

Mandalika Tourism Specific Economic Zone, Lombok Tengah Regency, West Nusa Tenggara

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Abstract: *Mandalika coastal area in Lombok Tengah Regency, West Nusa Tenggara has been declared as one of the ten national tourism destination priority. As far, there are few scientific documents to describes the area, in which it is important for the development of sustainable tourism industry in Lombok Island. The aim of the research is to review the recent history and recent status of the development of Mandalika Tourism Specific Economic Zone, or locally called KEK Mandalika (Kawasan Ekonomi Khusus Mandalika). The development of KEK has been started at 2014 with the objective to support 20 million international tourist arrival target in 2019, in which Mandalika was targeted to attract 1 million international tourist arrival in 2019. In 2013, Mandalika was targeted to be able to provide 20,000 hotel rooms through the development of 70 four and five star hotels in Mandalika area. Specifically, Mandalika tourism area was established to meet the worlds Halal tourism destination with the application of sustainable tourism principles.*

Keywords: *sustainable tourism, coastal tourism, specific economic zone, environmental conservation*

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I. Introduction

Tourism has been viewed as one of the potential national economic earning, and it has been reported that tourism contribute to the regional and local development. Numerous countries with abundance bio-resources and coastal resources have been involved tourism sectors as one of the pillar of the nation development. Tourism especially is important to support local economic activity. Tourism provides numerous jobs and open opportunities for local business. Tourism also contributes to the culture preservation and promotion of cultural heritage. Tourism is the crucial sector for many local and indigenous community developments [1] [2] [3].

In Indonesia, tourism development is one of the national development priority. Tourism development addressed to be able to increase national and international tourism number to support regional and local development. In national level, tourism earning has been viewed as a significant economic earning and able to generate numerous local economic activities. Tourism resources as been distributed in many place in Indonesia, ranging from culture, nature and events. Among the places that has been visited by tourism, the contribution of Bali Island is significant. Bali is the backbone of tourism industry in Indonesia [4] [5] [6] [7].

In order to accelerate to tourism sector contribution in national earnings, Indonesian government in 2014 declared the new ten tourism destination. Typically, this approach argues area beyond Bali with its abundance tourism resources should be developed to accelerate tourism contribution in national income. In the national level, national tourism planning argues that tourism destination in Indonesia can be managed through geospatial approach. It is includes 7 National Tourism Strategic Area (*Kawasan Strategis Pariwisata Nasional*, KSPN) and 3 Specific Economic Zone (*Kawasan Ekonomi Khusus*, KEK). The ten new tourism destination priority includes Danau Toba (North Sumatera), Tanjung Kelayang (Bangka-Belitung), Kepulauan Seribu (Jakarta), Tanjung Lesung (Banten), Candi Borobudur (Central Java), Bromo Tengger Semeru (East Java), Mandalika (West Nusa Tenggara), Wakatobi (Southeast Sulawesi), Morotai (North Moluccas), and Labuan Bajo (East Nusa Tenggara) [8] [9] [10].

In the perspective of national tourism development strategy, the development of Mandalika is one of the parts of the "New Bali" strategy. The Mandalika has numerous competitive advantages, in which it is become fundamental reason for the selection of Mandalika as one of the high priority area development for tourism. The development of Mandalika will allow significant benefit for the regional and local economic development. Through the tourism development, the direct benefit from the development of Mandalika are

includes stimulate local market grows, increase productivity and offer jobs opportunities. The development also potentially increase human capacity through the systematic human development programs to ensure the competitiveness of tourism industry in Mandalika [11].

As new destination in the strategy of National Tourism Strategic Area, the basic data and information regarding Mandalika area development is rare. There is need comprehensive data and information about Mandalika area for the sustainable tourism development. The objective of the study was to describes the recent status of the recent progress of Mandalika area as tourism destination area.

II. Methods

The area of Mandalika -or called as KEK Mandalika- has been identified rich in spectacular natural area for tourism development. Physically, the area of KEK Mandalika is semi-arid lowland with long flat beach. The white sandy beach have been visited by tourist, both domestic and international tourists. The wave of the ocean provides spectacular natural phenomena for surfing. The vegetation of sandy beach was relatively few. Patch of mangrove was found in some muddy area, in which mangrove population contribute significantly to protect beach from erosion.

