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A PHENOMENOLOGICAL STUDY ON LOMBOK ISLAND'S COMPETITIVENESS AS TOURIST DESTINATION THROUGH TOURISM ACTORS' PERCEPTION

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ABSTRACT

Background: The competitiveness of Lombok Island as a tourist destination is an interesting research topic because there has been no research that examines it. Until now, knowledge about the factors that determine the competitiveness of Lombok Island as a tourist destination has not been widely disclosed to public spaces. On the other hand, the phenomenon of the competitiveness of Lombok Island as a tourist destination is believed to be able to complement the existing model of competitiveness of tourist destinations by adding elements that are local-special-narrow.
Aim: This study aims to analyze the competitiveness of Lombok Island as a tourist destination for domestic tourists based on the perspective of tourism actors.
Method: Research on the competitiveness of tourist destinations in Lombok Island was carried out using a qualitative phenomenological approach. The research is aimed at obtaining meanings related to the determining factors of the competitiveness of Lombok Island as a tourist destination according to the perception of tourism actors on the island of Lombok.
Findings: The result of this study is the acquisition of attributes related to the determining factors for the competitiveness of Lombok Island as a tourist destination. The competitiveness of Lombok Island as a tourist destination is determined by four attributes, namely (1) natural attributes, (2) attributes that can be created, (3) supporting attributes, and (4) reinforcing attributes. The four attributes obtained in this study form a framework for the competitiveness of Lombok Island tourist destinations which are specific only to the island of Lombok.

KEYWORDS

competitiveness of tourist destinations, natural attributes, created attributes, supporting attributes, reinforcing attributes

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INTRODUCTION

Competitiveness theory that analyzes companies and countries has become the main reference for a number of researchers in developing the competitiveness of tourist destinations. However, the concept of competitiveness in tourism is still interpreted differently among researchers. The differences regarding competitiveness in tourism studies revolve around the clarity of the concept which is widely accepted. Competitiveness in the tourism literature is seen as the ability of a tourist destination to create and integrate value-added products that are able to preserve resources while maintaining their market position against competitors (Angeloni, 2013; K. H. Lee & Hyun, 2016; Prideaux et al., 2014).

Jovicic (2016) implied that the competitiveness of tourist destinations based on an environmental perspective that is associated with natural elements and man-made elements as well as the socio-cultural environment. On the other hand, Pearce (1997) and Kim (2014)

described the competitiveness of tourist destinations as a technique and method of evaluating tourist destinations that systematically analyzes and compares various attributes of competing tourist destinations in a planning context. Furthermore, de la Peña et al. (2019) consider that the competitiveness of tourist destinations has a great impact on the tourism industry. Therefore, it is very interesting to study further.

With regard to these differences, competitiveness in the context of tourism needs to be conceptualized more clearly in order to reach an understanding of them. Vengesayi (2003) states that the competitiveness of tourist destinations can be better understood by evaluating the main elements of the tourist destination itself.

The increasing interest in conceptualizing the competitiveness of tourist destinations has prompted a number of studies with different study focuses. Some researchers conduct studies on the competitiveness of tourist destinations related to certain tourist destination areas/locations (Azzoni & de Menezes, 2009; d'Harteserre, 2000; Dwyer et al., 2003; Enright & Newton, 2005; Go & Govers, 2000; Hudson et al., 2004; Huybers & Bennett, 2003; C. Kim & Dwyer, 2003; S. S. Kim et al., 2000; Kozak, 2002; Kozak et al., 2010; C. F. Lee & King, 2009; Mangion et al., 2005; Pike, 2009; Vengesayi, 2003; Zhang et al., 2011). Research on the competitiveness of tourist destinations is also carried out to examine certain aspects, such as the positioning of tourist destinations (S. S. Kim et al., 2000), tourist destination management (Minguzzi, 2006), marketing of tourist destinations (Buhalis, 2000; Faulkner et al., 1999), price competitiveness (Azzoni & de Menezes, 2009; Dwyer, 2002; Dwyer et al., 2000a, 2000b, 2001; Dwyer & Kim, 2001), quality management (Go & Govers, 2000), environmental (Hassan, 2000; Mihalič, 2000), nature-based tourism (C. F. Lee & King, 2009), strategic management (Miller et al., 2008), information technology applications (Kayar & Kozak, 2010).

The research then produced several models known as the tourist destination competitiveness model. This TDC model then becomes a reference for subsequent researchers who examine the competitiveness of tourist destinations. However, some weaknesses are still found in the TDC model. As Crouch (2011) stated that the model has not been able to provide the same results regarding the competitiveness of different tourist destinations. Another weakness that Kim and Dwyer (2003) state is that there is no one set of competitiveness indicators that apply equally to all tourist destinations.

Lee and King (2009) emphasized that the competitiveness model of existing tourist destinations is generally not suitable for determining competitiveness in certain tourism contexts so that the size and type of tourist destinations are one of the uniqueness that should be identified in research to develop a more appropriate competitiveness model.

