



## Destination Performance: Exploring the Potential of Nipah Beach as a Tourist Attraction

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### Article History

Manuscript submitted:

5 May 2025

Manuscript revised:

11 June 2025

Accepted for publication:

25 June 2025

### Keywords

Destination;

Performance;

Exploring;

Potential;

Attraction;

### Abstract

The current development and performance of Nipah Beach as a tourist destination remain underexplored. Factors such as the quality of facilities, accessibility, visitor satisfaction, and community involvement significantly influence its competitiveness in the tourism market. The purpose of the study is to investigate the performance of Nipah Beach as a tourist attraction by evaluating its potential, current conditions, and strategic development opportunities. The study employed a qualitative research method. In gathering data, researchers used observation as the main source of data. The researchers observed directly destination performance to Nipah Beach. Once the data was collected, it then analyzed descriptively. The study found that the assessment of Nipah Beach underscores its outstanding natural charm, complemented by the active participation and commitment of the local community in supporting tourism activities. However, the findings also point to several critical challenges that hinder the destination's optimal development, including insufficient infrastructure, weak and unsystematic promotional efforts, and the absence of a formalized system for managing visitor services. Overcoming these limitations through carefully designed infrastructure enhancements, the adoption of creative and well-targeted marketing strategies, and the establishment of organized community-based tourism initiatives has the potential to greatly enhance Nipah Beach's competitiveness and position it more prominently within the regional tourism market.

**How to Cite:** Restapa, S.K., Jayanto, D., & Fidiatunisa. (2025). Destination Performance: Exploring the Potential of Nipah Beach as a Tourist Attraction. *Journal of Interdisciplinary Tourism Sciences*, 1(1), 22–29. <https://doi.org/10.71094/jitours.v1i1.31>

### Introduction

Tourism serves as a crucial driver in advancing regional economic development, preserving cultural heritage, and encouraging responsible management of natural resources (Calero & Turner, 2020, Woo et al., 2018). Among the various forms of tourism, coastal tourism has grown to become one of the most appealing and promising segments, largely because the country is blessed with extensive coastlines, picturesque natural landscapes, and an abundance of marine biodiversity (Donesia et al., 2020, Widayanti et al., 2022). These natural advantages not only attract both domestic and international visitors but also create opportunities for sustainable economic activities that benefit local communities. Within this broader coastal tourism landscape, Nipah Beach in Senggigi, West Lombok, stands out as a destination of exceptional beauty and charm. Renowned for its unspoiled white sandy shores, crystal-clear turquoise waters, and sweeping panoramic vistas of the surrounding islands, Nipah Beach offers a visual and sensory experience that captivates visitors (Hungarian dreamers, 2025). Its calm and peaceful ambiance, paired with the richness of its marine ecosystems, makes it an ideal location for the development of both nature-based tourism, such as snorkeling and eco-tours, and recreational tourism activities aimed at providing relaxation and leisure.

Despite its natural appeal, the current development and performance of Nipah Beach as a tourist destination remain underexplored. Factors such as the quality of facilities, accessibility, visitor satisfaction, and community involvement significantly influence its competitiveness in the tourism market (Andesta, 2024, Rheeders, 2022). Moreover, with the increasing emphasis on sustainable tourism practices, there is a growing need to assess how well Nipah Beach aligns with environmental, socio-cultural, and economic sustainability indicators.

Conducting a thorough evaluation of the performance of Nipah Beach holds significant importance as it allows for a comprehensive identification of the destination's strengths, areas of weakness, untapped



opportunities, and potential challenges that may hinder its development (Oklevik et al., 2020, Berbekova et al., 2022). The key attributes with the highest relevance in explaining destination success in the structural model were appearance, access, and assurance (Pagliara et al., 2022). This kind of in-depth analysis is not only useful for creating a clear picture of tourism potential but also serves as a valuable resource for various parties, including policymakers, local community leaders, tourism entrepreneurs, and other stakeholders, in formulating well-targeted and evidence-based strategies for improvement.

