

The Role of InJourney Tourism Development Corporation towards Sustainable Tourism in The Mandalika

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Abstract

The Mandalika Special Economic Zone (SEZ) holds immense tourism potential with its captivating natural beauty. The development of the Mandalika International Circuit, which hosts events such as MotoGP, Motul WorldSBK, and various other sports events, has established Mandalika as one of Indonesia's leading sports tourism destinations, attracting attention from international tourists. The MotoGP event in 2023 had a significant positive impact on the national GDP, ranging from 3.59 trillion to 4.30 trillion Indonesian rupiahs, and also generated a significant multiplier effect for the surrounding communities. However, tourism development in Mandalika must consider the principles of sustainable tourism to ensure that the multiplier effect generated by tourism in Mandalika can be enjoyed sustainably. The role of the InJourney Tourism Development Corporation (ITDC) is crucial in realizing the commitment to sustainable tourism in this area. This research employs a qualitative method through literature review to analyze the role of ITDC in achieving sustainable tourism in Mandalika, focusing on three main pillars: economic, social and cultural, and environmental aspects. The research findings demonstrate how ITDC contributes to ensuring sustainable development in the Mandalika SEZ, especially through collaboration with UMKM, community empowerment, implementing environmentally friendly practices, etc., so that the multiplier effect of tourism in Mandalika can provide long-term benefits for the surrounding communities.

INTRODUCTION

Special Economic Zones (SEZs) are an instrument designed to stimulate economic growth within a country. These zones aim to maximize various economic activities such as industry, import, export, and more. Internationally, SEZs take on different forms and names, tailored to each country's specific context. In Indonesia, they are known as Kawasan Ekonomi Khusus (KEK). One of the areas designated as a KEK is the Mandalika region in West Nusa Tenggara. According to Ardana et al. (2018), the Mandalika Special Economic Zone, also known as Mandalika Resort, is considered the jewel of Lombok. Mandalika boasts stunning natural conditions, with crystal-clear beaches, diverse landscapes, perfect year-round weather, sea access, and a welcoming community rooted in the history and culture of Lombok Island. This aligns with the view of Indonesia's Ministry of Tourism and Creative Economy (2021) on its official website, stating that Mandalika is a sought-after tourist destination for both local and international visitors. This is due to Mandalika's breathtaking natural scenery, featuring beach panoramas surrounded by beautiful hills such as Bukit Seger near Seger Beach, Bukit Merese close to Tanjung Aan Beach, and Bukit Tunak near the Mandalika Circuit. The area's natural beauty is even more impressive when viewed from elevated points. Mandalika also includes several potential tourist destinations like Kuta Beach, Seger Beach, Serenting Beach, Merese Hill, Tanjung Aan, Batu Payung, and Gerupuk Beach, which have yet to be fully exposed to the domestic and international public as premier destinations in West Nusa Tenggara.

Indonesia's tourism business potential is a frequent topic of discussion. Besides being one of the largest foreign exchange contributors to the country, tourism is considered a highly adaptable industry under various conditions. With its thousands of islands and hundreds of unique cultural variations, Indonesia holds significant opportunities in the tourism industry. Tourism also plays a role in creating jobs and business opportunities for the community. According to the United Nations World Tourism Organization (UNWTO), the tourism industry contributes 9% of the world's total GDP. Based on this, the Indonesian government has taken various steps to develop sustainable tourism. The scope of major projects in the tourism industry includes support for tourism development, construction of supporting infrastructure, amenities and destination development, and tourism promotion.

One of the government's flagship projects in tourism development is the establishment of priority tourism destinations, known as the "10 New Balis" project or the development of SEZs. According to the official website of the Ministry of Tourism and Creative Economy, the tourist destinations included in the 10 New Balis project are Lake Toba, Borobudur, Lombok-Mandalika, Labuan Bajo, Manado-Likupang, Wakatobi, Raja Ampat, Bromo-Tengger-Semeru, Bangka-Belitung, and Morotai. One of the SEZs that has successfully carried out development is the Mandalika SEZ, which is developed by the Indonesia Tourism Development Corporation (ITDC), a state-owned company known for developing and operating world-class tourism complexes such as Nusa Dua in Bali. With an area of 1,035.67 hectares facing the Indian Ocean, the Mandalika SEZ has immense

potential to accelerate the tourism industry in the West Nusa Tenggara Province. In developing its tourism concept, the Mandalika SEZ focuses on creating tourist attractions that always prioritize the preservation of environmental values and quality within the community.