Field survey was conducted at KEK Mandalika area. Administratively, the KEK Mandalika occupied an area about 1,175 Ha; located at Kuta, Sengkol, Mertak and Sukadana Villages. Officially, the area and the border of the KEK was stated at national government regulation through *Peraturan Pemerintah RI Nomor 52/2014* about KEK Mandalika. In such regulation, the KEK Mandalika has area with administrative borders includes:

- North: the administrative border in the north side area includes Kuta Village, Sukadane Village, and Mertak Village. These villages administratively belong to Pujut Sub-regency, Lombok Tengah Regency;
- South: in the south KEK Mandalika was bordered with Kuta Bay, Serenting Bay, and Aan Bay, Pujut Sub-regency, Lombok Tengah Regency;
- East: the east border are Mertak Village and Sengkol Village, Pujut Sub-regency, Lombok Tengah Regency
- West: the west border is Kuta Village, Pujut Sub-regency, Lombok Tengah Regency

Secondary data was collected from Kuta village, office of PT. Pengelola Pariwisata Indonesia, regencies government of Lombok Tengah and other institutions that are recognized relevant to the study. Data were analyzed descriptively.

III. Result and Discussion

The policy and objectives of special economic zone of Mandalika.

According to Indonesian law number 39 year 2009 about Special Economic Zone (UU No. 39 tahun 2009 *Tentang Kawasan Ekonomi Khusus*, KEK), the KEK is an area with the specific border within Indonesian territory that are declared to serve economical function with specific facility. KEK was developed in an area with specific geo-economical and geo-strategically advantages that are able to cover export-import and numerous economical activity global competitiveness ability [12]. In the spatial context, KEK consist of some zones, namely export zone management area, logistic, industry, technological development, tourism, energy, and other economic purposes [11].

Historically, in Indonesia the special economic zone has started and established in 1970 by the development of free trading area and free port. In 1972 Indonesia developed Bounded Warehouse. In 1989, the industrial area was developed, followed by the development of integrated economical area (*Kawasan Pengembangan Ekonomi Terpadu (KAPET)* in 1996. In 2009, the KEK was developed as an improvement of previous economic development zone concepts. The development of KEK was addressed to provide significant contribution to the economical development of the regions. In 2015, there are 8 KEK has been established in Indonesia, namely Tanjung Lesung, Sei Mangkei, Palu, Bitung, Morotai, Tanjung Api-Api, Mandalika, and Maloy Batuta.

The development of KEK Mandalika was expected contribute significantly in the national income and local economic development [11] [12], through:

1. Direct benefits, including a) stimulates traditional market, b) increase productivity, and c) providing opportunities for works
2. Indirect benefits a) increase local works labor skills, b) increase national economic revenue, and c) attract foreign investors and technological development through infestation and export.

In the national context, the development of KEK Mandalika as one of the national priority of tourism development related to some national strategic issues. It has been recognized that the area has abundance natural resources for the tourism development. The area has long coastal line and wide sandy coastal area with beautiful

landscapes. The ocean wave has been recognized sufficient to support marine-based sport, specialty for surfing. Nature-based tourism is one of the potential tourism sectors in West Nusa Tenggara. Some coastal area and small island has been reported as a main international tourist, including Senggigi beach, Gili Trawangan, Gili Air and Gili Meno [11] [14]. The development of tourism in Mandalika therefore important to increase Lombok island capacity as tourism destination. Increase of natural resources value through tourism development in KEK Mandalika has been expected contribute to the acceleration of recent tourism development in Indonesia.

In the regional context, the development of KEK Mandalika area in the southern part of the Lombok Island is the crucial strategy to ensure and distribute development equally in Lombok Islands. In the past, the southern area of Lombok has been known as one of the less developed area in the island. As reported in many document, tourism is one of the triggering factor for some area development in Lombok Island, especially in the western area of the island. Documents shows that tourism development in Lombok mostly occurred in the western area, with Gili Meno, Gili Trawangan, Gili Air and Senggigi beach as main tourism destination. The distribution of development equally based on the tourism potentiality is important to the sustainability of area. Abundance tourism activity in single spot often lead to the environmental degradation and social problem [15].

