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## Pentahelix Practice on Touristic Development in Sunrise Land Lombok (SLL), Indonesia

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### Abstract

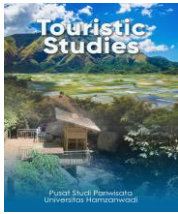
This study aims to determine tourism makers managing Sunrise Land Lombok (SLL) using the pentahelix development model. Descriptive quantitative is a research approach with three key instruments for collecting data: a questionnaire, semi-structured interviews and focus group discussion (FGD). Labuhan Haji is the location of this study. The informant was sourced from the manager of Sunrise Land Lombok. They filled out questionnaires as well as being interviewed. Data is also collected by holding FGDs with the tourism community, managers, government and community. This research found that Sunrise Land Lombok Destination has involved five pentahelix elements: government, academia, community, business people and media in its development practices. Of the five elements of the pentahelix; government, academics, business people/entrepreneurs, communities/managers and the media, three elements play the most dominant role in developing Sunrise Land Lombok destinations. The three elements are community/management, media and academia.

**Keywords:** Pentahelix, touristic development, Sunrise Land Lombok

### Introduction

Tourism development in Indonesia has undergone many changes in management and income generation. Tourism growth in Indonesia has helped its economy thrive because it can overcome foreign exchange and reduce poverty. Positive activities in tourism areas can contribute to developing tourism villages and improve the economic development of local communities (Hariyanto, 2016). Creativity and innovation can be poured into a destination to attract more tourists (Damayanti & Latifah, 2015). Within five years (2013-2018), the intensity of domestic tourist travel increased by more than 21%, as quoted from data from the Central Statistics Agency described (Kusnandar, 2019). According to the WTO (World Tourism Organization), tourism has contributed revenue of more than US \$ 3.5 trillion or 6% of the world's gross income. Indonesia's tourism sector has continued to record significant positive developments since 2010. In 2010, the number of foreign tourists was recorded at 7 million people; in 2015, it rose to 10.4 million (Pakpahan Rosdian, 2018).

In the context of West Nusa Tenggara tourism and especially the East Lombok region (Labuhan Haji), tourism development requires many touches from many circles to develop tourist destinations, for example in the Sunrise Land Lombok area. Tourism in Labuhan Haji still lacks touch from the local government to build facilities and also capital assistance to related managers. After in-depth observations, it was found that the local government has not been optimal in providing management assistance to destination developers. In destination



management, the presence of the government is still lacking, causing a lack of facilities and not friendly to visitors.

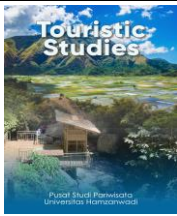
There is great hope for tourism destination managers for the presence of the government in providing support and contribution in physical and non-physical forms in tourism development practices. Local government policies in tourism development are very important in supporting the success of national tourism development (Simamora et al., 2016). Also strengthened by Yoeti, the tourism development target is to improve tourism status from a development sub-sector to a mainstay development sector that can stimulate the economy and other related sectors. As a service industry, tourism is expected to function as an agent in development (Martins et al., 2017).

The government is one of the supporting factors to create good tourist destinations. As in the pentahelix concept, it is explained that the government must provide the best support so that what is done by the manager is in line with what the government wants so that there is no inequality between the two parties in developing a destination. There is a development sector that has received government attention to continue to be developed to date, one of which is sustainable tourism, which is considered quite potential to improve the community's economy. This potential is based on the socio-cultural peculiarities of the community, geographical conditions and potential natural beauty in the development of the tourism sector (Vani et al., 2020). In addition to the government, managers also need creativity in determining the quality of destinations, which aligns with government programs and policies to improve the people's economy in the regions. Creativity is the main capital in facing global challenges in the 21st century. Creative behaviour in managing destinations is a demand in facing the competition of life in the global era (Mukti et al., 2020).

Management and development of resources in the tourism sector require proper strategy and planning because many potential natural human and cultural resources are possessed. For this potential to be optimized and developed properly, a serious effort and close collaboration are needed among stakeholders in the tourism sector. The role of pentahelix is very influential, where stakeholders will be the main reference that can help the success of tourism villages in developing the potential in the village (Alfan Hakim, 2022). Because without their involvement in a destination, it will have difficulty developing and may even cause problems. This is also stated by Pusparani and Rianto (2021: 8) that the pentahelix concept has a very significant impact on the development of tourism villages. Synergistic coordination and collaboration from stakeholders in the pentahelix are necessary to develop a tourism village.