The Mandalika SEZ has significant tourism potential, necessitating various supporting measures. The Mandalika SEZ will implement an eco-green concept, where the tourism facilities built must adhere to eco-green standards to enhance the area's marketability. Additionally, the Mandalika SEZ will adopt an event-based destination concept, which aims to highlight international-standard non-accommodation tourism facilities that attract tourists while allowing them to enjoy the beauty of the Mandalika Lombok tourism area. The designation of Mandalika as an SEZ can certainly contribute to the regional development of Mandalika, with its many beautiful natural tourist destinations also serving as a potential draw for international tourists. The Mandalika SEZ is the first tourism destination in Indonesia to feature sports tourism with the construction of the Mandalika International Circuit. This SEZ develops various attractions to draw both local and international tourists, optimizing the use of the circuit when no events are taking place. The construction at the Mandalika SEZ, officially inaugurated on November 12, 2021, includes the Mandalika Circuit. This circuit's development is ITDC's step towards enhancing sports tourism in Mandalika. To maximize the management of the Mandalika Circuit, ITDC established a subsidiary, the Mandalika Grand Prix Association (MGPA), to manage the circuit. After undergoing various processes, MGPA successfully convinced Dorna Sports to sign a contract in Indonesia in 2021. Some of the events organized by Dorna at the Mandalika Circuit include MotoGP, Motul WorldSBK, and the Idemitsu Asia Talent Cup. These international events positively impact tourism operators and the creative economy in Indonesia. According to the Minister of Tourism and Creative Economy, Sandiaga Uno, the inaugural racing event in Mandalika contributed IDR 4.5 trillion to Indonesia's economy and boosted national economic growth by 5.01 percent. (Susila, N. P. S. W., & Isnaini, S., 2023).

Sustainable Tourism

The Sustainable Development Goals (SDGs) are a set of 17 goals aimed at improving global well-being, adopted in 2015 and set to be achieved over a 15-year period, ending in 2030. The SDGs have been adopted by all United Nations (UN) member states, including Indonesia. SDG 8 focuses on decent work and economic growth, aiming to promote inclusive and sustainable economic growth, productive and comprehensive employment opportunities, and decent work for all people. The target of SDG 8.9 is to promote beneficial and sustainable tourism by formulating and implementing policies that promote sustainable tourism capable of creating jobs and promoting local culture and products. Sustainable tourism is also emphasized in SDG 12.b, which aims to develop and implement tools to monitor the impact of sustainable development on sustainable

tourism, thereby creating jobs and promoting local culture and products. Sustainable tourism can help eradicate poverty in its focal areas by creating new job opportunities.

According to the UN Environment Program (UNEP) and the UN World Tourism Organization (UNWTO), sustainable tourism is tourism that considers the impact of tourism on various sectors, including economic, social, and environmental impacts in both the present and the future. This ensures long-term sustainability by meeting the needs of tourists, the tourism industry, the environment, and the host communities. According to the UNWTO, sustainable tourism must meet three criteria: (1) Optimal use of environmental resources, which are key elements in tourism development, maintaining ecological processes, and helping to preserve natural heritage and biodiversity; (2) Respect for the socio-cultural authenticity of host communities, conserving their built and living cultural heritage and traditional values, and contributing to intercultural understanding and tolerance; (3) Ensuring viable, long-term economic operations, providing socio-economic benefits to all stakeholders fairly, including stable employment, income-earning opportunities, and social services to host communities, and contributing to poverty alleviation. Sustainable tourism is an ongoing process that requires continuous monitoring and the implementation of preventive and corrective measures whenever necessary. It is also essential to maintain high levels of tourist satisfaction and ensure meaningful experiences for tourists.