The primary objective of this research is to analyze and assess the overall performance of Nipah Beach as a developing tourist attraction. The study is designed to explore several key dimensions that define the destination's role and future potential in the tourism sector. First, it seeks to identify the inherent strengths and unique features that give Nipah Beach its competitive edge, such as its natural landscapes, marine biodiversity, and cultural values. Second, it evaluates the current conditions of the destination, including the state of infrastructure, accessibility, available facilities, promotional efforts, and the degree of community involvement in managing and supporting tourism activities. These aspects are critical for understanding both the achievements already made and the challenges that continue to hinder progress.

In addition, the research focuses on identifying strategic opportunities that could be developed to enhance the destination's attractiveness and long-term sustainability. These opportunities may include infrastructure improvements, innovative marketing strategies, and the implementation of community-based tourism programs that foster local participation while protecting the natural environment. By addressing these areas, the study aims to provide comprehensive insights that can guide decision-makers, stakeholders, and the local community in planning for the beach's future. Thus, the findings are intended to contribute to the advancement of sustainable tourism practices at Nipah Beach. The goal is to achieve a balance where economic benefits for the local population are realized alongside efforts to conserve the natural environment and strengthen community empowerment, ensuring that development remains inclusive and environmentally responsible.

## Materials and Methods

The study employs a qualitative research method. The qualitative method requires both enthusiasm and determination to explore a situation or process in depth. It often demands extended time and ongoing inquiry, utilizing techniques such as observation, interviews, and follow-up sessions to gain a deeper understanding (Njie & Asimiran, 2014). In conducting this study, the process of data collection was primarily centered on the use of observation as the main technique for obtaining information. Observation was selected because it enables researchers to directly witness and examine the real conditions that exist at Nipah Beach as a tourism destination. By being physically present on-site, researchers were able to carefully monitor and document the performance of the beach, including its natural environment, tourism facilities, community involvement, and the interaction between visitors and local stakeholders. This method allowed for a more holistic understanding of both the visible strengths that make Nipah Beach attractive to tourists and the weaknesses or challenges that may hinder its sustainable development. During the observation stage, data were collected in a systematic manner to ensure accuracy and reliability. Each detail, whether related to physical infrastructure, cleanliness, accessibility, or service quality, was given close attention. Similarly, non-physical elements such as the atmosphere of the destination, the hospitality of the community, and the overall visitor experience were also carefully considered. This comprehensive approach provided researchers with a rich set of data that captured multiple dimensions of Nipah Beach as a tourism area.

Once the observation activities were completed and the required information was thoroughly compiled, the research moved into the analysis stage. For this purpose, a descriptive method was applied. The descriptive approach was selected because it is well-suited to presenting a clear, systematic, and factual picture of the findings obtained in the field. Rather than testing hypotheses or making predictions, the focus was on describing, interpreting, and illustrating the actual conditions based on the data observed. This method enabled the researchers to highlight key features, patterns, and issues without distorting or oversimplifying the realities that were discovered during fieldwork. Through this process, the research flow followed a logical sequence: beginning with detailed observation to gather firsthand information, continuing with systematic documentation of the data, and concluding with descriptive analysis to present a comprehensive portrayal of Nipah Beach as a tourism destination:

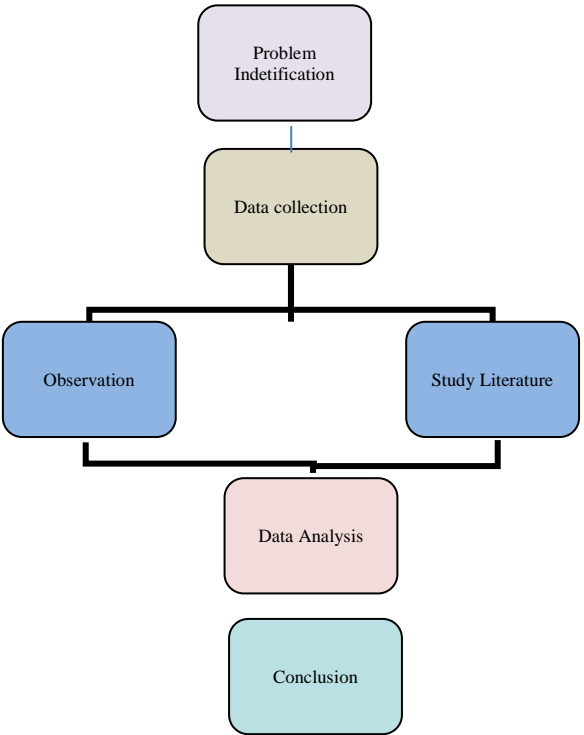


Figure 1. Research Flow

**Results and Discussions**

This study aims to explore and identify the tourism potential of Nipah Beach as a destination attraction. Located in the Batu Layar District, West Lombok, Nipah Beach is acknowledged as one of the area’s most appealing natural coastal sites. Its charm lies in several distinctive features that contribute to its growing popularity among visitors. The beach is adorned with calm, crystal-clear turquoise waters that beautifully embrace the shoreline, offering a peaceful and refreshing atmosphere for relaxation. In addition, its wide stretches of soft white sand create a welcoming environment, making it an ideal setting for leisure and family-friendly activities. Surrounding the beach are rolling green hills that serve as a stunning natural backdrop, enhancing the scenic value and photographic appeal of the location. Beyond its aesthetic qualities, Nipah Beach provides opportunities for various recreational experiences. It has become a popular spot for snorkeling, allowing tourists to observe and enjoy the richness of its underwater ecosystem filled with diverse marine species. Equally significant is the culinary aspect, as the beach is well known for its fresh seafood offerings that reflect the unique flavors and cultural heritage of the local community. Overall, these qualities highlight Nipah Beach’s strong potential as a sustainable tourism attraction.

1. Attraction

In the context of a tourism destination, an attraction refers to a natural, cultural, historical, or man-made feature that possesses the ability to draw and engage visitors, serving as a primary motivation for travel and contributing to the overall appeal and identity of the destination (Zhou et al., 2016).



Figure 2. Nipah Beach Attraction

One of the most striking aspects of the area is its exceptional natural beauty, which serves as a key attraction for visitors and highlights the harmonious integration of land and sea. The destination presents a captivating combination of terrestrial and marine elements that together create a distinctive and memorable environment. Beneath the tranquil and transparent waters lies an extraordinary underwater world that enchants those who explore it. Within this realm, vibrant coral reefs spread across the seabed in complex and fascinating patterns, acting as both a shelter and a stage for a wide array of marine species. Various types of fish and other aquatic organisms can be observed moving gracefully through their natural ecosystem, giving life and color to an already stunning seascape. This vibrant marine biodiversity enhances the allure of the area and provides visitors with opportunities to experience nature in its most dynamic form.

In addition to the underwater splendor, the land features further amplify the scenic appeal of the destination. Gently sloping hills surround the coastline, their rich vegetation and diverse contours forming a natural frame that adds both depth and harmony to the view. These hills not only enhance the sense of tranquility but also contribute to the overall balance of the landscape, creating a space that feels serene, refreshing, and visually cohesive. Together, the underwater panorama and the lush hillside backdrop shape an atmosphere that is both peaceful and profoundly picturesque, making the area a remarkable place for relaxation and exploration alike.

## 2. Infrastruktur

Infrastructure plays a pivotal role in shaping the growth, quality, and sustainability of the tourism industry, as it serves as the backbone that supports all tourism-related activities and experiences (Arabov et al., 2024). Without adequate infrastructure, even destinations with exceptional natural beauty or cultural heritage may struggle to attract and retain visitors (Matura & Mapira, 2018). At Nipah Beach, the accessibility of the road leading to the area can generally be considered sufficient for the use of regular private vehicles. The condition of the road allows cars and motorcycles to reach the beach without major difficulty, making it relatively easy for individual travelers or small groups. Nevertheless, the limited width of the access road presents certain challenges, particularly for larger modes of transportation such as buses or trucks, which find it less convenient to navigate. This limitation reduces the beach's capacity to accommodate mass tourism arrivals and highlights the need for further infrastructure improvements if the site is to attract a broader range of visitors in the future.

In terms of transportation choices, public transit services remain very limited. As a result, most tourists rely on their own private vehicles or opt for chartered transportation, such as vans or large vehicles arranged specifically for group travel. This reliance on private means of transport reflects both the accessibility constraints and the underdeveloped state of public facilities in the area.