There are several things that can be traced in relation to the research on the competitiveness of tourist destinations that have been carried out before. First, it is related to the models and determining factors for the competitiveness of tourist destinations. There is no set of factors that determine the competitiveness of tourist destinations that are universal. There is no single set of competitiveness indicators that apply equally to all tourist destinations. It is necessary to review the determining factors of competitiveness used to assess the competitiveness of tourist destinations. Second, related to the importance and role of determining the competitiveness of tourist destinations. There is no agreement on the level of importance and role of determining competitiveness in the competitiveness of a tourist destination as a whole. So it is necessary to take care to apply it to the reality of certain special situations. Finally, several variables can be

added to the next study such as the type of tourist destination, the type of tourist, and the intended market.

Many previous researchers have suggested identifying new factors and indicators of tourist destination competitiveness that are more specific to a particular country, location, or situation (Crouch, 2011; Dwyer et al., 2003; Hudson et al., 2004; C. Kim & Dwyer, 2003; Kozak, 2002; Vengesayi, 2003). Furthermore, Crouch (2011) suggests the need for substantive research to develop a valid measure regarding the competitiveness of tourist destinations.

Even specifically, some researchers (Craigwell, 2007; Croes, 2011; Dwyer & Kim, 2001) advise conducting research that tests and develops models of the competitiveness of tourist destinations on a smaller geographical scope, such as island tourist destinations. Croes (2011) cites the studies of Ritchie and Crouch (2003) suggesting a measurement of competitiveness that is more suitable for the specific realities of island tourist destinations.

There are only a few studies that examine the competitiveness of tourist destinations in small island countries. As done by Craigwell (2007) and Croes (2011) using composite indices to benchmark the competitiveness of tourist destinations of island countries. However, this index is used limited to tourism stakeholders who want to know the competitive position of their tourist destinations. Therefore, subsequent research needs to be carried out to determine the determining factors of competitiveness and develop a destination competitiveness framework that is relevant to island tourist destinations.

The description above confirms that research to determine the determining factors for the competitiveness of tourist destinations for island destinations needs to be carried out. This is one of the reasons to conduct research on the factors that determine the competitiveness of tourist destinations that are distinctive in accordance with the context of Lombok Island. One of the things that distinguishes this research from previous research is that this research uses a qualitative-phenomenological approach as an analytical tool to find the meaning and nature of the factors that determine the competitiveness of Lombok Island as a tourist destination from the perspective of a number of speakers of Lombok Island tourism actors. Although it has similarities in terms of researching the competitiveness of island tourist destinations, this study differs from the research of Craigwell (2007) and Croes (2011) in terms of: First, the problems posed; second, the approach used; The third is related to the data source used, and fourth, with regard to the output produced.

Considering that the research is only limited to researching the competitiveness of Lombok Island tourist destinations which is packaged in the title "Phenomenological Study of the Competitiveness of Lombok Island as a Tourist Destination for Nusantara Tourists in the Perception of Tourism Actors", the results are expected to make a significant theoretical and practical contribution to complement the existing tourist destination competitiveness model.

METHOD

The research design used is qualitative post-positivist using a phenomenological approach as an analysis knife. The object of this study is Lombok Island, one of the islands in Nusa Tenggara Province which is separated by the Lombok Strait from the island of Bali in the west and the Alas Strait in the east of Sumbawa Island.

Research data were obtained from observations, interviews, documentation, and visual images (cameras, handycams, and voice recorders). In this study, the number of research

informants amounted to 10 people. Then, the existing data is analyzed by means of data reduction, display data, and conclusion drawing/verifying.

RESULTS AND DISCUSSION

Comparison of the Substance of the Themes Obtained Against Literatures

In summary, the competitiveness of Lombok Island as a tourist destination contains four elements of the theme that can be said to be valid only for the island of Lombok.

Natural Attributes as a Determining Factor for the Competitiveness of Lombok Island Destinations

The first element that determines the competitiveness of Lombok Island destinations is natural attributes. In this context, natural attributes are reflected by the natural attractions and images of Lombok Island that are in the memory of tourists. Natural attractions are all the diversity and uniqueness of the natural environment, including the potential for diversity and uniqueness of the natural environment in marine waters and the potential for diversity and uniqueness of the natural environment in the land area. While the image refers to the image of Lombok Island which is synonymous with the beauty of the beach. The uniqueness and diversity of the natural environment found in the water area and in the land area of Lombok Island has been revealed by informants, including in table 1.