The concept of sustainable development is broadly defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Harrison, 2001, p. 6). In the tourism industry, sustainability has become a major focus. This means that the current benefits derived from nature must be maintained through sustainable use so that future generations can continue to meet their needs. Sustainability in the tourism industry can be achieved through measures such as reducing carbon footprints and decreasing dependence on natural resources. The concept of sustainable tourism has garnered significant attention in recent years, particularly in the context of Indonesia's tourism development. One such initiative is the Mandalika Special Economic Zone (SEZ), a special economic area in Indonesia aimed at promoting sustainable tourism practices. The Mandalika SEZ is a strategic location for sustainable tourism development, offering a unique blend of natural beauty and cultural heritage. In this context, the role of the Injourney Tourism Development Corporation (ITDC) in promoting sustainable tourism practices in the Mandalika area is crucial. Sustainable tourism practices are essential in the development of the Mandalika area because they ensure that tourism activities minimize negative environmental and social impacts. These practices involve the conservation of natural resources, the preservation of local culture, and increased community involvement in tourism activities. By adopting sustainable tourism practices, ITDC can help ensure that Mandalika remains a popular tourist destination while maintaining its ecological and cultural integrity.

Indonesia's strategy for establishing strategic areas began with the formation of Free Trade Zones (FTZs) in 1970. It was not until 2009 that Indonesia developed Special Economic Zones (SEZs) under the legal framework of Law No. 39 of 2009 and Government Regulation No. 2 of 2011 on the implementation of SEZs. A Special Economic

Zone is an area with specific boundaries within the jurisdiction of the Republic of Indonesia, designated to perform economic functions and receive certain facilities. As stated in Law No. 39 of 2009, the purposes of establishing SEZs include encouraging investment, improving export performance and national competitiveness, attracting both domestic and foreign investment, fostering growth, creating jobs, and generating foreign exchange earnings. The development of the Mandalika SEZ as a tourism-based economic zone aligns with its designation as one of the ten national priority tourism destinations. The Mandalika SEZ spans an area of 1,035.67 hectares and is located in Central Lombok Regency, West Nusa Tenggara Province. The designation of Mandalika as a priority tourism destination is well-founded. According to data from the Ministry of Tourism, Mandalika ranks second after Borobudur in terms of performance among the ten national priority destinations.

The number of international tourists visiting Mandalika has been steadily increasing each year. In 2013, the number of international tourists visiting Mandalika was recorded at 125,307, up from 121,482 in 2012. Mandalika is also noted as the largest recipient of foreign exchange from international tourists, amounting to USD 125,307,000. As a priority destination, the Ministry of Tourism projects that international tourist arrivals in Mandalika will reach 1 million, with a total investment of USD 3.6 million by 2019. The proposal for Mandalika SEZ as a special economic zone was submitted by ITDC in 2014 and established through Government Regulation No. 52 of 2014 on June 30, 2014. The development of the Mandalika SEZ is ITDC's ongoing project to transform Mandalika into the next world-class tourist destination (Estriani, H. N., 2019). The tourism sector is also referred to as a leading sector or core sector. This is because the growth of destinations and tourism investment is key to export earnings, job creation, business development, and infrastructure development (Ratman, 2016). The tourism sector is one of the fastest-growing and largest economic sectors globally. This is because the tourism sector continues to expand and diversify sustainably.

METHODOLOGY

This article employs a qualitative research method to examine the role of the Injourney Tourism Development Corporation (ITDC) in sustainable development at The Mandalika. The research method aims to explain and understand a social phenomenon through the analysis of non-numerical data, providing an in-depth understanding of the research topic. According to Sugiyono (2018), qualitative research is a relatively new method, recently gaining popularity, and is referred to as a post positivist method due to its foundation in postpositivism. The data sources used in this study are secondary sources. Secondary data sources are those that do not directly provide data to the data collector but are obtained through intermediaries such as other people or documents (Sugiyono, 2018). In this article, the secondary data sources include journal articles, books, and news articles from the official ITDC website and other credible news sources. Sugiyono (2018) states that data collection is a strategic step in research because the

