

Analysis of Tourism Potential Identification in Gili Labak Island, Sumenep Regency

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Abstract—Gili Labak Island or better known as Gili Labak Tourism is a marine tourism located on Madura Island. Gili Labak Island in Sumenep Regency is now being developed due to its potential natural beauty of wonderful coral reef growth. This research is a descriptive research with a qualitative approach. The problem formulations are (1) How are the general conditions on Gili Labak Island, Sumenep Regency? (2) How are the tourism potential conditions on Gili Labak Island, Sumenep Regency? Data sources were informants, observations, documents, and documentation. The research result shows that Gili Labak Island, Sumenep Regency is basically only marine tourism in Sumenep Regency having enough potential to be developed. If all related tourism stakeholders are able to exploit and manage the tourism potential on Gili Labak Island optimally, Gili Labak Island will become a tourist attraction able to increase the community welfare. However, the facts show that tourism stakeholders, especially the local community as the host of the tourist attractiveness, have not been able to manage and exploit Gili Labak Island in the best way.

Keywords—Gili Labak Island; tourism; potential

I. INTRODUCTION

Sumenep Regency is regency occupies the eastern end of Madura island, East Java Province. Sumenep Regency currently develops its tourism supported by tourism potential being managed and introduced to regions outside Madura. Some examples are Religious Tourism, Cultural Tourism, Nature Tourism, and the newest Marine tourism located on Gili Labak Island, Sumenep Regency.

Gili Labak Island or better known as Gili Labak Tourism is a marine tourism located on a small island in Madura. Gili Labak Island in Sumenep Regency is now being developed due to its potential natural beauty of wonderful coral reef growth. From the beginning of the tourism development process on Gili Labak Island until it becomes an interesting tourism destination at present requires a great effort from many parties.

Based on the observations and interviews results conducted by the researcher, Gili Labak Island was initially a small island formerly known as Rat Island because it was once a rat nest place and remained a mystical story in the island until now. However, the coral reefs and natural beauty potentials attracting the tourist visit have caused the Rat Island term to be no longer used and replaced with Gili Labak Island or Gili

Labak Tourism. Basically, the coral reef growth potential on Gili Labak Island already existed for a long time, but the local community did not understand the management which could provide good benefits for the region. In addition, some difficulties in tourism development on Gili Labak Island include its remote and quite hard-to-reach place, lack of facilities and infrastructure to support tour activities, lack of tourism knowledge or most of the local people have no expertise in tourism, and lack of total support from the community leader (in this case the Village Head) as a person responsible to direct and manage the local community. Gili Labak Island has enough potential to be developed further into a tourism destination with better tourist attractiveness and services to meet the tourists' and local community's needs.

Therefore, a more in-depth analysis concerning the natural potential on Gili Labak Island is needed to support better management and development and sustainable tourism establishment. Based on this background, the researcher is interested in conducting a research entitled "Analysis of Tourism Potential on Gili Labak Island, Sumenep Regency".

II. LITERATURE REVIEW

Tourism is an industry able to increase economic growth in terms of employment provision, increased income, better living standards, and other productivity sector support [1]. Other opinion defines tourism as activities, services, and products of the tourism industry able to create the travel experience for tourists [2,3]. Law No.10 of 2009 Article 1 paragraph 3 concerning Tourism describes that [4]:

"Tourism shall mean many types of tour activities supported by many facilities and services provided by the community, businessmen, government, and regional government."

Based on the Law above, it can be concluded that tourism is the travel activity carried out by a person or group of people with good facilities and services provided by tourism stakeholders. Tourism is also a quite complex activity able to provide positive benefits for the economic growth and the people's welfare in a particular area once the potential can be exploited and developed optimally, although the various table

text styles are provided. The formatter will need to create these components, incorporating the applicable criteria that follow.

A. *Tourism Destination Attractiveness*

Tourism destinations are regions, continents, countries, islands, cities, or villages visited by many tourists. Each tourism destination certainly has its own uniqueness and attraction to be offered to tourists. Tourists can choose the desired tourist destination as well, such as beaches, mountains, waterfalls, or historic places. Tourism destination attractiveness is related to tourist motivation. It is because the desire wanted by one person is not necessarily the same as the others, but some certainly have the same preference [5].

