

## ***Community-Based Marine Tourism Management : Patterns Of Industry And Stakeholder Relationships In The Tourism Village Of JEROWARU Sub-District***

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**ABSTRACTS:** This study aims to determine the pattern of industrial relations and tourism stakeholders in the management of community-based *marine* tourism in the tourist villages of Jerowaru sub-district . Data were collected through observation, in-depth interviews and documentation. The results of this study, namely in the context of marine tourism management in Jerowaru sub-district, can be mapped a number of main stakeholders, namely the government, especially the local government, the private sector, local communities or local communities such as Pokdarwis, and NGOs / NGOs. Looking at the outline of CBT implementation by examining the relationship pattern of the marine tourism industry, it can be seen that there has been collaboration between the main stakeholders of the marine tourism industry in Jerowaru sub-district. Even so, if examined in detail, there is an inequality of roles and positions between stakeholders.

**KEY WORDS:** *Patterns, Community-Based Tourism, Roles and Stakeholders*

### **I. INTRODUCTION**

Tourism is an industry that cannot be separated from the behaviour of the destination community (Subianto & Kurniawan, 2017). Therefore, governance that focuses on capacity building and collaboration between stakeholders in the tourist destination area is an important thing to do, observe and develop. This research focuses on the urgency of Community-Based Tourism (CBT) in the development of industrial cooperation patterns between tourism industry stakeholders in tourist villages, especially tourist villages with *marine* tourism potential.

The urgency of developing tourism stakeholder patterns refers to the reality that the tourism industry is an important part of human life, especially in social and economic activities, as recognised by the United Nations Organisation, the World Bank, and the World Tourism Organisation. (Damanik & Yusuf, 2022).. The large economic potential of the tourism sector is supported by the diverse types and destinations of natural tourism, natural and cultural beauty consisting of many islands, hundreds of races, and ethnic groups. (Supryadi et al., 2023).. One type of natural tourism that has great potential is *marine* tourism in Indonesia's coastal areas. Maritime tourism is a type of special interest tourism that has activities related to marine beach tourism is included in marine tourism activities or marine tourism (Ramenusa, 2016). (Ramenusa, 2016). What is meant by beach tourism or marine tourism is tourism whose objects and attractions are sourced from the potential of *seascape* and *coastal landscape*.

One management of tourism development that contributes to the welfare of local communities is *community-based* tourism (CBT) management. In the opinion of Beeton (2019) and Junaid et al. (2021) making local communities the main actors in tourism activities is called community-based tourism. *Community-based* tourism or *Community-Based Tourism* directs the development of the tourism sector (Suhartanto, 2019).(Suhartanto, 2019).

*Community-based* tourism should be compatible with local tourism development as it focuses on local resources and benefits (Giampiccoli et al., 2020).(Giampiccoli et al., 2020).. There is a positive perception, that CBT as a tool can improve the social and physical environment in rural areas. (Juma & Vidra, 2019). CBT is a strategy for conserving biodiversity and sustainable local development (Sène- Harper & Sène-Harper, 2019). (Sène-Harper & Séye, 2019).. In addition, CBT can also be used as a viable tourism enhancement for economic activities in rural areas and improve the living standards of rural communities.

Jerowaru sub-district in East Lombok Regency is one of the areas in NTB that has many tourist villages. Jerowaru sub-district has a wealth of potential for aquaculture development, grouper beaches, and lobsters. In addition, Jerowaru sub-district holds a million exotic tourism charms (Paradise Beach, Sungkun, Kaliaantan,

Cemara, Gili Sunut, and Pink Beach,) which have the potential to become marine tourism. (Permadi et al., 2018). Supporting the development of tourism in Jerowaru sub-district, a number of villages have formed Tourism Awareness Groups (Pokdarwis) such as the Jerowaru Village Pokdarwis, and Pare Mas Pokdarwis. (Cyam, 2020).