main goal is to obtain accurate data. In this article, the data collection technique used is a literature study. This technique aims to delve deeper into the research data through various literature sources, such as news articles and journal articles related to the discussion in this article. Furthermore, the data analysis technique used in this article is a case study analysis, referring to the data analysis method by Miles & Huberman (1984) as cited in Sugiyono (2022:321), which involves three stages: data collection, data reduction, and data presentation. The first stage, data collection, is conducted by analyzing literature and case studies obtained from secondary data sources. Then, the collected data is reduced or simplified by selecting and discarding unnecessary information to focus on data relevant to the discussion of this article. After data reduction, the next stage is data presentation, which involves presenting the data with descriptive explanations relevant to the topic. In this article, the data presentation is narrative and comprehensively organized to aid in a deeper understanding.

RESULT AND DISCUSSION

Economic

The Mandalika Special Economic Zone (SEZ) is the venue for the MotoGP event. In 2023, the MotoGP event in The Mandalika attracted 103,000 spectators (ITDC, 2023). The event had a positive impact, contributing to a national GDP increase of 3.59 trillion to 4.30 trillion IDR (Kemenparekraf, 2024). The 2023 MotoGP event also stimulated economic activity in Mandalika and positively affected national tourism output performance by 0.019%-0.023% and tourism employment at the national level by 20,233 people (Kemenparekraf, 2024). These achievements were largely due to the role of ITDC as the managing body of The Mandalika area. In preparation for the 2023 MotoGP, ITDC made several improvements, including developing and refining a 35 km area, providing parking facilities with a capacity of 7,888 for cars and motorcycles, managing the area's gates, transportation services, and traffic flow to facilitate access for MotoGP spectators. The event also boosted the involvement of various economic actors in The Mandalika, with ITDC collaborating with over 300 Micro Small and Medium Enterprises (Usaha Mikro Kecil Menengah/UMKM), making the event more vibrant than in previous years. Additionally, ITDC successfully collaborated with various government and private entities to ensure the event's success. Support came from the Central Government, Kemenparekraf, the NTB Provincial Government, the Central Lombok Regency Government, the NTB Regional Police, the TNI, and State-Owned Enterprises (Badan Usaha Milik Negara/BUMN) such as Pertamina, BNI, Bank Mandiri, PLN, BTN, Telkom Indonesia, Telkomsel, and Taspen. Private sector support included companies like Aprilia, Astra Honda Motor (AHM), and KYT. Apart from MotoGP, The Mandalika, as a sport tourism destination in Indonesia, actively hosts various events at the Pertamina Mandalika International Circuit, such as the Arrive & Drive, Arrive & Ride, and Lampaq di Sirkuit (Trailer Ride) programs. These allow visitors to tour the circuit, enjoy its beauty,

and experience the sensation of being on an international race track. This unique attraction provides visitors with memorable experiences in sport tourism. Tourists can also capture moments at prepared photo booths at iconic circuit spots, with modified CBR 250cc motorcycles for Arrive & Ride and modified Toyota Agya GR cars for Arrive & Drive. Additionally, the event features the sale of official GP series merchandise and offers giveaways like MotoGP tickets, JPX helmets, Arrive & Drive vouchers, and more.

As the developer and manager of The Mandalika SEZ, ITDC has successfully attracted both domestic and international investors to participate in its development. Notable agreements include the Heads of Agreement (HOA) with PT Arena Pacu Nusantara for The Horse Tainment Estate, a term sheet for Jambuluwuk Hotel development with PT ARCS House, a collaboration with PT Istana Putri Mandalika for Novotel Hotel development, a Memorandum of Understanding (MoU) between ITDC's subsidiary, ITDC Nusantara Properti, and PT Ecomarine Indo Putra for Wibit Water Sport and Circuit Cafe development, a partnership with PT Anjasmoro Sukses Mandiri for hotel and commercial development, a collaboration with PT Star Motorsport Indonesia for Mandalika Circuit Experience development, and an agreement with PT Nora Jelajah Indonesia for Mandalika Racing Experience. These collaborations represent ITDC's efforts to promote tourism in The Mandalika, using various sports events to highlight its tourism potential and business opportunities, creating a multiplier effect for the local community. The Mandalika now boasts an infrastructure network including 42.15 km of roads, power and communication networks, clean and wastewater installations, 16.8 km of drainage, Mandalika Bazaar with 302 UMKM kiosks, Kuta Lane, Balawista, Nurul Bilad Mosque, and parking centers (ITDC, 2023). ITDC (2023) estimates that the multiplier effect from tourism development in The Mandalika has created local jobs, including 350 operational and maintenance staff, 1,800 hotel and restaurant workers, 800 construction workers, and 8,000 event workers. The area supports 947 hotel rooms, 410 villa rooms, 1,800 homestay rooms, 40 restaurants, 15 modern shops, 5 beach clubs, and 5 spas and surf shops. Additionally, there is one gas station and five health clinics, demonstrating that tourism development in Mandalika provides employment opportunities for the local community.

