


## The Role of Art in Promoting Tourism in the Province of West Nusa Tenggara (NTB)

<sup>1</sup>I Wayan Kusuma Di Biagi, <sup>2</sup>Galih Suryadmaja, <sup>3</sup>Rapi Renda, <sup>4</sup>Nahdlatuzzainiyah, <sup>5</sup>Baiq Larre Ginggit Sekar Wangi

Universitas Bumigora, Mataram, Indonesia

Article Info	ABSTRACT
<b>Keywords:</b> Role of Art, Tourism Promotion, West Nusa Tenggara Tourism, Performing Art, Visual Art	This study aims to identify the various roles of art in promoting tourism in West Nusa Tenggara (NTB). It explores different forms of art and how they can be utilized to attract tourists, as well as analyzing the impact of art on the number of tourist visits. The research employs a qualitative approach to gain an in-depth and comprehensive understanding of the social and cultural phenomena related to the role of art in tourism promotion in NTB Province. The data collected from the field are then analyzed thematically by identifying patterns and themes that emerge. The findings of this study reveal that art, including performing arts, visual arts, and traditional arts, significantly contributes to attracting tourists. The integration of art into tourism promotion also supports the preservation of local culture. Overall, traditional arts in West Nusa Tenggara not only serve an aesthetic function but also play a central role in promoting tourism, cultural education, and the local economy. The results of this research provide valuable insights for local governments in formulating policies and strategies for tourism development. By understanding the role of art in tourism promotion, governments can more effectively allocate resources and support artistic activities that attract tourists.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> I Wayan Kusuma Di Biagi Universitas Bumigora, Mataram, Indonesia <a href="mailto:wynkusuma16@gmail.com">wynkusuma16@gmail.com</a>

### INTRODUCTION

Tourism is a vital sector for economic growth in the province of West Nusa Tenggara (NTB). According to the report the tourism sector contributes approximately 20% of the total Regional Revenue (PAD) and serves as a primary source of employment for the local community (Ekbisntb, 2024). This indicates that tourism not only functions as an economic driver but also as a means of alleviating poverty and enhancing the welfare of the community. In recent years, NTB has become one of the most sought-after tourist destinations in Indonesia, particularly following the successful hosting of international events such as the MotoGP Mandalika, which attracted attention from both domestic and international tourists.

Art plays a significant role in attracting tourists (Jumaidin & Maisarah, 2022; Prayudi, 2021; Sujarwo, 2019). In the context of tourism, art encompasses not only performing arts such as dance and music but also visual arts, handicrafts, and other cultural arts. Local wisdom produced through art can serve as a unique attraction for tourists seeking authentic

experiences. For instance, the renowned ikat weaving art in NTB is not merely a product for sale but also an integral part of the cultural experience that tourists can enjoy. The development of local art and culture can enhance tourism appeal and aid in building a positive image of a region (Kanom, 2015).

The issue addressed in this research is the role of art in promoting tourism in NTB. This question leads to an exploration of how art can be utilised as an effective promotional tool within the tourism sector. Art can serve as a primary attraction for tourists and as a medium for conveying cultural messages and local values. In the context of NTB, art can contribute to creating unique and engaging tourist experiences, which in turn can increase the number of tourist visits.

Another issue, as a limitation in this study, concerns how art can enhance tourism appeal. Art can increase tourism attractiveness by creating unique experiences for tourists. For example, regularly held art and cultural festivals can draw the attention of tourists and provide them with opportunities to interact directly with local culture. Additionally, art can serve as a vehicle for telling the history and traditions of the region, which can heighten tourist interest in visiting specific locations. Art has the potential to be a magnet for attracting tourists, especially when combined with other elements such as cuisine and natural attractions (Prayudi, 2021).

The limited number of comprehensive studies that integrate art and tourism in NTB Province remains one of the main challenges in optimizing their potential. Most research tends to discuss art merely as a form of cultural expression or tourism as an economic sector separately, without linking the two in the context of tourism promotion strategies. In fact, art whether in the form of traditional art, performing arts, or art festivals plays a strategic role in enriching tourism appeal and supporting the creation of destination identity. Likewise, most studies on tourism promotion in NTB primarily focus on popular destinations such as Gili Trawangan or Mandalika. There is still a lack of research exploring the role of art in promoting lesser-known alternative destinations in NTB that hold significant cultural value.

