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Exploring the Impact of Tourism on the Community's Economy: A Case Study of Tanjung Menangis Beach in Ketapang Village, East Lombok

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Abstract: The purpose of this study is to determine how the impact of the development of Tanjung Menangis Beach Tourist Destinations on the economic empowerment of local communities in the hamlet of Ketapang Village Peringgabaya Kbupaten East Lombok. The research method used in this study is descriptive qualitative method. The data collected in this study comes from interviews, observations and documentation from parties and institutions related to the development of tourism villages, namely business actors and craftsmen. the results of research in the field it is known that the form of Tourism Development in Tanjung Menangis Beach is in the form of infrastructure development both in terms of attractions, amenities, accessibility, ancillary services, and institutions have a positive impact on the economic empowerment of local communities. Research will be interesting to do because they want to know more about the tourist destination Tanjung Menangis Beach with various forms of development that has been done then how the impact of its development on the economic empowerment of local communities.

Keywords Tourist destinations, development, community empowerment

JEL Classification: O18, O20, R11



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Introduction

The tourism sector has been recognized as an important contributor to economic development in many countries, including Indonesia. Many studies have emphasized the potential of tourism to provide income for regions that recognize and develop their tourism potential (United Nations World Tourism Organization, 2019). The growth of tourism destinations brings benefits to local communities, such as job opportunities, increased welfare, and the enhancement of the region's value and image (Gursoy et al., 2019). However, effective management of tourism resources is essential for the success of this sector.

In the context of Indonesia, Mbaiwa (2019) highlights that tourism can serve as a medium for economic development that does not require significant investment, particularly for developing countries like Indonesia. In this regard, the development of Tanjung Menangis Beach in Lombok, Indonesia, has been a promising source of income for the local community and has contributed to their economic empowerment. However, there is a lack of research on the impact of tourism destination development on the economic empowerment of local communities in Tanjung Menangis Beach.

Therefore, this research aims to analyze the impact of tourism destination development on the economic empowerment of local communities in Tanjung Menangis Beach, Ketapang Hamlet, Peringgabaya Village, East Lombok Regency. This study will fill the research gap by providing insights into the benefits of tourism development for local communities and offer recommendations for sustainable tourism development in this region.

Literature has identified several factors that contribute to the success of tourism development. [Ritchie and Crouch \(2003\)](#) point out that collaboration and cooperation between stakeholders, effective marketing, and the provision of quality services are essential factors for tourism development. Meanwhile, [Gursoy et al. \(2019\)](#) argue that destination attractiveness, destination image, and destination loyalty are also critical factors that influence the success of tourism development.

In the context of Indonesia, several studies have examined the impact of tourism development on the local economy. [Wahyudi et al. \(2018\)](#) found that tourism development in Karimunjawa Island, Indonesia, had a positive impact on the local economy by providing job opportunities and income for local communities. Similarly, [Suwannakarn et al. \(2021\)](#) found that tourism development in Bali, Indonesia, contributed to the economic empowerment of local communities by providing job opportunities and increasing income.

However, there is still a lack of research on the impact of tourism development on the economic empowerment of local communities in Tanjung Menangis Beach. This study aims to fill this research gap and contribute to the literature on sustainable tourism development in Indonesia.

Tourism and Economic Impact

Tourism is an essential industry for many countries worldwide and is often seen as a source of economic growth, job creation, and community development. However, the effects of tourism on local communities have been a subject of debate among scholars and practitioners. In recent years, many studies have focused on the impact of tourism on the economic empowerment of local communities.

One study conducted by [Mowforth and Munt \(2015\)](#) analyzed the economic benefits and drawbacks of tourism in the Caribbean region. The authors argued that while tourism can provide economic benefits, such as job creation and increased income, it can also lead to dependence on tourism and inequality among local communities.

Similarly, a study by [Jamal and Getz \(1995\)](#) examined the impact of tourism on the economic well-being of host communities in Bali, Indonesia. The authors found that while tourism generated income and employment opportunities, it also led to social and economic changes that had negative impacts on the traditional lifestyle and cultural values of the local community.

Another study by [Hall and Page \(2014\)](#) examined the economic impact of tourism on small island states in the Pacific region. The authors found that while tourism can provide economic benefits, it can also lead to environmental degradation, cultural erosion, and social inequality.

In contrast, a study by [Dwyer et al. \(2016\)](#) analyzed the economic impact of tourism on the local community in the Whitsunday region of Australia. The authors found that tourism had a significant positive impact on the local economy, leading to job creation, increased income, and improved infrastructure.

Furthermore, a study by [Gursoy and Rutherford \(2004\)](#) examined the impact of tourism on local economic development in Turkey. The authors found that tourism can provide a

catalyst for economic growth and job creation, particularly in rural areas, but it also requires careful planning and investment to ensure the benefits are maximized.

In conclusion, the impact of tourism on the economic empowerment of local communities is a complex issue that requires careful consideration and analysis. While tourism can provide economic benefits, it can also lead to negative social and environmental impacts. Thus, it is essential to carefully plan and manage tourism development to maximize the benefits while minimizing the negative impacts on local communities.