The concept of *Community-Based Tourism* in Jerowaru sub-district has been applied, it can be seen that the community has been involved and involved themselves from the process of starting the formation of marine tourism destinations in the village to marketing tourist destinations owned in Jerowaru sub-district. In addition, the use of local resources in several villages that have tourist villages has used local resources, namely the development of tourism products where all managers, tour guides, MSME products, local wisdom come from the destination area in Jerowaru sub-district. The community has benefited from the concept of *Community Based-Tourism* because it is inseparable from the role of the people who create, manage, and own it. So that the community must maintain the destination so that it continues to be sustainable and can improve the economy of families and villages. Therefore, the concept of *Community-Based Tourism* has been implemented and is still being implemented by the community and destination managers, both from participation, development and management of tourism that puts local communities at the centre. Local communities play an active role in the planning, management and economic benefits of the tourism industry in Jerowaru sub-district.

The marketing aspect that can be done is the promotion of community-based marine tourism, namely marine tourism destinations promoted to visitors, both local and international. One form of promotion can provide information about the potential of the village so that it can be accessed by every visitor who **needs it**. (Susenohaji et al., 2020). The next marketing aspect is to build an image and brand that can manage visitors' perceptions of the destination owned by the manager, in order to differentiate themselves from other marine tourism destinations. (Tiana & Yusuf, 2019). Gustiani (2018) In addition, visitors who have experienced satisfaction with this positive image tend to return to visit and recommend the destination to others who have the potential to become new visitors.

Research Ginting et al, (2023) shows that the development of creative tourism, especially in the context of *community-based tourism* destinations, is able to increase the resilience of tourist villages and the welfare of local communities because local communities become owners, managers, and beneficiaries of tourism activities and attractions developed in their rural areas. Then the research Pranee (2019) Tourism management in the concept of *community-based tourism* can synergise the community in reflecting creative ideas and developing community-owned resources, increase employment and contribute to increasing local community income. Research Inocencio (2023) showed that *community-based* tourism development provides benefits to local communities for the economy, employment opportunities, and infrastructure improvements. The results of Baburrahman et al., (2024) is that the development of *community-based tourism* is successful in providing creative economic empowerment to village governments, the Putra Bangsa community, and the community. Then the results of Sarudin (2023) community-based tourism development is effective in empowering the community in terms of economy, social, education and culture. Also supported by Siahaan et al., (2023) that the role of the community involved can increase tourist visits and increase community creativity and develop and preserve cultural customs.

The description above shows that community participation in developing tourism is very important so that it can improve the welfare of sustainable communities. The concept of *community-based tourism* and *marine tourism* as one of the characteristics of the community and the condition of the Jerowaru sub-district area presupposes a development effort that requires the active participation of local communities. Previous studies have suggested how the participation and role of the community in the development of tourism destinations. Even so, tourism management must still pay attention to its characteristics as part of economic and industrial activities. Therefore, it is very necessary to have a study that analyses the pattern of relations and involvement with an industrial perspective. In other words, there needs to be a study that explicitly explores and maps how the pattern of industrial relations and tourism stakeholders in the development of marine tourism and tourist villages in Jerowaru sub- district, East Lombok Regency.

## II. OVERVIEW

### 2.1 Tourism Management

Tourism management is part of industrial management that must be well planned and become the basis for the government in determining tourism activities to be implemented and able to develop the potential of the community in tourist destinations. (Revida et al., 2022). Tourism management can be defined as an action taken to develop the tourism sector by utilising human resources, including creativity and innovative ideas, as well as other resources such as technology, in order to increase the potential and attractiveness of tourism destinations. (Anam, 2020).

## 2.2 Tourism Marketing Management

Irawan (2023) The importance of sustainable tourism marketing lies in maintaining a balance between environmental preservation, visitor satisfaction, and profit for businesses. Therefore, each entity has a significant responsibility in developing sustainable tourism, so that tourism marketing becomes a system and coordinated efforts carried out by a number of groups, both from the private sector and government, at the local, regional, national, and international levels. The goal is to ensure traveller satisfaction and increase local revenue. (Gunadi et al., 2023). Suryadana and Octavia (2020) Tourism marketing involves all activities aimed at providing information to customers with the aim of meeting the satisfaction and needs of tourists as consumers. Therefore, a marketing strategy is needed that is aimed at meeting the needs and desires of tourists, especially in the target tourism segment to be served.