The development of rural tourism is expected to be a model of sustainable tourism development following government policies in the field of tourism. Therefore, researchers developed a pentahelix model of tourism development in east Lombok. Tourism in East Lombok is expected to solve problems experienced for a long time in tourism because the five elements in the pentahelix, such as academia, business, community, government and media, cannot be separated in developing the tourism sector.

Previous research that has discussed tourism development uses the pentahelix model. This has been done by (Vani et al., 2020). It is explained that the tourism sector can increase income if the management is carried out properly; this can be seen in tourist visits, transportation services, accommodation and others. The next research revealed by (Vani et al.,



2020), that in developing tourism potential, the government's role is expected to provide facilities in the development of tourism in Indonesia through policies that can be implemented and support all stakeholders in the tourism sector. This means that the local government does not contribute to the development of the potential of the tourist village of Pekanbaru. Almost the same research was conducted by (Humam Santosa Utomo et. al., (2022) that from the collaboration between several related stakeholders, media factors are the most important and decisive thing in the development of Wukirsari tourism village to expand information further and make it easier for tourists to know what is in their tourism village.

From research conducted by previous researchers, there has been no research that discusses the development of pentahelix model tourism, specifically studying Sunrise Land Lombok located in Labuhan Haji, East Lombok district, West Nusa Tenggara. Tourism development requires the role of various groups, including the government, academics, business people, the tourism community, and the media. Then the focus of this research is to examine the tourism development model that adopts the pentahelix model in existing case studies, namely in Sunrise Land, Lombok, Labuhan Haji village, Labuhan Haji district, East Lombok district, West Nusa Tenggara province.

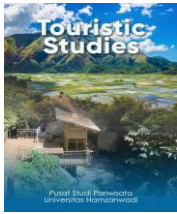
## Methods

### Research design

This research uses a descriptive quantitative. Sunrise Land Lombok (SLL) is the new tourist destination in Lombok Timur; the destination that has successfully developed the principles of destination developments. This destination is the chosen place as it represents the criteria used. This research is only addressed to one group of informants/respondents.

**Table 1:** Research questionnaire

NO	Items	Choice	Answer
		YES	NOT
<b>A. GOVERNMENT</b>			
1	Pre-development FGD for Sunrise Land Lombok (SLL_ destination		
2	Rescue training for managers.		
3	There are clear regulations against the development of Sunrise Land Lombok.		
4	There is aid in the form of infrastructure <ul style="list-style-type: none"> <li>a. Physical</li> <li>b. Non-physical</li> <li>c. both</li> </ul>		
5	Aids with public facilities <ul style="list-style-type: none"> <li>a. Description (lamp)</li> <li>b. Toilet</li> <li>c. Advisory board</li> <li>d. Trash can</li> <li>e. Other</li> </ul>		
6	Aids in the form of disaster management.		
7	Facilitate tourism activities in Sunrise Land Lombok in the form of regulation and permits		



# T O U R I S T I C S T U D I E S

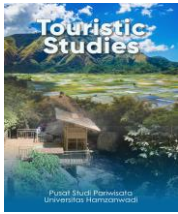
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8	There are periodic reviews.		
9	Independent promotion of destinations		
	a. Instagram		
	b. Facebook		
	c. Website		
	d. Youtube		
	Tik tok		
	e. others		
10	Helping and facilitating MICE activities in destinations		
<b>B. ACADEMY</b>		<b>YES</b>	<b>NOT</b>
1	There are seminars conducted at Sunrise Land Lombok		
2	There are workshops conducted at Sunrise Land Lombok.		
3	There is a research collaboration at Sunrise Land Lombok		
4	Provide hospitality training to managers.		
5	There are collaborative media writing activities from academics to managers (promotion teams)		
6	Training local people to care more about destinations and hospitality		
7	Collaboration among university students and destination staff		
<b>C. BUSINESS / ENTREPRENEUR</b>		<b>THE</b>	<b>NO</b>
1	There is development cooperation in the form of investment		
	a. Long-term		
	b. Short-term		
2	There is investment in the form of buildings.		
3	There's a collaboration that's a dropship.		
4	There is Cooperation in the MoU for profit sharing.		
<b>D. COMMUNITY</b>		<b>THE</b>	<b>NO</b>
1	Provide a sense of security to visitors		
2	Preserving the destination		
3	Strengthening aspects of culture and local wisdom in destinations		
4	Regulation from local wisdom		
5	Have an advisory board addressed to tourists.		
6	There are local communities as managers.		
<b>E. MEDIA</b>		<b>YES</b>	<b>NOT</b>
1	Promoting destinations offline		
2	Online promotion through		
	a. Instagram		



