

## **Determinant Factors in Managing Tourism Village: A Destination Attributes Approach**

**Herman Herman<sup>1\*</sup>, Putri Rizkiyah<sup>2</sup>, Herry Rachmat Widjaja<sup>3</sup>, Ilham Junaid<sup>4</sup>**

Politeknik Pariwisata Lombok<sup>1,2,3</sup>

Politeknik Pariwisata Makassar<sup>4</sup>

### **Abstract**

Studies on destination attributes mainly focused on the motivation or experience of tourists and their relation to these attributes. Therefore, in-depth reports are required to fully understand tourism villages as destinations, particularly in relation to the factors that contribute to their success. This study aimed to (1) identify tourism products in tourism villages, (2) identify the determinants of tourism destination attributes, and (3) recommend efforts to improve the management of destination attributes in developing as tourism villages. Also, a qualitative approach was used which was conducted at Kuta Village, Lombok, in 2022. The results showed the tourism products in Kuta Village are the local population's natural landscape, culture, and hospitality. The determining factors that support the management of destination products were strategic locations, various tourist attractions and activities, availability of amenities, as well as good accessibility. However, the village managers needed to address essential issues, such as parking facilities, transportation, and limited skilled personnel in providing services to tourists. This study recommended three steps for managing destination attributes, namely training in sustainable homestay management, improving tourism-supporting facilities and infrastructure, as well as regulating physical infrastructure and accessibility. Moreover, there were arguments (insights) regarding the existence of a village as a destination with the management of attributes and determinants. These served as the key to the successful management of tourism destination.

**Keywords:** Destination attributes; Determinant factors; Tourism village; Kuta Village; Lombok

---

### **A. INTRODUCTION**

A village now becomes a tourism destination by attracting the visitation of tourists. The viability of these destinations in various villages depends on the tourism potential and opportunities to gain travel experience. Therefore, utilizing the village potential as a destination promotes rural communities to manage the community. This does not only benefit tourists but also provides opportunities for the community to improve their well-being. The management of a village as a tourism destination depends on how the community plans, manages, and develops its potential by applying an approach that pays attention to satisfaction and benefits the local communities.

Tourism destination is formed by various elements that enable the occurrence of tourism activities. The destination attributes are related to strengthening tourism branding, which is one of the marketing tools for development. It is an optional approach for rural communities, specifically local-based business managers. The fulfillment of these attributes is one of the efforts to provide quality visits (Fallon & Schofield, 2006; Kim, 2014; Kusyanda et al., 2020). These attributes can also influence the competitiveness of tourism destination (Crouch & Ritchie, 1999), as well as positively impact destination image formation (Raga, 2020; Yusuf, 2019).

The attributes combine several elements in a destination and significantly impact tourists' experience (Kim, 2014). The combination of elements that make up the experience consists of tangible and intangible products (Moon & Han, 2018). The managers need to understand that these attributes can be a

\* Corresponding Author: Herman Herman; Email: [herman@ppl.ac.id](mailto:herman@ppl.ac.id)

Received: February 26, 2023; Revised: April 18, 2023; Accepted: April 19, 2023

consideration for tourists to decide where to visit, hence, they need to be adequately managed (Ragavan et al., 2014; Kim, 2022).

Several studies stated that each destination has distinctive attributes that differ from others (Karasakal & Albayrak, 2022; Kim, 2022; Ragavan et al., 2014). For example, Karasakal & Albayrak (2022) found that 5 (five) attributes make up the Antalya destination in Turkey, namely accommodation, environment, infrastructure, restaurants, and shopping places. These attributes are considered lacking when related to the context of tourism villages as they do not explicitly mention the existence of tourist attractions. Kim (2022) developed a scale related to attributes that might affect tourists' negative memories while at destinations, namely security, infrastructure, unexpected incidents, hospitality, unethical business practices, and the environment. This study is also considered not to have explicitly described attractions as the primary attribute in the context of tourism villages. Furthermore, Ragavan et al. (2014) in Kuala Lumpur, Malaysia, revealed there are at least eight dimensions of destination attributes that can be used as a reference for visit, namely accommodation and food availability, attractions, climate, commodities, comfort, culture, society, and prices. Based on some previous researches, it can be stated that the attributes of destinations suitable for the context of tourism villages, specifically Kuta, include the presence of attractions, availability of proper and adequate amenities, and accessibility conditions. This study provides a detailed explanation of the three attributes of tourism destination to further elucidate the determinants of managing rural tourism products.

In recent years, tourism villages have become one of the government's development programs aimed at accelerating growth in an integrated manner as stipulated in the 2020-2024 National Medium-Term Development Plan (RPJMN) (Suherlan et al., 2022). The government aims to designate 244 tourism villages in the 2020-2024 RPJMN and promote the development of the existing 205 into advanced ones. The government's acknowledgment that the village can be used as an alternative tourism destination to bring in tourists is expected to provide future welfare for the community.

The understanding of the concept related to the definition of tourism villages still has different views. Lane (1994) stated that at least five conditions need to be underlined for the definition, which include being located in a rural area with local characteristics and culture. Meanwhile, Komppula (2014) mentioned that tourism villages do not have to be in rural areas but can be in cities as long as they can carry out rural functions. As a result of these different views, the scope of tourism villages can expand to urban areas, provided they still have traditional and rural characteristics (Rosalina et al., 2021). This study was conducted at Kuta Village, which is part of the Mandalika tourism development area developed by ITDC. In this area, various amenities reflect modernity, including luxury hotels and restaurants that offer European and American food, all conveniently situated close to the Mandalika circuit. Therefore, it is expected that the existence of this center can be a choice for tourists visiting Lombok Island (Khartishvili et al., 2019; Crăciun et al., 2022).

In this study, tourism villages are defined as form that originates from local initiatives, involves local communities, and can contribute significantly to the economy. The existence is expected to meet the needs of tourists by offering a range of activities that are complemented by attractive amenities and easy accessibility to enhance their overall experience (Permadi et al., 2018; Cheng et al., 2020; Crăciun et al., 2022). For tourism villages to become a desirable destination, it is essential for the managers to consider the distinctive attributes that can be offered, such as attractions, accessibility, and amenities, the development can be carried out based on the potential attributes (Wijijayanti et al., 2020).