## 2.3 Sustainable Tourism

According to Tourism Ministerial Regulation No. 14/2016, sustainable tourism is tourism that considers current and future economic, social, and environmental impacts and meets the needs of visitors, industry, the environment, and local communities. The main objective of sustainable tourism is to ensure that tourism activities provide long-term benefits to the environment, local communities, the economy, while maintaining and preserving natural and cultural assets that become tourist attractions (Pickel-Chevalier et al., 2016). (Pickel-Chevalier et al., 2021).. Activities that maintain natural, economic, and social integrity and ensure the preservation of natural and cultural resources. (Kisi, 2019). Sustainable tourism considers economic, socio-cultural, and environmental impacts from now to the future. (Wibowo & Belia, 2023). In research Santos et al. (2020) highlighted the urgency of understanding tourists' image and perception of a destination for tourism planning because destinations play a key role in tourists' decisions.

## 2.4 Local Community Participation

The concept of local community-based tourism is the active participation of the community in managing and utilising tourism resources in their environment. By actively involving the community in all aspects, it is expected to improve the welfare of the community through the optimisation of its tourism potential. (Asyifa et al., 2023). According to Saufi, O'Brien, & Hugh (2014). that community- based tourism development must be supported by the government, private sector, and infrastructure and public perceptions of tourism, for the advancement of tourism at the village level to the international level. The involvement of local communities should start from the planning stage of tourism development, continue with management, and continue to the monitoring and evaluation process. This means that the community must be involved from the initial stage to the final stage. So as to ensure community understanding of tourism development programmes and create a sense of ownership.

## 2.5 Community-Based Tourism

According to the opinion of Junaid et al. (2021) making local people the main actors in tourism activities is called *community-based* tourism. The CBT concept is managed and owned by the community and for the community. Because it does not only focus on providing experiences to tourists about the way of life of the community, but empowering local communities in tourism management and involving them in every tourism activity.

Research results Syarifah and Rochani (2021) explained that the development of tourist villages using the concept of *Community Based Tourism* is implemented through the involvement of the community in the tourist village area by managing the tourist village and the community is fully involved from the planning, implementation to evaluation stages. Likewise, the results of research conducted by Asianingsih et al., (2023) Similarly, the results of research conducted by Asianingsih et al. (2023) on tourism development with *community-based tourism*, namely the community can develop the potential and manage its own tourism potential, so that people can feel the benefits of the existence of tourist villages in their area, such as benefits from the social, cultural, environmental and economic fields.

Some of these studies show that the application of CBT can conceptually increase community participation in the development of the tourism industry around their place of residence. However, in the context of the tourism industry, what has not been mapped is the pattern of industrial relations between stakeholders to determine the benefits and economic impacts in the relations and participation of each party in a tourism industry.

## 2.6 Maritime Tourism

Marine tourism can be defined as all activities that enjoy the beauty and uniqueness of the natural environment in coastal and marine areas and other recreational activities. (Kartika et al., 2021). Marine tourism holds important benefits for the environment and the socio-economy of the people living around it. (Putra & Suroso, 2023). Maritime tourism also enables tourists to participate directly in developing environmental

conservation and preserving coastal areas, now and in the future. (Prayogi & Sari, 2019). Community-based marine tourism management emphasises local empowerment and sustainable development. At the tourist village level in Jerowaru sub-district, this model requires the active involvement of the tourism industry and stakeholders to create a mutually beneficial relationship.