Once at the beachfront, visitors encounter several small stalls and kiosks operated by local vendors. These stalls provide a modest yet valuable contribution to the tourism experience by offering food, drinks, and light

snacks, allowing guests to enjoy simple refreshments while appreciating the coastal scenery. To further support visitor comfort, the site is also equipped with basic public facilities, including toilets and trash bins. These amenities, though limited, play an essential role in maintaining cleanliness, convenience, and overall satisfaction during the visit

### 3. Tourism Marketing

Tourism marketing involves understanding travelers' needs, creating appealing offerings, and using various strategies to attract and retain visitors to destinations, hotels, attractions, or tourism businesses (Buhalis, 2000). The study reveals that the current promotional efforts directed toward positioning Nipah Beach as a competitive and appealing tourism destination remain relatively underdeveloped and far from optimal. At present, marketing initiatives are still minimal and lack the depth of a well-structured strategy that could effectively highlight the distinctive qualities of the beach. Key attractions such as the clarity of its turquoise waters, the inviting stretches of soft white sand, the richness of its marine biodiversity, and the dramatic views of surrounding hills are not yet fully communicated to potential visitors. These features, if promoted more strategically, could serve as powerful selling points to strengthen the destination's image.

Outreach activities aimed at expanding awareness of Nipah Beach remain limited in scope. Promotional efforts have mostly been confined to small-scale initiatives, including sporadic use of social media platforms, informal participation in local tourism networks, and occasional community or collaborative events. However, these activities are not sufficient to reach a wider market. Potential tourists from both domestic and international segments remain largely unaware of the unique experiences the beach has to offer.

As a consequence of these weak promotional strategies, overall recognition of Nipah Beach remains low compared to other destinations in West Lombok. This underutilization of its natural appeal means that opportunities to attract larger numbers of visitors are being missed. With a more innovative, targeted, and sustainable approach to tourism marketing, the beach could significantly increase its visibility, attract more diverse visitor groups, and contribute meaningfully to the growth of the local economy.

### 4. Destination Management

Destination management can be understood as a series of organized and coordinated efforts that focus on planning, developing, and maintaining a tourism area (Pearce, 2016). Its primary goal is to enhance the overall quality of visitor experiences while also safeguarding the natural and cultural resources of the destination, ensuring that it remains sustainable and beneficial for future generations. Effective destination management not only addresses the immediate needs of tourists but also emphasizes the long-term balance between tourism growth and environmental preservation.

In the case of Nipah Beach, one notable challenge lies in the absence of a formal tourist information center or an official facility designed to provide visitors with structured services, guidance, and comprehensive information about the area. Such a facility would typically serve as an important hub for orientation and support, helping tourists maximize their experiences. Despite this gap, the management of tourism at Nipah Beach has not been neglected. Instead, the local community has stepped in and taken an active role in ensuring the smooth functioning of tourism activities.

Community members play a central role in various aspects of destination management (Tuohino & Konu, 2014). Their involvement ranges from directly assisting tourists with information and guidance, to preserving the natural surroundings through environmental care, and even organizing small-scale tourism activities that reflect local traditions and hospitality. This grassroots participation highlights a strong sense of responsibility, ownership, and commitment within the community. Through their efforts, the people of Nipah Beach significantly contribute to promoting sustainable tourism while compensating for the absence of formal management infrastructure.

The results of this study indicate that Nipah Beach holds considerable potential as a tourism destination, shaped by a diverse set of interrelated factors. One of its most prominent strengths lies in its distinctive natural attractions. The beach is characterized by unspoiled coastal scenery, clear waters, and a picturesque environment, all of which serve as a major draw for visitors seeking authentic natural beauty and outdoor recreation. These natural features not only distinguish Nipah Beach from other destinations but also provide a solid foundation for developing sustainable tourism.

In addition to its environmental appeal, the area has begun to experience gradual improvements in infrastructure. While still in the early stages, the availability of basic facilities such as road access, small

stalls, and essential amenities contributes positively to visitor convenience. However, these facilities remain limited, suggesting that further development and investment are necessary to fully support tourism growth.

Another critical element revealed by the study is the weakness in marketing and promotion strategies. Nipah Beach has yet to fully establish strong branding or systematic efforts to attract a wider audience. This lack of promotional outreach restricts its visibility on both domestic and international tourism markets, thereby limiting its potential growth.

