Strategy to develop tourism objects at Ijobalit, a former pumice mine in East Lombok

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Abstract. Frequent mining activities cause environmental damage. Pumice mining at Ijobalit village left holes from the previous mining activities. These holes become barren land that ruined the scenery, however, this problem can be solved by reclaiming the former mine areas. Reclamation transforms the areas into a tourism area. The transformation of the former mine area into tourism object, however, did not last long as the Lembah Hijau tourism attraction no longer has activities and seems to be not taken good care of. This research aims to determine the development strategy of the Lembah Hijau Tourism object that exists in the former mine area. The research method used is a qualitative descriptive using SWOT analysis by viewing from external and internal instruments. The results showed that the tourism area in the former mine area has good natural potentials, the lakes formed from the former mine have their own appeal. The weaknesses lie on the accessibility, lack of cooperation among private sector, the government and the community, and also lack of promotion and innovation of attractions.

1. Introduction
Mining activity is one of the foreign exchange sectors that drives the economy in Indonesia. People's mines become one of the sub-sectors of mining activities[1][2]. People's mining activities can have a positive impact on the economy of rural communities, while on the other hand mining activities can also cause adverse impacts on the environment[3][4] because mining activity is an activity of collecting natural resources, it will certainly have a direct impact on the environment[5][6]. Pumice mining at Ijobalit left many abandoned holes resulting from the excavation activities of the mine, which will surely trigger land degradation. The pumice folk mining in Lombok island has been running since 1980. The mining area spread over the coastal island of Lombok including pumice mining in at Ijobalit village in East Lombok. The pumice mining activities have left former mine holes that have negative impact on the environment. To reduce this impact reclamation was conducted[7]. The reclamation has been able to change the former mine areas at Ijobalit village into a village with comfortable and cool atmosphere.

The reclamation conducted on the former mine area has allowed the area to have natural tourist attractions, by transforming the former mining holes into attractive lakes surrounded by trees. This area has been officially opened for a tourism area since 2005 [8]. The nature-based tourism area has been visited by many people since then. Tourism is a sector that is considered as one of the sectors that can move the economy of society as it can reduce the number of grinding activities and improve the lives of the community[9][10]. For sometime, the impact was felt directly by the surrounding...
community, although not for long as the tourist area is now closed. No visitors are seen at the neglected former mine area.

This research aims to see the potentials and problems in this tourist area and the applicable development strategy based on internal and external factors.

2. Method
This research is conducted at Ijobalit, East Lombok Regency. The approach used is qualitative descriptive. Qualitative research is a study that cannot be measured directly by numbers but is information. Qualitative research is in the form of interviews and information collection including literature and documentation studies. [11]

2.1 Data Types and sources
The data collected in this study are grouped into the following types and sources:

2.1.1 Data sources. The data sources in this study consist of primary and secondary data, as shown below.

- Primary Data is data obtained directly through observations and interviews from various parties such as live interviews with tourism agencies, Lembah Hijau tourism managers and local communities in Ijobalit subdistrict as well as stakeholders who know the information on the Lembah Hijau tourism
- Secondary data, i.e. documented data related to Lembah Hijau tourism

2.1.2 Data Collection Techniques. Data collection in this research such as observation, interviews, and literature study were carried out to meet the expectations according to the research objectives.

- Field observation by visiting the location directly or direct observations to see the activities in the research object. Any behavior and events were then recorded according to the actual condition. The observation is presented in the form of writing and documentation.
- A deep interview were carried out to collect the required information based on the list of questions and related matters beyond of the questions that have been compiled. The interview addressed the East Lombok Tourism Office, the manager, and the local community.
- Literature study is a source of information on Lembah Hijau tourism.

2.1.3. Sampling Technique. The sampling technique used in this research is the Purposive Sampling technique in which the requirements on the respondents are set first with certain considerations[11],[12]. The people who are used as respondents have a link and are related to the problems being discussed to answer the questions asked by the researchers. The procedure to define the respondent is based on the depth of the context of the information dug and selected to completing the research data.

2.1.4. Data Analysis Techniques
- Qualitative analysis of qualitative descriptive data analysis technique is an overview of the data that is structured systematically, actually, and accurately on the facts. The purpose of this analysis is to reveal facts, phenomena, variables, and circumstances occurred during the research and present the data as is.
- SWOT analysis. SWOT analysis according to [13] is a systematic identification of various factors to formulate strategies. This analysis is based on a logic that can maximize strength (Strength) and opportunities (Opportunities) but together can minimize weaknesses (Weakness) and threats (Threats). The strategic decision-making process is always related to the development of mission, objectives, strategies, and company policies. Thus, strategic planning should analyze the strategic factors of the company (strengths, weaknesses, opportunities, and threats) in existing conditions. It is called a situation analysis. The most popular model for situation analysis is SWOT analysis. The development strategy used in this research is SWOT analysis with the first step is analyzing the
strengths, weaknesses, opportunities, and threats that exist in the internal and external environment of Ijobalit tourism object. Then analysis is blended into a force-opportunity strategy which is also known as SWOT matrix.