## 2.7 Tourist Destinations

The development of tourism today has undergone many changes, both in terms of patterns, forms, and nature of activities, travel and tourist destinations, therefore the development of intensive promotion is needed to introduce tourist destinations because it can open up tourist attraction. (Syafudin et al., 2023). There are five main aspects that must be considered in developing a tourist village as a tourist destination, namely tourist attraction, tourism accessibility, public facilities, tourism facilities, and community involvement. Tourism attraction is defined as everything that has uniqueness, convenience, and value, including the diversity of nature, culture, and human works that are the purpose of tourist visits. (Army, 2021)

## 2.8 Patterns of Cooperation between Industry and Tourism Stakeholders in Tourism Villages

*Community-Based Marine* Tourism management is a strategic approach to tourism development in the Jerowaru District Tourism Village. The pattern of relationships between the tourism industry and local stakeholders can be understood through the concepts of industrial relations and conflicts of interest. The pattern of industry and stakeholder co-operation in the context of Desa Wisata refers to the way the tourism industry and the various parties involved (*stakeholders*) interact, co-operate, and support each other to develop tourism in an area. In this case, this cooperation pattern covers various aspects, including collaboration between tourism industry managers, local governments, local communities, educational institutions, and other parties involved in tourism development and marketing in the village.

Some of the key elements of a co-operation pattern between industry and stakeholders of a Tourism Village could include: 1) Community Participation, which involves local communities in tourism management and development, so that they feel ownership and support for the initiative. Research results Andhita et al, (2020) showed that the Government has involved the private sector, academics, and the media and encouraged community participation in the development of tourist villages. 2) Partnership with the Tourism Industry, which is cooperation between tourism entrepreneurs, such as hotels, restaurants, and travel agents. Sumantri (2018) Sumantri's (2018) research shows that community attitudes and participation also show positive values that support its development and strategies that can be implemented in the development of tourist villages involve several steps, such as developing and organising the potential of tourist attractions, maintaining the sustainability of customs, improving accessibility, improving tourism support infrastructure, collaborating with relevant *stakeholders* and *investors*, increasing promotion, and involving the community in every stage of tourist village development. 3) Role of Local Government, local government involvement in infrastructure development, policy setting, and tourism promotion to support local economic growth. Simamora and Sinaga (2016) The role of local government in tourism development is facilitator, motivator and dynamator, namely providing facilities and infrastructure that are still borne by the agency, tourist attraction facilities, motivating communities and investors and establishing cooperation between sectors, both the private sector, other government sectors and the community. 4) Education and Training, collaboration with educational institutions to improve the skills and knowledge of local communities in the tourism industry, so that they can more effectively participate.

### III. METHODOLOGY

This research uses a qualitative approach. According to Bongdan Taylor in Moleong (2016) qualitative research method as a research procedure that produces descriptive data in the form of written or spoken words and people and behaviour that can be observed. Qualitative research intends to understand the phenomenon of what is experienced by the research subject, for example behaviour, perception, motivation, action and others, by means of descriptions in the form of words and language, in a natural context and by utilising various natural methods. (Moleong, 2016). In collecting data, researchers need informants to obtain data using interviews, observation, and documentation methods. (Bungin, 2015). The data that researchers have collected, then analysed in accordance with the data analysis method that has been categorised by Milles and Huberman (2009) namely data reduction, data presentation, verification and conclusion drawing. At this stage, the researcher used a table that specifically helped until the conclusion drawing stage which calcifies the data findings into several sections including topics and sub-topics, themes and sub-themes, categories and conclusions. Triangulation is a data validity checking technique that utilises something else. The triangulation used in this research is source triangulation, which is to re-compare the degree of trust in information obtained through different times and tools in qualitative research. Triangulation of this source, namely comparing and cross-checking the degree of trustworthiness of information obtained and one informant with another informant specifically to strengthen the validity of the researcher's findings on the pattern of relationships between the tourism industry and stakeholders in the tourist village of Jerowaru sub- district.

#### IV. RESULTS AND DISCUSSION

A profile of marine tourism destinations and stakeholders in Jerowaru sub-district, East Lombok district. The mapping and *profiling* are described by looking at the roles, positions and industrial relations practised so far by stakeholders. The mapping and description of roles, positions and relations aims to describe the *existing* conditions related to marine tourism management in Jerowaru sub-district to be analysed from the perspective of CBT and the concept of tourism marketing management.

