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DEVELOPING NUSA LEMBONGAN AS A DESTINATION FOR 5A-BASED TOURISM EVENTS

I Gede Sumadi^{1*}, Ni Kadek Swandewi², Ni Wayan Purnami Rusadi³
Mice and Event Management Study Program, Politeknik Pariwisata Bali^{1*2}
Tour and Travel Study Program, Politeknik Nasional³
sumadi@ppb.ac.id

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Abstract

Event-based tourism has become a key strategy in destination development. Nusa Lembongan, with its unique natural beauty, has significant potential for development as a tourism event destination. This analysis aims to assess the potential and challenges of this development using the 5A model framework (attraction, accessibility, amenities, activities, and ancillary services). The research uses observation, interviews, documentation, literature review, and data analysis. The findings of this research analysis shows that Nusa Lembongan excels in Attractions and Activities, with its underwater beauty, beaches, and mangrove forests ideal for ecotourism and water sports-based events. However, the island still faces significant challenges in the pillars of accessibility (limited sea transportation and road infrastructure), Amenities (lack of large-capacity MICE venues), and supporting services (limited medical facilities and waste management systems). Overall, Nusa Lembongan has strong potential to become a thematic event destination, but its development requires strategic improvements in infrastructure and supporting services. It is recommended to invest in the development of specific event facilities, improve sustainable environmental management, and promote events that are in harmony with the island's natural character, such as eco-tourism and wellness retreats.

Keywords: Developing, Destination, 5A Framework, Tourism Event

1. INTRODUCTION

The global tourism sector is undergoing a strategic transformation from mass tourism models toward more targeted and sustainable forms of tourism, particularly event tourism. Sustainable tourism reflects a global commitment to shared responsibility for environmental preservation and social well-being, emphasizing the interdependence of economic, socio-cultural, and environmental dimensions (Harsono et al., 2025). Increasing awareness among travelers regarding sustainability, driven by environmental concerns, changing tourist behavior, and technological advancements, has encouraged destinations to adopt innovative and adaptive tourism development strategies. Collaboration among governments, industry stakeholders, and tourists has further facilitated the emergence of sustainable and environmentally adaptive tourism business models (Buckley, 2024).

Within this context, event tourism has emerged as one of the fastest-growing segments of the tourism industry. Events not only attract large numbers of visitors but also play a strategic role in stimulating local economies, enhancing destination image, and distributing tourist flows more evenly throughout the year. The economic impact of event tourism extends across multiple sectors, including accommodation, transportation, food and beverage, and local merchandise, generating multiplier effects that support regional development. Moreover, tourism events contribute to job creation, infrastructure improvement, and investment attraction, while simultaneously serving as effective tools for destination promotion (Rozi, 2022).

Beyond economic contributions, tourism events significantly enhance destination image and branding, which are critical determinants of destination competitiveness. Destination image represents the aggregate of knowledge, beliefs, impressions, and emotional perceptions held by individuals regarding a destination (Lopes, 2011). Through well-designed and consistently managed events, destinations can establish distinctive identities and positive associations that differentiate them from competitors. Several destinations in Indonesia, such as Mandalika and the Jember Fashion Carnival, demonstrate how events can successfully function as iconic elements that shape destination image and global recognition. As noted by Middleton and Clark (2001), events often become defining characteristics and symbolic representations of destinations. Furthermore, events are widely recognized as effective mechanisms for mitigating seasonality, transforming low-demand periods into opportunities for sustained visitation and revenue generation (Getz, 2008).

Despite the growing body of literature on event tourism, most existing studies tend to focus on the economic impacts, branding effects, or visitor satisfaction associated with specific events. However, limited attention has been given to evaluating destination readiness and structural capacity for hosting tourism events in a comprehensive and systematic manner, particularly for emerging island destinations. Previous research rarely integrates event tourism development with holistic destination development frameworks that assess the fundamental components required to support events sustainably. This gap is especially evident in the context of small island destinations, where infrastructure limitations, accessibility challenges, and service readiness can significantly influence event success.