ITDC also collaborates with UMKM by providing various training programs to enhance their business potential. From July 15-17, 2019, ITDC offered a Simple Accounting and Android-Based Application Training to 33 culinary UMKM at Mitra Bazaar Mandalika. This three-day training aimed to improve the financial management skills of the business operators at Bazaar Mandalika. It covered topics such as group dynamics, an introduction to simple accounting, simple accounting equations, practice in financial statement preparation, installing UMKM accounting applications for Android, an introduction to the UMKM accounting application, and practical use of the UMKM accounting application. This training was expected to help UMKM operators create simple financial reports not only conventionally but also using Android-based applications. In 2020, ITDC provided online training on effective home-based selling techniques for UMKM in The Mandalika as a response to the ongoing pandemic. This training aimed to equip the community to remain productive during the pandemic.

Before the 2021 MotoGP, ITDC, along with the Mandalika Grand Prix Association (MGPA) and in collaboration with the Central Lombok Disperindag (Department of Industry and Trade), provided pre-assistance for product design to UMKM for MotoGP merchandise. This initiative aimed to ensure that UMKM products met the standards set by Dorna Sports, allowing them to be sold on the MotoGP e-commerce platform through applications, websites, offline stores, and TV.

ITDC also partnered with PT Permodalan Nasional Madani (PNM) to conduct training on “Maximizing Product Marketing Through Websites and Google My Business” for ITDC’s fostered partners. These partners included the Women’s Farmer Group (Kelompok Wanita Tani/KWT) Kaki Rinjani Sejahtera Kopi Telapen, the Bamboo Craft Group Purnama, and the Dharma Setya Artshop Weaving Group. The training aimed to increase sales and marketing of craft products. The Kaki Rinjani Coffee group produces ground coffee named “Kopi Telapen,” which in the Sasak language means “pain reliever.” The local belief is that drinking this coffee helps alleviate headaches caused by fatigue from activities and long journeys. This coffee is sold in Lombok and other areas such as Yogyakarta, Kalimantan, and internationally in Malaysia. The Purnama Craft Group produces household and accessory crafts needed by hotels, offices, and households, using raw materials from the surrounding environment, such as bamboo, rattan, shell waste, etc. This group also involves the local community in increasing production to meet domestic and international market demands. Their products are sold in various regions in Indonesia, including Makassar, Medan, Jakarta, Yogyakarta, and Bali, and are exported to countries like the Netherlands, France, the UK, Greece, the USA, Dubai, Iran, Malaysia, Singapore, the Philippines, Brunei Darussalam, and Australia. The Dharma Setya Artshop produces traditional woven fabrics, including songket and ikat with Lombok’s distinctive motifs. These fabrics are sold in Lombok and other regions in Indonesia, such as Jakarta, Bandung, Surabaya, Bali, and Yogyakarta, and are exported to countries like Malaysia, Japan, France, Italy, and the Netherlands. These training collaborations with various flagship products in Mandalika reflect ITDC’s support for developing Mandalika’s leading products and ensuring the sustainability of these businesses.