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	b. Facebook
	c. Website
	d. Youtube
	e. Tik tok
	f. Television and more

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3	News provision related to Sunrise Land Lombok
4	Broadcasting tourism activities at SLL

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### Data and Data Sources

In this case, researchers use questionnaires as instruments. There are two parts to the questionnaire, namely a close-ended and an open-ended questionnaire; in this case, researchers prefer to use a close-ended questionnaire because this will be easier to analyze and requires a shorter time to conduct research. From this questionnaire, researchers will get data directly from the Director of Sunrise Land Lombok in the form of answers "yes" or "no".

#### 1. Fokus Group Discussion (FGD)

*Focus Group discussion* (FGD) is the next qualitative data collection technique. In this case, researchers discussed the Lombok sunrise land development strategy with representatives from each element in the pentahelix stakeholders. FGD researchers do this because they want to know a more objective view.

#### 2. Questionnaire

The questionnaire used by researchers to obtain data is a close-ended questionnaire containing five elements: Government, Academics, Businessmen, Communities, and Media. Researchers prepared ten types of questions for the government: academics seven questions, businessmen/entrepreneurs four, community six, and media four questions.

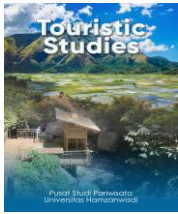
#### 3. Analyze the questionnaire results using the SEM (*Structural Equation Modeling*) model.

### Findings

To obtain relevant data, researchers use instruments in the form of questionnaires. The type of questionnaire researchers use is a close-ended or closed approach containing yes or no answers to each question. The questionnaire conducted by the researchers had ten questions for the government, 7 for academics, 4 for businessmen/entrepreneurs, 6 for the community, and four for the media. The researcher got the answer to the questionnaire filled directly by the president director of Sunrise Land Lombok.

In the FGD, researchers invited all representatives of existing pentahelix elements, where the government element was attended by representatives from the Tourism Office and Local Government (local government), in the academic element was attended directly by lecturers and tourism practitioners from Hamzanwadi University, business people/entrepreneurs were attended by business people who were directly involved in the destination area, then in the community/manager element was attended directly by the president director of Sunrise Land Lombok and Several other managers than in the media element were attended by two journalists as well as journalists from Option NTB and Selaparang TV.

The data obtained by the researchers, which has been carried out in Sunrise Land Lombok (SLL) following existing instruments, is that there are ten questions for the government, where



researchers get 2 "yes" answers and 8 "no" answers. There are seven questions for academics, and all answers are "yes," there are four questions for entrepreneurs/business people, where there is one answer "yes" and three answers "no," then the community element/manager gets six types of questions. All questions have "yes" answers and the media gets four questions and all answers to each question "yes."

The calculation value to get the percentage of involvement of each element in the answer "yes" has a value of 1 (one), and in the answer "no" has a value of 0 (zero).

At this stage, we will discuss in detail how tourism development practices in Sunrise Land Lombok (SLL) destinations and how each element is involved in the pentahelix concept:

#### 1. Government

It can be said that the findings of the data obtained by researchers on the government have not maximized their involvement in the practice of community-based tourism development because there are so many things that are considered important have not been done by the government, such as assistance with public facilities such as lighting, toilets, warning boards, and so on. Assistance in the form of physical infrastructure carried out by the government is in the form of roads as a medium of transportation to the destination area.

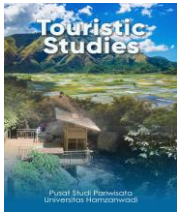
Visitors to tourist destinations will, of course, be crowded, especially on holidays; here, the Sunrise Land Lombok manager needs help or rescue training, even in the form of disaster management, but it has not been touched. The government has not done it.