Nusa Lembongan, one of Bali's leading island destinations outside the main island, is widely recognized for its natural attractions, including marine tourism, mangrove ecosystems, and white sandy beaches. The island has established a strong image as a tropical leisure destination with authentic environmental and cultural characteristics. In recent years, Nusa Lembongan has also demonstrated its potential as an event destination by hosting recurring activities such as water sports competitions and the Nusa Penida Festival, which has been included in the *Karisma Event Nusantara* program of the Ministry of Tourism and Creative Economy (Kemenparekraf, 2024). Nevertheless, empirical studies examining Nusa Lembongan's readiness as a tourism event-hosting destination remain scarce, particularly studies that assess whether the destination's core components adequately support sustainable event development.

To address this research gap, this study adopts the 5A framework—attraction, accessibility, amenities, activities, and ancillary services—as a holistic analytical model to evaluate the readiness of Nusa Lembongan as a tourism event destination. The 5A model is widely recognized in tourism studies as a comprehensive framework for assessing destination competitiveness and development capacity (Murphy, 1985). In the

context of event tourism, this framework is especially relevant, as successful events depend not only on attractive event concepts but also on accessible transportation, adequate amenities, diverse supporting activities, and effective ancillary services such as information systems, safety, and institutional support. By linking event tourism development with the 5A framework, this study provides a structured theoretical transition that positions events as catalysts whose success is contingent upon the integrated performance of core destination components.

Based on this rationale, the objective of this study is to conduct an in-depth analysis of the potential and challenges of developing Nusa Lembongan as a tourism event-hosting destination using the 5A framework. By applying a 5A-based approach, this research seeks to generate strategic insights that support sustainable event tourism development, strengthen destination image, and enhance overall tourist experience. The findings are expected to provide practical recommendations for policymakers and stakeholders in optimizing Nusa Lembongan's role as a competitive and sustainable event tourism destination in Indonesia.

2. LITERATURE REVIEW

According to Barreto and Giantari (2015), tourism development is an effort to enhance or advance tourist attractions to make them better and more appealing in terms of both location and the elements within it, with the aim of drawing the interest of tourists to visit. This development also aims to provide benefits and advantages for the surrounding community and local government (Suwarti & Yuliamir, 2017). The development of tourist destinations must maintain the sustainability of the natural environment, including biodiversity, ecosystems, and natural resources in general. This principle requires that tourism activities do not harm nature and local ecosystems, and there should be efforts for responsible conservation and management of natural resources. Tourism development must be accompanied by supervision and evaluation to adjust management strategies for the sustainability and enhancement of destination quality (Ningsih, 2022).

The 5A concept as a reference for managing tourist destinations must be implemented in a balanced manner among attractions, activities, accessibility, amenities, and ancillary services. This is important for the development of destinations, including the organization of tourism events as special attractions. Attractions can take the form of tourism events, with the availability of facilities and good access allowing more tourists to come and reach locations easily. Purwaningrum and Ahmad (2021) state that in the development of tourist destinations, the five components of 5A are interrelated and influence tourist satisfaction. The 5A model approach is not only a checklist but has evolved into a dynamic management tool to ensure that each component develops in balance and supports one another. Tourism events are activities of planning, development, and marketing aimed at developing the natural tourism resources and tourist destinations, as well as creating a destination image to attract visitors (Çelik & Çetinkaya, 2013). Noor (2009) defines an event as an agenda created to commemorate something significant in society, either individually or collectively, involving values of customs, culture, tradition, or religion with a specific purpose and organized at a certain time. Meanwhile, Getz (2008) emphasizes that events play a crucial role in the tourism industry as they contribute to the attractiveness of destinations and the success of tourism activities. There are several types of events developed at tourist destinations to attract tourists to these locations.

Events also serve as tourism stimulators, providing a means to increase tourist appeal, including attracting foreign tourists through cultural festivals, music festivals, and other special events that offer unique and authentic experiences (Simanjuntak, 2018). Furthermore, Debbagh & Azouaoui (2022) found that events such as music festivals can promote the image of a destination internationally and attract more international tourists. Hosting an event is not only about the event itself, but also about how it is integrated into the local tourism ecosystem. Events can increase tourist spending, extend the length of stay, and create demand for tourism facilities and services. Therefore, a destination's readiness to host events is a crucial factor.