This gap creates an opportunity to explore how art can be effectively utilized as a promotional tool in developing the tourism sector in NTB. Previous studies have mostly discussed art as a form of local cultural expression or tourism as an economic sector without addressing the direct connection between the two. In fact, art has tremendous potential to serve as a strategic tool in tourism promotion, especially in regions rich in traditional art like NTB. Most studies on tourism promotion in NTB concentrate solely on popular destinations such as Gili Trawangan or Mandalika. There is limited research that delves into the role of art in promoting alternative destinations in NTB that are less known but possess high cultural value.

This study offers a novel approach by integrating art as a strategic element in the promotion of tourism in NTB Province. This differs from previous studies that tend to discuss art and tourism separately without exploring their synergistic relationship. This study deeply examines how local art forms, such as traditional dances, music, handicrafts, and cultural festivals, can serve as tools to build the image and identity of NTB's tourism destinations. This approach provides a new perspective on how art can become a key element in regional

tourism branding while also measuring the tangible impact of art—such as art festivals or cultural performances—on tourist arrivals and destination appeal. This study provides concrete evidence that has rarely been addressed in prior research.

The primary objective of this research is to identify the various roles played by art in promoting tourism in NTB. This study will explore the various forms of art present in NTB and how these arts are utilised to attract tourists. With a better understanding of the role of art, it is hoped that more effective strategies for promoting tourism in the region can be discovered. Furthermore, this research aims to analyse the impact of art on the number of tourist visits. Statistical data regarding tourist visits before and after the organisation of specific art events will be analysed to examine the relationship between art and increased visitation. This is crucial for understanding the extent of art's contribution to attracting tourists and how art-based promotional strategies can be optimised.

Tourism can be defined as travel undertaken by individuals or groups to enjoy new experiences outside their place of residence. According to tourism, it encompasses various activities, including recreation, education, and culture (Kuswandi et al., 2018). In the context of NTB, tourism not only focuses on natural attractions but also on the development of culture and art that are integral to the tourist experience. Several factors influence tourism, including tourist attractions, accessibility, infrastructure, and services. Tourist attractions can include nature, culture, history, and activities offered. The presence of local art and culture can enhance tourist appeal, particularly for tourists seeking authentic and unique experiences (Kuswandi et al., 2018; Naylasyani Siti Alhafidza et al., 2024; Taupikurrahman & Suwandana, 2022; Zain & Piju, 2021).

This research is important to conduct because art holds great potential as a tourism attraction. Art festivals, exhibitions, and cultural performances can draw the attention of tourists and increase visits to a region. Artistic activities involving local community participation can create profound experiences for tourists, making them more inclined to return (Mebri et al., 2022). Art can also function as an effective promotional medium for tourism. Through art, messages about the culture and attractions of a region can be conveyed in an engaging and memorable manner. For instance, the use of graphic art in tourism advertisements can capture attention and create a positive image for tourist destinations. Art can be a powerful tool in building the identity and image of a region in the eyes of tourists (Santiko, 2021).

The results of this research can provide valuable information for local governments in formulating policies and strategies for tourism development. By understanding the role of art in tourism promotion, governments can more effectively allocate resources and support artistic activities that can attract tourists. This can also assist in creating programmes that involve local communities in tourism development. For tourism industry stakeholders, this research can offer insights into how art can be utilised as an effective promotional tool. By understanding tourist trends and preferences, industry players can develop more appealing products and services. For instance, hotels and restaurants can organise art events or showcase local artworks to enhance their appeal.

This study also benefits the local community, particularly in terms of empowerment through art and culture. With the rise of art-based tourism, local communities can gain opportunities to engage in the tourism industry, both as artists and service providers. This not only increases their income but also aids in the preservation of local culture and traditions. Art can be defined as a creative expression that reflects the values, traditions, and identities of a society. Art encompasses various forms, including visual arts, music, dance, theatre, and literature. Art functions not only as entertainment but also as a means of conveying social and cultural messages (Zain & Piju, 2021). In the context of tourism, art can be a strong attraction for tourists who wish to understand and appreciate local culture. In NTB, relevant forms of art include performing arts such as traditional dance, regional music, and cultural festivals. Additionally, visual arts such as handicrafts, paintings, and sculptures also hold significant potential for attracting tourists. Culinary arts, as part of cultural experiences, should not be overlooked. The diversity of art and culture in NTB can serve as a primary attraction in tourism development (Kumoro et al., 2021).