Social Cultural

The development of the Mandalika International Circuit cannot be separated from the role of ITDC. The purpose of building the circuit is to make Mandalika one of the venues for international racing sports such as MotoGP. The interesting thing about the Mandalika Circuit lies in its unique track motif, inspired by woven patterns that adorn the Mandalika Circuit, especially in the run-off areas outside turns 15 and 16, which use the Subahnale motif in red and white. Subahnale itself is a characteristic of Lombok's woven songket. Subahnale originates from the phrase tasbih Subhanallah, repeated by every Sasak woman while weaving. The repetitive utterance of the tasbih becomes emotional when the female weavers are working on the Subahnale weave. This indicates that in the construction of the Mandalika Circuit, Indonesia still maintains local culture, which is a

distinctive characteristic of Indonesia and the Mandalika region itself, making it an attraction for both local and foreign communities. In an effort to introduce and preserve local culture, ITDC also collaborates with stakeholders to make the Bau Nyale Festival successful and vibrant. The annual festival is not only a celebration but also serves as a means to promote tourism and preserve the cultural values of the people of Central Lombok by presenting the beauty of Sasak culture and customs. The 2024 Bau Nyale Festival attracted 50,000 visitors and consisted of six events, three of which were held in Mandalika, including the Peresean performance at the Mandalika area, an authentic Sasak dance depicting a fight between two men armed with rattan sticks and thick buffalo-hide shields; the Cultural Carnival at Kuta Beach Park, featuring a carnival with a thousand Mandalika princesses; and the main event at Bukit Seger, Mandalika, which involved the Sasak people's tradition of catching sea worms or nyale that emerge once a year on the south coast of Lombok Island. Nyale is believed to bring prosperity to those who respect it and misfortune to those who disrespect it. Besides preserving local culture, this festival is also expected to attract foreign tourists.

Not only developing tourism in The Mandalika, ITDC is committed to supporting the protection and special attention for children through child protection-oriented programs. ITDC also plays a role in creating a child-friendly environment by addressing the needs of children in the development of the Mandalika SEZ, one of which is the construction of a Playground in the Kuta Beach Park area and Kuta Lane for children to play safely and comfortably, as well as stimulate their creativity. ITDC has also launched several innovative programs to provide special attention to children in the Mandalika area, one of which is the Stunting prevention program in Merak Village to ensure the health and nutrition of children in the Mandalika area. ITDC collaborates with PLN in building the Rengganis Customary School (Sekolah Adat Rengganis) in Sukadana Village to ensure and provide better access to education for the younger generation in the Mandalika area. ITDC also improves the quality of education, one of which is through collaboration with the Gugah Nurani Indonesia Community Empowerment Institution (Lembaga Swadaya Masyarakat Gugah Nurani Indonesia) by preparing the Children's Learning Center Program in the Mandalika SEZ to empower quality young generations for the future of the region. One of the efforts is to improve the welfare of street vendors and provide education for the growth and development of children in the Mandalika area through the Establishment of Children's Learning Centers & Development of Street Vendor Training in the Mandalika Bazaar & Kuta Beach Park by providing education and play methods guided by a teacher and child psychologist. These activities provide psychological and emotional support, as well as encourage children to actively participate in children's learning centers to assist them in their social development and well-being. ITDC is committed to supporting local economic development by ensuring the welfare of street vendors through the establishment of street vendor associations to provide positive impacts and functions such as street vendor data collection, information dissemination from stakeholders, conveying street vendor aspirations, advocating for street vendor regulation, monitoring child street vendors, and advocating for child protection in the Mandalika area. In addition, the association will also formulate rules that must be

followed by all registered street vendors. In welcoming National Children's Day in July 2023, ITDC collaborated with the West Nusa Tenggara and Central Lombok Governments to celebrate the 39th National Children's Day with the theme "Protected Children in Advanced Indonesia" held in Mandalika. The event was attended by more than 500 children aged 15 to 18, who participated in various interesting activities such as flash mobs, games, fashion shows, and beach clean-ups. All of these efforts are a form of ITDC's commitment to protect and ensure a better future for children in The Mandalika.

