

Raising Awareness of Nyeredet Spiritual Bathing Tourism Management in Karang Sidemen Village Towards Sustainable Nature Tourism

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Abstract

This article discussed efforts to raise awareness about the management of Nyeredet Bath spiritual natural tourism in the direction of sustainable natural tourism. It explained how community and policymaker awareness and participation were raised in order to help maintain the sustainability and beauty of the environment, as well as how natural tourism was developed for the future. The Asset-Based Community Development (ABCD) method was used, which served as the foundation for empowering the community with a focus on existing local potential. The article identified several challenges, including the ongoing pollution of nature, and proposed solutions through collaboration among managers, communities, governments, and academic institutions. By combining these approaches, the article demonstrated how they aided in the sustainable planning, management, and promotion of nature tourism. Community awareness and participation, as well as collaboration among all parties involved, were deemed critical to the long-term viability of natural tourism management. Based on these findings, it is recommended that future initiatives strengthen capacity-building programs, institutionalize stakeholder collaboration mechanisms, and integrate continuous environmental monitoring to ensure that sustainable tourism goals are effectively achieved and maintained.

Article History

Received:

1 July 2025

Revised:

27 July 2025

Accepted:

29 July 2025

Published Online:

29 July 2025

Keywords:

Awareness; Nature
Tourism; Spiritual

1. Introduction

In addition to e-commerce, which is growing year after year, tourism is one of the mainstays of investment in Indonesia. According to merdeka6.com, the tourism sector is growing rapidly compared to other sectors such as oil, gas, and coal, whose graphs are actually declining. This is evident from the results of the Wonderful Indonesia branding, which has seen an increase in competitiveness rankings from year to year. In 2013, Indonesia was ranked 70th; in 2015, it rose to 50th; and in 2017 it was ranked 42nd. In the future, the tourism sector has the potential to generate the largest foreign exchange for the country and become a driver of economic growth. Tourism has been proven to have a positive impact on a country's economy through foreign exchange earnings, foreign exchange earnings from tourist consumption, employment absorption, development of tourism infrastructure that is also enjoyed by local communities, and several tourism destinations have also become a generator of economic empowerment for local communities. surrounding communities. (Dan Manuwoto, Joko Wuri Nugroho, Komarsa Gandasmita, 2015).

Tourism is a crucial activity in national life due to its direct impact on a country's social, cultural, educational, and economic sectors, as well as its international relations (Jamaludin & Anom, 2023). Therefore, although tourism is currently a central issue attracting widespread attention, the development of sustainable nature tourism must begin with sound landscape planning (Nurfaika & Hendra, 2022). The tourist appeal of a destination has been proven to be the most important factor in determining tourist satisfaction. Tourism, on the other hand, is nothing more than an inanimate object without good service and the hospitality of its hosts. Service can simply be defined as an activity aimed at providing customer satisfaction through services that meet their needs and desires (Nurfaika & Hendra, 2022). Since 2017,

the Indonesian Ministry of Tourism has held the Indonesia Sustainable Tourism Award program to recognize tourism managers who have implemented sustainable tourism principles (ISTA). The ISTA award is expected to encourage tourism actors to implement sustainable tourism principles in the country (Hermawan, 2021). The authority of local governments in developing tourist attractions is one of the government policies in developing tourist attractions (Novalita et al., 2021).

Karang Sidemen Village is one of 99 tourist villages in West Nusa Tenggara. A tourist village is a rural area with several distinctive characteristics that make it a popular tourist destination (Sujita et al., 2021). The people living in this area have relatively unique traditions and cultures. Furthermore, several supporting factors, such as traditional food, agricultural systems, and social systems, contribute to the uniqueness of a tourist village. In addition to cultural factors, a pristine and well-maintained natural environment is also crucial for a tourist village. Karang Sidemen Village is located in North Batukliang District, Central Lombok Regency. Located in the north, the village has a population of 7,800, whose primary livelihoods are farming, gardening, and livestock raising. A small number of them migrate to other areas, drawn by the beauty of its natural beauty, well-maintained, and well-maintained landscape, blending seamlessly with local culture. Karang Sidemen Tourism Village directly borders Mount Rinjani Park to the east, allowing the local community to utilize these resources.