##### 4.1 Profile of Maritime Tourism in Jerowaru Sub-district

Marine tourism or better known as *marine tourism* is an icon of Jerowaru sub-district. According to informant 6 from the East Lombok Tourism Office, Jerowaru sub-district has been designated as part of the marine tourism or green tourism area in the draft Regional Tourism Development Master Plan (Ripparda) of East Lombok Regency for 2023 which is currently being prepared. This determination is based on the fact that there are many attractions in the southern region, especially Jerowaru and Keruak, which have natural potential in the sea. Thus, in Ripparda, the southern region of East Lombok is mapped as a *marine tourism zone*, or *green tourism*. Many tourist villages have tourist attractions in the sea, because it is a place to be creative and enjoy the natural beauty possessed by several marine tourism destinations in Jerowaru sub-district. The characteristics of the tourist destinations in Jerowaru sub-district are centred around the sea and beaches. Many tourists focus on finding natural adventures, underwater natural beauty, or just want to relax by the beach. Some of the marine tourism objects found there include Paradise Beach, Sungkun Beach, Kaliaantan Beach, Cemara Beach, Pink Beach, Gili Sunut, Tanjung Ringgit, Ekas Buana Beach, and Kura-kura Beach. (Satriawan et al., 2022). Jerowaru sub-district is located at the southern tip of East Lombok, which is rich with potential for the development of coastal aquaculture such as grouper, lobster, and others. The sub-district, known as Sekaroh, has attractive tourism potential, and holds a million exotic tourism charms (Paradise Beach, Sungkun, Kaliaantan, Cemara, Gili Sunut and Tanjung Ringgit are places that are always admired by anyone who looks), thus making this area an alternative tourist destination on Lombok Island. (edunitas, 2021)

##### 4.2 Stakeholder Mapping of Marine Tourism in Jerowaru Sub-district

In developing marine tourism in Jerowaru sub-district, it is important to understand and map the stakeholders involved. This mapping helps to identify the roles, interests and influence of each stakeholder in efforts to develop and preserve marine tourism destinations in Jerowaru sub-district. This analysis is conducted in order to know and understand the dynamics of sustainable tourism development.

In addition, this analysis was conducted to review the concept of *community-based* tourism in each tourist destination, as well as the role, position and close relationship of each tourism stakeholder in increasing the number of visits to marine tourism destinations in tourist villages in Jerowaru sub-district. Analysis of the relationship of each tourism stakeholder has been studied by many researchers about the role of each tourism stakeholder, Cahyana and Nugroho, (2019), Sitorus, (2020), Tui et al. (2023), Fadilla, (2024) Siregar et al., (2024) This is considered important because through collaboration, stakeholders can gather in one forum, build common understanding, create commitment, and have a sense of responsibility in the sustainability of tourism development. The stakeholders have the authority and freedom to interact through formal and informal negotiations.

##### 4.3 Government

This study found that local governments play a key role in policy formulation, regulation, and infrastructure provision. This finding is consistent with research by (Cahyana & Nugroho, 2019) which emphasises the importance of the government's role in supporting tourism initiatives. The government has an interest in increasing local revenue and creating jobs, and has high influence through regulatory authority. Local governments are stakeholders that can accelerate development by improving the behavioural environment in their region, so that targets and goals can be achieved. This role includes increasing the efficiency of the development process, improving planning procedures, and setting rules (Siregar et al., 20). (Siregar et al., 2024)..

In promoting marine tourism villages carried out by the Government, especially the Tourism Office, namely by utilising the East Lombok BPPD (Regional Tourism Promotion Agency) to market tourist destinations in East Lombok, especially Jerowaru District, then utilising social media owned by the Tourism Office, then forming influencers, as well as through Dedare and Terune Tourism Lombok Timur. Then the government at the village level, especially the village head, has an obligation to advance the region by utilising all the potential of its natural resources. One of the efforts made by several marine tourism villages in Jerowaru sub-district is tourism management in tourist destinations. The village government has carried out its duties in accordance with the Law of the Republic of Indonesia Number 6 concerning Villages. The village government plays a direct role in providing ideas by paying attention to its beautiful natural advantages so that it can develop the potential that exists in the village.