In general, tourism villages have tourism potentials, such as nature and culture, as well as strategic locations or easy accessibility. This can serve as a strength and opportunity that can be utilized for the management of tourism products. Several factors determine the success of managing tourism products in the village, namely the involvement of local communities (Dewi et al., 2013; Hidayat et al., 2017; Junaid &

Salim, 2019; Wijijayanti et al., 2020), the role of government (Kirana & Artisa, 2020), and the availability of destination attributes (Eom et al., 2020).

Dewi, Fandeli, and Baiquni (2013) stated that local communities have a vital role in developing tourism villages. This is because the unique resources, traditions, and culture are already attached to the community. Furthermore, the existence of the villagers who have lived together with existing tourist attractions for a long time has become an inseparable unit. The community is expected to manage the existing tourism potential (Risa et al., 2021). The advantage of this management is that they will be able to maintain the existing tourism assets (Amir et al., 2015). Moreover, there will be economic equity for the community (Lekaota, 2015), which can be used as a benchmark for success in managing tourism products in rural areas (Junaid & M. Salim, 2019).

Kirana & Artisa (2020) stated that the government is the primary key to tourism development. Based on this fact, every policy taken will become the basis for how tourism potential, specifically tourism villages, can develop. In addition to the community as the direct manager, support from the local government is also needed. The government can collaborate with other stakeholders to advance tourism villages (Ansell & Gash, 2008).

This study examined the management of tourism products based on attributes adapted to the conditions of Kuta Village. Based on the observations made as well as interviews and some information from the local community, it was found that the attributes of the destinations in Kuta Tourism Village consist of tourist attractions, amenities, and accessibility. It cannot be denied that when tourists plan to visit a destination, what comes to their minds is the availability of attractions (Ananda & Koswara, 2022; Cró & Martins, 2018; Crouch & Ritchie, 1999). Moreover, there are amenities (Cheng et al., 2020; Henok, 2021; Kim, 2022) that support tourist activities in the destination. There is also adequate accessibility (Kim, 2022; Junaid et al., 2022; Cró & Martins, 2018) from the place of origin to the destination.

According to Crouch and Ritchie (1999), the main reason tourists visit a destination is due to its attractions, while other attributes are only complementary (Vengesayi et al., 2009). Attractions in tourism villages tend to take advantage of the natural potential of the culture and products they have (Amir et al., 2020). Furthermore, Ananda & Koswara (2022) explained that attractions in a village could be in the form of natural, cultural and artificial, or the attitudes and the community's ways of life.

Another determinant factor is the availability of amenities in the village. According to Che et al. (2021), amenities are the various kinds of facilities offered to meet the needs of tourists during their visit. Although the amenities may not be directly related to tourism, they are essential for supporting activities and ensuring the convenience of the people (Hermawan et al., 2019). In the context of this study, the amenities offered in Kuta Tourism Village are homestay restaurants, gazebos, parking lots, information boards, waste management areas, prayer rooms/places of worship, and toilets (Amir et al., 2015; Ananda & Koswara, 2022).

The last determining factor in the management of tourism villages is accessibility. According to (Permadi et al., 2018), adequate accessibility is the ease of movement from one area to another. In tourism, Medlik (2011) explained that accessibility is the ease of transportation from tourists' origins to their destination. This is calculated by taking into account the required distance, time, and costs. Usually, tourists who wish to visit a destination will certainly consider how to reach there. Therefore, when specifying accessibility attributes, it is important to consider the mode of transportation used, as well as the availability of four-wheeled vehicles, toll roads, trains, or the location of terminals, planes, and airports (Chaerunissa & Yuniningsih, 2020).

Although the report on destination attributes has become the focus of academics studying tourism, its concept in village management still requires further investigation. This report is more focused on the motivation or experience of tourists and their relation to these attributes. In-depth studies are still

necessary regarding the report on tourism villages as destinations, particularly in relation to the factors that determine their progress. The determinant factors in the context of the village as a destination can be a scientific reference in developing tourism centers. They can also become a guide in determining the planning and development of the centers. Therefore, this study provides arguments regarding the existence of a village as a destination with the management of attributes and determinants that are the key to the success or setback of a tourism destination.

Kuta Village in Central Lombok Regency has received worldwide attention due to its proximity to Mandalika International Circuit. The village provides a choice of accommodation and serves as a tourist center, in addition to hosting international events on Mandalika Circuit. The international events, such as the MotoGP, have contributed to the community's economy by increasing the utilization of homestays overnight. Kuta requires quality management of destination attributes to ensure that tourists not only come to see international events at Mandalika Circuit, but also visit for various purposes. The absence of an event at Mandalika Circuit is an essential task for the village community to create products that offer value to tourists. Therefore, the village as a tourism destination needs to pay attention to the determinant factors that drive the quality of the tourist experience.

This study aims to 1) identify tourism products in tourism villages, 2) identify the determining factors (determinants) of destination attributes, and 3) recommend efforts to improve the management of destination attributes in developing villages as tourism centers. This study contributes to village management as a tourism center from the perspective of the destination attribute approach. It also strengthens the importance of managing destination attributes in supporting tourists' experience.

## **B. STUDY METHOD**

This study used a qualitative method to analyze the conditions at the study location. The technique was relevant in answering study problems related to social phenomena (Junaid, 2016). Tourism is a social phenomenon involving the community as part of social interaction (Pradana, 2019). This study was conducted in Kuta Tourism Village, Mataram City (Mandalika Area, Central Lombok). This location was selected based on three reasons. First, it is one of the centers targeted by the government in the Lombok tourism development process. Second, it has the opportunity or potential to become a leading village in managing tourism products. Third, it requires optimal management to impact people's lives positively. Therefore, the recommendations generated through the reports on Kuta can be an essential reference in the management and development of tourism villages. Recommendations were generated from qualitative data.