The development of event-based tourism destinations is closely related to the 5A concept. This model provides a comprehensive framework for managing various important aspects of a destination, which is essential in the planning and implementation of tourism events to ensure their success and long-term positive impact. In the context of event organization, the relationship between the 5A components (Attraction, Access, Amenities, Activities, Ancillary) does not stand alone but is intertwined in an integrated and mutually influential system theory. This theory states that the success of a tourism event as a catalyst for destination development is highly dependent on the harmonious synergy of these five components. Destination event development often depends on the success of specific events, leading to instability in tourist visits throughout the year.

According to Parawansah et al. (2022), developing varied activities and attractive tourism events can increase visits and extend the length of stay of tourists. Events, as part of the activity's component, play a strategic role in enhancing the image and attracting tourist visits. Challenges in event management can include seasonal dependence, financing, and multi-party coordination. Opportunities include event theme innovation, technology utilization, and combining events with the strengths of other 5A components to enhance tourist appeal and experience. Tourism development theory emphasizes the importance of sustainability and socio-economic benefits that can be achieved through good management. Meanwhile, the 5A concept provides practical indicators that can be used as a reference in developing destinations, especially in the context of event organization. The collaboration between the two makes tourism event destination development more focused, not only on the main attractions but also on aspects of accessibility, supporting facilities, and supporting activities, thereby generating optimal positive impacts for the destination and the community.

Several studies have examined tourism in Nusa Lembongan. Research by Suriya & Santoso (2021) focusing on the active role of local communities in managing ecotourism, which demonstrates how natural resources can be managed sustainably with community participation. A study by Dinas et al (2018) analyzing how tourism growth has affected the daily lives and socio-economic structure of local communities in Nusa Lembongan. The results highlight positive aspects such as increased income, but also touch on negative impacts such as unequal distribution of profits and changes to traditional livelihoods. There has been no specific and comprehensive research analyzing the potential of Nusa Lembongan as a tourism event destination using the holistic 5A framework. This research will bridge that gap by applying the 5A framework to analyze Nusa Lembongan's readiness as a destination for hosting tourism events, thereby providing more focused and relevant recommendations.

3 RESEARCH METHODS

This study aims to analyze the potential and challenges of developing Nusa Lembongan as a tourism event destination. A qualitative descriptive approach with a case study design was employed to obtain an in-depth and comprehensive understanding of the research object based on a predetermined analytical framework. This approach allows for a holistic and contextual exploration of social, cultural, and economic conditions within their natural setting through direct field engagement. Qualitative descriptive research presents phenomena as they occur in reality without manipulation, thereby ensuring accurate representation of field conditions (Zellatifanny & Mudjiyanto, 2018). This method is particularly appropriate for examining destination readiness for tourism event development, which requires contextual understanding rather than quantitative measurement.

The research was conducted in Nusa Lembongan and Nusa Ceningan, Klungkung Regency, Bali, selected as the case study areas due to their growing role as emerging tourism and event destinations. Data collection was carried out over a period of two months, from May to June 2025, allowing sufficient time for in-depth data gathering and field observation.

The data used in this study consisted of primary and secondary data. Primary data were obtained through in-depth interviews with five key informants, representing various tourism stakeholders directly involved in tourism and event activities in the study area. These key informants included representatives from local government, tourism business operators, event organizers, and community leaders. Informants were selected using purposive sampling based on their relevance, experience, and knowledge of tourism development and event organization in Nusa Lembongan and Nusa Ceningan. Each interview was conducted for approximately 60 minutes to ensure comprehensive exploration of the research themes.

In addition to interviews, direct field observations were conducted to identify and document the actual conditions related to the 5A components—attractions, accessibility, amenities, activities, and ancillary services. Observations focused on key tourism sites, event locations, transportation access points, and supporting facilities in both islands. Secondary data were collected from official documents, tourism development reports, policy documents, and relevant academic literature to support and complement the primary findings.

Data collection employed three main techniques. Semi-structured interviews were guided by an interview protocol to ensure consistency while allowing flexibility for informants to elaborate on relevant issues. Systematic observations were documented through detailed field notes and visual records such as photographs. Documentation studies were conducted to review secondary sources relevant to tourism event development in the study area.

Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), consisting of data reduction, data display, and conclusion drawing. Data reduction involved selecting, coding, and summarizing information from interviews, observations, and documentation to identify key themes aligned with the 5A framework. The data were then presented in descriptive narratives and tables organized according to each 5A component to facilitate systematic interpretation. Finally, conclusions were drawn by synthesizing the findings to address the research objectives, namely identifying the potential, challenges, and strategic recommendations for developing Nusa Lembongan and Nusa Ceningan as sustainable tourism event destinations.