The role of input provider has been shown by the village government by facilitating the formation of Pokdarwis, building supporting infrastructure at tourist sites, and promoting marine tourism destinations. The government has also carried out the role of sorting out the results of activities, monitoring and evaluation, so that these tourist destinations can continue to be sustainable and can increase community income better and increase village budget revenues in each village in Jerowaru sub-district. This finding is supported by (Paristha, Arida, Bhaskara, et al., 2022).

## V. PRIVATE

This study found that private stakeholders play a role in investment in tourist facilities and services. Private stakeholders have significant financial interests and influence the quality of the tourist experience. Syaifudin and Ma'ruf, (2022) found that collaboration between entrepreneurs and the government is important for the development of infrastructure that supports tourism. One of the important roles of private stakeholders in tourism development is their ability to invest time and resources into aspects such as marketing and training. These investments can help promote the destination as a whole and also improve the skills of local employees or staff. (Qubayla & Hakim, 2024)..

In helping marine tourism destinations in Jerowaru sub-district, the role of the private sector such as hotel managers, culinary managers, has carried out its role, namely by cooperating with each other in promoting tourist destinations, increasing the number of visits, helping each other in the development of tourism products. The private sector in marketing tourist destinations and businesses that it owns makes more use of offline methods, because it feels the benefits directly with offline promotion, namely by asking visitors for help to tell the experiences gained when visiting tourist sites or tourist attractions. In addition, they provide *contact persons*, and small stickers to promote Lesehan businesses or hotels owned by the private sector.

## VI. COMMUNITY

The role of the community in the management of marine tourism destinations in the tourist villages of Jerowaru sub-district is crucial to ensure sustainability, environmental sustainability and equitable economic benefits. This finding is supported by (Amelia & Susanti, 2024) which states that the role of the community is very significant in preserving the environment, cultural heritage, and mobilising the local economy.

Local communities in marine tourism villages in Jerowaru sub-district are involved in conservation efforts, such as maintaining beach cleanliness, mangrove planting, protecting coral reefs, and overseeing sustainable fishing practices, then local communities also participate in maintaining visitor safety. Through participation in the tourism industry, communities can experience direct benefits in the form of employment opportunities, additional income, and local business development. This not only improves individual and community welfare, but also strengthens the overall economic foundation of the region. (Ikhlas et al., 2024).. The community in the tourist villages in Jerowaru sub-district has played its role in encouraging and supporting small and medium enterprises, MSMEs, and tourism service providers. Economic empowerment programmes to improve the ability and capacity of the community in managing tourism businesses.

Managers also promote tourist destinations with the *marketing mix* model (product, price, promotion, and palce. Tourism managers follow social media trends to attract the attention of tourists to increase the number of visits every day. Managers complete many tourist facilities and easy access for tourists to come to tourism. The community and all elements of society, MSMEs, fishermen, participate and are directly involved in the management of tourist objects, then maintain their tourist destinations and introduce them to relatives and neighbours, more specifically Pokdarwis in each marine tourism village in Jerowaru sub-district, because they use the concept of *community-based tourism*. So that it can provide economic, socio-cultural, and environmental benefits so that it can have an impact on the quality of life and welfare of the community and the sustainability of tourist destinations.

## VII. NGO

Ngo plays a role in educating and empowering communities, as well as advocating for environmental conservation. This finding supports the view that (Rinawati et al., 2023)NGOs play an important role in encouraging sustainable tourism practices. Their influence lies in the education and advocacy programmes they run. Collaboration with NGOs in Jerowaru sub-district, collaboration between local communities and NGOs has shown positive results. NGOs such as KONSEPSI have been instrumental in training communities on the importance of marine conservation, *mangroves* and sustainable resource management. Ronasifah et al., (2019)Local economic empowerment, with the help of NGOs, communities in Jerowaru Sub-district are able to develop ecotourism based on local natural and cultural wealth, create jobs, and increase family income. The NGO, KONSEPSI in particular, provides training and education to local communities to improve their skills in community economic improvement, Lobster cultivation and tourism fields, such as maintaining *mangrove* life on the coast, planting *mangroves*, and providing training for making lobster feed for fishermen, providing training for capacity building and participating in promoting mangrove tourism and other marine tourism in Jerowaru sub-district.