Table 1. Comparison of Natural Resource Elements that Determine the Competitiveness of Tourist Destinations

Natural Resources Shape the Competitiveness of Tourist Destinations		
Findings in This Study (2015)	***Damanik and Weber*** (2006)	***Fennel*** (1999)
1) Beautiful Pink Beach; 2) The exotic Gili Nanggu; 3) Waterfalls; 4) White water rafting; 5) Diving spot; 6) The clear sea water and white sand found at Kuta Beach; 7) Savannahs; 8) Meadows; 9) Mount Rinjani with diverse climbing routes; 10) Senggigi Beach; and 11) Gili Trawangan, Gili Meno, Gili Air.	1) The wonders and beauty of nature; 2) Diversity of flora; 3) Faunal diversity; 4) Wildlife; 5) Natural vegetation; 6) Ekosistem unspoiled by man; 7) Recreation of waters (lakes, rivers, waterfalls, beaches); 8) Cross-country (trekking, rafting, and so on); 9) Megalithic objects; 10) Comfortable air temperature and humidity; and 11) Normal rainfall and so on.	1) Geographical location; 2) Climate and weather; 3) Topography and landforms; 4) Surface materials; 5) Air; 6) Vegetation; and 7) Fauna.

Source: Data processed (2015), Damanik & Weber (2006), Fennel (1999)

Referring to the findings of this study, the theme of natural attributes was obtained as adeterminant of the competitiveness of Lombok Island tourist destinations. This finding is in accordance with the statement of Pitana and Diarta (2009) which states that natural resource elements such as water, trees, air, mountain beds, beaches, and landscapes will not be useful resources for tourist destinations unless all these elements can satisfy and meet the needs of tourists.

The natural attributes that determine the competitiveness of Lombok Island tourist destinations as findings in this study support the competitiveness model of tourist destinations developed by Ritchie and Crouch (2003). The most common model of tourist destination competitiveness was developed by Crouch and Ritchie in 1999. Ritchie and Crouch then added some elements to it in 2000. Until they perfected the tourist destination's competitiveness model in 2003.

In their concept, Ritchie and Crouch (2003) show five factors that determine the competitiveness of a tourist destination. One of those five factors is Core Resources & Attractor. As with Kim and Dwyer (2003), Ritchie and Crouch (2003) state that this factor is a key factor influencing tourists to visit a tourist destination. Ritchie and Crouch (2003) distinguish Core Resources & Attractor factors into seven categories, namely physiography and climate, culture and history, market ties, mix of activities, special events, entertainment, and the tourism superstructure.

Taking into account the categories contained in the Core Resources & Attractor factor, it can be seen that Ritchie and Crouch (2003) combine natural elements and elements that already exist human intervention. The natural categories of Core Resources & Attractor factors are physiography and climate. Meanwhile, other categories such as culture and history, market ties, mix of activities, special events, entertainment, and the tourism superstructure have involved human intervention. However, Ritchie and Crouch (2003) emphasize that physiography and climate are the most dominant categories determining the competitiveness of a tourist destination.

Comparing Core Resources & Attractor as one of the factors that determine the competitiveness of tourist destinations with the theme of natural attributes obtained in this study, there are several similarities and differences. The similarity between the theme of natural attributes in this study and the Core Resources & Attractor factor proposed by Ritchie and Crouch (2003) appears in the category of physiography and climate. Crouch and Ritchie explained that the physiography and climate category includes the entire landscape and climate in a tourist destination. It also includes the beauty and visual appeal displayed by a tourist destination. Thus, this category of physiography and climate is not much different from the theme of natural attributes obtained in this study.

The theme of natural attributes obtained in this study when juxtaposed with Core Resources & Attractor factors became different because Ritchie and Crouch (2003) classified Core Resources & Attractor factors into seven categories, while the themes of natural attributes in this study were only reflected by two meanings. The next difference is shown by the merging of purely natural categories and existing categories of human intervention on the Core Resources & Attractor factor, while the theme of natural attributes obtained in this study refers only to the diversity and uniqueness of the potential natural environment that exists within the sea to the top of the mountain. Table 2 shows significant similarities and differences, so as to

be able to provide an illustration that the theme of natural attributes as a factor that determines the competitiveness of Lombok Island as a tourist destination obtained through this study has similarities and differences with the Core Resources & Attractor factor proposed by Ritchie and Crouch (2003).

Table 2. Comparison of Core Resources & Attractors on Crouch-Ritchie Models and Themes of Natural Attributes yang Dipergained In Research Ini

Key Factors Crouch-Ritchie Model	**Themes in Research**
Core Resources & Attractors	***Natural Attributes***
1) Physiography and climate; 2) Culture and history; 3) Market ties; 4) Mix of activities; 5) Special events; 6) Entertainment; and 7) The tourism superstructure.	1) Natural Attractions; and 2) Image of Lombok Island

Source: Data processed (2015) *and Ritchie & Crouch* (2003)

From the comparison shown in Table 2, it is clear that the key factors that determine the competitiveness of Ritchie and Crouch (2003) tourist destinations are general in terms of covering broader categories, while the theme of natural attributes as Determinants of competitiveness of Lombok Island destinations obtained in this study is specific because it contains more local substance based on the statements of informants.