ITDC also plays a role in empowering the Mandalika community to enhance the welfare of the Mandalika community. In 2020, ITDC provided training on the cultivation and processing of oyster mushrooms for the surrounding villages of the Mandalika SEZ. The training began with theoretical materials introducing mushrooms and their types, proper cultivation methods, maintenance, harvesting, and processing and marketing techniques. After the theoretical part, the training participants were divided into village groups to practice making 100 mushroom spawn bags for oyster mushroom cultivation. Over a month, participants received guidance from tutors to monitor the development of the mushroom spawn made by each village. Additionally, participants were taught how to cook various mushroom dishes such as mushroom satay, mushroom sambal, and crispy mushrooms. The training aimed to encourage communities to develop mushroom cultivation businesses in each village and market their processed products, thus becoming an additional source of income for the surrounding villages. After completing the training, participants also taught nearby residents who did not attend the training. Several villages often receive requests for oyster mushroom supplies from restaurants and hotels in the Mandalika area. In addition to mushroom cultivation, ITDC collaborated with the Tourism Planning and Development Center team (Pusat Perencanaan dan Pengembangan Pariwisata/P3TA) from the University of Mataram to provide training and assistance on integrated farming systems for the surrounding villages of the Mandalika SEZ. This training taught communities how to develop integrated grape cultivation with Trigona honeybee farming, utilize cattle manure from backyard livestock as quality organic fertilizer, and process harvested mushrooms into oyster mushroom products. The goal is to develop the training into a center for producing new horticultural commodities, thus supplying the needs of the tourism industry and creative economy in the Mandalika SEZ. Aside from empowerment and training in agriculture, ITDC also collaborated with UMKM associations to organize a community collaboration program at the Mandalika Bazaar in February 2024. The program aimed to unearth, strengthen, and hone the skills and creativity of local communities or UMKM players affiliated with the Mandalika UMKM Association. One of the activities was a cooking class themed "How to Bake Pastry" to provide practical training in making pastries to UMKM players and visitors to the Mandalika Bazaar. The program is expected to provide a positive boost to the growth of local UMKM while also stimulating and advancing the local UMKM sector in the Mandalika area.

Environment

ITDC plays an important role in managing and promoting environmental sustainability in Mandalika. ITDC recognizes the importance of nature conservation and takes concrete steps to implement eco-friendly practices in all aspects of the area's development and management. Cleanliness and environmental sustainability are key priorities for ITDC in supporting the development efforts of the Mandalika area. Maintaining cleanliness and environmental sustainability is crucial for the progress and development of any tourist area, including Mandalika. To maintain the cleanliness of Mandalika, ITDC has introduced an integrated waste management system in the area. ITDC has its own standard operating procedures (SOP) specifically regarding waste disposal, and these SOPs are consistently applied. This creates a beautiful tourist destination. ITDC has also partnered with the Central Lombok Journalists Association (Persatuan Wartawan Lombok Tengah/PWLT) to conduct greening and beach cleaning activities in the Mandalika in Kuta, NTB Province, Central Lombok. This collaboration is part of the celebration of PWLT's 8th anniversary. The cooperation also involves many stakeholders, including Pemerintah Provinsi Lombok Tengah, PDAM Lombok Tengah, Lembaga Konservasi Porter Indonesia, and Duta Lingkungan Hidup Lombok Tengah. A total of 100 trees were planted, consisting of 47 mahogany trees, 28 sawo kecil trees, and 25 waru trees, in the eastern part of Mandalika. This greening and beach cleaning activity is part of the Integrated Sustainable Tourism Program launched by ITDC in December 2023 to support the implementation of sustainable tourism. The program is expected to have a positive impact on reducing air pollution, improving soil quality, and creating better habitats for flora and fauna. Additionally, ITDC will enhance environmentally friendly operations in the area through the use of electric transportation within the area and the provision of water and waste treatment facilities. This is ITDC's initiative to make Mandalika a sustainable tourism destination.