This study was carried out between April to October 2022 with three visits to locations. The first visit aimed to conduct an initial survey and record observational data related to the natural conditions of people's lives and tourism products relevant to the study objectives. This was carried out by interviewing the residents, tourism business actors, and the village government. There were a total of 12 people who participated as study informants. During the interview process, it was ensured that the informants understood the intent and purpose of the interview as part of the data collection process. On second visit was made to obtain a specific picture of the village from the informant's perspective. On the third visit, the data were validated by taking field notes to verify the obtained information. The informants were selected based on the principle of purposive sampling. This was carried out by requesting the willingness of the residents or tourism business actors to participate in this study.

The study implementation consists of three stages, namely the administrative process and research permits, data collection, as well as analysis or results. It was ensured that the implementation has obtained permission or recommendations from related parties. Furthermore, data collection was carried out

according to the objectives and conceptual framework. The results are the implementation of the third phase of the study process. The principles of qualitative data analysis were applied with three data reduction processes, namely identification, presentation, and conclusion. These processes will consequently produce essential themes, namely the author's study or analysis. The thematic data were analyzed through the writing process of reporting results to produce conclusions.

### C. RESULTS AND ANALYSIS

#### Overview of Kuta Village as a Tourism Destination

Kuta is one of the villages included in the pilot category and tourism villages network platform (jadesta). This platform was initiated by the Ministry of Tourism and Creative Economy, and has become a community forum for all tourism villages in Indonesia. The distinct advantage of Kuta is that by entering this platform, it will be included with other accelerated villages to be marketed. Another benefit is open access to information for several stakeholders who concentrate on developing villages using corporate social responsibility (CSR) funds to contribute to the community as well as environmental and economic development (Mangin & Kriswibowo, 2022).

Kuta is geographically located within the Mandalika super-priority destination area (See Figure 1). It also encompasses Mandalika Circuit, which routinely hosts international events, such as the Moto Grand Prix (often abbreviated Moto GP) and the World Super Bike Championship (WSBK). This presents an excellent opportunity for the village to capitalize on. Spectators for these two international events come in large numbers from local and even foreign countries (Syarizal et al., 2020; Lim et al., 2021; Isnaini & Muttalib, 2022). They usually have an agenda to visit other tourism destinations, hence, the possibility of visiting Kuta can be an alternative for them. Some tourists are motivated to visit a Tourism Village because of its uniqueness as a tourism destination (Che et al., 2021; Cheng et al., 2020; Wijijayanti et al., 2020). Therefore, it is expected that the managers will leverage all the aforementioned opportunities to position the village as the preferred destination for tourists visiting the Mandalika Tourism Destination Area.

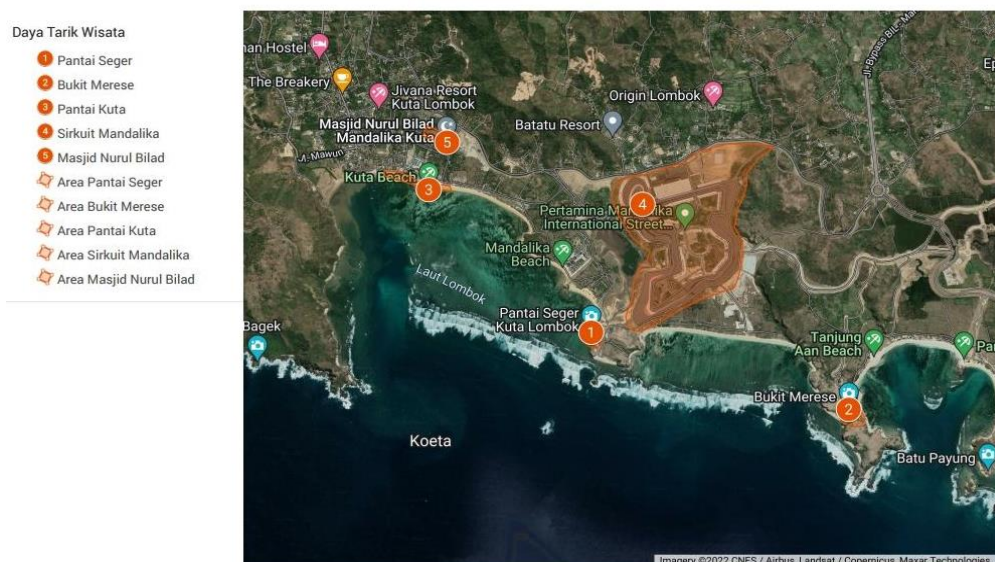


Figure 1. Kuta Village Area

Source: Authors, 2022.

### Tourism Products in Kuta Village

Kuta Village has many potentials that can be used as tourism products. This can be seen from the availability of attractions or what is often called a tourist attraction. Moreover, tourist attractions can be interpreted as something unique both in nature (Chin et al., 2014), culture (Yusuf et al., 2020), and special interests (Ma et al., 2020). Kuta has three potential attractions (see Table 1), namely natural, cultural, or special interests when viewed as a tourism destination.

**Table 1. Tourism Potential as a Tourism Product in Kuta Village**

Nature	Culture	Special Interest
1. Kuta Beach	1. Gendang Beleq	1. Snorkling
2. Seger Beach	2. Peresean	2. Surfing
3. Merese Hill	3. Ngapung	3. Climbing
	4. Bau Nyale	4. Mandalika Circuit

Source: Data Processing, 2022.

The existence of natural potential is a profitable asset for the community when appropriately managed (Chi & Han, 2021; Cunha et al., 2020; Junaid et al., 2022). Kuta has natural potential, which can be used as a tourism product, such as the view of the beach, sea, and several hills attracting visits. The beaches in this area are Kuta and Seger Beaches. Kuta Beach is the main tourist attraction in the Mandalika area. This beautiful beach has clean, white sand, a wavy shoreline with healthy coral reefs and a coastline of 7.2 km. To the west of the beach lies Mandalika Hill, which is the most suitable location to view Kuta from above. The beautiful stretch of the beach with clear sea water and clusters of coral reefs can be seen from the top of the hill. Besides, the Kuta Mandalika landmark in this coastal area is often used as a photo spot for tourists.