## METHOD

This research employs a qualitative approach to gain an in-depth understanding of the role of art in promoting tourism in the province of West Nusa Tenggara (NTB). A qualitative approach is chosen as it provides a more comprehensive insight into the social and cultural phenomena occurring within the community. The use of this method allows the researcher to explore the perspectives of individuals and groups within a broader context related to the role of art in tourism in NTB (Creswell, 2018; Ningsih et al., 2023; Suryadmaja et al., 2015). This research is also descriptive in nature, aiming to provide an accurate depiction of a phenomenon (Sugiyono, 2010; Suryadmaja, 2013). Detailed descriptions of local art and culture in NTB will elucidate how these elements interact within the context of tourism.

In data collection, the researcher employs several techniques, including observation, interviews, and document studies. Observations are conducted directly on art performances, cultural festivals, and other artistic activities taking place in NTB. This process is carried out to observe behaviours in their natural context (Angrosino, 2007). Interviews are conducted with various parties possessing knowledge and experience related to art and tourism in NTB, including local artists, tourism destination managers, and tourists. Semi-structured interviews will be utilised to provide flexibility in questioning and to delve into relevant topics. Document studies are conducted to gather various information that can be used for enrichment, deepening, or analysis of field data.

The researcher will collect related documents, such as annual reports from the NTB Provincial Tourism Office, articles, and publications related to art and tourism. These documents will provide in-depth information about the policies, programmes, and initiatives undertaken to promote art as part of tourism. According to Bowen (2009), document studies can serve as a rich and valuable data source in qualitative research. By analysing these documents, the researcher can understand the context and policies supporting the development of art within tourism in NTB.

The collected data will then be analysed using qualitative data analysis to interpret and analyse the data. The data will be thematically analysed by identifying patterns and themes emerging from the data. Thematic analysis is an effective method for organising and describing data in detail, as well as providing deeper interpretation (Braun and Clarke, 2006). Through this process, it can be explained how art functions in tourism promotion and its impact on tourist experiences.

## RESULTS AND DISCUSSION

### The Role of Art in Promoting Tourism in NTB

Traditional art in NTB plays a crucial role in promoting tourism and introducing the uniqueness of local culture to the outside world. Various forms of art, such as dance, music, and handicrafts, not only possess aesthetic value but are also rich in deep cultural meaning, making them a primary attraction for tourists wanting to learn more about local culture. This diversity of art, which is distinctive and authentic, becomes the identity of NTB that is hard to find elsewhere and serves as one of the main drivers in the development of the tourism sector in the province.

One famous example of traditional art in NTB is the Gandrung Dance and Gendang Beleg. The Gandrung Dance is performed by dancers with energetic and expressive movements, depicting joy and a welcome for guests or a tribute to ancestors. This dance is typically performed at major events or specific celebrations. Meanwhile, Gendang Beleg, played with a large drum instrument, is also a very distinctive performance from NTB, particularly from Lombok. Gendang Beleg not only showcases captivating rhythm but also embodies the performing arts that depict the strength and fighting spirit of the Sasak community. Traditional art performances such as the Gandrung Dance and Gendang Beleg are often showcased at various cultural events, organised by both local governments and communities, aiming to provide entertainment while introducing local cultural values. According to the NTB Provincial Tourism Office report, art performances attract more than 50,000 visitors annually (Kutari & Cahaya, 2024; Sugiharto, 2024). This figure reflects the significant influence of traditional art in tourism promotion, simultaneously demonstrating that art is not merely entertainment but also a means to foster cross-cultural understanding.

In addition to being a tourist attraction, traditional art serves as an educational medium for tourists. Through authentic art performances, visitors are not only entertained but also invited to gain a deeper understanding of cultural values, history, and traditions of the NTB community. An interesting example is the Bau Nyale Festival, held annually in Lombok. This festival is part of a cultural celebration that involves the entire community in preserving and maintaining local traditions. The Bau Nyale Festival not only showcases performing arts but also presents local traditions such as the hunt for Nyale (sea worms), which are believed to hold spiritual and cultural significance. This event successfully attracts both domestic and international tourists, contributing significantly to regional revenue. Previous research has shown that the development of tourism based on traditional art can enhance the welfare of local communities (Kuswandi et al., 2018). Traditional art packaged in the form of festivals or



cultural events provides space for tourists to learn about and appreciate local culture while also promoting economic growth based on local wisdom.