As stated in the official document for the development of Mandalika specific economic zone development, the vision of the area development is “*World’s Best Halal Tourism and Cruise Destination*”. The development of KEK Mandalika is addressed to becoming the best Halal tourism in the world especially for Muslim tourist and becoming entry point of cruise tourism in Lombok Island that are able to attract 1 million international tourist in 2019. As stated in the document, the market target are international tourist from numerous countries such as Malaysia, Singapore, Brunei, Thailand, Taiwan, Japan, Middle east countries, Europe, China and USA. The domestic tourist are includes tourist from Java and Sumatra. Halal tourism recently grows significantly [16].

History of lands for the development of KEK Mandalika

The lands area for the development of KEK Mandalika officially belongs to Sengkol Village, Pujut Sub-regency. The lands located at the coastal area which is dominated by barren lands. Prior to the tourism-based specific economic development area, the area of Mandalika and its surrounding area has received special attentions and considered as a potential sites for future tourism destination development. From the historical studies, the historical sequences of KEK Mandalika can be drawn in Table 1.

Table 1. History of the KEK Mandalika

| Years | Descriptions |
|-----------|--|
| 1920-1977 | Some community member of Sengkol Villages and its surrounding area started to open land autonomously, locally called “ Ngagum “ in the area of ex-GG lands (administratively refers to the free lands, a lands owned by state which are never claimed by particular groups of community, individual or private sector (<i>Vrijlands Domein</i>). The activity to open lands was continuous in 1977 and continuously done by community from Rembitan, Batujai and Penujak Villages in West Praya and Praya sub-district. After opened the lands was used for numerous crops cultivation. The farming activity was done through traditional and conventional practices in several decades. These situation lead the agricultural productivity was low and community in poor situation. |
| 1986 | The government of Central Lombok Regency through the Regencies Offices for Fisheries started the development of sea weeds cultivation by involving local community. These activity reported contributes to the local income. |
| 1989 | The government of West Nusa Tenggara develop company PT. LTDC (Lombok Tourism Development Corporation) as an authority agency though the basic agreement Nomor 133 year 1989 in May 3, 1989. Legally, this document was arranged into local regulation (<i>Peraturan Daerah NTB Nomor 10 Tahun 1989</i>). PT. LTDC has specific task to manage 1.250 Ha tourism industrial area by collaboration with PT. Rajawali Wirabhakti Utama (PT RWU). The PT RWU -office address in Jakarta- has right to manage tourism industrial area within 70 years of contract. The benefit of tourism will shared 35% to PT. ITDC and 65% to PT. RWU. It was firstly implemented at the 600 Ha and renewed to cover area about 1,250 Ha. |
| 1993 | The government of West Nusa Tenggara Province planed to use the coastal area in Kuta beach as a tourism area by establishing regencies owned enterprises (<i>Badan Usaha Milik Daerah, (BUMD)</i>). It was named PT. LTDC (Lombok Tourism Development Corporation) |
| 1998 | There are no development activity by PT. LTDC in Kuta beach. PT. LTDC faced serious funding problems, and declared as bankrupt company. The holdings stock was sold to PT. Tridan. In the same time, the stock of West Nusa Tenggara were decrease from 35% to 10%. These situations lead the responsibility and assets of PT. LTDC were taken by BPPN and changes PT. LTDC to be PT. Pengelola Aset (PPA). |
| 1998 | Central government designate one of the national state owned enterprises (BUMN), the PT. BTDC (Bali Tourism Development Corporation) as a holder of land right and management (<i>Hak Pengelolaan Lahan, HPL</i>). From the development activity, PT. BTDC has received certificate of <i>Hak Guna Bangunan (HGB)</i> |
| 2008 | The area of Mandalika was under management of PT. BTDC. Central government delegates the management of Mandalika area through joint venture mechanism as regulated in <i>Peraturan Pemerintah (PP) No. 50 Tahun 2008 Tentang Penambahan Penyertaan Modal Negara Republik</i> |

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|--|
| Indonesia Kedalam Modal Saham Perusahaan Perseroan (PERSERO) PT Pengembangan Pariwisata Bali. BTDC manage an area about 995 Ha of the totally 1,130 Ha of area under LTDC. |
|--|

Totally, the recent development area of Mandalika covers an area about $\pm 2,000$ Ha. From this area, 1,175 Ha was used or the development activity of KEK Mandalika. In the perspective of development and business, KEK Mandalika has some competitive advantages, including

- KEK Mandalika located at Lombok Island, in which it has been selected as Worlds The Best Destination Halal and The Best Honeymoon Destination (Halal Travel Award 2015.)
- KEK Mandalika has abundance coastal resources, including 5.250 hectares of white sand sea for coastal tourism development.
- Two spot in KEK Mandalika, Kuta Beach and Tanjung Aan beach has long sandy beach. These area has been known as famous tourism destination. These spot has been visited by international tourism from numerous tourists.
- In order to increase the attractiveness of KEK, some policy has been released, including specific tax regulation. The tax facility in KEK Mandalika includes free import duty of particular sector and other economic incentives.