There is also Seger Beach, which is situated in the Mandalika area. Several visitors think it is similar to Kuta Lombok, even though they are situated in different places. The distance between the two is approximately 200 m. They are located close to each other, as both are on the same stretch of beach. Although the Kuta Beach is more famous, Seger is not less attractive. According to folklore, Princess Mandalika once threw herself on this beach. Therefore, it is often referred to by the locals as the legendary Putri Nyale Beach. The next potential is Merese Hill, which tourists or visitors often call the hill of love. Due to its beautiful panorama, every visitor atop feels comfortable and peaceful. In addition, the scenery is gorgeous and attractive.

Culture is one of the potentials that can be used as a tourism product to attract people (Io, 2019; Wijayanti & Damanik, 2019). According to Ningsih (2019), culture is a hereditary tradition passed down from the past to the present in society. Several cultural potentials that can be used as tourism products in Kuta Village are Gendang Beleq, Peresean, Ngapung, and Bau Nyale. Gendang Beleq tradition is one of the cultural arts attractions still maintained by the Kuta residents and the Sasak people on Lombok Island. The tradition is known as Gendang Beleq because this type of drum is notably larger than the average ones. Gendang means empty, and Beleq means big. There are two types of big drums (Gendang Beleq), namely drum mama (male) and nina (female). The difference between the two is not in their physical shape but in the sound produced as drum mama is louder than drum nina. Apart from being a musical instrument, the Gendang Beleq is also a dance instrument because it plays music to complement the performers' dance. Gendang Beleq and its associated dance are performed by Kuta people during weddings (nyongkolan), as well as other cultural events or festivals.

The second Peresean cultural attractions are similar to a fight between two Sasak tribe men who engage in combat such as gladiators. The traditions of Sasak people of Lombok are incorporated into the

types of regional dance performances. The dancers who engage in a fight for power in the arena are called pepadu. The local community also considers Peresean a ritual to ask for rain during the dry season. Currently, this cultural tradition is much sought by tourists. The third is floating cultural attractions. This cultural tradition has a philosophical value for health when carried out by Kuta people.

Lombok people interpret Ngapung as bathing. According to one of the Kuta residents, bathing in this tradition means taking a dip in Kuta Beach from early morning until noon. Ngapung tradition is led by traditional stakeholders, who not only determine its implementation but also offer prayers for the villagers to be kept safe from all kinds of diseases. The fourth cultural attraction is Bau Nyale. This is a legendary event and tradition of great sacred value to the Sasak tribe, the native tribe of Lombok Island. Bau Nyale comes from the word Bau which means to catch, while Nyale is the name of a type of sea worm. Its simple meaning is the tradition of catching Nyale at sea. This festival is meaningful to the Sasak people, specifically those in Kuta.

Bau Nyale comes from a local legend based on the story of Princess Mandalika. According to the beliefs of Lombok people, Nyale is the incarnation of the Princess. According to Fazalani (2018), the cultural values in this tradition include stories of patience, the sacrifice of a princess for the good of society, conflict prevention, and peace. Furthermore, to bring in tourists and as a promotional event, the tradition is packaged in the form of a more exciting event known as Bau Nyale Festival. It is expected that this festival can be used as a forum for introducing and preserving the culture of the Sasak tribe and also for understanding the values contained therein, such as patience and willingness to sacrifice for many people (Nursaptini et al., 2020).

The potential of the unique interest attractions owned by Kuta is very diverse. It is supported by the natural characteristics of the village, which allows tourists to carry out challenging tourism activities categorized in the special interest (Sari et al., 2018). Surfing and snorkeling are some special interest tours that can be done at the sea. Tourists who want to engage in snorkeling and swimming can visit Seger Beach, specifically in the northern part, because the sea water is calm and clear and it has a sloping beach. As for those who want to surf, this can be done at Seger Beach in the Middle Section. The extensive wave conditions make it very suitable for surfing. As for the existence of hills, tourists can engage in hiking activities.

Merese Hill can be an alternative for those who want to go hiking. Besides climbing, tourists can capture the beautiful natural scenery atop. This includes the combination of views of the sea, forest, beach, and fishing activities. Furthermore, they can witness the sunrise and sunset at different times. With the existence of Mandalika Circuit, this can also be categorized as a special interest tour. Mandalika Circuit is officially used as a venue for motorbike competitions, namely WSBK and MotoGP, which are held annually. These two events have had a significant impact on the tourism industry in Lombok, specifically on Kuta people because they can attract large numbers of tourists. Besides watching at Mandalika Circuit, people can also visit several tourist attractions and stay at different homestays.

### **Determinant Factors Attributes of Tourism Destination**

When managing tourism villages, it is not enough to rely solely on the tourism potential. Other factors need to be supported to develop the village into a tourism destination. The existing factors are the attributes that make Kuta a tourism destination. Based on the interview conducted during the study of Kuta, some of the information obtained from several informants related to the destination attributes of the village (see Table 2). Subsequently, observations and secondary data searches were carried out through the internet to support the availability of information previously obtained. The attributes of the destination were obtained based on the 3A approach, namely attractions, accessibility, and amenities presented in Table 3.

**Table 2. Interview Result**

No	Theme/s	Sources
1	Gendang Beleq Peresean Bau Nyale	P9, Sarhunta manager and Pokdarwis member, personal interview (8 October 2022)
2	Ngapung	P10, sarhunta manager and Kuta Pokdarwis member, personal interview (8 October 2022).
3	Sarhunta Homestay	P9, Sarhunta manager and Kuta Pokdarwis member, personal interview (8 October 2022) P1, homestay owner, personal interview (8 October 2022)
4	Seger Beach Kuta Beach Merese Hill	P12, Staff at Culture and Tourism Office of Central Lombok, personal interview (1 August 2022)
5	Surfing Snorkeling Hiking Watch MotoGP and WSBK Races	P3, Head of Pokdarwis Pesona Mandalika, personal interview (8 August 2023)

Source: Data Processing, 2022.