Also, on the same side, the government facilitates tourism activities in Sunrise Land Lombok through permits; Sunrise Land Lombok managers who have contract agreements on stalled local government land are fully utilized by managers by looking at the existing potentials. On the other hand, the manager expects to have permits and long-term contract agreements in tourism development because one year is very short for managers to develop tourism; it also causes doubts about managers in developing facilities in sunrise land lombok. As long as Sunrise Land Lombok has been managed, the government has not conducted periodic reviews of destinations, be it village governments, local governments and even tourism offices; things like this are quite unfortunate because there is no government concern and initiative in tourism development involvement.

The role of the government in developing tourism in its outline is to provide infrastructure (not only in physical form), expand various facilities, coordination activities between government apparatus and tourist destinations, regulation and general promotion. It cannot be denied that almost all the territory of Indonesia has tourism potential, so what needs to be considered is other tourism-supporting facilities.

## GOVERNMENT





**Figure 1:** Percentage of government involvement

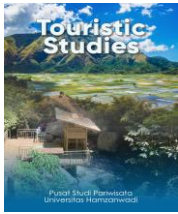
Those are two answers in the form of "yes" from the government, namely the existence of assistance in the form of infrastructure in the form of physical buildings such as roads as a medium of transportation to destination areas and facilitate tourism activities in Sunrise Land Lombok in the form of permits. The government has not realized the rest, as described above, the eight questions.

## 2. Academy

Then, in the academics section, there are seven questions, and all the answers are in the form of "yes, " meaning academics are fully involved in tourism development in Sunrise Land Lombok. Academics, in this case, are a source of knowledge with the latest concepts and theories relevant to the conditions of development of destination potential, such as identifying potential and certifying products and human resource skills that support the increase in the destination's potential. Collaboration between academics and destinations has long been established, and of course, it is mutually beneficial; even academics often conduct seminars and workshops to improve knowledge and skills for existing human resources, theories and materials and even hospitality practices to managers are also carried out to increase knowledge for managers.

Even Sunrise Land Lombok also held a media writing collaboration activity from academics to the manager as a promotional team because this promotion, as we know this, is the liaison between the destination and the community so that the destination is faster and easier to recognize, this media promotion is very important. Therefore, the manager will continue to maintain the collaboration.

The destination needs to collaborate with many parties because indirectly, there are promotional activities in it, as Sunrise Land Lombok has done in its collaborative efforts with academics such as Hamzanwadi University, where the campus sends students to carry out final project activities such as Real Work Lectures (KKN).



Sunrise Land Lombok management also accepted this to develop future human resources and tourist destinations. Herman Supriadi said, as an academic and lecturer at Hamzanwadi University that.

"The hope is that the Sunrise Land Lombok destination will remain a collaborative destination, continue to pay attention to environmental sustainability, the welfare of the community around the destination and still be able to support and develop existing human resources both from *skills* and financially".

It is undeniable that the development of human resources and the environment is very important to support the sustainability of the destination so that it does not become an exploitative destination but also how to become a sustainable destination in the future.

"Because Sunrise Land Lombok is not only a destination that only makes money, but how to make the destination and its surroundings continue to develop for a long time by paying attention to the community, environment, cleanliness and so on, because if it is not like that the potential for conflict and friction even irresponsible elements will increase," he said.

So there is great hope from academics to Sunrise Land Lombok to develop destinations, the environment and even human resources to fulfill the rights of visitors in tourism and maintain the right of the environment.

### 3. Businessmen

Businessmen have four questions; only one "yes" answer is obtained, and the other three are "no." Sunrise Land Lombok cooperates with MSME entrepreneurs, rental of goods and camping equipment and so on. Sunrise Land Lombok does not establish relationships and cooperation with investors; even investment in the form of buildings and cooperation in the MoU for profit sharing does not exist in Sunrise Land Lombok, so all forms of new buildings in the form of supporting facilities are purely from the manager himself.

Diky Setiawan said that as the perpetrator of the camping equipment rental in Sunrise Land Lombok.

