvement, development, consolidation, stagnation, and either rejuvenation or decline (Butler, 2006). Additionally, the existence of a tourist destination can elicit a variety of responses from the community, particularly the local population surrounding the tourist destination. It is a reaction to the existence of a tourist attraction in their lives. According to the research findings, the growth of the Labuhan Haji Beach tourism destination in East Lombok is in a stage of stasis (stagnation) on the way to revitalization (rejuvenation) see figure 6. This is determined based on a variety of internal and external factors. Tourism Area Life Cycle of Labuhan Haji Beach characteristics shown in Table 3.

Table 3. Tourism Area Life Cycle of Labuhan Haji Beach Characteristics

Stages	Characteristics	Result	
		Labuhan Haji Beach	
		Appropriate	In-appropriate
Exploration	Discovered new tourist attractions		√
	There is aesthetic and amazing scenery in nature	√	
	A limited number of tourists frequent the area.		√
	Can freely interact with local residents	√	
Involvement	Offering tourist services by local communities	√	
	Socialization and limited in scope marketing	√	
	High number of visits at certain times of the day	√	
	Infrastructure is limited in scale	√	
Development	Large number of tourist visits		√
	National and international investors present		√
	There are international corporations and small enterprises are left away.		√
	Artificial attractions are being developed	√	
Consolidation	Increased number of tourists		√
	Price competition among peer companies	√	
	The function of local government is decreasing and requires reorganization.	√	
	Balance is required. Responsibilities shared by the public and private sectors	√	
Stagnation	Some periods show a stagnant number of tourist visits	√	
	The number of tourist visits is high but tourism destinations are no longer attractive to tourists	√	
	The carrying capacity of the environment has been exceeded, resulting in environmental degradation.	√	
	Unfair price competition		√

Decline	Limited visits by domestic tourists	√	
	Destination development declines	√	
	Tourists choose to visit new destinations	√	
	Tourism facilities are changing function		√
Rejuvenation	Alterations in destination utilization to a more alluring environment	√	
	Targeting new markets	√	
	New innovations in developing tourism products	√	
	Construction of artificial attractions as a rejuvenation measure	√	

Source: Authors Research Result, 2022

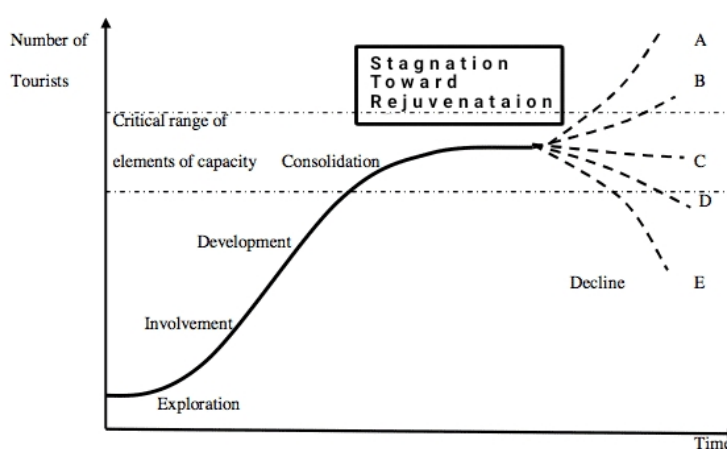


Figure 6. Tourism Area Life Cycle of Labuhan Beach East Lombok
 Source: Processed by Authors, 2022

In the Labuhan Haji Beach tourist attraction area, the natural beauty, particularly the sunrise, is the primary draw for travelers to visit this attraction. The development of tourism-related infrastructure is well-supported. However, the repair and rejuvenation of facilities and accessibility as a carrying capacity for tourism is not proceeding well, as evidenced by the condition of the access road around the coast of Labuhan Haji Beach, which is damaged, including several asphalt roads with small- to large-diameter holes, visible cracks in several sections of the road, and a bridge that is damaged but can still be traversed by tourist vehicles. The building of the access road began in early 2004 and began to incur damage in 2018. The road will not be repaired until 2022. In addition to accessibility maintenance and repair issues in the Labuhan Haji Beach tourist attraction region, which are not proceeding well. Inefficient waste management is another environmental concern that contributes to problems. Garbage is littered along the roadside and along the coast.

Various initiatives to enhance the number of tourist visits to Labuhan Haji Beach by implementing aggressive marketing campaigns to attract new visitors. During this period, a number of concerns linked to the management and carrying capacity of the environment that has beyond its limit arise, resulting in environmental damage around the Labuhan Haji Beach tourist attraction region. Several signs have been identified, first the number of tourist visits tends to plateau and then increase during a period dominated by repeat visitors. Second, maintenance and improvement of tourist carrying capacity in the form of attractions, accessibility, and amenities are not operating efficiently, and efforts to increase tourism support services are hampered by impediments. Third,

poor waste management disrupts the carrying capacity of the environment, which has detrimental effects on the environment, society, and culture. Fourth, the availability of new possibilities in the creation of products and services that become one of the tourist attractions in the form of the growth of culinary tourism. Fifth, the creation of tourist parks as an effort to revitalize the Labuhan Haji Beach tourist attraction.

D. CONCLUSION

From the findings and discussion, the development of Labuhan Haji Beach, East Lombok from one year to the next is marked by a number of factors, including the fact that it became a Hajj embarkation point between 1853 and 1960. Second, in 1900 it became the economic hub of East Lombok. Third, the 1946 revolt against Japanese colonization. Fourth, infrastructure development and development of supporting products in 2004, such as the use of fishing boats for marine tourism. Fifth, physical development in the form of dock construction revival in 2006. Sixth, the rise in tourist visitors from 2010 to 2017. It can be concluded that the Labuhan Haji Beach tourist destination in East Lombok is in a transitional phase from stagnation to revitalization. This is determined based on a number of variables, including the fact that the number of tourist visits tends to stagnate and increase at a specific time, which is dominated by repeat visitors. Second, the maintenance and enhancement of tourism carrying capacity in the form of attractions, accessibility, and amenities are not proceeding well, and efforts to increase tourism support services are hampered by impediments. Thirdly, ineffective waste management disrupts the carrying capacity of the environment, which has detrimental effects on the environment, society, and culture. In the form of culinary tourism development, there is fresh potential for the development of products and services that become tourist attractions. As an effort to revitalize the Labuhan Haji Beach tourist attraction, the establishment of artificial attractions in the form of tourist parks is the fifth step.

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