

Analysis of Governance and Environmental Management in Tourism Destinations in Gili Trawangan

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ABSTRACT

This research aims to analyze the governance and environmental management of tourism in Gili Trawangan, a major tourist destination in North Lombok Regency, West Nusa Tenggara. The research process involved comparative studies and direct observation to understand best practices in sustainable destination management. This activity was carried out by engaging directly with local stakeholders, observing tourist attractions, and assessing environmental management. The findings of this study provide valuable insights that can be used to enhance tourism development strategies in other similar areas. The implications include the importance of better environmental management and the improvement of human resource quality to ensure the sustainability of tourism in Gili Trawangan.

INTRODUCTION

East Lombok Regency, located in the West Nusa Tenggara Province of Indonesia, has significant potential in the creative economy tourism sector. This regency is rich in natural beauty, culture, art, and traditional handicrafts that can attract tourists. Currently, Bali and Lombok have been designated by the central government as national tourism gateways within the MP3EI Corridor V (Master Plan for the Acceleration and Expansion of Indonesia's Economic Development). There are three Lombok tourism activities included in the national tourism agenda under the Kharisma Event Nusantara (KEN) title: the Gili Festival in North Lombok Regency, Bayu Nyale in Central Lombok, and Perang Topat in West Lombok. Additionally, the Indonesian government, in collaboration with the West Nusa Tenggara Provincial Government, is preparing to redevelop the Kuta Mandalika area into a Special Economic Zone and the Gili Tourism Area. The development of the Kuta Mandalika and Gili Tourism areas has become a focus for the government to increase tourist visits. In this development process, the government needs to reassess various issues in the Lombok area, including destination marketing, environmental concerns, and human resource potential.

The Gili area, which includes the three small islands of Gili Air, Gili Meno, and Gili Trawangan (where "Gili" means island in the Sasak language), features extensive coral reefs, white sandy beaches, and marine gardens suitable for diving, fishing, and other water sports. Currently, one of the major issues is environmental, particularly waste management. According to the Coordinator of the Zero Waste Community (2023), the volume of waste in Gili Trawangan reaches 11-20 tons daily, posing a serious problem and threatening tourism in the area. Besides waste issues, horse manure remains an unresolved problem, attributed to the low awareness among cidomo (horse-drawn carriage) drivers regarding the need to clean up after their horses (Global FM Lombok, 2014). The low level of awareness among tourism operators significantly affects the potential of human resources to support tourism in Lombok, especially in the Gili islands. According to Murdana (2010), one of the weaknesses of Gili Trawangan is the low quality of tourism human resources and limited involvement of the local community. This also draws special attention from the government in redeveloping the Kuta Mandalika area into a Special Economic Zone and the Gili Tourism Area.

LITERATURE REVIEW

Profile Gili Trawangan Lombok



Figure 1. Gili Trawangan Lombok

Gili Trawangan is located in the northwest of Lombok Island, West Nusa Tenggara, Indonesia. It is one of the three famous Gili islands, along with Gili Meno and Gili Air. Gili Trawangan covers an area of approximately 340 hectares and is renowned for its beautiful beaches, clear seawater, and stunning underwater life. The island is also surrounded by beautiful coral reefs, making it an ideal location for snorkeling and diving.

Tourism Potential in Gili Trawangan

Gili Trawangan has significant tourism potential. The island boasts breathtaking natural beauty, stunning coral reefs, and rich marine life. Visitors can enjoy expansive white sandy beaches, relax under the bright sun, and swim in the calm sea. Additionally, Gili Trawangan offers a variety of activities such as diving, snorkeling, cycling, and watching sunsets by the beach..

METHODOLOGY

The research methodology in this internship report combines a comparative study approach and direct observation to obtain comprehensive data on the conditions in Gili Trawangan. The comparative study involves examining practices and conditions at other locations with similar characteristics, while direct observation is conducted on-site to closely observe activities, governance, and social interactions in Gili Trawangan. This approach allows the researcher to gain a clearer and more accurate understanding of the local situation, which is then analyzed to provide appropriate and practical recommendations.

RESULTS

Implementation of Comparative Study Activities in Gili Trawangan

Table 1. Program and Itinerary

Hari 3		
21 Maret 2024	Sarapan pagi di Hotel	07.00
	Menuju Pelabuhan Teluk Nara	08.00
	Menuju Gili Trawangan	09.00
	Tiba di Gili Trawangan	09.30
	Snorkeling dan observasi di Kawasan Destinasi Gili	10.00
	Menuju Aston Sunset Beach Gili Trawangan	11.30
	Makan siang	12.00
	Penyampaian materi oleh GM Aston Gili Trawangan	13.00
	Coffee Break	14.00
	Penyampaian materi oleh Ketua Asosiasi Hotel Gili	15.00
	Coffee Break	16.00
	Check in hotel Aston Gili Trawangan	17.00
	Observasi di Kawasan Hotel Gili Trawangan	18.00
	Makan malam	19.00
Diskusi hasil observasi	20.00	
Acara bebas	21.00	
Hari 4		
22 Maret 2024	Sarapan pagi di hotel	08.00
	Menuju Pelabuhan	09.00
	Check in Fastboat	10.00
	Kembali ke Bali	10.30
	Tiba di Pelabuhan Padang Bai	12.30
	Menuju Kampus Poltekpar Bali	13.00
	Tiba di Kampus Poltekpar Bali	15.00

*Susunan kegiatan dapat berubah sewaktu-waktu

DISCUSSION

Gili Trawangan is located in Gili Indah, Pemenang District, North Lombok Regency (KLU), West Nusa Tenggara. Gili Trawangan is one of the provincial strategic areas (KSP), along with Gili Meno and Gili Air, collectively known as the Pesona Gili Tramenra (Trawangan, Meno, and Air). Gili Trawangan is the largest of the three small islands situated in the northwest of Lombok. It is also the only gili with a significantly elevated height above sea level. Gili Trawangan is renowned for its attractions, making it a popular tourist destination in Indonesia. The island features stunning white sandy beaches with clear blue waters. Notable beaches include Sunset Beach (or Sunset Point), Gili Trawangan Beach, and Pandawa Beach. Its beautiful coral reefs and marine biodiversity make Gili Trawangan a paradise for snorkeling and diving enthusiasts. Popular snorkeling spots include the Gili Trawangan Underwater Tourism Park and Shark Point.

Human Resources in Gili Trawangan are diverse and play a crucial role in maintaining the island's status as a popular tourist destination. The Human Resources (HR) on Gili Trawangan include various professions and jobs involved

in the tourism industry, environmental management, community services, and other sectors that support life on the island.

CONCLUSION AND RECOMMENDATIONS

The comparative study conducted in Gili Trawangan has provided us with a deep understanding of successful tourism practices and best practices that can be adopted. By interacting with local tourism stakeholders, exploring attractive tourist spots, and directly observing successful destination management, we have gained valuable insights that can help enhance tourism development in our region.

ADVANCED RESEARCH

Recommendations for further research could focus on several specific aspects of tourism in Gili Trawangan. Firstly, more in-depth studies on the environmental impact of tourism, including water quality analysis and marine ecosystem conservation, could provide a better understanding of the sustainability of tourism in the area. Secondly, research on the interactions between tourists and local communities, as well as the impacts on local culture and economy, could offer insights into how tourism affects the lives of local residents. Finally, examining tourism diversification strategies in Gili Trawangan could help identify new opportunities for sustainable and inclusive tourism development, which could be applied to other regions with similar conditions.

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