The theme of natural attributes as a determining factor for the competitiveness of Lombok Island tourist destinations found in this study also corroborates the findings of a study conducted by Benedetti (2010). Through research on the competitiveness of Brazilian tourist destinations, he found that one of the key factors in the competitiveness of Brazilian tourist destinations is formed by the factors labeled bequeathed. This bequeathed factor is a collection of natural environ-ment, national patrimony and island appeal categories that determine it. In his research, Benedetti (2010) found elements that reflect these categories include climate/weather, sun, sea and beaches, visual appeal, panoramic sea/harbour views, cleanliness, culture and history, megalithic temples, archaeological sites, historic landmarks, cities, buildings, museums and galleries, quaint villages, village core, island charm/exoticness, island way of life, relaxation/carefree opportunity.

This finding also corroborates the Natural Resources theme label proposed by Dwyer and Kim (2001) as one of the eight themes they used to build a tourist destination competitiveness model as a development of the competitiveness model of Ritchie and Crouch (2003) tourist destinations. The theme of natural attributes in this study confirms the statement put forward by Dwyer and Kim (2001) that climate, the beauty of natural scenery, the diversity of flora and fauna are comparative advantages for a tourist destination.

Based on the description of the comparison of the findings of the natural attribute theme with several previous research findings, a minor proposition was proposition, namely natural attributes reflected through the meaning of natural attractions and the image of Lombok Island

which is identical to the beach is a factor that determines the competitiveness of Lombok Island destinations.

Attributes as Determining Factors for the Competitiveness of Lombok Island Destinations

In the context of the competitiveness of Lombok Island as a tourist destination, a theme was found that was labeled as an attribute that could be created. This labeling refers to the synthesis of meanings obtained based on the information of the interviewee source. The perception of informants shows that complementary attributes are needed in addition to the natural attributes that lombok island already has in order to compete with other tourist destinations. This means that complementary attributes must be held/made in order to increase the competitiveness of Lombok Island tourist destinations.

The theme of attributes that can be created as the second theme in this study is reflected by meanings such as attractions, events, products, culinary, and promotion. The informant's understanding of the attributes that can be created is at the level of cognition and based on daily practical experience. That is, informants understand the attributes that can be created as attributes that must be made to complement the natural attributes that the island of Lombok already has.

Various statements, hopes, ideas and concrete actions were stated by informants as proof that Lombok Island as a tourist destination needs attributes that need to be made to increase its competitiveness. Statements such as "there should be a performance of peresean" or "what do you want to see what my guests are?", or concrete actions such as organizing a beleq drum festival and organizing Sasak day's reinforce the important role of attributes that can be made as a determining factor for the competitiveness of Lombok Island tourist destinations.

This finding corroborates the theme label proposed by Dwyer and Kim (2001) as one of the Determinants of the competitiveness of tourist destinations. In the destination competitiveness model they developed, the theme of created resources consists of tourism infrastructure, special events, range of available activities, entertainment, and shopping. A comparison between the theme of attributes that can be created in this study and the theme of created resources Dwyer and Kim (2001) is shown in Table 3 below.

Table 3. Comparison of Created Resources on the Integrated Model Dwyer & Kim with the Theme of Attributes That Can Be Created in this Study

Integrated Model Dwyer & Kim (2001)	**Themes in Research**
Created Resources	***Attributes That Can Be Created***
1) Tourism infrastructure;	1) Attractions;
2) Special events;	2) Event;
3) Range of available activities;	3) Products;
4) Entertainment; and	4) Culinary; and
5) Shopping.	5) Promotion.

Source: Data processed (2015) and Dwyer and Kim (2001)

Table 3 shows a significant difference between the attribute themes obtained in this study and the created resources themes proposed by Dwyer and Kim (2003). This difference occurs

because of the emergence of tourism infrastructure elements on the theme of created resources. In the context of the competitiveness of Lombok Island destinations, informants perceive everything related to infrastructure into supporting attributes. Thus, the point of difference occurs in the grouping of its elements. On the one hand, Dwyer and Kim (2003) group infrastructure elements into the theme of created resources. On the other hand, research on the competitiveness of Lombok Island tourist destinations found infrastructure as an element of the theme of supporting attributes.

The findings of attributes that can be created in the context of the competitiveness of Lombok Island tourist destinations support the research of Benedetti (2010) in several ways. Research conducted by Benedetti (2010) on the competitiveness of Brazilian tourist destinations found a key factor as one of the eight key factors that determine Brazil's competitiveness as an international tourist destination. Comparing the findings of this study with the key factors proposed by Benedetti (2010), there seems to be similarities in terms of labeling. Benedetti (2010) labels designed factors to categories that can be designed to increase Brazil's competitiveness as an international tourist destination. According to Benedetti (2010), the categories that can be designed are: events, activities, hospitality, tourism infrastructure.