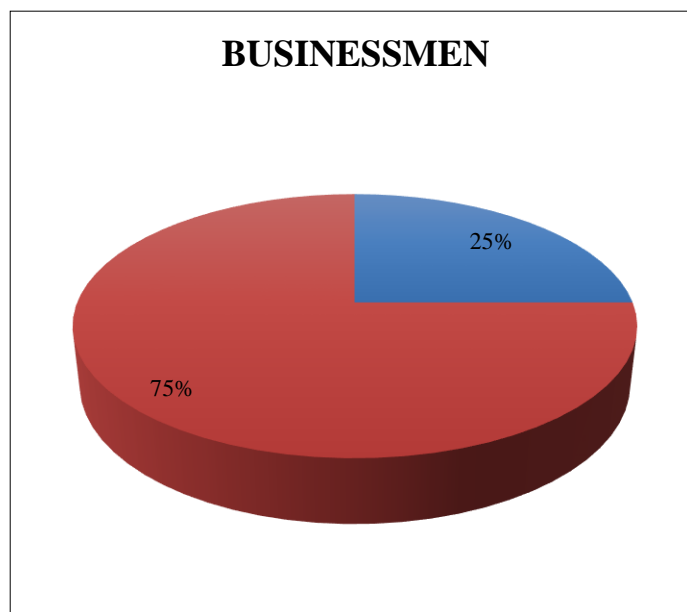
"The opportunity to rent camping equipment in Sunrise Land Lombok is quite promising because the opportunity for visitors or tourists to do camp activities here is very large; we can see from the way the management of the manager is very good and supported by a spacious, clean and attractive camping ground so that it was enough to convince me to start this business here".

Sunrise Land Lombok management prioritizes the safety and comfort of tourists who visit so that it becomes a fairly interesting attraction in this destination. Even Sunrise Land Lombok



guarantees the safety of tourists for 24 hours because it has more than two night guards who patrol the beach to ensure the condition of the beach and tourists.

"This destination is very impactful for the business that I live in and is very promising; it happened because the manager of Sunrise Land Lombok gave me full space and opportunity to live it. Even though the managers could have prepared and provided tents and other camping equipment in this place, the managers again provided space for me and my business, which had a huge impact". Diki Setiawan said.



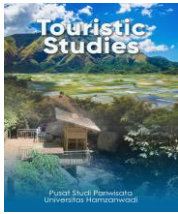
**Figure 2:** Percentage of business/entrepreneur involvement

#### 4. Community/manager

Furthermore, the community section has six questions, and all the answers are "yes." The community or manager here plays a full role in the continuity of the development of Sunrise Land Lombok tourist destinations because the management manager strives to do everything from preserving the environment prospering human resources, to fulfilling the rights of visitors in carrying out tourist activities.

Sunrise Land Lombok managers understand very well the potential possessed by their destinations, so they try to increase the potential that nature presents to mankind. Still, of course, in its development practice, many obstacles are experienced, so managers must try to minimize them. It is explained by Sunrise Land Lombok Director Qori' Bayyinaturosyi.

"In the practice of destination development, of course, we face many obstacles. Let's call a small example is our society, whose orientation is capital, which is a matter of money, and it is very normal very humane while the manager of the orientation is long-term, so we align it by



forming a structure that we initially did not have, even after we formed it there were still problems that we encountered such as mutual interference between The manager, we finally implemented a salary system in each division, finally it was resolved".

Another thing was also explained by Qori' Bayyinaturosyi that there were quite a lot of obstacles they faced in the practice of developing destinations, ranging from conflicts between managers and some related individuals to status conflicts.

"This land belongs to the local government that we contract to get management rights, but our obstacles also exist in status, where this short-term status has the potential to hinder and even stop the process that the management of Sunrise Land Lombok has carried out, assume that last year we as managers of the progress were good and next year we want to continue the contract, but the local government as the owner of the land, for example, wants to terminate the contract and or increase the contract value, it is a serious obstacle for us as managers of Sunrise Land Lombok." He said.

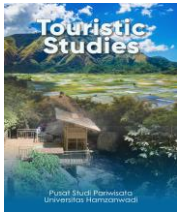
This means that regulations hinder the manager of Sunrise Land Lombok or the obstacles are also in existing regulations here; the manager has fears in carrying out the development process such as facilities, infrastructure, and even other buildings because this is a serious obstacle for Sunrise Land Lombok managers who only have the opportunity for short-term contracts or annual contracts.

Obstacles in human resources are also experienced by Sunrise Land Lombok managers, such as electronic usability that has not been fully maximized in terms of more positive functions and destination development for example. Still, they overcome it with some electronic training and applications.

"We have collaborated on training with veteran universities in Surabaya regarding assistance in using the Canva application, making press releases, copywriters to making posts that are integrated into one application and conect to other applications on social media. That's more or less an example of the obstacles and obstacles we experience and ways to overcome them". Revealed by Sunrise Land Lombok Director Qori' Bayyinaturosyi at the FGD event.