The existence of tourism destination in Kuta is an essential factor for managing the village. The destinations' attributes can attract tourists to visit (Wijijayanti et al., 2020; Che et al., 2021; Karasakal & Albayrak, 2022; Kim, 2022;), thereby providing economic benefits for the community (Henok, 2021; Hidayat et al., 2017; Wijijayanti et al., 2020). According to Yang (2018), tourist attractions are the main attributes that should exist in destinations. The tourist attractions in this community are considered complete because they consist of natural, cultural, and special interest tourism. However, the management of the site is still considered to be lacking as there is no standard for determining entrance or parking fees for vehicles, and some parking attendants are perceived as being arrogant. Some traders have been criticized for being impolite when selling goods, making tourists feel uncomfortable.

The second destination attribute is the availability of amenities. The existence of amenities is an essential support for tourist activities in a destination (Che et al., 2021; Karasakal & Albayrak, 2022; Kim, 2022). According to Che et al. (2021) and Karasakal & Albayrak (2022), amenities positively correlate with tourist satisfaction. As a result, tourists are more likely to visit. Kuta Village offers a range of accommodation amenities, including homestays that are readily available for tourists to stay in. In addition, food stalls, places of worship, banks/ATMs, signs, and other supporting facilities are also available (Amir et al., 2015; Ananda & Koswara, 2022). However, it is necessary to pay attention to the village managers, as some amenities, such as inadequate parking of vehicles, are still lacking despite the presence of others.

Another issue is the insufficient availability of human resources as service providers. It is considered that the service providers lack the knowledge and skills related to tourism and hospitality. Therefore, village managers need substantial efforts to increase the knowledge and skills of human resources in Kuta. The third attribute that supports tourism destination is the availability of adequate accessibility related to how easy it is for tourists to move to the destination (Permadi et al., 2018). Kuta's strategic location in the tourism development area of the Mandalika Super Priority Destination provides a significant advantage



due to its accessibility. The existence of full support from the regional government of Central Lombok, NTB Province, and even the central government makes the village easily accessible.

**Table 3. Attributes of Tourism Destination in Kuta Village**

No	Attributes of Tourism Destination	Description
1	<b>Attractions</b>	<p><i>Nature:</i></p> <ul style="list-style-type: none"> <li>• Kuta Beach</li> <li>• Seger Beach</li> <li>• Merese Hill</li> </ul> <p><i>Culture:</i></p> <ul style="list-style-type: none"> <li>• Gendang Beleq</li> <li>• Peresean</li> <li>• Ngapung</li> <li>• Bau Nyale</li> </ul> <p>Special Interests</p> <ul style="list-style-type: none"> <li>• Surfing</li> <li>• Snorkeling</li> <li>• Hiking</li> <li>• Mandalika Circuit (Watch MotoGP and WSBK Races)</li> </ul>
2	<b>Amenities</b>	<ul style="list-style-type: none"> <li>• Homestay/Sarhunta</li> <li>• Bazaar</li> <li>• Places of worship</li> <li>• Diner</li> <li>• Trash cans</li> <li>• Toilets</li> <li>• SME center (souvenir shop)</li> <li>• Signage</li> <li>• Gas stations</li> <li>• ATMs/Banks</li> <li>• Mini Markets</li> <li>• Star hotels</li> </ul>
3	<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• There are flights at the International Airport (the region in the same regency)</li> <li>• There is adequate road access from the airport to Kuta Village, which already has two options</li> <li>• Distance from the airport is 16.1 Km</li> <li>• There are various modes of transportation (two- and four-wheeled)</li> <li>• There is shuttle bus access from the airport and connected to other destinations on Lombok Island</li> </ul>

Source: Data Processing, 2022

The Zainuddin Abdul Madjid International Airport is located in Central Lombok, providing accessibility with flights to and from the area. Kuta can be accessed from the airport through two options, namely following the middle route (old road), with a distance of 16.1 km, or the by-pass route (new road), which is 27.6 km. Two-wheeled vehicles and buses are the two modes of transportation available to travel from the airport to the village. Currently, there is shuttle bus access, which is also connected to other destinations on Lombok Island. However, one of the challenges related to accessibility is that the roads leading to several destinations in the area are still not in good condition. There are several streets with potholes, making it difficult for tourists who are either driving or walking to reach various tourist attractions. Therefore, an alternative solution needs to be found to address this issue.

### **Efforts Made to Improve Management of Tourism Destination Attributes**

Based on the problems raised in each of the previous tourism destination attributes, several efforts are needed to improve their management. The improvement efforts are expected to be a practical solution to the problem. Should this problem persist, the image of tourism in Kuta Village, particularly the attributes of its destinations, will become less for tourists. Therefore, the managers need to pay special attention to each attribute of the current tourism destination.

The first attribute is tourist attractions. There are related problems, such as the absence of standards in determining entrance fees, parking attendants who are considered arrogant by tourists, and disturbances from hawkers. To address this issue, there needs to be an intense discussion among parties who have interests and are directly related to finding solutions, as stated by one of the tourism practitioners in the interview excerpt below.

*"Parking is an old problem, and we can hear about it in a substantial amount of news, therefore, it is a bad image for Kuta Village. To solve this issue, discussions should be held with relevant stakeholders, such as tourism, transportation, and the regional income offices. The purpose of the discussion is to determine the standard entrance and vehicle parking fees. There needs to be price uniformity, and tourists should only possibly pay once (P2, Member of Masata DPD NTB 18 October 2022)".*

To address the issue of hawkers, it is necessary to carry out continuous guidance from interested parties, such as universities, the tourism office, the ministry of tourism and the creative economy. It is expected that the street vendors will be aware and behave friendly when selling their wares.

The second attribute is related to amenities. Some of the efforts that need to be made by the management are the provision of adequate parking lots and repairing damaged facilities. The results of interviews conducted with one of the tourism practitioners are in the excerpt below.