Art events and festivals held in NTB have proven to be one of the most effective tourism promotion strategies. Festivals such as the Lombok Charm Festival and Sasak Cultural Festival, for example, not only showcase local art and culture but also provide a platform for local artists to display their works. Such events not only entertain visitors but also introduce the cultural diversity of NTB to the outside world. Festivals like these can attract media and tourist attention, thereby increasing NTB's visibility as a culturally rich tourist destination (Kumoro et al., 2021). The existence of art events and festivals also serves as a means to introduce local artistic products, which play a crucial role in promoting local handicrafts.

The organization of art festivals has a significant impact, particularly on the number of tourist visits. For instance, the hosting of festivals as part of the rebranding process of Senggigi tourism has resulted in an increase in the number of tourists from 125,437 in 2020 to 433,952 in 2022 (Ghees et al., 2024). This not only demonstrates a high interest in traditional art events but also illustrates the vital role of festivals in boosting the local economy. During festivals, many local entrepreneurs such as food vendors, handicraft sellers, and accommodations benefit from the surge in visitors. These art festivals create temporary job opportunities and allow small business owners to introduce their products to a wider market.

Handicrafts and local artistic products in NTB also play an essential role in promoting tourism. Products such as ikat weaving, ceramics, traditional jewellery, and wood carvings are sought after by tourists visiting NTB. These handicraft products not only possess high aesthetic value but also carry deep cultural meaning. Each motif in ikat weaving, for example, tells stories about the life of the community, spiritual values, and traditions passed down through generations. Handicrafts produced by local artisans not only reflect artistic beauty but also depict the cultural richness that holds significant meaning for the people of NTB (Kanom, 2015).

The marketing of NTB's local artistic products is also increasingly developing, as more artisans utilise digital platforms to promote their works. Social media and e-commerce platforms have opened broader access for local artisans to market their products, not only in the domestic market but also internationally. In the annual report from the Dinas Pariwisata NTB (2022), it was noted that sales of handicraft products increased by 40% over the last two years, thanks to increasingly effective digital marketing strategies (Ghees et al., 2024). The marketing of local artistic products demonstrates that handicrafts not only serve as tourist products but also as significant sources of income for local communities. Furthermore, digital marketing allows NTB's local art products to gain wider recognition, which can contribute to the overall development of tourism and the local economy (Fadli, 2022).

Overall, traditional art in West Nusa Tenggara not only serves aesthetic functions but also plays a central role in promoting tourism, cultural education, and local economic growth. From dance performances and music to handicrafts, NTB's traditional art can attract tourists and provide profound experiences about the life, history, and culture of the local community. Through art events, festivals, and the marketing of handicraft products, traditional art

becomes an inseparable part of sustainable tourism development efforts in NTB. The success of NTB's traditional art in attracting tourists also demonstrates that culture-based tourism can have a positive impact on the welfare of local communities.

### **The Impact of Art on Tourist Visits**

Art plays a crucial role in the development of the tourism sector, especially in regions rich in cultural heritage such as NTB. The impact of art on tourist visits to NTB can be observed in the significant increase in the number of visitors, both domestic and international, in recent years. Based on data released by the NTB Provincial Tourism Office (2022), the number of international tourists visiting NTB has seen an extraordinary surge. In 2020, NTB recorded around one million visitors, while in 2022, the number increased to 1.5 million people. This increase in tourist numbers is undoubtedly linked to the success of various regularly held art and cultural events in the region.

The role of art in increasing tourist visits in NTB is evident through various art events that have successfully attracted the attention of tourists, both from within the country and abroad. One of the most notable examples is the Bau Nyale Festival, held annually in February. This festival, which is part of the Sasak cultural tradition, has successfully attracted over 100,000 visitors within a week. This demonstrates that local art and culture in NTB not only possess aesthetic value but can also serve as a major attraction that promotes regional tourism. The Bau Nyale Festival itself is not merely a showcase of art but also a means of introducing the history and long-standing local traditions.

Such festivals demonstrate how art can function as a bridge connecting local culture with the outside world, attracting tourists interested in understanding and experiencing authentic cultural experiences. The traditional art of NTB presented at various festivals and events in the region provides experiences that are not only visually appealing but also emotionally and culturally profound for visitors. This is what makes many tourists eager to return to NTB and recommend it to others. As expressed by an Australian tourist who witnessed the Gandrung Dance in Lombok, the experience left a deep impression and enriched their understanding of Indonesian culture. "Watching the Gandrung Dance in Lombok was one of the best moments of my trip. I felt closer to Indonesian culture after seeing it live," they stated. Such testimonials illustrate how art can function not only as a tourist attraction but also as a means of building an emotional connection between tourists and local culture.

