The Existence of the Gili Mas Cruise Port to Support Sekotong Tourism

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ABSTRACT
The Gili Mas cruise ship port has become a huge opportunity for developing tourism on the island of Lombok, especially Sekotong area which is a buffer area for the port. However, in its operations, in the last half decade, there has been no research examining the impact of the existence of the Gili Mas port in supporting tourism development in its buffer area. This research aims to explore the role and existence of the Gili Mas cruise ship port in supporting the tourism industry in the Sekotong area. The research method used is descriptive analysis, with data collected through surveys, literature studies, and interviews with 3 informants from the government industry, travel and the community as managers of the destination. The results of this research are that the presence of cruise ships does not show a high intensity of visits to destinations in the Sekotong area. This is demonstrated by direct interviews conducted with informants from both the government and destination managers. The aspects that influence this are in terms of the suitability of the destination to the preferences of cruise ship tourists, most of whom are elderly tourists, and the readiness of each destination in the Sekotong area to adapt to existing tourists. To be able to increase the number of tourist visits to Sekotong, there needs to be increased promotion and guarantees that the places to be visited in the area are safe in terms of accessibility, amenities and activities that can be carried out by elderly tourists who make up the majority on cruise ships.

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1. INTRODUCTION
A cruise ship is a ship that is specially built to provide its passengers with a luxurious, comfortable and safe holiday during a certain time at sea or river. Cruise ships usually have various facilities such as restaurants, swimming pools, then fitness centers, then casinos, and other entertainment areas to enhance the holiday experience and satisfaction for passengers (Wafi, 2022). One of the ports in Indonesia that is currently being developed is the Gili Mas port which is located on the island of Lombok. This port is a sea transportation terminal located in Labuan Terang, Sheet District, West Lombok. Apart from being a port for cross-provincial crossings such as Lombok - Surabaya, Gili Mas port also functions as a berth for large ships such as cruise ships carrying foreign tourists (Wahiddunia, 2017). Quoted from the official Lombok Port website according to Baharudin, (2022) It is recorded that in 2023 the number of foreign tourists visiting NTB from cruise ships will reach 16 thousand foreign tourists, where with this potential it is predicted that the number of arrivals will increase rapidly in the next 2 years, such as It is reported that 52 cruise ships have ordered to dock in Lombok until 2026.

With the cruise ship industry growing rapidly, this is followed by the development of significant facilities, such as the construction of ports, airports, access and other amenities. This is to support economic and business development in the maritime transportation sector which is integrated with businesses in the tourism sector (Dr. Diane Tangian, SH., 2020). With the increase in the number of tourists taking sea trips and cruise ship tours, of course this can improve the economy for the community. To achieve equitable growth in this development context, the right approach is needed. To equalize development results, increase investment, and increase community participation,
infrastructure is very important. Infrastructure development in the region is able to increase community access to natural and human resources, which in turn can increase resource production capacity (Atmaja & Mahalli, 2015).

Port infrastructure development influences economic development and destinations in the port area. If we look at the benefits of port development in supporting the economy and destinations in the region. This port is not only used as a connection or means of transporting goods and passengers but is also used as a cruise ship port for recreation and travel purposes (Husen & Baranyanan, 2021).

Judging from the location and the number of cruise ships that dock at Gili Mas, it is believed that it can have a positive impact on the tourism industry on the island of Lombok, especially destinations that are located not far from the port, one of which is the Sekotong area. Sekotong is one of the sub-districts in West Lombok which has many tourist destinations, especially marine and coastal tourism destinations, which are not far (34.4km) from Gili Mas Harbor. Sekotong has nine villages and seven of them are on the coast. There are various beautiful beaches, underwater potential, sunset views and a beautiful, natural atmosphere, far from the crowds. Sekotong is also famous for its marine tourism, and is surrounded by amazing hills (Hizmi & Junaid, 2023).

However, tourist arrivals in Sekotong do not appear to be significant, apart from that there is no research that focuses on the impact of the presence of the port on destinations around the port, as well as the views of the community and tourism actors regarding the positive impact or importance of the existence of the port. Based on the description above, this research aims to identify the community's views and the impact of the existence of Gili Mas Harbor on tourism in the Sekotong area. It is hoped that the benefits of this research will be academically and practically useful for the readers.