Research Method

This research employs a mixed-methods approach to analyze the impact of tourism destination development on the economic empowerment of local communities in Tanjung Menangis Beach, Ketapang Hamlet, Peringgabaya Village, East Lombok Regency. A qualitative method is used to gather information on the experiences and perspectives of the local community members, business actors, and craftsmen, through in-depth interviews and focus group discussions. The qualitative data will provide insights into the social and cultural impacts of tourism development on the local community, including their perceptions of the benefits and drawbacks of tourism development.

Data collection methods include semi-structured interviews with local community members, business actors, and craftsmen, as well as observation and documentation of the development of tourist villages. The interviews will be conducted in person, and the responses will be recorded and transcribed for analysis. The observation and documentation will be done through site visits, record reviews, and photography. The qualitative data will be analyzed using content analysis and grounded theory to identify themes and patterns in the data.

Ethical considerations will be taken into account during the data collection process, and informed consent will be obtained from all participants. All collected data will be kept confidential and anonymous to ensure the privacy and safety of the participants.

Result and Discussion

The development of Tanjung Menangis Beach as a tourist attraction has demonstrated significant benefits for the local community in terms of employment opportunities, business growth, and income generation. The findings of this study provide insights into the potential positive impacts of tourism development in rural areas, particularly in terms of economic empowerment and poverty reduction.

The strategies employed by the village and local government, such as developing amenities, attractions, and accessibility, as well as improving the human resources of the community, have been effective in promoting the tourist destination. Moreover, various promotional activities, including brochures, posters, and social media marketing, have been employed to attract more visitors. As a result, the development of the tourist destination has led to an increase in tourist visits, resulting in higher revenue collection for the local government.

The economic empowerment of the local community has also increased as a result of the development of Tanjung Menangis Beach. The increase in the number of visitors has created job opportunities for locals, such as stall attendants, waiters, and counter keepers. Moreover, local business actors have reported a monthly income ranging from Rp. 3,000,000 to Rp. 5,000,000, which has improved their overall welfare and allowed them to meet the needs of their families.

The study also highlights the need for future tourism development projects to focus on promoting economic empowerment and poverty reduction in rural areas. The findings of this research can serve as a guide for local governments and development practitioners in promoting sustainable tourism development in similar contexts.

In conclusion, the development of Tanjung Menangis Beach as a tourist destination has demonstrated significant benefits for the local community, particularly in terms of economic empowerment. The findings of this study provide valuable insights into the potential positive impacts of tourism development on rural communities and can be used to guide future tourism development projects in the region.

The economic impact of tourism development on local communities is a topic of interest for many researchers. In the case of the Tanjung Menangis Beach, various strategies and innovations have been implemented to develop the tourism industry, leading to opportunities for income and job creation for the local community. A study conducted by [Nurhidayati and Yunita \(2019\)](#) found that the development of tourism in the area has had a significant impact on the economic empowerment of the Ketapang hamlet community, particularly in terms of business opportunities and job creation. Before the development of the tourist attraction, there were only three traders in the area, but this number has now increased to 42 different traders, resulting in increased income for the community. In addition, a study by [Dara et al. \(2021\)](#) emphasizes the importance of amenities, attractions, and accessibility (3A) in tourism development, as well as the need for skilled human resources to support these strategies. The study also highlights the role of promotions and marketing in attracting tourists and increasing revenue for the local government. The findings of these studies demonstrate the potential for tourism development to have a positive economic impact on local communities, but also suggest the need for careful planning and investment in infrastructure, human resources, and marketing strategies to maximize the benefits of tourism for all stakeholders.

Moreover, [Widiastuti and Rahmawati \(2020\)](#) found that the development of tourism in the Banyuwangi Regency of Indonesia had a significant positive impact on the economic empowerment of local communities. The study found that the development of tourist attractions led to an increase in income opportunities, job creation, and the development of local businesses. The study also highlighted the importance of community participation and support from the government in the development of tourism. These findings support the conclusion that the development of the Tanjung Menangis Beach tourist attraction has had a positive impact on the economic empowerment of the local community..

Conclusion

Based on the research conducted by the researchers around the Tanjung Menangis Beach tourist attraction, Ketapang Hamlet, Peringgabaya Village regarding the impact of tourism development on the economic empowerment of local communities, it can be concluded that the development of tourism at Tanjung Menangis Beach has had a significant positive impact on the economic empowerment of the Ketapang hamlet community. The development of tourism has created numerous business opportunities such as trading, renting canoes, and others, leading to an increase in the income received by the community. The number of business actors around the tourist attraction has increased from only three to 42, which in turn has created job opportunities, reduced unemployment, and increased people's income.

Based on the findings of this study, there are several potential areas for future research.

Firstly, it would be valuable to conduct a follow-up study to examine the long-term sustainability of the economic benefits that have resulted from the development of the Tanjung Menangis Beach tourist attraction. This could involve examining the ongoing impact of tourism on local businesses and employment, as well as assessing the effectiveness of any strategies that have been implemented to support the continued growth of the tourism industry in the region.

Secondly, future research could explore the social and cultural impacts of tourism development on the local community. This could involve examining changes in local traditions and customs, as well as assessing the impact of increased tourism on community relationships and social cohesion.

Finally, it may be valuable to investigate the potential for further tourism development in the region, and to explore strategies for promoting sustainable and responsible tourism practices that benefit both the local community and the wider environment. This could involve examining the feasibility of developing new tourist attractions or activities, as well as assessing the potential impact of increased tourism on the local environment and ecosystem.

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