The positive impact of art on tourist experiences indicates that positive artistic experiences can enhance tourist satisfaction levels (Prayudi, 2021). Moreover, experiences that touch emotions and provide new insights into local culture encourage tourists to recommend the destination to others, which in turn can expand the market reach of NTB tourism. Therefore, art is one factor that cannot be overlooked in tourism marketing strategies in NTB. This also reflects the view that local art and culture hold significant potential to become flagship products in promoting sustainable tourism.

In terms of tourist experiences, comparisons of tourist visit statistics before and after more aggressive art promotions also show a very significant impact. Prior to the major push in promoting local art and culture, NTB could only attract around 800,000 tourists annually.

However, after various art and cultural festivals were held regularly, this figure experienced an extraordinary increase. According to the NTB Provincial Tourism Office report (2022), in 2021 the number of tourist visits rose to 1.2 million, and in 2022, that number increased again to 1.5 million. This increase indicates that local art and culture can serve as a primary driving force in attracting tourists, ultimately providing positive impacts on the overall tourism sector in NTB.

Furthermore, the economic impact of the increase in tourist visits is highly significant. The success of art in attracting tourists directly impacts the increase in revenue from the tourism sector, which then contributes greatly to regional economic growth. The rapidly developing tourism sector also brings widespread economic benefits, ranging from increased demand for accommodations, transportation, to the consumption of local products. Additionally, the increase in tourist numbers provides opportunities for the development of the creative industry and local handicrafts, which are integral to the expression of local art and culture.

The development of art-based tourism can have an extraordinary economic impact on the region (Kanom et al., 2023). In addition to increasing regional revenue, art-based tourism also contributes to the empowerment of local communities. Communities involved in the production and presentation of traditional art, such as artists, craftsmen, and event organisers, can directly benefit economically from the tourism sector. This not only enhances the welfare of local communities but also strengthens the cultural identity of the region as part of its tourist appeal.

Moreover, the success of art in enhancing NTB tourism is closely related to the concept of sustainable tourism. Art derived from local traditions not only serves as a tourism commodity but also functions as a means of cultural preservation. By integrating art into tourism development, NTB not only preserves existing cultural heritage but also raises awareness of the importance of maintaining and nurturing these traditions for future generations. This aligns with the principles of sustainable tourism that prioritise the balance between the utilisation of natural and cultural resources and the preservation and empowerment of local communities.

The impact of art on tourist visits in NTB is highly significant and multifaceted. In addition to providing profound cultural experiences for tourists, art also serves as a primary driver in the growth of the tourism sector and the local economy. By involving local communities in the management of art and culture, NTB not only successfully introduces its cultural wealth to the world but also creates economic opportunities that have far-reaching impacts on community welfare. Therefore, the development and promotion of art should continue to be an integral part of NTB's sustainable tourism development strategy.

### **Challenges and Opportunities**

The integration of art into the tourism sector is an approach that is gaining attention in many regions of Indonesia, including the province of NTB. As one of the provinces rich in cultural and artistic potential, NTB faces several challenges in integrating art into its tourism sector. Despite having abundant traditional art wealth, local art is often undervalued or poorly understood by tourists. As a result, art is frequently marginalised within the context of the



tourism industry, which tends to focus more on commercial attractions such as beaches, resorts, and natural tourism. To change this, a more holistic strategy is needed to promote NTB's art and culture as tourist attractions that are not only economically beneficial but also contribute to the preservation and strengthening of local cultural identity.

One of the main challenges in integrating art into tourism in NTB is the lack of understanding and appreciation for local art, both from tourists and local communities. According to the report from the Dinas Pariwisata NTB (2022), although this province possesses a diverse wealth of art and culture, tourists tend to be more interested in commercial tourist attractions, such as beaches and resorts. This indicates that local art has not become a focal point in tourism promotion, leading many tourists to be unaware of or uninterested in the unique culture and art of NTB. Therefore, systematic efforts are needed to introduce local art as an integral part of the tourism experience in NTB.