Tourism stakeholders managing tour object should recognize the diverse tourist desires towards tourism to be able to create or develop tourism products for the fulfilment of the tourists' need and the development of tourist attractiveness. Some main factors need to be considered in developing tourism destination include [5]:

1) *Attractiveness comprising of:*

- Place i.e. the availability of a place with a good climate, beautiful scenery or valuable historical places.
- Events i.e. the presence of festival, congress, exhibition or sports activities.

2) *Accessibility (within easy reach):* i.e. the place is easy to reach and has transportation with the right quantity and quality.

3) *Amenities:* i.e. the availability of facilities able to meet the tourists' need, such as accommodations (guest houses, hotels, and cottages), food and beverage service providers (restaurants, stalls, and shops), entertainment, local transportation, and other communication tools.

Besides the three factors mentioned above, the tourist organizations whose roles is to compose a tourism development framework, manage the tourism industry, and promote tourism destinations need to be considered as well. Furthermore, the community impression about the tourism destination is also important. The community should be friendly to newcomers (tourists) visiting the tourism destination. Souvenirs availability in tourism destination becomes the items able to attract tourists. Souvenirs to be purchased will form a unique impression for tourists.

Every effort made in tourism development could not be separated from the destination life cycle occurring in the tourism destination development stage or phase. It can be used as a reference for tourism stakeholders in developing and planning the tourism destination development in the future.

III. RESEARCH METHODOLOGY

This research is descriptive research with a qualitative approach. Data sources were from primary data and secondary data. Data collection techniques used by the researcher were observation, interviews, and documentation. The sampling technique was non-random sampling or non-probability sampling. The research instruments were the researcher himself, interview guidelines, and supporting devices.

IV. RESULTS AND DISCUSSION

Gili Labak Island is a tourism destination offering marine tourism in Sumenep Regency. Gili Labak Island is also the only marine tourism currently developed in Sumenep Regency and offered to tourists. Gili Labak Island has some potential beauty to be the tourism destination attracting the tourist visit. These potentials include the underwater beauty (coral reefs), the rich marine biota, natural beauty of white sand and calm waves, and a soothing rural atmosphere. Various potentials of Gili Labak Island is able to motivate some tourism stakeholders (in this case the government, Disbudparpora (*Dinas Kebudayaan, Pariwisata, Pemudadan Olah Raga, Culture, Tourism, Youth, and Sports Office*), private parties, and local communities) to promote these potentials to be a tourism destination.

The route to visit Gili Labak Island consists of 3 (three) routes if tourists depart from Sumenep Regency, i.e. Kalianget Port, Talango Port (Poteran Island), and Saronggi Sub-District. The researcher went across to Gili Labak Island through the route of Kalianget Port, Sumenep Regency with ± 2 -hour sea trip using a small boat.

Transportation (boat) price used to get across to Gili Labak Island is usually determined by each travel agent selling tour packages. It is because most people planning to visit Gili Labak Island prefer to buy tour packages provided by travel agents rather than done privately. Generally, the tariff for the open trip tour package is $\pm 85,000$ IDR/person and for the private trip tour package is $\pm 800,000$ IDR/boat. The entrance ticket price of the tour object is still relatively cheap of 5000 IDR/person for domestic tourists and foreign tourists.

Tourism potential on Gili Labak Island, Sumenep Regency is prospective enough for further and better development. Some tourism stakeholders have done various efforts to make Gili Labak Island an attractive tourism destination and able to invite both domestic tourists and foreign tourists. The development efforts carried out by the tourism stakeholders related to the Gili Labak Island potential are good enough and able to invite tourists.

Gili Labak Island potential already existed for a long time, but no one realized that this potential can be managed and developed into tourist attractiveness. It is also due to quite remote Gili Labak Island's location which is only a small island formerly known as a rat island. Additionally, it is also due to the no expertise of the local community on Gili Labak Island concerning the exploitation of tourism-related potential and the lack of coordination from community leaders. However, the increasingly sophisticated technology is able to make Gili Labak Island known by the wider community and finally, some tourists visit Gili Labak Island with the support of travel package offerings from travel agents through electronic media (Instagram).

Basically, Gili Labak Island already has enough potential to be optimally exploited and developed. However, it faces several problems caused by internal and external parties. Therefore, maximum support from all parties involved in tourism development on Gili Labak Island, especially from all walks of life, is greatly needed. If the support from all parties is

carried out jointly and is able to be socialized well, it is possible that tourism development becomes the first stage to improve and even increase the local community welfare.