2. RESEARCH METHODS
This research is descriptive qualitative in nature with the data collection process carried out through observation, interviews, and documentation at tourism destination locations which are buffer areas or close to Gili Mas, namely Bale Mangrove, Buwun Mas Hill, and Blue Fin, where researchers identify the views of the people in each destination through an interview and observation process. During the observation process, the researcher prepared a checklist related to the aspects to be analyzed relating to destination management conditions and aspects 5A.

In this research, researchers conducted interviews to obtain valid data in the form of information related to the informant’s views on the impact of Gili Mas Harbor on existing visits, strategies implemented by the government related to its support for tourism destinations in Sekotong and its efforts to attract the attention of tourists on cruise ships, who stopped at Gili Mas on their way to their destination, as well as views on the things that become obstacles in tourism activities in that place.

3. RESULTS AND DISCUSSION
1. Profile of Sekotong and Gili Mas
Sekotong is a sub-district in West Lombok Regency, West Nusa Tenggara Province, Indonesia. This district is located in the western part of Lombok Island. Sekotong is known for the beauty of its pristine beaches and is not too crowded with tourists. Economically, the Sekotong community relies heavily on the fishing and tourism sectors for their livelihood. Even though it is not yet as popular as other tourist areas in Lombok such as Gili Trawangan or Senggigi, Sekotong is starting to attract the interest of tourists who are looking for a quieter and more natural destination. Not only is it natural beauty, Sekotong also has a Gili Mas port where large ships such as cruise ships dock.

Figure 1. Location map of the Sekotong area
Gili Mas Harbor, located in Sekotong, West Lombok Regency, West Nusa Tenggara, is the main entry port to the amazing destinations in the surrounding area, including Gili Nanggu Island, Gili Sudak Island, and Gili Kedis Island. These islands offer white sandy beaches and clear sea water, ideal for relaxing and enjoying the beauty of nature. Apart from that, around the port there are also traditional fishing villages that showcase local life and restaurants serving fresh seafood, adding to the tourist attraction of Gili Mas Harbor as a center for exploration and recreation activities in Sekotong, West Lombok. Judging from data on visits in 2024 obtained from the West Lombok Tourism Office, this port has experienced an increase in tourist visits and cruise ships docking.

![Figure 2. Destinations around Gili Mas Harbor (Gili Nanggu, Gili Sudak, Gili Kedis)](source)

Source: (Google Earth)

<table>
<thead>
<tr>
<th>NO</th>
<th>HARBOR</th>
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<th>ARRIVAL</th>
<th>DEPARTURE</th>
<th>DURATION (O’CLOCK)</th>
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<td>March 08, 2024</td>
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According to data obtained from the West Lombok Tourism Office, every month in 2024 cruise ships will routinely visit Gili Mas Harbor with an estimated average berthing time of 14 hours. This port is an important destination for cruise ships sailing in Indonesian waters, because it offers adequate facilities and beautiful views around the island. However, there are exceptions in May, June and July, where there are no cruise ship visits to Gili Mas. This is because this period is not the peak season for the tourist cruise industry in the Eastern Indonesia region. Overall, cruise ship visits to Gili Mas Harbor show an increase in visits. Support from the government in promoting sustainable tourism is expected to continue to increase the number of cruise ship visits in the future.

2. Views regarding the existence of Gili Mas in the development of Sekotong tourism

Society's view is the way individuals assess an object through their senses. In social life, this view always emerges from individuals based on the social phenomena they experience. This view can be influenced by various factors such as cultural background, personal experiences, and social interactions. Each individual has a unique perspective that shapes the way they understand and assess the world around them. Different social phenomena will produce different views, reflecting the diversity of thought in society (Li, 2004).

The results of interviews with the Sekotong community showed a positive view of the Gili Mas cruise port. The community views the existence of the port as something good because people can get jobs such as drivers. However, they have not felt the maximum impact from cruise ship tourists visiting the Sekotong area.

a. Vulnerable factors: age of cruise ship tourists and desire to visit Sekotong

Quoted from the Cruise Critic website (2020), the age of tourists greatly influences their desire to visit certain destinations. Young travelers, such as those in their 30s to 40s, tend to seek adventure experiences and activities. In contrast, older tourists, especially those aged 50 years and
over, prefer comfort and destinations with high cultural and historical value. These demographics also vary by cruise type and travel time, with longer cruises tending to attract older passengers.