ITDC has successfully installed 541 units of Solar Street Lighting (PJU) in several locations in the Mandalika area, as well as 5 solar charging stations scattered around Kuta Beach Park and the Pertamina Mandalika Circuit. These PJU facilities were built through the Mandalika Urban Tourism Infrastructure Project (MUTIP) and the public charging station facilities prepared in collaboration with the Ministry of Tourism and Creative Economy (Kemenparekraf) and the Sinar Utama Nusantara Foundation (SUN). Environmental-friendly facilities in Mandalika include 20 e-bike units, 4 buggy units, and 5 Segway units for local operational activities, as well as a Seawater Reverse Osmosis (SWRO) system that converts seawater into clean water, ensuring the clean water needs in the Mandalika SEZ area are met. In addition, daily waste disposal will be managed by the Mandalika division and transported to the final disposal site (TPA) in the Pengengat village. Apart from integrated waste management, ITDC also implements a liquid waste management system in the Nusa Dua area. This wastewater management facility is operated by ITDC's subsidiary, PT ITDC Nusantara Utilitas (ITDC NU), which provides integrated utility systems with the highest system reliability and environmental friendliness.

The participation of the local community is an integral part of Mandalika's sustainable tourism development strategy. ITDC actively collaborates with local stakeholders, including community groups, local governments, and non-governmental organizations, to ensure that tourism development not only brings economic benefits but also fair and sustainable social and environmental benefits to the entire community. ITDC helps align tourism development with the needs and desires of the local community by respecting local knowledge and strengthening community capacity. ITDC is also actively involved in greening Mandalika and habitat restoration. They aim to restore degraded land into natural habitats for local flora and fauna by replanting native vegetation and restoring damaged ecosystems. These efforts will not only support biodiversity but also strengthen Mandalika's appeal to ecotourists as an environmentally friendly destination. In addition to direct environmental management efforts, ITDC also conducts environmental education programs. They organize various activities and events to raise awareness among local residents and tourists about the importance of nature conservation. These programs include workshops, seminars, and awareness campaigns on relevant environmental issues, as well as providing information on how to contribute to environmental conservation in Mandalika. Through these initiatives, ITDC aims to ensure that Mandalika remains an attractive and sustainable tourist destination by maintaining a balance between tourism development and environmental preservation.

CONCLUSION

Injourney Tourism Development Corporation (ITDC) has played a crucial role in advancing sustainable tourism in Mandalika. ITDC has successfully integrated economic growth, cultural preservation, social welfare, and environmental conservation. In fulfilling its role, ITDC has significantly ensured that the development of Mandalika not only enhances its status as an international tourist destination but also upholds the principles of sustainability and community welfare, impacting the three pillars of sustainable tourism: economy, social and cultural aspects, and environment. In the economic sector, the 2023 MotoGP event attracted 103,000 spectators and boosted the national GDP by up to 4.30 trillion rupiah. Additionally, the event increased the tourism sector's output by 0.019% to 0.023% and created 20,233 jobs, with over 300 UMKM positively impacted by the event. In the social and cultural sector, ITDC preserves and promotes local culture by incorporating traditional Lombok weaving motifs into the Mandalika International Circuit track. ITDC also hosts the regular "Pesona Bau Nyale" festival, which attracts up to 50,000 tourists. Furthermore, ITDC is committed to child protection by building child-friendly facilities, such as a playground at Kuta Beach Park. ITDC also engages in local empowerment through mushroom cultivation training, integrated farming systems, and training programs for UMKM to improve community living standards. In the environmental sector, ITDC implements eco-friendly practices in managing the Mandalika area, such as integrated waste management, the use of renewable energy (solar-powered street lighting), and electric transportation,

demonstrating ITDC's commitment to maintaining cleanliness and environmental sustainability. Additionally, ITDC conducts greening and habitat restoration programs through tree planting and ecosystem recovery, supporting biodiversity and attracting ecotourism. Educational-based outreach programs are also conducted to raise awareness among the community and tourists about the importance of nature conservation to make Mandalika a sustainable tourism destination. In this regard, ITDC has successfully made Mandalika a model of sustainable tourism, creating a balance between tourism development and environmental conservation that provides fair and sustainable economic, social, and cultural benefits for the community.

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CONFLICT OF INTEREST

In writing this article, the authors have no conflicts of interest to disclose and do not have any conflicts of interest related to the writing or publication of this article.

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