Pokdarwis (Tourism Awareness Group, *Kelompok Sadar Wisata*) of Gili Labak Island also made several development programs to preserve the tourism potential and keep the surrounding environment clean. Community, with direction from the community leader (in this case the neighbourhood head or *Ketua RT*) on Gili Labak Island, is involved in better tourism destination management programs. Community involvement in tourism potential development on Gili Labak Island, Sumenep Regency is conducted through clean-up activities and coral reef planting activities as one of the Pokdarwis programs. In addition to coral reef planting activities, clean-up activities must also be carried out to maintain environmental cleanliness on Gili Labak Island for mutual convenience and potential natural beauty embellishment.

Gili Labak Island, Sumenep Regency is basically the only marine tourism in Sumenep Regency having enough potential to be developed. If all related tourism stakeholders are able to exploit and manage the tourism potential on Gili Labak Island optimally, Gili Labak Island will become tourist attractiveness able to increase the community welfare. However, the facts show that tourism stakeholders, especially the local community as the host of the tourist attractiveness, have not been able to manage and exploit Gili Labak Island in the best way. It is due to the lack of self-awareness and enthusiasm from all walks of life as well as the low community's knowledge level to make the existing tourism potential as a good source of income in tourism development on Gili Labak Island, Sumenep Regency.

The economic level on Gili Labak Island, Sumenep Regency has not increased significantly as has happened in several regions which exploit and make good use of tourism potentials well. The reason is that the local community only becomes a supporting facility related to potential development. The main actors who take advantage of the potential are people outside the region. For example, in making tour packages and becoming a tour guide for domestic tourists and foreign tourists visiting Gili Labak Island, Sumenep Regency. Local people living on Gili Labak Island only provide the tourists' need (food and beverage stalls, musalla, toilets, accommodations) with uncertain income.

It is because the income the community earns when the tourist visit depends on the cooperation with tour guides who bring and direct tourists to their acquaintances or customers. The income earned by the community providing the tourists' need becomes unequal, especially if the tourist visit is not overcrowded (normal days, not holidays).

V. CONCLUSION AND SUGGESTION

A. Conclusion

- Gili Labak Island is a tourism destination offering marine tourism in Sumenep Regency. Gili Labak Island is also the only marine tourism object currently developed in Sumenep Regency and offered to tourists. Gili Labak Island has some potential beauty to be the

tourism destination attracting the tourist visit. These potentials include the underwater beauty (coral reefs), the rich marine biota, natural beauty of white sand and calm waves, and a soothing rural atmosphere.

- Gili Labak Island already has enough potential to be optimally exploited and developed. However, it faces several problems caused by internal and external parties. Pokdarwis of Gili Labak Island also made several related development programs to preserve the tourism potential and keep the surrounding environment clean. In addition to coral reef planting activities, clean-up activities must also be carried out to maintain environmental cleanliness on Gili Labak Island for mutual convenience and potential natural beauty embellishment.

B. Suggestion

1) *Suggestions for Pokdarwis of Gili Labak Island as the tourism awareness group entrusted to coordinate and manage the tourism potential development on Gili Labak Island, Sumenep Regency are to:*

- Optimize and conduct regular evaluations of each potential development program, especially in the provisions of security, comfort, and convenience for all visiting tourists.
- Keep improving the making of strategic programs or plans related to the tourism potential development on Gili Labak Island. Some examples are maintaining and preserving the potential sustainability and continuously performing clean-up activities every two times a week to keep the environment clean. In addition to maintenance, Pokdarwis should make plans to promote Gili Labak Island through several media such as electronic media and print media.

2) *Suggestions for the local community on Gili Labak Island who want to improve their welfare through the tourism development are to:*

- Increase self-awareness to maintain and preserve the tourism potential which later can provide economic benefits.
- Learn to be able to see opportunities related to the existing changes. Once it happens to the community, the community might have a desire to change their destiny. As a result, opportunities from the regional tourism potential are not exploited or misused by people outside Gili Labak Island.

Suggestion for the further research with the similar theme is, because of some research limitations and weaknesses, future researchers is expected and recommended to be able to conduct better and deeper research related to the tourism potential development in a region.

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