### 7.1 CBT and Relationship Patterns of Maritime Tourism in Jerowaru Sub-district

The concept of *Community-Based Tourism* is a tourism approach that involves and empowers local communities in the management and development of tourist destinations. In the context of marine tourism in Jerowaru, the CBT concept involves the local community in destination management, the community is directly involved in the management of marine tourism objects, including facility maintenance, environmental supervision, and tourist services (Husamah & Hudha, 2018). (Husamah & Hudha, 2018). *Community-based tourism* is a tourism management concept that emphasises the active participation of the community, with the aim of improving their welfare while maintaining environmental quality and protecting local social and cultural life. (Ikhlas et al., 2024). The results of interviews and observations in this study show the active involvement of a number of parties who are local residents of Jerowaru sub-district in various marine tourism activities in the sub-district area. In particular, the involvement of fishermen, floating stall owners and village youth in the Pokdarwis demonstrates the active participation of these local residents.

The relationship pattern of marine tourism in Jerowaru includes social interaction, where tourists interact directly with the local community, learn about local culture and traditions, and participate in daily activities such as planting mangroves, seeing the process of lobster cultivation, fishing, and the activities of fishermen. Marine tourism has a positive impact on the local economy through job creation, income generation, and the development of small businesses such as handicrafts and local cuisine. Interaction between all Tourism stakeholders between tourism actors, government, private sector and local communities in developing marine tourism destinations.

### 7.2 *Community-Based Tourism* and the Role of Marine Tourism Stakeholders in Jerowaru Sub-district

The results show that a number of local community groups in Jerowaru sub-district have been involved in the development of the marine tourism industry in the region. However, it can also be seen that the strongest role is still placed on the local government through the relevant agency, namely the East Lombok Regency Tourism Office. This stronger role needs to be managed in such a way as to empower and strengthen the role of other parties, especially local communities through the village government and Pokdarwis in Jerowaru sub-district. *Community-Based Tourism* (CBT) is an approach to tourism that is managed and developed by local communities with the aim of providing direct economic, social and environmental benefits to the community. Analysis of the pattern of relationships between marine tourism stakeholders in Jerowaru sub-district shows that the role of local community groups has not been evenly distributed at each stage in the development of marine tourism in Jerowaru sub-district. In particular, the role of local communities in planning and evaluation is still limited. Determining the calendar of activities and limited access to funding for tourism *events* that still depend on the decision of the district government shows the inequality of roles in planning and evaluating activities.

Jerowaru sub-district has a lot of marine natural resources that have great potential for the development of sustainable community-based tourism. In the context of the pattern of industrial relations between stakeholders in the development of marine tourism in Jerowaru sub-district, opportunities for the use of marine natural resources and their preservation are still centred on the initiative of the local government and the owners of well-capitalised tourist businesses such as hotel owners and floating stalls. Meanwhile, fishermen and villagers in general still play a limited role as providers of seafood and facilities that depend not only on the hospitality of the ocean but also on the size of the tourist demand. Thus, for the sustainability of marine tourism, it is necessary to strengthen the capacity and access of fishermen and villagers around marine tourism destinations through the village government and Pokdarwis of each village.

Local communities are at the core of *Community-Based Tourism* development, the involvement of local communities in tourism planning and management ensures that activities are in line with community needs and expectations. Communities also act as service providers such as homestays, tour guides, MSMEs and fishermen's catches.. This is in accordance with research from Setyara et al. that is, the community uses the CBT concept from the beginning of planning, according to the needs of the local community.