Another issue is the limited facilities and infrastructure supporting art performances. Many local artists with high creative potential do not have access to suitable venues to showcase their artistic works. This inadequate infrastructure hinders the promotion of local art as well as the authentic artistic experience for visitors. For instance, traditional artists often struggle to find appropriate places to present their performances, whether in the form of music, dance, or visual art. The suboptimal mapping of art and cultural potential, as noted by Kumoro et al. (2021), also poses a significant obstacle in developing an art-based tourism industry. Without adequate infrastructure support, it is impossible for NTB to maximise its artistic potential as a tourist attraction.

Competition with other tourist destinations that are already more well-known, such as Bali, also presents a challenge in promoting NTB's art. Bali, which has an international reputation as a centre for art and culture, often becomes the primary choice for tourists seeking cultural experiences. This forces NTB to work harder to demonstrate that, despite Bali's prominence, NTB also possesses captivating artistic wealth. To achieve this, NTB needs to highlight the uniqueness of its local art and culture to compete with other more established tourist destinations. More aggressive and innovative promotional strategies are required, along with collaboration between the government, artists, and tourism industry players (Kuswandi et al., 2018).

The next challenge faced is the lack of training and education for local artists, particularly in the areas of art management and marketing. Many artists possess extraordinary natural talent, but they lack sufficient knowledge on how to market their works to the public or tourists. This results in their artistic works not being widely enjoyed. Prayudi (2021) emphasises that appropriate education and training are essential to enhance artists' abilities to promote and manage their works. Without adequate training, local artistic works may remain confined within a small circle and fail to reach a broader audience.

Another challenge that needs attention is the risk of distortion or even extinction of traditional art practices due to pressures from tourism development. In efforts to attract tourists, there is a potential for traditional and authentic art practices to change to meet market demands. This risks undermining the cultural values that have developed over generations. Therefore, it is crucial to integrate sustainability principles into the development

of art-based tourism to ensure that local art and culture remain sustainable amid the tides of modernisation and commercialisation in the tourism sector (Zain & Piju, 2021).

Amid these challenges, there are significant opportunities for developing art-based tourism in NTB. One such opportunity is the increasing interest of tourists in authentic experiences and local culture. According to a survey conducted by the NTB Provincial Tourism Office (2022), approximately 60% of tourists expressed interest in participating in local art and cultural activities. This indicates a significant market potential for developing art-based tourism, where tourists are increasingly interested in experiencing a deeper understanding of local culture and art. This offers hope that local art can become a primary attraction in NTB tourism.

Collaboration between the government, artists, and tourism industry players can create strong synergy in promoting local art. One existing example is the NTB Arts and Culture Festival, held annually. This festival successfully attracts the attention of domestic and international tourists and serves as an important platform for showcasing traditional art performances while providing space for local artists to promote their works. Such events have great potential to enhance the visibility of local art in the eyes of tourists (Kiriman et al., 2023). Initiatives like the NTB Arts and Culture Festival need to be encouraged and expanded, involving more artists and showcasing various types of art, from dance and music to visual arts.

The development of information technology and social media also presents significant opportunities for promoting NTB's art and culture to a wider audience. With the increasing number of internet users, promotion through digital platforms can effectively reach various market segments. According to data from Statista (2021), the number of internet users in Indonesia reached 202 million in 2021, creating vast opportunities for digital marketing. Artists and tourism industry players can leverage social media to showcase their artistic works, whether through videos, photos, or stories about local culture that can attract tourist interest.

Support from government agencies and non-governmental organisations can also strengthen the development of art-based tourism. Training programmes for local artists, such as training in art management and marketing, can enhance their ability to promote their artistic works to a broader market. Furthermore, collaboration with universities and research institutions can yield innovations in developing art and culture that are more relevant to market needs. For example, Kanom et al. (2023) emphasise that training and funding programmes supported by various parties can significantly impact local artists' ability to manage their art more professionally.

Awareness of the importance of cultural preservation is growing, providing opportunities for NTB to develop sustainable and responsible tourism. Art-based tourism can not only provide economic benefits for local communities but also contribute to the preservation of local culture. By applying sustainability principles in tourism development, NTB can serve as an example for other regions in integrating art and culture into the tourism industry (Sugiyarto & Amaruli, 2018). Through a responsible approach, art can be a force that

maintains cultural preservation while providing sustainable economic benefits for communities.