It has been expected that these competitive advantages policy able to accelerate and support the KEK Mandalika value, especially in the perspective of private sector. The management of resources properly therefore is important. The private sector contribution in tourism destination development has been reported significant. Mainly, private sector and businessman in tourism destination plays as an economic machine to stimulates many economic sectors grows, including small and medium enterprises based which are owned and managed by local community. It is especially crucial in developing countries where funding for infrastructure and tourism facility often limited [17] [18] [18].

The development of KEK Mandalika

Environmental feasibility

In the initial development of KEK Mandalika, the government of West Nusa Tenggara provide attention to the environmental protection of the area through Governor Decree No 660, 2010 related to the environmental feasibility of tourism development in Mandalika area by PT. Pengembangan Pariwisata Bali (Persero). The documents of environment feasibility arrange all of the aspects related to the utilization and management of area following the environmental protection principles. The objective of the policy is enhancing the sustainable development practice of tourism in Mandalika area [20].

The environmental impact assessment (*Analisis Mengenai Dampak Lingkungan*, AMDAL) was implemented during 2012 – 2013 to cover a 1.250 Ha of development area as stated in Master Plan. It is especially important because many ecosystem in KEK Mandalika is the fragile ecosystem (Fig. 1). Result of the environmental assessment was used as references for the next development scenarios in KEK Mandalika. Environmental impact assessment is crucial in tourism destination planning. It is especially important for the sustainable tourism destination in coastal area [21] [22].



Fig.1. Coastal area with mangrove ecosystem is the most fragile environment in KEK Mandalika

Implementation of the development of KEK Mandalika

Recently, the development of KEK Mandalika was under PT. ITDC (Indonesia Tourism Development Corporation) as one of the company of Ministry of state owned enterprises (BUMN). The ITDC take over the development of Mandalika since 2014. Immediately after managed under ITDC, the Mandalika was declared as specific economic zone, or locally known as *Kawasan Ekonomi Khusus* (KEK) Mandalika. The vision of KEK Mandalika was becoming Worlds Best Halal Tourism and Cruise Destination. Totally, the KEK Mandalika was set up at and occupy and area about 1,254 Ha. Officially, it was regulated through *Peraturan Pemerintah Republik Indonesia Nomor 52 Tahun 2014*. The aims of the KEK was addressed to accelerate economic development target of the West Nusa Tenggara Province[11]. As a legal consequences of the development of KEK Mandlika, the board of the KEK Mandalika with the main task to organize all of the activity related to the development of KEK Mandalika was established.

Official document of KEK Mandalika state that the objective of KEK Mandalika was creating KEK Mandalika as a worlds Halal tourism destination and becoming entry point of cruise tourism in Lombok Island which are able to attract one million international tourist in 2019. In order to meet the national target of the development of KEK Mandalika, there are seven important agenda has been promoted. It has been known as seven Key Success Factors of KEK Mandalika, namely:

1. Development of culture village area
2. Development of fisherman port
3. Development of mangrove conservation area
4. Development of cruise and marina area
5. Development of cargo logistic in Lombok International Airport
6. Improvement of health facility and safety following international standard, and
7. Development of high school institution in tourism industry in Lombok.

Development of numerous program, facility and infrastructure is important to promote new destination. It is especially important for in the era of high competition among tourism destinations [15]. In Mandalika, focus of the development seems to be related to the typical characteristic of the area, in which coastal ecosystem contributes significantly in the physical and cultural aspect of KEK Mandalika. Coastal resources are the most interesting resources in tourism industry. Ecologically, however, coastal is the fragile environment and numerous development activity in coastal-including tourism- has potential risk to the degradation of coastal. Therefore, promoting sustainable development of coastal area for tourism is important [21] [22].

Infrastructure development

Infrastructure is important in tourism industry. The success and competitive tourism destination often claimed related to the infrastructure support. Poor infrastructure has been identified contribute to the low competitiveness of accommodation. Among the important of tourism infrastructure in destination system was include accommodation availability [23] [24].