- SO strategy (Strength-Opportunity). This strategy is made based on the way of the mind by utilizing the overall power available to seize and take advantage of the maximum opportunities.
- Strategy ST (Strength-Threat). This strategy uses all sorts of powers that the region has in question to cope with the threats that come.
- WO (Weakness-Opportunity) strategy. This strategy is applied based on the existing opportunities to minimize weaknesses.
- The strategy of WT (Weakness-Threat). The strategy is based on defensive activities and attempts to minimize existing weaknesses and avoid bad threats.

3. Result and Discussion

Lembah Hijau tourism area is a tourism object in a former mining area. It is an area that after the reclamation in 1998 becomes a fertile area, filled with shady trees and various herbs. In addition, there are many lakes transformed from ex-mine holes resulted from pumice mining activities. Lembah Hijau tourism area is located in East Lombok Regency, about 11 Km from the capital town or about 20 minutes drive by vehicle. In terms of accessibility, Lembah Hijau tourism area is quite easy to access as it is located on the side of a state road with good conditions. The detailed of analysis as shown in Table 1.

3.1. Strength
3.1.1 Potential Attractions. Lembah Hijau has natural potentials as well as men-made tourist attractions created after the reclamation on the former pumice mine. There are green trees and holes which are transformed into artificial lakes.
3.1.2. Accessibility. The ex-mining area is easily accessible as access road is available. Most of the ex-mining areas are located not far from the southern ring road of Lombok Island.
3.1.3. Availability of good water source. There is a substantial source of water from the former mine area that can be utilized to support tourism in the area.
3.1.4. Tourism Support Facilities. There are tourism support facilities such as children's play ground as well as garden chairs scattered around the former mine area that have been reclaimed.

3.2. Weaknesses
3.2.1. Tourist Attractions. Tourist attractions that have been provided for more than 10 (ten) years are considered as less varied. Ideas leading to attract visitors have never been made since then.
3.2.2. Supporting Facilities Condition. The supporting facilities for tourism activities are not well maintained, e.g., dirty environment, weathered buildings and dirty water in the pool.
3.2.3. Transportation Mode. There is no public transportation mode for people to access the Lembah Hijau tourism site. Currently the area is only accessible by private vehicles. No public transport is available.
3.2.4. Travel promotion and tourism brand image. Lack of promotion on the potentials of the tourism object and the absence of brand image tourism.
3.2.5. HR Conditions. The level of education of the community is low resulting in low quality of human resources. The area is lack of human resources who are competent in the field of tourism.
Table 1. SWOT Analysis

|                      | Strength                                                                 | Weakness                                                                 |
|----------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------|
| **Opportunities**    | 1) Tourism development through the CSR of a mining company                | 1) Increasing travel promotion through interesting tour packages in cooperation with Care for Tourism Group |
|                      | 2) Building partnerships and establishing networks                         | 2) Developing Edu-Tourism as a brand image of Lembah Hijau tourism        |
|                      | 3) Facilitating access to investors in developing potential tourism objects| 3) Improving coordination among stakeholders; Government, private and public sectors |
|                      | 4) Utilizing the potential of the springs to increase the variety of tourist attractions. | 4) Training human resources in the field of tourism cooperation with universities |
| **Threat**           | 1) Maintaining the sustainability of natural resources                     | 1) Opening public transport routes for easy access                       |
|                      | 2) Add to the tourism action using the potential of water owned            | 2) Improving the quality of maintenance to the existing facilities        |
|                      |                                                                          | 3) Making innovations for tourism attractions (novelty)                   |

3.3. Opportunities

3.3.1. Tourism Creative Group. There is a creative group of tourism in East Lombok district that can be empowered to help the development of tourism management in Ijobalit Village, especially the development of Lembah Hijau tourism area.

3.3.2. The Presence of Investor. Many investors can be directed to invest in tourism development for example with a CSR of a mining company that can assist in the funding.

3.3.3. Partnerships and cooperation. Tourism development cooperation with Tourism Development Center in Lombok island, such as cooperation with universities.

3.3.4. Development. It refers to development of various tour packages such as educative tourism and geology tourism that utilize the ex-mining area.

3.4. Threats

3.4.1. Competitor. The competitor is a similar business located in the center of the city that has better access to communities.

3.4.2. Political Situation. Tourism activities are vulnerable to uncertain political situation and the security of global economy. World economic situation has a great influence to jack up the tourists visits.

4. Conclusion

Based on the SWOT analysis (Table 1), a strategy is required to develop Lembah Hijau tourism which is emphasized more on the improvement of tourism management through the improvement of the quality of tourism facilities and infrastructure; developing new attractions which are interesting for tourists and different from other similar tourism objects; building accessibility in the form of public transport to open access road by the community; simplify access for investors in developing potential...
tourism objects, and improve coordination among stakeholders (government, private sector and the community).

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