Table 4. Comparison of Designed Factor by Benedetti (2010) with the Theme of Attributes That Can Be Created yang Dobtained in Research Ini

Designed Factor Benedetti (2010)	**Themes in Research**
Designed Factor	**Attributes that Can be Created**
1) Events;	1) Attractions;
2) Activities;	2) Event;
3) Hospitality; and	3) Products;
4) Tourism Infrastructure	4) Culinary; and
	5) Promotion

Source: Data processed (2015) *and Benedetti (2010)*

It needs to be explained again, that informants' understanding of infrastructure is different from the findings of Benedetti (2010) and Dwyer and Kim (2003). If Benedetti (2010) classifies infrastructure into key factors while Dwyer and Kim (2003) classify infrastructure into created resources, then informants in this study tend to perceive infrastructure as a supporting attribute.

Differences due to different groupings and naming also arise when comparing these findings with key factors shaping the competitiveness of tourist destinations Ritchie and Crouch (2003). In the proposed model of tourist destination competitiveness, Ritchie and Crouch (2003) combine natural categories and categories that can be created in the key factors of core resources and attractors. Ritchie and Crouch (2003) group the categories of special events and mix of activities into key factors of core resources and attractors. At this point, the difference occurs because in the context of the competitiveness of Lombok Island destinations, elements related to events and activities carried out by tourists are perceived as attributes that can be made.

Pitana and Diarta (2009) describe tourist destination attractions as elements contained in the destination and the environment in it that individually or in combination play an important

role in motivating tourists to visit the destination. Furthermore, Pitana and Diarta (2009) distinguish destination attractions into natural attractions, artificial attractions and social attractions. The attraction findings in this study refer to destination attractions as man-made products. As stated informants as "dance performances", "peresean", "entertainment" and so on.

Based on the description of the comparison of the findings of the theme of attributes that can be made with some of the findings of previous research, two minor propositions are proposed, namely attributes that can be made which are reflected through the meaning of attractions, events, products, culinary, promotion are factors that determine the competitiveness of the destination wsiata Lombok Island.

Supporting Attributes as a Determining Factor for the Competitiveness of Lombok Island Destinations

Ritchie and Crouch (2003) stated that if core resources and attractors are key factors that motivate tourists to visit tourist destinations, then supporting factors and resources provide a solid foundation for the success of the tourism industry in these tourist destinations. Furthermore, Ritchie and Crouch (2003) state that tourist destinations that have a wealth of core resources and sources of attractions - Ritchie and Crouch label core resources and attractors - that are diverse but do not have adequate supporting factors will find it difficult to compete.

Ritchie and Crouch's (2003) statement regarding the role of supporting factors in determining the competitiveness of tourist destinations is supported by research findings. Although in a local-narrow-special scope, informants in this study have a perception of the elements that support the competitiveness of Lombok Island tourist destinations. Informants express it through important statements as shapers of meanings synthesized into themes of supporting attributes. Through the statements of informants are formed meanings: accessibility, infrastructure, budget, markets, human resources and cost-value.

Based on a literature search of the study of the competitiveness model of tourist destinations, several researchers such as Ritchie and Crouch (2003), Dwyer and Kim (2003) and Benedetti (2010) found supporting factors as factors that determine the competitiveness of tourist destinations. In giving names, Ritchie and Crouch (2003) and Dwyer and Kim (2003) gave the same name of supporting factors and resources. Meanwhile, Benedetti (2010) gave the name supporting general infrastructure. In this study the theme obtained was given a name as a supporting attribute.

In research on Lombok Island, it was found that the supporting attributes reflected by the meaning of accessibility and infrastructure and it are the same as Ritchie and Crouch (2003) and Dwyer and Kim (2003), but there are several points of difference. In Ritchie and Crouch (2003) accessibility is related to the ease of regulation of the aviation industry, taking care of visas and entry permits, connected routes, the availability of supporting airports and landing slots, airport capacity and so on, so the informants in this study revealed accessibility in the form of statements such as "opening the sky", "increasing flight frequency", "arranging take off-landing slots", "cruise ships", "compared to manado" and others.

Table 5. Comparison of Supporting Factors and Resources Crouch & Ritchie (1999) with the Theme of Supporting Attributes yang Diperobtained in Research Ini

Supporting Factors and Resources Crouch & Ritchie (1999)	**Themes in Research**
Supporting Factors and Resources	***Supporting Attributes***
1) Infrastructure; 2) Accessibility; 3) Facilitating Resources; 4) Hospitality; and 5) Enterprise	1) Accessibility; 2) infrastructure; 3) Budget; 4) Pass; 5) Sumber Human Power; and 6) Cost-Value

Source: Data processed (2015) *and Crouch & Ritchie (1999)*

Table 6. Comparison of Supporting Factors and Resources Dwyer & Kim (2003) with the Theme of Supporting Attributes yang Diperobtained in Research Ini