## CONCLUSION

Art plays a central role in promoting tourism in NTB Province, serving as both a primary attraction and a medium for conveying the unique values of local culture. Various forms of traditional art, such as the Gandrung Dance, Gendang Beleg, and the Bau Nyale Festival, have successfully drawn the attention of both domestic and international tourists. These artistic activities not only contribute to the increasing number of tourist visits but also showcase the authenticity and uniqueness of NTB's culture, which is difficult to find elsewhere. Additionally, local crafts such as ikat weaving serve as an essential component of culture-based tourism, offering not just aesthetic value but also deep cultural significance. However, several challenges hinder the optimization of art as a strategic element in promoting NTB tourism. These challenges include the lack of appreciation for local art, inadequate infrastructure to support art-related events, limited education and training for local artists, and competition from better-known tourist destinations such as Bali. Furthermore, the commercialization of tourism risks turning traditional arts into mere consumer products, threatening the sustainability of local cultural values. Despite these challenges, there are significant opportunities to develop art-based tourism in NTB. The growing interest of tourists in authentic cultural experiences provides a promising avenue that can be leveraged through better management of the arts. Collaboration between the government, local artists, and tourism industry players can create synergies in introducing local art to a broader audience. Digital technology and social media offer vast opportunities to promote NTB's art and culture to global audiences, while training and empowerment programs for local artists can enhance the quality and competitiveness of their artistic products. By integrating art into more holistic and sustainable tourism promotion strategies, NTB can strengthen its image as a culturally rich tourism destination. Art not only serves as a tourist attraction but also acts as a tool for cultural preservation and a significant driver of the local economy. With a focus on sustainability, art can bridge the gap between local culture and the global community while delivering economic and social benefits to the people of NTB. Therefore, art should continue to be promoted as a key element in building NTB tourism that is competitive, globally recognized, and deeply rooted in local wisdom.

## REFERENCE

- Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Ekbisntb. (2024). Uang Masuk dari Pariwisata Rp18 Triliun, BPPD NTB. [https://ekbisntb.com/15/08/2024/uang-masuk-dari-pariwisata-rp18-triliun-bppd-ntb-tidak-adil-pemasukan-dengan-perhatian/#google\\_vignette](https://ekbisntb.com/15/08/2024/uang-masuk-dari-pariwisata-rp18-triliun-bppd-ntb-tidak-adil-pemasukan-dengan-perhatian/#google_vignette)
- Fadli, A. (2022). Peran NTB Mall Dalam Peningkatan Pangsa Pasar Produk Andalan Daerah di Kota Mataram. In *Ummat*. Universitas Muhammadiyah Mataram.