*"The Kuta Village managers can discuss parking issues with ITDC, who are also the managers of several attractions and facilities, to provide proper and safe parking. Some land can still be used to construct parking lots at several points where the tourist attractions are located. This is important because it is related to the comfort and safety of tourists when parking their vehicles. Besides, it is necessary to pay attention to several damaged facilities that require repair (P2, Member of Masata DPD NTB 18 October 2022)".*

The physical condition of tourists is considered good due to the availability of homestays and sarhunta. However, the need for more quality existing human resources is of concern. There is a need for intense guidance from several relevant stakeholders. This statement is in line with the opinion of one of the informants, as shown in the interview excerpt below.

*"My advice for homestay and sarhunta managers is to provide continuous guidance, specifically in the hospitality sector. This is because, the villagers, who are the managers of the sarhunta in particular, need to learn how to serve and be good hosts for guests. Until now, they have only*

*worked as fishermen and laborers, making the hospitality sector a new field for them. The Poltekpar campus and several other tourism campuses can be valuable partners for this HR development (P2, Member of Masata DPD NTB 18 October 2022)".*

The third attribute is related to accessibility issues. The first effort that can be made is for the manager to pay attention to the condition of damaged and potholed roads, particularly those leading to various tourist attractions. The managers should coordinate with the village government and build intense communication with ITDC to work together on road repairs. This is essential for the convenience of tourists visiting several attractions in Kuta Village. The concern is, should this problem remain unchecked, it could affect the satisfaction and the level of tourist visits, which would be detrimental to the community.

Due to the condition of the extended access distance and the absence of public transportation, special transportation for tourists that is directly managed by the village community to facilitate the movement of tourists when visiting from one tourist attraction to another would be better. This is in line with the statement from one of the informants, as in the interview excerpt below.

*"Due to the absence of public or regular transportation in Kuta Village and also considering the remote access to tourist attractions, such as Kuta beach, Seger Beach and Bukit Merese, I suggest that there should be special transportation such as cidomo, which is managed by the community. It is almost the same as the one in Gili. It can facilitate movement, specifically for those who did not bring vehicles. It can also be an additional income for the community (P2, Member of Masata DPD NTB 18 October 2022)."*

#### **D. CONCLUSION**

A village can become a tourism destination by attracting tourists to visit. This study aims to examine the management determinants of tourism villages using the attribute approach of tourism destination. Kuta is one of the well-known tourism villages due to its location within the Mandalika Super Priority Destination Development area, which is also home to Mandalika Circuit. This strategic location creates an opportunity to become an alternative destination for tourists visiting Lombok Island and the Mandalika area. Therefore, it is necessary to carry out top management by examining the availability of tourism destination attributes.

There are three essential attributes in managing Kuta Village to become a tourism destination, namely tourist attractions, amenities, and accessibility. The main attribute that attracts tourists is the availability of tourist attractions, be it nature, culture, or special interests. Amenities in the village are considered adequate, including homestays, restaurants, places of worship, and other facilities that support tourist activities while visiting. Accessibility which facilitates the movement of tourists to the village is considered sufficient. Nevertheless, several weaknesses still need improvement in each attribute, particularly in tourist attractions. This includes the absence of an entrance fee, parking attendants who are perceived as arrogant, and harassment from hawkers. In terms of amenities, there is a need for adequate parking space, and skilled personnel to serve tourists while staying at homestays. Meanwhile, in terms of accessibility, several roads leading to tourist attractions are damaged with potholes, and there is a lack of special transportation for those who do not have a vehicle when visiting.

#### **REFERENCES**

- Amir, A., Ghapar, A. A., Jamal, S. A., & Ahmad, K. N. (2015). Sustainable Tourism Development: A Study on Community Resilience for Rural Tourism in Malaysia. *Procedia - Social and Behavioral Sciences*, 168, 116–122. <https://doi.org/10.1016/j.sbspro.2014.10.217>
- Amir, A., Sukarno, T. D., & Rahmawati, F. (2020). Identifikasi Potensi dan Status Pengembangan