## COMMUNITY

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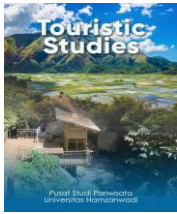
**Figure 3:** Percentage of community/manager engagement

#### 5. Media

The media gets four questions, all of which are "yes." The role of the media is also very important in tourism development in Sunrise Land Lombok. The media, such as journalists, are very active and pay attention to the developments and problems experienced by Sunrise Land Lombok; they continue to promote destinations both offline and even through online media such as Instagram, Facebook, YouTube, TikTok, websites and Television.

Media actors also raised positive things in the form of news, such as Selaparang TV, Tribune news, Option NTB, SCTV Mataram, etc. Whenever Sunrise Land Lombok conducts educational and positive activities for human resources and the environment, the media always broadcasts these activities. Of course, the media crew is happy to cover and broadcast activities in Sunrise Land Lombok, which are not only about natural beauty and other positive activities. In line with the study's results (Wahyu Saputri et al., 2020), the media plays an active role in developing tourism as informers, educators, entertainers, and social controllers. Powered by (Alfan Hakim, 2022), Media publications are very helpful for the village to promote or provide information to the community about tourism potential and educational activities. But there is also a reason for the media crew who often cover news in the Sunrise Land Lombok destination, namely the warm welcome of the managers there to them; this was said directly by Muhammad Yunus a journalist and journalist from Option NTB.

"In Sunrise Land, Lombok, in addition to having beautiful natural beauty, this destination is also how much is in the hands of the right manager. This means that anyone who comes is greeted very friendly, from the first time we visited here, the manager welcomed us very friendly and politely, like old friends who meet again".



The number of social media platforms that exist today as promotional materials that can be used to introduce a destination to the public, such as Instagram, Facebook, websites, YouTube, Tik-Tok, television, and other *online* media, media crews carry out all types of media to promote the destination of Sunrise Land Lombok.

"Not all destinations in East Lombok that we help promote like this, because we have bad experiences in other destinations done by unscrupulous local managers, that we journalists as the media are refused to come to these destinations, now this is what attracts our attention as the media to cover because Sunrise Land Lombok knows very well the role of the media to blow up what they are developing in amplification promoting tourist destinations in the Manage. The way of communication and getting along with managers also has a fairly broad knowledge of how to network with outsiders, things like this that some other destination managers do not have". Muhammad Yunus continued in the FGD.

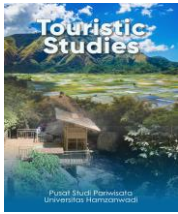
The ability of Sunrise Land Lombok managers to package the narrative of their activities is unique enough to attract media attention to cover their activities. Although the things they do are simple, if packaged well and interestingly, they can be a special attraction, such as planting tabebuaya trees and releasing hawksbill turtles that Sunrise Land Lombok managers have done with narratives that can attract the attention of Indosiar mataram television media to cover it.

From the presentation of the data mentioned above, it can be seen that the role and involvement of each element in the practice of tourism development in Sunrise Land Lombok is like what and how. Communities/managers, Media and Academics have a great role and influence in tourism development in Sunrise Land Lombok. At the same time, the government's involvement, which should be the front line, is only 20%. Businessmen/entrepreneurs only 25%, meaning that here, the government and entrepreneurs' role in tourism development in Sunrise Land Lombok has not been so visible or still minimal.

## Discussion

From the results of the research that has been done, three elements play an active role in carrying out tourism development practices in Sunrise Land Lombok, Labuhan Haji, and East Lombok. These three elements are part of the community/manager, media and academia. The community/manager here utilizes natural tourism facilities and stalled buildings built by the government around the destination to be reactivated and managed on a community basis by contracting the land by local youth and direct managers. These results are in line with the findings (Alfan Hakim, 2022) That the community at this pentahelix acts as an accelerator in which it contains people who have the same interests with the aim of developing the development of tourist villages to be developed.

This community also acts as an intermediary or liaison to assist in planning the development of an area. In Labuhan Haji village, East Lombok district, Sunrise Land Lombok is the only tourist destination developed not by a tourism awareness group (POKDARWIS) but



rather this destination developed by young people who act as managers. Powered by (Wahyu Saputri et al., 2020), The community that plays a role is the community that acts as a tourism manager. The development that the community has carried out is the construction of roads and other amenities. Expanding the parking area of visitors' vehicles. In addition, the community also built other facilities such as prayer rooms, toilets and others.