***Supporting Factors and Resources* Dwyer & Kim (2003)**	**Themes in Research**
Supporting Factors and Resources	***Supporting Attributes***
1) General Infrastructure; 2) Quality of Service; 3) Accessibility of Destination; 4) Hospitality; and 5) Market Ties.	1) Accessibility; 2) infrastructure; 3) Budget; 4) Pass; 5) Sumber Human Power; and 6) Cost-Value

Source: Data processed (2015) and Dwyer & Kim (2003)

Table 7. Comparison of Supporting General Infrastructure by Benedetti (2010) with the Theme of Supporting Attributes yang Diperobtained In Research Ini

Supporting General Infrastructure Benedetti (2010)	**Themes in Research**
Supporting General Infrastructure	***Supporting Attributes***
1) Quantity and quality of public infrastructure; 2) Public transport; 3) State of the roads; dan 4) ICT infrastructure	1) Accessibility; 2) infrastructure; 3) Budget; 4) Pass; 5) Sumber Human Power;d an 6) Cost-Value

Source: Data processed (2015) and Benedetti (2010)

The finding of infrastructure as an element that reflects supporting attributes is the informant's perception of the availability of facilities that support the competitiveness of

Lombok Island as a tourist destination. In the context of the competitiveness of Lombok Island destinations, infrastructure is not divided into general infrastructure and tourism infrastructure. At this point there are differences with Ritchie and Crouch (2003) and Dwyer and Kim (2003) separating infrastructure into public infrastructure and tourism infrastructure. Both Ritchie and Crouch (2003) and Dwyer and Kim (2003) declare airport facilities, seaports, hospitals, highways and telecommunications facilities as public infrastructure. Meanwhile, hotel facilities, accommodation, tourism information center (Tourism Information Center), swimming pools, toilets, restaurants and the like as tourism infrastructure. The findings in this study are also different from the results of Benedetti (2010) research which tends to view Supporting General Infrastructure from the aspect of quantity and quality of public infrastructure and sort it into public transport, state of the roads, and ICT infrastructure.

Regarding the infrastructure of tourist destinations in the national scope, Damanik (2013) raised criticism of the arrangement of tourist destination infrastructure that has not been followed by the domestic market formation program. Damanik (2013) states that the availability of infrastructure cannot guarantee the formation of a domestic market, as Damanik (2013) referred to as travel culture. This is because the existing infrastructure process and construction are not in accordance with the needs of the domestic tourist market, but rather side with the demands of the foreign tourist market needs. Furthermore, Damanik (2013) emphasized that domestic tourists make little use of tourism facilities built with a large budget.

Therefore, the market findings in this study corroborate Damanik's (2013) idea of the importance of building infrastructure that is in line with efforts to create a travel culture for the archipelago tourist market. If this can be implemented, the benefits obtained are the formation of a strong indonesian tourist market tourism culture and the results can be enjoyed in the next ten to fifteen years (Damanik, 2013).

The uniqueness of the findings of this study lies in the informant's perception of the supporting attributes reflected in the meaning of the budget. In the context of the competitiveness of Lombok Island tourist destinations, informants emphasized the important role of budget support. This finding is unique, because other researchers both Ritchie and Crouch (2003), Dwyer and Kim (2003) and Benedetti (2010) did not mention the budget as an element that supports the competitiveness of tourist destinations.

On the other hand, the infrastructure, budget, and market findings obtained in this study show a relationship with each other. The market intended in the context of the competitiveness of Lombok Island is archipelago tourists who really put Lombok Island as a tourist destination so that it can be a strong driver for the growth of the Lombok Island tourism industry. A large domestic tourist market can stimulate other elements of tourism, including accelerating the provision of infrastructure that is more partial to the needs of the archipelago tourist market. To realize this, the budget allocated by local governments plays an important role in making it happen.

Based on the description of the comparison of the findings of the supporting attribute theme with several previous research findings, three minor propositions were proposed, namely supporting attributes reflected through the meaning of accessibility, infrastructure, budget, market, human resources and cost-value are factors that determine the competitiveness of lombok island destinations.

Reinforcing Attributes as a Determining Factor for the Competitiveness of Lombok Island Destinations

In this context, the reinforcing attributes in question are all elements that play a role in strengthening other attributes that have been previously described in determining the competitiveness of Lombok Island tourist destinations. The reinforcing attributes in this study are reflected by four meanings, namely policy, coordination, local wisdom, and community participation.