- Desa Wisata di Kabupaten Lombok Tengah, Nusa Tenggara Barat. *Journal of Regional and Rural Development Planning*, 4(2), 84–98. <https://doi.org/10.29244/jp2wd.2020.4.2.84-98>
- Ananda, R., & Koswara, A. Y. (2022). Arahana Pengembangan Daya Tarik Wisata Desa di Desa Wisata Betisrejo, Kecamatan Sambirejo, Kabupaten Sragen. *Jurnal Teknik ITS*, 11(2). <https://doi.org/10.12962/j23373539.v11i2.92454>
- Ansell, C., & Gash, A. (2008). Collaborative governance in theory and practice. *Journal of Public Administration Research and Theory*, 18(4), 543–571. <https://doi.org/10.1093/jopart/mum032>
- Chaerunissa, S. F., & Yuniningsih, T. (2020). Analisis Komponen Pengembangan Pariwisata Desa Wisata Wonopolo Kota Semarang. *Journal Of Public Policy and Management Review*, 9(4), 159–175.
- Che, C., Koo, B., Wang, J., Ariza-Montes, A., Vega-Muñoz, A., & Han, H. (2021). Promoting rural tourism in inner mongolia: Attributes, satisfaction, and behaviors among sustainable tourists. In *International Journal of Environmental Research and Public Health* (Vol. 18, Issue 7). <https://doi.org/10.3390/ijerph18073788>
- Cheng, H., Yang, Z., & Liu, S. J. (2020). Rural stay: a new type of rural tourism in China. *Journal of Travel and Tourism Marketing*, 37(6), 711–726. <https://doi.org/10.1080/10548408.2020.1812467>
- Chi, X., & Han, H. (2021). Emerging rural tourism in China's current tourism industry and tourist behaviors: the case of Anji County. *Journal of Travel and Tourism Marketing*, 38(1), 58–74. <https://doi.org/10.1080/10548408.2020.1862026>
- Chin, C.-H., Lo, M.-C., Songan, P., & Nair, V. (2014). Rural Tourism Destination Competitiveness: A Study on Annah Rais Longhouse Homestay, Sarawak. *Procedia - Social and Behavioral Sciences*, 144, 35–44. <https://doi.org/10.1016/j.sbspro.2014.07.271>
- Crăciun, A. M., Dezsi, Ștefan, Pop, F., & Cecilia, P. (2022). Rural Tourism—Viable Alternatives for Preserving Local Specificity and Sustainable Socio-Economic Development: Case Study—“Valley of the Kings” (Gurghiului Valley, Mureș County, Romania). *Sustainability*, 14(23). <https://doi.org/10.3390/su142316295>
- Cró, S., & Martins, A. M. (2018). International association meetings: Importance of destination attributes. *Journal of Vacation Marketing*, 24(3), 218–233. <https://doi.org/10.1177/1356766717696535>
- Crouch, G. I., & Ritchie, J. R. B. (1999). Tourism, competitiveness, and societal prosperity. *Journal of Business Research*, 44(3), 137–152. [https://doi.org/10.1016/S0148-2963\(97\)00196-3](https://doi.org/10.1016/S0148-2963(97)00196-3)
- Cunha, C., Kastenholz, E., & Carneiro, M. J. (2020). Entrepreneurs in rural tourism: Do lifestyle motivations contribute to management practices that enhance sustainable entrepreneurial ecosystems? *Journal of Hospitality and Tourism Management*, 44, 215–226. <https://doi.org/10.1016/j.jhtm.2020.06.007>
- Dewi, M.H.U, Fandeli, C., dan Baiquni, M. (2013). Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal Di Desa Wisata Jatiluwih Tabanan, Bali. *Jurnal Kawistara*, 3(2), 129–139. <https://doi.org/10.22146/kawistara.3976>
- Eom, T., Han, H., & Song, H. J. (2020). Discovering the perceived attributes of CBT destination travelers in South Korea: A mixed method approach. *Tourism Management*, 77(October 2019), 104013. <https://doi.org/10.1016/j.tourman.2019.104013>
- Fallon, P., & Schofield, P. (2006). The dynamics of destination attribute importance. *Journal of Business Research*, 59(6), 709–713. <https://doi.org/10.1016/j.jbusres.2006.01.007>
- Fazalani, R. (2018). Tradisi Bau Nyale Terhadap Nilai Multikultural Pada Suku Sasak. *FON: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 13(2), 162–171. <https://doi.org/10.25134/fjpbsi.v13i2.1549>
- Henok, B. G. (2021). Factors determining international tourist flow to tourism destinations: A systematic review. *Journal of Hospitality Management and Tourism*, 12(1), 9–17. <https://doi.org/10.5897/jhmt2019.0276>
- Hermawan, H., Wijayanti, A., & Nugroho, D. S. (2019). Loyalty on Ecotourism analysed using the factors of tourist attraction, safety, and amenities, with satisfaction as an intervening variable.

- African Journal of Hospitality, Tourism and Leisure*, 8(5), 1–19.
- Hidayat, A., Rahmanita, M., & Hermantoro, H. (2017). Community Empowerment in Plempoh Cultural Tourism Village. *TRJ Tourism Research Journal*, 1(1), 98. <https://doi.org/10.30647/trj.v1i1.11>
- Io, M. U. (2019). Understanding the core attractiveness of performing arts heritage to international tourists. *Tourism Geographies*, 21(4), 687–705. <https://doi.org/10.1080/14616688.2019.1571096>
- Isnaini, L. M. Y., & Muttalib, A. (2022). Development of the Potential Establishment of the Sports Industry in Creating Business Opportunities in Kuta Mandalika. *International Journal of Economics & Business Administration (IJEBA)*, 10(3), 97–111. <https://doi.org/10.35808/ijebe/779>
- Junaid, I. (2016). Analisis Data Kualitatif Dalam Penelitian Pariwisata. *Journal Kepariwisataan*, 10(01), 59–74.
- Junaid, I., Dewi, W. O., Said, A., & Hanafi, H. (2022). Pengembangan Desa Wisata Berkelanjutan: Studi Kasus di Desa Paccেকে, Kabupaten Barru, Indonesia. *Journal of Regional and Rural Development Planning*, 6(3), 287–301. <https://doi.org/10.29244/jp2wd.2022.6.3.287-301>
- Junaid, I., & M. Salim, M. A. (2019). Peran Organisasi Tata Kelola Dalam Pengelolaan Desa Wisata Nglanggeran, Yogyakarta. *PUSAKA (Journal of Tourism, Hospitality, Travel and Business Event)*, 1(1), 1–7. <https://doi.org/10.33649/pusaka.v1i1.6>
- Karasakal, S., & Albayrak, T. (2022). How to create flow experience during travel: The role of destination attributes. In *Journal of Vacation Marketing* 28(3), 303–318. <https://doi.org/10.1177/13567667211053386>
- Khartishvili, L., Muhar, A., Dax, T., & Khelashvili, I. (2019). Rural tourism in Georgia in transition: Challenges for regional sustainability. *Sustainability* 11(2), 1–20. <https://doi.org/10.3390/su11020410>
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management* 44, 34–45. <https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, J. H. (2022). Destination Attributes Affecting Negative Memory: Scale Development and Validation. *Journal of Travel Research*, 61(2), 331–345. <https://doi.org/10.1177/0047287520977725>
- Kirana, C. A. D., & Artisa, R. A. (2020). Pengembangan Desa Wisata Berbasis Collaborative Governance di Kota Batu. *Kolaborasi: Jurnal Administrasi Publik*, 6(1), 68–84. <https://doi.org/10.26618/kjap.v6i1.3119>
- Komppula, R. (2014). The role of individual entrepreneurs in the development of competitiveness for a rural tourism destination - A case study. *Tourism Management*, 40, 361–371. <https://doi.org/10.1016/j.tourman.2013.07.007>
- Kusyanda, M. R. P., Antara, M., & Suryawardani, I. G. A. O. (2020). Atribut Destinasi Pariwisata dan Kualitas Pelayanan Mempengaruhi Niat Wisatawan Berkunjung Kembali di Pantai Melasti, Desa Ungasan, Kabupaten Badung. *Jurnal Master Pariwisata (JUMPA)*, 6, 425. <https://doi.org/10.24843/jumpa.2020.v06.i02.p09>
- Lane, B. (1994). What is rural tourism? *Journal of Sustainable Tourism*, 2(1–2), 7–21. <https://doi.org/10.1080/09669589409510680>
- Lekaota, L. (2015). The importance of rural communities' participation in the management of tourism management: A case study from Lesotho, *Worldwide Hospitality and Tourism Themes*, 7(5), 453–462. <https://doi.org/10.1108/WHATT-06-2015-0029>
- Lim, K. C., Hong, A. L. T., Hua, K. P., & Radzuwan, R. (2021). Visitors' Motivation and Satisfaction of Two Major Sports Visitors' Motivation and Satisfaction of Two Major Sports Tourism Events in Malaysia. *Journal of Tourism & Sports Management (JTSM)*, 4(2), 1051–1067.
- Ma, S. (David), Kirilenko, A. P., & Stepchenkova, S. (2020). Special interest tourism is not so special after all: big data evidence from the 2017 Great American Solar Eclipse. *Tourism Management*, 77(October 2019), 104021. <https://doi.org/10.1016/j.tourman.2019.104021>
- Mangin, A. Y., & Kriswibowo, A. (2022). Corporate Social Responsibility dalam Pemberdayaan