Based on the results of interviews with the Tourism Office, destinations in the Sekotong area are quite extreme and have inadequate amenities. If we look at the age range of cruise ship tourists on Gili Mas, the majority are over 40 years old, so a more suitable destination is one that offers comfort, relaxation and is not exploratory. According to the West Lombok Tourism Office, tourism trips in Sekotong with poor accessibility conditions and roads that are still extreme are not recommended for older or elderly cruise ship tourists. As an alternative, it is recommended to visit the Senggigi and Mandalika areas which are friendlier and have better facilities for elderly tourists. Senggigi and Mandalika offer a safer and more comfortable environment, as well as a more complete range of amenities to meet the needs of elderly tourists.

“If it is handled by travel, then he will also be directed to the tourist attractions in West Lombok and North Lombok as well as in the surrounding areas.” (S0104)

From the research results, age range greatly influences visits to destinations in the Sekotong area. The Sekotong destination is quite extreme and has inadequate facilities and is not recommended for visiting elderly tourists. The challenging terrain and lack of amenities make this area less than ideal for older tourists, thereby reducing their interest in visiting. Therefore, it is important to improve facilities and consider tourist characteristics in developing tourist destinations in Sekotong.

b. Destination readiness and tourist visits
A person’s desire to visit a tourist attraction also needs to be supported by several components such as accessibility and facilities because accessibility makes it easy for visitors to reach the tourist attraction, while facilities provide comfort in the form of things that visitors need while enjoying the tourist attraction (Zaqiatun, 2022).

As a result of the interviews obtained, the Tourism Office made direct observations at tourist destinations in Sekotong. This observation aims to evaluate the completeness of existing supporting facilities, such as road access, parking lots, public toilets, as well as security and health facilities. From the results of these observations, the department can make improvements and add necessary facilities so that tourists feel comfortable and safe during their visit. Through these efforts, the West Lombok Tourism Office hopes to increase the number of tourist visits to Sekotong and advance the regional tourism sector.

The readiness of a destination to be visited by tourists is very important because it will have a direct impact on the number and satisfaction of visits. Destinations that are ready with good accessibility, complete amenities, interesting attractions, diverse activities and adequate additional services will be more attractive to tourists. This not only improves traveler comfort and experience, but also encourages repeat visits and positive recommendations.

“We have conducted several inspections and surveys in the Sekotong area, so there are actually several problems with the arrival of cruise ships. There are only a few villages that are ready to visit but not yet. This means you are ready but the place is not ready. So it’s like the analogy of a seller, where there are buyers but there are no sellers, so it’s like that. Judging from our market segment here, people, if your cruise ship is old or elderly, there are a few pros and cons, but there are difficulties that we will experience later there, especially places for refreshing, toilets and so on, that is still an issue, consideration.”

c. Promotions carried out by the Tourism Department are carried out to introduce destinations in the Sekotong area

In tourism promotion activities, Morizka explains the role of promotion in the tourism sector, namely to stimulate purchases of tourism products by buyers and increase sales effectiveness in a short time and companies are able to attract potential new consumers (Elib, 2015). According to Pokdarwis Sekotong, he revealed that the Gili Mas cruise ship port has not had a significant impact in increasing tourist visits to the Sekotong area. Although the port has increased the number of cruise ships calling, the impact has not been felt in Sekotong. Destinations in Sekotong still require improved facilities and readiness to welcome tourists, especially older ones. Pokdarwis hopes that with promotion and development of better infrastructure, tourist visits to Sekotong will increase along with the growth of activity at the Gili Mas cruise port.

Based on the results of interviews that researchers obtained from the West Lombok Tourism Office, "We as the West Lombok Tourism Office play an important role in increasing tourism in Sekotong through various strategies. One of them is holding promotional events to attract tour-
ists. “These events are often held in collaboration with well-known media partners, so that information about Sekotong can spread widely and attract the interest of both domestic and foreign tourists.”

4. CONCLUSION

Based on the results of research that has been carried out in stages, the conclusion is drawn that the existence of the Gili Mas cruise ship port does not have a maximum impact on the Sekotong community, especially Central and South Sekotong, both in terms of tourism and the economy because the Sekotong community is not yet ready to accept cruise ship tourists in terms of facilities, who are inadequate and limited, especially the elderly. Therefore, more cruise ship tourists visit western areas such as Mandalika and Senggigi.

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