Policies in the context of the competitiveness of Lombok Island tourist destinations are directions or guidelines for local governments, both provincial governments and regency/city governments to carry out activities aimed at increasing the competitiveness of Lombok Island as a tourist destination. Some expressions of informant statements reflect the role of this attribute through the expressions "should the government build", "local governments are already consolidating", "there should be a priority scale", "try to subsidize the government" and others. The expressions that arise regarding policies in the context of the competitiveness of Lombok Island tourist destinations corroborate the statement of the UN UN-WTO organization as quoted by Pitana and Diarta (2009), that the role of the government in determining tourism policy is very strategic and responsible for the following:

1) Build an operational framework involving the public and private sectors to drive the tourism industry;
2) Providing and facilitating the needs of legislation, regulation and supervision applied in tourism, environmental protection, and preservation of culture and cultural heritage;
3) Providing and building land, sea and air transportation infrastructure with complete communication infrastructure;
4) Build and facilitate the improvement of the quality of human resources by ensuring professional education and training to supply the needs of the workforce in the tourism sector; and
5) Pouring tourism policies into concrete plans that may include: (a) evaluation of the wealth of tourism, natural and cultural assets and mechanisms for their protection and preservation; (b) identification and categorization of tourism products that have competitive and comparative advantages; (c) determine the terms and conditions for the provision of required infrastructure and superstructures that will impact tourism performance; (d) elaborate programs for financing tourism activities, both for the public and private sectors.

In contrast to the findings of this study which places policy as one of the meanings that reflect the attributes of strengthening the competitiveness of tourist destinations, Ritchie and Crouch (2003) raised it as a key factor labeled destination policy, planning, development. In a broader perspective, Ritchie and Crouch (2003) view policy as a strategic framework that contains the planning and development of tourist destinations with economic, social and other community objectives whose output is expected to provide guidance on the structure of the formation and development of tourism. On the other hand, Dwyer and Kim (2003) stated policy and coordination as sub-themes that are part of the theme of destination management. The following table 8 shows the comparison.

Table 8. Policy Comparison and Coordination On Crouch & Ritchie Research (1999) and Dwyer & Kim (2003) with The Current Research

Crouch & Ritchie (1999)	**Dwyer & Kim (2003)**	**Lombok Island Destination Competitiveness Research (2015)**
Destination Policy, Planning, Development: 1) System definition; 2) Philosophy; 3) Vision; 4) Audit; 5) Positioning; 6) Development; 7) Competitive collaborative analysis; and 8) Monitoring and Evaluation.	Destination Management: 1) DMO (Coordination, Provision of information, Monitoring & Evaluation); 2) Destination Marketing Management; 3) Destination Policy, Planning, Development; 4) Human Resources Development; and 5) Environmental Management.	Booster Attributes: 1) Policy; 2) Coordination; 3) Local Wisdom; and 4) Community Participation.

Source: Data processed (2015), Crouch & Ritchie (1999); Dwyer & Kim (2003)

To increase the competitiveness of tourist destinations requires understanding both from the government as a regulator and from the private sector as business people (Pitana & Diarta, 2009). In the text of this study, the informant states this in the meaning of coordination. The informant's perception of coordination emphasizes the similarity of steps, visions, wills and avoids sectoral egos from various parties involved in efforts to increase the competitiveness of Lombok Island destinations.

In this study, it was found that community participation can be a reinforcement for other attributes that determine the competitiveness of Lombok Island tourist destinations. One of the informants stated that "the development of the area should involve the surrounding community and exert a direct influence on that community, sir" (Informant AA, 2014). The AA informant's statement supports the finding that the presence of tourists themselves creates employment opportunities for locals, especially in the provision of accommodation, attractions and other related service transactions (Pitana & Diarta, 2009). Involving the community in the management of tourist destinations is one of the requirements to strengthen the competitiveness of Lombok Island as a tourist destination. Ignoring the inclusive participation of the local population will undoubtedly create acute and exploitative marginalization (Damanik, 2013).

In the context of researching the competitiveness of Lombok Island tourist destinations, informants' perceptions of community participation are related to the contribution of local residents in providing security and comfort guarantees to visiting tourists. In practice, locals should be able to display polite speech towards tourists, avoid abusive behavior and threaten the safety of tourists and not coerce tourists when hawking goods sold. Public participation in providing security and comfort guarantees to tourists is very important to develop, because for

now tourists no longer rely on travel guidebooks and brochures about the intended tourist destinations as an important source of information to choose tourist destinations. In recent developments, tourists are looking for information on internet sites that provide information regarding almost every corner and situation of social, cultural, toamanan and friendliness of the locals.

Based on the description of the comparison of the findings of the reinforcing attribute theme with several previous research findings, four minor propositions were proposed, namely the reinforcing attribute which is reflected through the meaning of policy, coordination, local wisdom and community participation are factors that strengthen the formation of competitiveness of Lombok Island wsiata destinations.

Based on the minor propositions obtained, a research proposition was proposed, namely the competitiveness of Lombok Island tourist destinations determined by natural attributes, attributes that can be made and supporting attributes as well as reinforcing attributes. The relationship between attributes as a factor that determines the competitiveness of Lombok Island as a tourist destination is illustrated in the framework of the following model of competitiveness of Lombok Island tourist destinations.