- Ghees, M. M., Wahyuningsih, S., & Supriyadi, E. (2024). Re-Branding Program Pariwisata “Ayo Kembali Ke Senggigi.” *Journal Of Responsible Tourism*, 4(1), 2020–2025.
- Kanom, K. (2015). Strategi Pengembangan Kuta Lombok Sebagai Destinasi Pariwisata Berkelanjutan. *Jurnal Master Pariwisata (JUMPA)*, 1, 25–42. <https://doi.org/10.24843/jumpa.2015.v01.i02.p03>
- Kanom, K., Niluh Ika Aprilia, & Esa Riandy Cardias. (2023). Strategi Pengembangan Pariwisata Berbasis Masyarakat Melalui Kearifan Lokal Di Desa Patoman, Banyuwangi. *Sabbhata Yatra: Jurnal Pariwisata Dan Budaya*, 4(2), 79–90. <https://doi.org/10.53565/sabbhatayatra.v4i2.914>
- Kiriman, Meisye, E. S. . D., & Krest, T. D. (2023). Analisis Pengembangan Potensi Pariwisata di Kabupaten Kepulauan Sitaro (Studi Kasus di Pulau Siau). *Jurnal Berkalah Ilmiah Efisiensi*, 23(6), 181–192.
- Kumoro, N. B., Kewuel, H. K., Sutopo, D. S., Apriwan, F., Ismanto, M., Faidlal, A., & Setiawan, R. (2021). Pemetaan Potensi Seni dan Budaya untuk Mendukung Industri Pariwisata. *Berdikari: Jurnal Inovasi Dan Penerapan Ipteks*, 9(2), 120–142. <https://doi.org/10.18196/berdikari.v9i2.10553>
- Kuswandi, A., Purwathi, A. R., & Nuraini, S. (2018). Pengembangan Kawasan Pariwisata dalam Upaya Meningkatkan Kesejahteraan Masyarakat di Provinsi Nusa Tenggara Barat. *Governance*, 8(1), 82–101. <https://doi.org/10.33558/governance.v8i1.2314>
- Kutari, Y., & Cahaya, N. (2024). Dinas Pariwisata NTB Klaim 3,6 Juta Kunjungan Wisatawan ke NTB Pada 2024. *Lombokpost*. <https://lombokpost.jawapos.com/ntb/1505499048/dinas-pariwisata-ntb-klaim-36-juta-kunjungan-wisatawan-ke-ntb-pada-2024>
- Mebri, F. H., Suradinata, E., & Kusworo, K. (2022). Internal Tourism Development Strategy Increasing Regional Original Income (Pad) in Jayapura City Papua Province. *Jurnal Ilmiah Wahana Bhakti Praja*, 12(1), 102–114. <https://doi.org/10.33701/jiwbpb.v12i1.2537>
- Naylasyani Siti Alhafidza, Dhiana Ratu Nabhila, Dwi Aulia Nurfadhilah, Lusiana Rahmawati, Muhammad Avriel Ramadani, & Buyung Firmansyah. (2024). Peran Budaya Sunda Dalam Pengembangan Destinasi Wisata Teras Sunda Cibiru: Tinjauan Teori Buhalis 3a. *Sabbhata Yatra: Jurnal Pariwisata Dan Budaya*, 5(1), 49–60. <https://doi.org/10.53565/sabbhatayatra.v5i1.1202>
- Ningsih, D. P., Saputra, G. A. M., Suryadmaja, G., & Saearani, M. F. T. (2023). Perang Topat as a Model of Moderation between Hindus and Muslims in Lingsar, West Lombok Regency, Indonesia. *Migration Letters*, 20(5), 690–700.
- Prayudi, M. A. (2021). Peranan Kesenian Terhadap Pengembangan Pariwisata di Daerah Istimewa Yogyakarta. *Jurnal Nusantara (Jurnal Ilmiah Pariwisata Dan Perhotelan)* –, 4(2), 1–23. <https://jurnal.akpada.ac.id/index.php/nusantara/article/view/33>
- Sugiharto, P. (2024). Membangun pariwisata NTB berbasis budaya. *Antara*. [https://www.antaraneews.com/berita/4555926/membangun-pariwisata-ntb-berbasis-budaya#google\\_vignette](https://www.antaraneews.com/berita/4555926/membangun-pariwisata-ntb-berbasis-budaya#google_vignette)

- Sugiyarto, S., & Amaruli, R. J. (2018). Pengembangan Pariwisata Berbasis Budaya dan Kearifan Lokal. *Jurnal Administrasi Bisnis*, 7(1), 45. <https://doi.org/10.14710/jab.v7i1.22609>
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R dan D*. Alfabeta.
- Sujarwo, W. (2019). Sasak Traditional Villages: a Potential Tourism and Portrait of Conservation Efforts for Culture and Plants. *Jurnal Masyarakat Dan Budaya*, 21(2), 203–220. <https://doi.org/http://dx.doi.org/10.14203/jmb.v21i2.742>
- Suryadmaja, G. (2013). Ngringkes: Presentasai Atas Pesan Pendidikan. *Jantra, Jurnal Sejarah Dan Budaya*, 8(1), 29–38.
- Suryadmaja, G., Ardiyansyah, L., & Purwati, D. (2015). Mengoptimalkan Hasil Belajar Mahasiswa Melalui Pengembangan Media Rumah Cerita Pada Mata Kuliah Tata Teknik Pentas Prodi Pendidikan Sendratasik UNU NTB. 1(2), 290–301.
- Taupikurrahman, T., & Suwandana, E. (2022). Analisis Sektor Pariwisata Provinsi Nusa Tenggara Barat dan Dampak MotoGP Mandalika. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian Dan Pengembangan Kepariwisata Indonesia*, 16(2), 163–185. <https://doi.org/10.47608/jki.v16i22022.163-185>
- Zain, Z., & Piju, P. (2021). Potensi Seni Budaya Tradisional Untuk Pemberdayaan Masyarakat Di Taman Wisata Alam Bukit Kelam Kabupaten Sintang. *Langkau Betang: Jurnal Arsitektur*, 8(1), 55. <https://doi.org/10.26418/lantang.v8i1.41687>