Despite these challenges, one of the most encouraging aspects of Nipah Beach is the active involvement of the local community. Residents play an essential role in maintaining the destination, offering hospitality, and engaging in tourism-related activities. Their participation demonstrates a collective commitment to sustainability and significantly strengthens the destination's long-term prospects. From an attraction perspective, Nipah Beach offers a distinctive blend of terrestrial and marine beauty, positioning it as a site with high aesthetic and recreational value. Its clear waters, rich coral reefs, diverse marine life, and surrounding hills create a setting that not only appeals to nature-based tourists but also has strong potential for niche tourism markets such as snorkeling, diving, and eco-tourism. Tourism attractions play a fundamental role in determining the success of a destination, as they act as the main driving force that inspires and motivates travelers to choose and visit a specific location (Lee, 2016)

Regarding infrastructure, while the road network is reasonably accessible for standard vehicles, limitations in width and the scarcity of public transportation hinder ease of access for a wider range of visitors. Supporting facilities such as stalls, toilets, and trash bins contribute positively to the visitor experience, yet the limited scale and quality of amenities indicate the need for further infrastructure improvement to meet the standards expected by both domestic and international tourists. In terms of tourism marketing, Nipah Beach currently lacks a strong and systematic promotional framework. Minimal outreach, both in domestic and international markets, results in low destination awareness. The findings suggest that a well-designed marketing strategy, incorporating storytelling, digital media, and community-based branding, could effectively increase tourist arrivals while promoting responsible travel behavior. Effective marketing strategies within the tourism sector play a crucial role in enhancing the quality and appeal of services while also ensuring that destinations or businesses establish and maintain a competitive and influential position in the market (Nasridinovna, T.O & Kizi, 2025). From a destination management perspective, the lack of a formal tourist information center at Nipah Beach reveals a noticeable gap in delivering essential services to visitors. Such a facility would normally serve as a central point for guidance, orientation, and access to useful information, helping tourists better navigate and enjoy the destination. Its absence can limit visitor experiences and reduce the efficiency of overall management.

Despite this shortcoming, the active role of the local community in maintaining and supporting tourism activities stands out as a valuable strength. Residents not only contribute to keeping the environment clean and welcoming but also assist visitors and provide small-scale services that enrich the tourism experience. This level of involvement reflects a strong sense of ownership and responsibility. It also highlights significant potential for developing a community-based tourism (CBT) model, where local stakeholders play a central role in decision-making, resource management, and equitable benefit sharing.

## Conclusion

The assessment of Nipah Beach emphasizes two important dimensions of the destination: its remarkable natural charm and the strong participation of the local community in supporting tourism activities. The beach's pristine environment, scenic landscapes, and welcoming atmosphere showcase its potential as an attractive destination, while the active role of residents in assisting visitors and maintaining the area reflects a genuine sense of ownership. However, alongside these strengths, several critical challenges have also been identified. Among the most pressing issues are the limitations of existing infrastructure, which remain insufficient to fully meet the needs of a growing number of tourists. Additionally, the absence of effective promotional strategies reduces the destination's visibility in broader markets, preventing it from competing with more established tourist sites. Furthermore, the lack of formal visitor management facilities creates gaps in service delivery and diminishes the overall quality of the tourist experience.

To address these concerns, several strategic measures could be applied. Investing in well-planned infrastructure development would enhance accessibility and visitor comfort, while innovative and targeted marketing campaigns could increase awareness and attract a more diverse tourist base. Equally important is the establishment of structured community-based tourism programs, which would not only empower local residents but also ensure that tourism growth remains sustainable and inclusive. Strengthening collaboration

among key stakeholders—including community groups, local government, and tourism industry actors—would create a strong foundation for balanced development. With these efforts, Nipah Beach has the potential to evolve into a model of sustainable coastal tourism in West Lombok, where environmental protection, economic advancement, and community empowerment progress hand in hand.

### Acknowledgments

We sincerely thank my supervisor for their guidance, feedback, and support, which have been vital to completing this research. We are also deeply grateful to our family for their love, patience, and encouragement, which gave me strength throughout this journey.

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