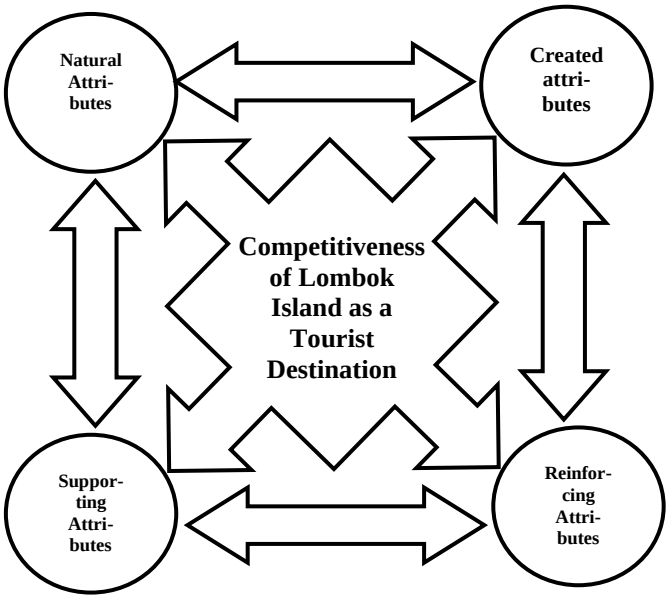

Figure 1. Lombok Island Competitiveness Model as a Tourist Destination

Graphically, the picture above shows a model of the competitiveness of Lombok Island as a tourist destination supported by four attributes, namely natural attributes, attributes that can be made, supporting attributes and reinforcing attributes. A straight line with arrows at both ends explains the correlation or relationship between the four attributes. Its descriptive exposure is outlined as follows. The competitiveness of Lombok Island as a tourist destination is determined by natural attributes. Lombok Island has the potential for unique and diverse natural attributes found in the sea water area (seabed) to the top of the mountain that can motivate tourists to visit Lombok Island. Unique and diverse natural attributes (in this context: sea, beach, gili, mountain, grassland, savanna, hiking trails, and so on) can no longer be relied upon as a competitiveness factor if they are not equipped with the attributes created. Therefore,

attributes that can be made (in this context: attractions, events, products, culinary, promotions) need to be held to complement natural attributes to increase the competitiveness of Lombok Island as a tourist destination. However, natural attributes and attributes that can be made do not make a significant contribution to the competitiveness of Lombok Island as a tourist destination if there are no supporting attributes (In this context: accessibility, infrastructure, budget, market, human resources, and cost-value). In this case, supporting attributes play an important role in determining the competitiveness of Lombok Island as a tourist destination. Furthermore, the role of natural attributes, attributes that can be made and supporting attributes to the competitiveness of Lombok Island tourist destinations will largely depend on the attributes of reinforcement (in this context: local government policies, coordination, local wisdom, community participation).

Basically, the function of the four attributes is as a determinant factor for the competitiveness of Lombok Island as a tourist destination. Therefore, the relationship established between one attribute and another attribute supports each other to increase the competitiveness of Lombok Island as a tourist destination.

The findings obtained in this study show that the competitiveness of Lombok Island destinations is a combination of natural attributes, artificial attributes, supporting attributes and reinforcing attributes. In contrast to Ritchie and Crouch (2003) who put forward seven key factors, so did Dwyer and Kim (2003) put forward eight key factors. If explored further, these differences are a consequence of the approach used in each study. This means that the different approaches used largely determine the competitiveness model of tourist destinations andtheir specific elements. Research on the competitiveness of Lombok Island tourist destinations uses a qualitative phenomenological approach, while Ritchie and Crouch (2000, 2003), Ritchie and Crouch (2003) as well as Dwyer and Kim (2003) wear Porter's diamond analysis glasses.

The findings of this study are indeed lifted from a narrow-local-specific context, but are actually still related to the fundamental substance of the tourist destination competitiveness model as seen in three important elements, namely (1) natural attributes; (2) attributes that can be created; and (3) supporting attributes. Hence, overall the findings of this study are a narrower part of the competitiveness model of tourist destinations Ritchie and Crouch (2000, 2003), Ritchie and Crouch (2003) and the competitiveness model of tourist destinations Dwyer and Kim (2003).

CONCLUSION

The existence of natural attributes as a factor that determines the competitiveness of Lombok Island as a tourist destination needs to be preserved. Efforts to preserve natural attributes are carried out to maintain the authenticity and uniqueness of tourist destinations, which are characterized by low pollution levels and a clean environment. The existence of attributes that can be made as a factor that determines the competitiveness of Lombok Island as a tourist destination needs to be added to its type, quantity and quality. The availability of supporting attributes as a factor that determines the competitiveness of Lombok Island as a tourist destination needs to be pursued by the government. The role of reinforcing attributes as a factor that determines the competitiveness of Lombok Island as a tourist destination needs to be strengthened.

The researchers realize that the current study are still limited to only a small scope of what a tourism discussion can cover, especially an area's tourism competitiveness. Therefore, future research are expected to give more attention to the aspect by analyzing how an area's competitiveness can affect its impression on visitors and how it might also affect locals in any way possible.

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