The development of tourism accommodation includes the establishment of hotels. In the area of KEK Mandalika, hotels has been build since 2017. Five stars hotels was established with 2000 room was targeted available in 2019. It has been planned to open in the opening ceremony of the KEK Mandalika in 2019.

Recently, seven hotels has been build and in construction process, including :

1. Royal Tulip Hotel (Lee Group),
2. Pullman Hotel,
3. Paramount Hotel
4. X2 Hotel,
5. Club Med Hotel,
6. Westin Hotel and
7. Mozaique Java One Sky Hotel

These seven hotels were expected operate in 2019, especially to open the opening year of Mandalika as worlds tourism destination in 2019. In the next ten years, it is expected that KEK mandalika able to provide 10,000 rooms, following the development schemes as stated in first Master Plan. In the revision of Tourism Master Plan, the target of room number increase from 10,000 room to 20,000 room. The number of hotels in 2013 was expected 70 four and five star hotels. The changes of the master plan and development target lead to the revision of environmental impact assessment.

The development of supporting infrastructure

In order to enhance the competitiveness and attractiveness of KEK Mandalika, and to increase area accessibility, some basic infrastructure to support the success of KEK Mandalika has been developed. It includes:

- a. Road development. Totally, 4 km new road has been constructed to support and increase KEK Mandalika accessibility. In order to increase the landscape sustainability, the open space has been developed (Fig.2).
- b. Development of clean water treatment plant with the technology of Sea Water Reverse Osmosis (SWRO). It has been planned that KEK Mandalika will be supported by fresh water through construction of desalination system. The installation of desalination of sea water to fresh water with the initial capacity was about 3,000 meter³/days in the area of about 2.5 ha was developed. It was done from the target of 21,000 m³/days.
- c. Development of Mandalika Street Race Circuit Cluster (Moto GP Circuit) by French state owned enterprises in the area of 120 Ha.
- d. Development of plant power energy in 60 ha land to supply electrical energy of KEK Mandalika.
- e. Development of Mosque (Masjid Agung Nurul Bilad Mandalika) in an area of 5 Ha
- f. Development of small and medium enterprises which are dedicated to facilitate local economic activity and parking area in area 2,6 Ha.
- g. Planning for the development of international hospital
- h. Lagoon management in Mandalika area
- i. Development of mangrove conservation centre
- j. Development of cruise port and marina in coastal area of KEK Mandalika. It was built to provide sea access of cruise and yacht tourist.

Supporting infrastructure beyond KEK Mandalika

To support the success of KEK Mandalika, central government develop supporting infrastructure beyond KEK Mandalika area. Some important construction and development activities includes:

- a. The runway extension of Lombok International Airport, from 2,750 meter to 3,000 meter.
- b. Road capacity improvement from Lombok International Airport to KEK Mandalika (± 17 Km.)
- c. Revitalization of Lembar Port in West Lombok and Kayangan Port in East Lombok. It was addressed to increase the connectivity of tourism infrastructure and facility of tourism in Lombok Island.
- d. Development of electric steam power plant in West Lombok Barat
- e. Developing fresh water network in Kuta area

The development of KEK Mandalika has shown numerous progresses, including tourist accommodation road for accessibility, electrical power plant, and other infrastructure. As far, there are no technical problems with the development of facility. Critics, however, should be given in the environmental aspects, in which it is an important part for the sustainable tourism destinations. The rapid and intensive development of infrastructure and tourism facility in Mandalika has potential consequences for the degradation of environmental resources. Hence, monitoring of environmental impact of the infrastructure is important [25] [26]. Involving local community and volunteer seems to be effective tools for the sustainable monitoring activity [27].



Fig. 2. Development of infrastructure to support KEK Mandalika

IV. Conclusion

Coastal area of Mandalika has spectacular landscapes and overall it has been recognized as a potential area for tourism development. While local initiative and local community participation is important, the acceleration of area development only be possible with central government involvement. Tourism infrastructure and facility require private sector involvement, In case of Mandalika, it is become key aspect for the acceleration strategy. As far, numerous basic infrastructure has been established. The development of infrastructure beyond basic infrastructure has been developed to support Mandalika as a comprehensives tourism destination development. The environmental problems has been potentially contributes to the quality and sustainability of destination. The quality of ecosystem has been considered as one of the principles of Mandalika area development

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