4 FINDINGS AND DISCUSSION

Nusa Lembongan has enormous potential as a destination for tourism events. Its extraordinary natural beauty is its main attraction. This is supported by the availability of amenities and established market awareness. A holistic framework is needed to comprehensively analyze the readiness of a tourism destination. The 5A model is one of the most appropriate models to use in studies on the development of tourism destinations as event organizers. This model categorizes the key elements in the development of a destination into five main components. Soemartono & Widagdo (2018) emphasize an event development strategy that emphasizes the integration of the 5A components to support sustainable tourism growth.

The integrated and synergistic application of the 5A will create a strong tourism ecosystem, where tourism events can be held successfully. Attraction refers to natural, cultural, or man-made attractions that are the main reasons tourists visit a destination. Accessibility relates to the ease and convenience of tourists reaching the destination. This includes transportation infrastructure (land, sea, air) and the availability of transportation services. Amenities include supporting facilities that meet the basic needs and comfort of tourists, such as accommodation, restaurants, shopping centers, and MICE (Meetings, Incentives, Conferences, Exhibitions) facilities. Activities are recreational or entertainment activities that tourists can enjoy at the destination. Nusa Lembongan offers many activity options, such as snorkeling, diving, surfing, or yoga. Ancillary services refer to supporting services that are important for tourism operations, such as health facilities, security, information services, communication, financial services, internet, and waste management. Sugiana (2011) emphasizes that these five elements are interrelated and cannot stand alone. Therefore, the analysis and development of destinations for tourism events must consider these five aspects simultaneously to ensure long-term success. Thus, this study uses the 5A model (attraction, accessibility, amenities, activities, and ancillary services) to analyze the potential and challenges of developing Nusa Lembongan as a destination based on tourism event organizers as follows:

4.1 Attraction

Tourist attractions are the main factor determining the success of destination development, including natural attractions, climate, beaches, and man-made attractions such as events, arts, culture, and tourist activities. Tourist events, which are attractions in the form of activities, also play a significant role in destination development. According to Priambudi et al. (2021), attractions are the main source that attracts tourists to visit and enjoy a tourist spot. Unique tourist attractions that are not easily found elsewhere will increase tourist interest. Nusa Lembongan, a tropical paradise with a calmer and more natural atmosphere, has very unique and photogenic natural attractions, making it an ideal destination for various tourist events. The main attractions include Devil's Tears with its spectacular view of huge waves crashing against the coral cliffs and creating rainbow-colored water sprays, Blue Lagoon, Panorama Point, Mushroom Bay, and Dream Beach with its soft white sand and soothing tropical atmosphere. Other attractions include the Yellow Bridge, an iconic bridge with sunset views connecting Nusa Lembongan with Nusa Ceningan. In the northern part of the island, there is a mangrove forest with canals that can be explored using traditional boats. This forest is home to various species of birds, mangrove trees, seagrass, and various marine life.



Figure 1. Iconic View of Yellow Bridge Connecting Lembongan and Ceningan Island
Source: Researchers (2025)

In addition, Nusa Lembongan also has cultural attractions with sacred traditional dances, namely Sang Hyang Jaran and Sang Hyang Grodog. There are also man-made tourist attractions in the form of underground houses or Gala-gala, underground stone caves that are manually carved like a maze. Gala-gala was built inspired by the Mahabrata story, equipped with various rooms that are interesting to explore. Seaweed cultivation, which is still carried out by the residents of Nusa Lembongan, also offers a unique view with patches of seaweed stretching along the shallow waters. The community that cultivates seaweed also processes it into finished products such as snacks, jams, and various vegetable preparations that can be packaged as souvenirs typical of Nusa Lembongan. Seaweed cultivation also has great potential to be developed as educational and ecotourism by involving tourists in the cultivation process, from seedling to harvest. This activity will provide a unique and special experience for tourists. The beauty of Nusa Lembongan's underwater world with its various spots is ideal for snorkeling, surfing, and diving. Specifically, Nusa Lembongan is supported by extraordinary tourist attractions but still lacks management and exposure compared to mainland Bali. Events held must be able to combine natural beauty with local cultural narratives.