It can be concluded that in the results of research and FGD on the community, it can be seen that the role of this community as an accelerator and support for tourist needs is evidenced by the answer from the resource person, namely the destination manager is to help and realize tourism development in any case and have a long-term tourism plan.

The community cannot work alone; of course, it takes the role of other stakeholders, such as the media. Because the media acts as a liaison between destinations and tourists and conveys educational matters to the wider community, one form of media participation is covering tabebuya tree planting activities around Sunrise Land Lombok tourist destinations and releasing turtles to their natural habitat. From the explanation above, it is found that the role of the media as an informer and promotional device. In line with the results of research conducted by (Purba & Setiawan, 2022), The media is one of the stakeholders in Pentahelix, which is needed by destinations as an effective means of information to the general public to help tourist destinations inform the attractiveness of the destination. In this case, the media can be said to play a role in supporting the publication and promotion of a program through websites or other media (Rochaeni et al., 2022).

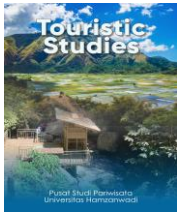
From the research results and the presentation of several experts, it can be concluded that the media plays an active role in covering and disseminating news and educational activities in the Sunrise Land Lombok destination.

As well as the role of the community and media, academics also play an active role in developing Sunrise Land Lombok tourism. Here academics are the third supporter who are active in developing tourist destinations because academics have expertise in contributing ideas and ideas. Academics contribute ideas accommodated by Sunrise Land Lombok destination managers such as seminars, workshops and community meetings.

These activities are maximized by the management and also academics by providing counseling to the community around tourist destinations for the creation of humanist community-based tourist destinations in tourism development practices. Academics in the Pentahelix model also act as drafters with the latest and relevant concepts and theories in developing tourism potential to gain competitive and sustainable benefits (Rochaeni et al., 2022).

From the presentation of several experts and findings in the field, it can be concluded that academics also dominate tourism development practices in Sunrise Land Lombok; just like the media and community, academics are also actively involved in collaboration in tourism development, environment and human resources with Sunrise Land Lombok for the sustainability of tourist destinations.

Meanwhile, tourism development practices in Sunrise Land Lombok have not received full support from the government and businessmen/entrepreneurs because the involvement of these two elements has not been maximized in efforts to develop tourism in Sunrise Land Lombok, Labuhan Haji, East Lombok district.



## Conclusion and Suggestions

The following conclusions were obtained Based on the research and discussion of the concept of tourism pentahelix.

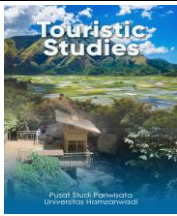
1. In practice, tourism development in a destination can be ideal if it involves the existing pentahelix concept. Sunrise Land Lombok's destination has involved the five pentahelix elements: government, academics, communities, business people and media in its development practices. Therefore, Sunrise Land Lombok is an ideal destination because it has used the pentahelix concept in its development practice.
2. Of the five pentahelix elements, namely government, academics, business people/entrepreneurs, communities/managers and the media, three elements are most dominant and striking in the development of Sunrise Land Lombok destinations, and the three elements are community / managers, media and.

Based on the limitations of the study, there are suggestions and improvements for researchers related to the pentahelix of tourism development in Sunrise Land Lombok, Labuhan Haji, East Lombok district, to increase all existing potentials. If Sunrise Land Lombok can collaborate with all elements of the pentahelix ranging from managers, business people and MSMEs, the community, the campus / academic world, the media and even all government agencies. So Sunrise Land Lombok will become one of the best tourism development laboratories in NTB and even Indonesia.

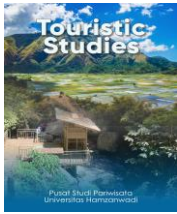
With all the potential that already exists and is owned by Sunrise Land Lombok and has full support and commitment from all elements of the pentahelix to collaborate, in line with the vision and mission of Sunrise Land Lombok, which is to become the cleanest coastal natural tourism destination in NTB and a conservation-based destination with the principle of community-based sustainable management and educating tourists regarding waste management.

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