- Masyarakat Desa Wisata Baruga Collaboration Center di Malili Kabupaten Luwu Timur. *Jurnal Ilmiah Universitas Batanghari Jambi*, 22(2), 1153. <https://doi.org/10.33087/jiubj.v22i2.2344>
- Medlik, S. (2011). Dictionary of Travel, Tourism & Hospitality. In *Routledge* (Third Edit, p. 4). Routledge Taylor & Francis Group.
- Moon, H., & Han, H. (2018). Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tourism Management Perspectives*, 28(August), 71–82. <https://doi.org/10.1016/j.tmp.2018.08.002>
- Ningsih, T. (2019). Tradisi Saparan Dalam Budaya Masyarakat Jawa Di Lumajang. *IBDA: Jurnal Kajian Islam Dan Budaya*, 17(1), 79–93. <https://doi.org/10.24090/ibda.v17i1.1982>
- Nursaptini, N., Widodo, A., Novitasari, S., & Anar, A. P. (2020). Festival Bau Nyale sebagai pengenalan dan pelestarian budaya. *Cakrawala*, 9(1), 85–96.
- Permadi, L. A., Asmony, T., Widiana, H., & Hilmia, H. (2018). Identifikasi Potensi Desa Wisata di Kecamatan Jerowaru, Lombok Timur. *Jurnal Pariwisata Terapan*, 2(1), 33. <https://doi.org/10.22146/jpt.35380>.
- Pradana, G. Y. K. (2019). Sosiologi Pariwisata. In *STPBI Press* (Cetakan Pertama).
- Raga, M. (2020). Peran Atribut Destinasi Terhadap Pembentukan Citra Kota Bandung Sebagai Destinasi MICE di Indonesia. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 3(1), 41–53. <https://doi.org/10.34013/jk.v3i1.31>
- Ragavan, N. A., Subramonian, H., & Sharif, S. P. (2014). Tourists' Perceptions of Destination Travel Attributes: An Application to International Tourists to Kuala Lumpur. *Procedia - Social and Behavioral Sciences*, 144, 403–411. <https://doi.org/10.1016/j.sbspro.2014.07.309>.
- Risa Bagasta, A., Iswara, C., & Lasally, A. (2021). Tourism Potential Analysis Using Geographic Information and Community-Based Sustainable Tourism Development Strategies in Sumberagung Village, Grobogan, Central Java. *Jurnal Kepariwisata Indonesia*, 15(2), 148–157.
- Rosalina, P. D., Dupre, K., & Wang, Y. (2021). Rural tourism: A systematic literature review on definitions and challenges. *Journal of Hospitality and Tourism Management*, 47, 134–149.
- Sari, D., Kusumah, A. H. G., & Marhanah, S. (2018). Analysis of the Motivation Factors of Young Tourists in Visiting Special Interest Tourist Destinations. *Journal of Indonesian Tourism, Hospitality and Recreation*, 1(2), 11–22.
- Syarizal, A. R., Ab Wahab, N., Raof, N., Daud, R. R. R., & Mahshar, M. (2020). Motorsport Tourism: Synergy and Prospects. *Psychology and Education*, 57(9), 1370–1375.
- Suherlan, H., Adriani, Y., Pah, D., Fauziyyah, I., Evangelin, B., Wibowo, L., ... & Rahmatika, C. (2022). Keterlibatan Masyarakat dalam Mendukung Program Desa Wisata: Studi Deskriptif Kualitatif pada Desa Wisata Melung, Kabupaten Banyumas. *BARISTA: Jurnal Kajian Bahasa Dan Pariwisata*, 9(01), 99–111.
- Vengesayi, S., Mavondo, F. T., & Reisinger, Y. (2009). Tourism destination attractiveness: Attractions, facilities, and people as predictors. *Tourism Analysis*, 14(5), 621–636.
- Wijayanti, A., & Damanik, J. (2019). Analysis of the tourist experience of management of a heritage tourism product: case study of the Sultan Palace of Yogyakarta, Indonesia. *Journal of Heritage Tourism*, 14(2), 166–177.
- Wijijayanti, T., Agustina, Y., Winarno, A., Istanti, L. N., & Dharma, B. A. (2020). Rural tourism: A local economic development. *Australasian Accounting, Business and Finance Journal*, 14(1), 5–13.
- Yang, Y. (2018). Understanding tourist attraction cooperation: An application of network analysis to the case of Shanghai, China. *Journal of Destination Marketing & Management*, 8, 396–411.
- Yusuf, A. (2019). Pengaruh Atribut Produk Wisata Terhadap Place Branding Dan Implikasinya Terhadap Keputusan Mengunjungi Destinasi Wisata Pantai (Survey Terhadap Wisatawan Nusantara di Kabupaten Karawang). *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Yusuf, M. (2020). How far can tourism go? Residents' attitudes toward tourism development in Yogyakarta City, Indonesia. *The Indonesian Journal of Geography*, 52(2), 208–218.