4.2 Accessibility

Accessibility relates to the ease and convenience of tourists in reaching their destination. According to Kiswanto et al. (2022), accessibility is the level of reachability of a tourist destination, which includes the means and infrastructure to reach the destination, such as roads, transportation, and directional signs. Smooth transportation access and the availability of complete information to support tourist comfort, including good road conditions and public transportation facilities (Rokhayah & Andriana, 2021). Overall, accessibility serves as a major factor in supporting the development of tourist destinations because without easy access, tourists may be reluctant to visit and destinations cannot develop to their full potential.

Nusa Lembongan is a small island that can only be accessed by sea, approximately 11 nautical miles from the mainland of Bali. There are several ferry ports that tourists can use, with a travel time of around 30 to 45 minutes. Ferry access is quite limited and depends on sea conditions, including passenger capacity. The main modes of ferry transportation are fast boats, cruises, public ferries, and traditional boats that operate on a limited basis, focusing on logistics for the community's needs. The existing port infrastructure is still very minimal in terms of facilities and management, with limited support services. The existence of one ferry port (Ro-ro Ship) located in Bias Munjul, Ceningan, is considered suboptimal for supporting large-scale events, particularly for logistics transportation, given that access from Ceningan to Lembongan is only connected by a yellow bridge with limited access restricted to motorcycles. Some fast boat operators also have their own docks as ferry access points.

Table 1. Accesibility to Nusa Lembongan

Port in Nusa Lembongan	Destination	Modes of Transportation	Duration
Tanjung Sanghyang (Mushroom Bay)	Sanur, Serangan	Fast Boat	35 – 45 minutes
Tanjung Sanghyang (Mushroom Bay)	Gili Island (Lombok)	Fast Boat	150 minutes
Jungut Batu	Sanur, Serangan	Fast Boat	35 – 45 minutes
Jungut Batu	Gili Island (Lombok)		150 minutes
Yellow Bridge	Kusamba (Klungkung)	Traditional Ship 'Jukung'	60 minutes
Yellow Bridge	Toya Pakeh (Nusa Penida)	Small Boat	15 minutes
Bias Munjul (Ceningan)	Padang Bai	Public Ferry (Ro-ro)	70 minutes
Cruise Dropped Achor Offshore (Jungut Batu)	Benoa Port	Cruise	60 minutes

Source: Researchers (2025)

Referring to Table 1, Nusa Lembongan is connected to at least five major ferry ports on mainland Bali Sanur, Serangan, Benoa, Kusamba, and Padang Bai as well as to other tourism destinations such as Gili Islands and Nusa Penida. From the perspective of general tourism accessibility, this network indicates relatively good regional connectivity and positions Nusa Lembongan as part of an integrated tourism corridor linking Bali, Nusa Penida, and Lombok. This condition is consistent with Kiswanto et al. (2022), who emphasize that multiple access points enhance destination reachability and attractiveness. However, when analyzed through the 5A framework, particularly in the context of event-based tourism, the findings reveal important limitations that differentiate Nusa Lembongan from established event destinations. Although various transportation modes are available, access remains highly dependent on fast boat schedules, sea conditions, and limited passenger capacity. Unlike best-practice event destinations that provide high-capacity, multimodal, and schedule-stable transportation systems, this dependency reduces accessibility reliability. For event tourism, reliability is crucial because events require the synchronized arrival of large numbers of participants, spectators, and logistical equipment within specific timeframes.

The implications of this condition are particularly evident in large-scale events. Limited port facilities and the absence of dedicated logistics infrastructure constrain the efficient mobilization of event equipment and supporting services. This challenge is further intensified by internal accessibility constraints, such as narrow road infrastructure,

which is not designed to accommodate heavy traffic or logistics vehicles during events. According to accessibility theory, internal mobility is as important as external access, as bottlenecks within the destination can significantly reduce overall accessibility performance (Rokhayah & Andriana, 2021). Moreover, the lack of adequate directional signage and street lighting weakens visitor orientation and safety, especially during evening events. In best practices of event-hosting destinations, wayfinding systems and nighttime accessibility are integral components that support visitor comfort and operational efficiency. Their absence in Nusa Lembongan indicates that accessibility development has primarily evolved to serve leisure tourism rather than structured event tourism.