The government plays a role in providing regulations, infrastructure and policy support that favour the development of marine tourism. The government can also provide training and technical assistance to communities to increase their capacity to manage tourism. (Lestari et al., 2023). According to, Pratama et al. (2023) The role of the Private Sector, which consists of tourism business actors such as hotels / Bungalows / Villas, and restaurants / esehan, who can invest in the development of marine tourism in Jerowaru sub-district. The private sector can also assist in destination marketing and improving the skills of local staff through training. One other stakeholder that plays a role in the development of marine tourism in Jerowaru sub-district is NGOs, especially those engaged in environmental conservation efforts and village community empowerment. NGOs can play an important role in providing training, mentoring, and facilitating community participation in tourism development. NGOs can also help in terms of environmental conservation and promotion of sustainable tourism. (Hakim et al., 2024). This stakeholder opportunity in the pattern of relations between parties involved in the world of Jerowaru marine tourism is considered very potential. Nevertheless,

given the sectoral design of empowerment programmes by NGOs that target specific issues in society, it is necessary to synchronise NGO programmes with the agendas of marine tourism development in Jerowaru sub-district by the local government through relevant agencies.

### VIII. CONCLUSIONS

Community-based tourism development in any region, including in Jerowaru sub-district, can improve the welfare of the local community if all stakeholders who play a role can be actively and optimally involved according to their respective roles and portions in an integrated manner. In the context of marine tourism management in Jerowaru sub-district, a number of main stakeholders can be mapped, namely the government, especially the local government, the private sector, local communities or local communities such as Pokdarwis, NGOs/NGOs. Looking at the outline of CBT implementation by examining the relationship pattern of the marine tourism industry, it can be seen that there has been collaboration between the main stakeholders of the marine tourism industry in Jerowaru sub-district. Even so, if examined in detail, there is an inequality of roles and positions between stakeholders.

#### Theoretical Implications

Maritime Tourism is tourism whose main activities are above sea level and in the sea. This research reveals how the implications of the theory or the involvement of the theory. The results of this study have a theoretical impact. This research shows the theory of Community Based Tourism. A'inun et al., (2015) and Arifin (2017) *Community Based Tourism* is the idea of developing local tourism destinations where communities are actively involved in planning, managing, and participating in decision-making related to tourism development. Nevertheless, the results of this research show that the analysis and implementation of the CBT concept needs to be complemented with an analysis of industrial relations between stakeholders or parties involved to find the strengths and weaknesses of their respective positions and roles in any tourism world, especially marine tourism.

#### Practical Implications

From the results of this study, it can be seen that the central government has facilitated regulations for stakeholders and the tourism industry that carry out programmes or activities in marine tourism destinations in Jerowaru sub-district, but there are no more operational regulations implemented by the local government. The weakness of the regulation is first seen by the not yet published Regional Tourism Development Master Plan (RIPARDA) of East Lombok Regency, in order to make it easier for stakeholders and the tourism industry and even the government in managing tourism potential, then as a foundation and reference for prioritising tourism. The results of this research are expected to strengthen academic studies to support the preparation and publication of policy documents related to marine tourism in Jerowaru sub-district in particular and East Lombok district in general.

#### Limitations and Suggestions for Future Research

This research is exploratory and descriptive in nature that seeks to collect preliminary data for mapping marine tourism stakeholders in Jerowaru sub-district and the pattern of industrial relations between these stakeholders. As an opening study, other research is still needed to further explore other factors, especially economic and managerial factors that provide a profile picture and predict sustainability and overcome conflicts of interest in the dynamics of the tourism industry in the marine sub-district in Jerowaru sub-district. So the suggestion for future research is an analysis to identify the needs, interests, and expectations as well as the economic and political bargaining position of various stakeholders in the Jerowaru sub-district tourism villages, including the tourism industry, local communities, local government, and non-governmental organisations. This will help understand the dynamics of the relationships between them and identify potential areas for improvement or collaboration. The next research suggestion is to measure the social, economic, and environmental impacts of the tourism industry in the tourism villages of Jerowaru sub-district. This includes analyses of income, community welfare, social change, and monitoring and evaluation of environmental management practices.

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