Overall, these findings demonstrate that while Nusa Lembongan exhibits functional accessibility for regular tourist visitation, it is not yet fully aligned with the accessibility requirements of event tourism as conceptualized in the 5A framework. The accessibility component remains a constraining factor that may limit the scale, frequency, and sustainability of tourism events. Therefore, improving transport reliability, port capacity, internal road infrastructure, and wayfinding systems is essential to strengthen accessibility as a strategic enabler for Nusa Lembongan's development as an event-hosting destination.

4.3 Amenities

Amenities play a crucial role in determining the success and sustainability of tourism destinations, particularly those oriented toward event-based tourism. Brown and Stange (2015) emphasize that well-managed and adequate amenities enhance tourist comfort and satisfaction, which in turn increase destination attractiveness and long-term sustainability. In the context of event tourism, amenities extend beyond basic complementary facilities and function as strategic components that shape visitor experience, destination image, and event competitiveness. These amenities include accommodation, food and beverage services, event venues, entertainment facilities, shopping centers, and other supporting services essential for hosting tourism events.

The findings indicate that Nusa Lembongan demonstrates relatively strong performance in accommodation and food and beverage amenities, which aligns with best practices in leisure-oriented island destinations. The availability of diverse accommodation types ranging from star-rated hotels to villas, boutique hotels, guest houses, and homestays provides flexibility for different market segments, including event participants with varying budget preferences. Similarly, the presence of restaurants, cafés, and beach clubs contributes positively to visitor satisfaction and encourages higher tourist expenditure. This condition supports Brown and Stange's (2015) assertion that amenities stimulate local economic circulation by increasing tourist spending in accommodation, dining, and entertainment sectors.

However, despite these strengths, the findings reveal significant gaps in amenities that are critical for event-based tourism development, particularly when compared to destinations that have successfully positioned themselves as event or MICE destinations. One notable limitation is the absence of dedicated MICE facilities, such as convention halls, ballrooms, or standardized medium- to large-capacity meeting rooms. As a result, large-scale events in Nusa Lembongan rely heavily on outdoor venues or temporary structures, which increases logistical complexity, operational costs, and vulnerability to weather-related disruptions. This condition contrasts with best practices in event

destinations, where permanent and multifunctional venues are essential to ensure event reliability and professionalism.

Furthermore, the lack of local service providers specializing in event-support amenities such as staging, sound systems, lighting, and event equipment—forces organizers to source these services from mainland Bali. This dependency not only raises operational costs but also reduces local economic benefits and limits the development of an event-support ecosystem within Nusa Lembongan itself. From a sustainability perspective, this situation weakens the multiplier effect of event tourism and constrains the destination's capacity to independently host recurring large-scale events.

Another important finding concerns the absence of a centralized and representative souvenir shopping area, which limits opportunities for local creative products to gain visibility and reduces tourists' overall consumption experience. In event tourism best practices, souvenir and merchandise areas often function as extensions of event branding and local identity, strengthening destination image while supporting local micro-enterprises. The lack of such facilities in Nusa Lembongan indicates an underutilized opportunity to link events with creative economy development.

In terms of basic infrastructure, water and electricity supply remain vulnerable to disruption, posing a critical risk for event implementation. Reliable infrastructure is a fundamental requirement for successful event hosting, as technical failures during events can significantly damage destination reputation and visitor satisfaction. Although an outdoor venue has been developed by the local government in Nusa Ceningan, its limited supporting facilities and suboptimal utilization suggest that infrastructure development has not yet been integrated into a broader event tourism strategy.

Overall, when analyzed through the 5A framework, the amenities component in Nusa Lembongan can be characterized as partially ready but structurally unbalanced. While leisure-oriented amenities are relatively well developed, event-specific amenities and supporting infrastructure remain inadequate. This imbalance highlights the need for strategic investment and policy intervention focused on developing event-support facilities, strengthening local service providers, and improving infrastructure reliability. Without addressing these gaps, the potential of Nusa Lembongan as a sustainable tourism event destination may remain constrained, despite its strong natural attractions and growing event initiatives.

4.4 Activities

Nusa Lembongan offers a variety of exciting tourist activities for travelers, including recreation, exploration, conservation, nature activities, and water sports. Brown and Stange (2015) classify activities as one of the main components in the development of tourist destinations, in addition to attractions and accessibility. Nusa Lembongan can be explored by bicycle or rented motorbike, which will provide a more intense experience of local life and visits to tourist attractions such as Devil's Tears, Panorama Point, Dream Beach Yellow Bridge, or crossing over to Ceningan Island. The waters around Nusa Lembongan have healthy coral reefs, making marine tourism activities a major attraction, such as swimming, paddling, fishing, snorkeling, diving, jet skiing, and banana boating. During certain seasons, surfing at Shipwreck Point can be an alternative activity for tourists with specific preferences.

Nature exploration activities can be done by exploring the mangrove forest through canals under the dense cover of mangrove trees using kayaks or small boats. Local environmentalist groups often carry out regular mangrove planting conservation

activities, including coral reef replanting, and tourists can participate in these activities. Another tourism activity related to the environment is seaweed cultivation. This activity is a unique combination of tourism, conservation, and education. Tourists get to experience firsthand the seaweed cultivation process carried out by the local community, but seaweed cultivation tourism activities are highly dependent on the tides. Tourists also have the option of relaxing activities such as yoga classes, spas, and wellness programs on the beach. The availability of various tourism activities outside the main event is a significant added value for participants. The existence of these various activity options can also extend the duration of participants' stay at the event and increase tourist spending in Nusa Lembongan.

4.5 Ancillary Services

Ancillary services are crucial to the success of tourism events, but the availability of additional services is still inadequate. Nusa Lembongan still needs a lot of development in various areas. These components are vital to support event operations, including health aspects such as hospitals, information and communication services including internet access, ATM centers, money changers, security aspects, environmentally friendly waste management, and institutions that assist in the facilitation, management, and support of tourism events (Pangestuti, 2019). In general, the development of Nusa Lembongan as a tourism event destination has received positive support from the local community and society at large. Many local residents are actively involved in the tourism industry across various sectors.

The availability of adequate medical facilities and hospitals is still very limited, with only one Community Health Center in Nusa Lembongan. This condition is considered inadequate to support the implementation of various tourism events, especially medium to large-scale events. Communication, information, and internet access networks are still very minimal, and these limitations pose a challenge amid the need for information and digital services. Money changers and ATM centers are only available at a few locations, and large events will definitely require financial transaction support for tourists. Local transportation services are quite good, despite the limited fleet. In general, the security situation in Nusa Lembongan is very conducive. Although it is relatively safe, security mechanisms for mass events need to be improved, as there is security during arrival, it including coordination with various parties. The waste management system is still based on a conventional model, especially event waste, which is not yet well managed. This has the potential to damage the image of Nusa Lembongan's environment. Several tourist attractions are already managed professionally, one of which is the Devil's Tears tourist area, which is managed by the local government. Meanwhile, the mangrove forest tourist attraction is managed by community groups through tourism awareness groups.

5 CONCLUSION

The development of Nusa Lembongan as a tourism event destination has great potential in terms of attractions and activities. However, accessibility, amenities, and ancillary services remain major challenges that need to be addressed. Existing basic infrastructure must be developed to support tourism events. The government and investors need to work together to build at least one multipurpose venue that can be used for conventions or performances, complete with adequate supporting facilities. Environmental management must prioritize the principle of sustainability. An effective

waste management system is essential to maintain cleanliness and the image of nature. This must also be supported by the promotion of eco-friendly events (eco-events) as a distinctive feature.

Access facilities and services must be improved to meet the basic needs of organizing events at various levels. Local governments also need to improve the quality of roads, ports, and basic infrastructure such as electricity and water. The existence of ports with limited facilities is considered insufficient to support event logistics distribution. Collaboration between fast boat operators to provide special event packages is also key. The promotion of Nusa Lembongan as an event destination should focus on events that suit its character, such as wellness retreats, cultural festivals, environment-based events, or water sports competitions. By addressing the challenges in the last 3A components (accessibility, amenities, and ancillary services), Nusa Lembongan can develop not only as a regular tourist destination but also as a sustainable and unique event hub. Nusa Lembongan only needs to continue improving its accessibility, amenities, supporting services, and professional event management to optimize its potential. With careful planning, Nusa Lembongan can become a destination of choice for various events, especially those focused on eco-tourism, water sports, and cultural festivals that highlight natural beauty and local wisdom.

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