With its top tourist destinations of Blue Lake, Nuraksa Forest Park, Heaven Valley Glamping, Gaharu Valley, Datu Bajang Penimproh, Nyeredet Spiritual Baths, and River Tubing, this village has quite developed tourism potential among the community. One of the tourist attractions in Persil Hamlet, Karang Sidemen Village, is Blue Lake. Blue Lake is now a popular tourist destination for local residents. This lake is formed from the confluence of two rivers, which flow and merge to form a large pond or pool. Because the water is bluish green caused by aquatic plants at the bottom of the lake, many people call it the blue lake. Because it is surrounded by shady trees, this lake has a beautiful and calming atmosphere.

In addition, the Nyeredet Spiritual Baths are another tourist attraction that attracts public interest and is promoted as a leading tourist destination in Karang Sidemen village. The Nyeredet Spiritual Baths are located 2.4 kilometers from the Karang Sidemen Village office in Karang Sidemen Atas Hamlet, North Batukliang District, Central Lombok. The Nyeredet Spiritual Baths are believed by locals to cure various diseases and promote youth. The Nyeredet Spiritual Baths were established in the 1980s after a massive explosion was reported from the middle of a cliff on the riverbank. Residents investigated the sound of the explosion and discovered milky white water gushing from the middle of the cliff. Since then, people have flocked to bathe in the water to reap the healing benefits of various ailments such as skin diseases, pinched nerves, headaches, back pain, and the ability to rejuvenate.

Locals traditionally believe that bathing every Friday morning is more effective in curing various ailments. Furthermore, mud extracted from the debris left by the explosion is believed to be useful for making soap, skin care products, and promoting clearer, more radiant skin. According to the Nyeredet Spiritual Baths Tour key judges, the bathing water comes directly from Mount Rinjani and is provided specifically by Dewi Anjani to those unable to climb the mountain for treatment. Even today, many locals and visitors from other villages come to bathe and use mud masks and soaps for healing ailments, anti-aging, and meditation.



Figure 1. Use of Skincare Mud in the Nyeredet Spiritual River

Because the Nyeredet Spiritual Bathing Tourism is still in the planning, organization, and promotion stages, the facilities available at this tourist attraction are limited. For example, directions to the Nyeredet Spiritual Bathing Tourism location are still being repaired and arranged, road access to the river is still being repaired and arranged, there are no information boards, and the addition of selfie or photo spots to increase the attraction and attract visitors. In addition, there is a need to increase public awareness of the cleanliness of the river area, as well as public awareness of the potential of village tourism, so that natural and human resources are balanced and can provide an economic impact for the village and surrounding communities. Therefore, community service activities are very important to improve supporting facilities and tourism promotion in Karang Sidemen Village to advance natural resource-based tourism villages.

Sustainability is now applied in various development sectors, including tourism. The purpose of implementing the concept of sustainability in tourism is to provide a positive impact or benefit to the environment and the economy of local communities, as well as a positive impact on the social and cultural environment of the region (surya, 2019). According to UNWTO, sustainable tourism is tourism development that takes into account current and future economic, social, and environmental impacts by meeting the needs of tourists, the tourism industry, the environment, and local communities, including aspects such as: (1) optimizing the benefits of natural resources by maintaining important ecological processes and preserving nature and biodiversity, (2) respecting the socio-cultural authenticity of local communities, and (3) preserving nature and biodiversity (Ira & Muhamad, 2019). Therefore, one form of implementing sustainable tourism development is through tourist villages.

2. Method

Asset-Based Community Development (ABCD) was a long-term empowerment method based on the assets, strengths, and potential of the community. Consequently, the community was ultimately responsible for development (Setyawan et al., 2022). Communities were built on capacity building, associational bases, and social institutions, rather than on existing assets, problems, or community needs. The ABCD approach relied on the full resources, skills, and experiences of the community as the primary foundation for improving quality of life in various ways. The ABCD method was based on the principle that recognizing the potential, strengths, talents, and assets of individuals, as well as the assets of the community as a whole, could inspire positive change by focusing on needs and problems. A half-full perspective did not mean denying community problems, but rather uniting the energies of each individual to continue participating more meaningfully in asset development (Ansori, Moh., Afandi, Agus, Fitriyah, Ries Dyah, Safriyani, Rizka, & Farisia, 2021).

This method served as a community development strategy that emphasized the utilization and development of existing community resources to achieve sustainable and independent growth. By increasing awareness of the management of the Nyeredet spiritual bathing tourism through community service activities, the asset-based community development approach was understood in the article Towards Sustainable Nature Tourism as an approach that focused on utilizing the wealth or potential that existed in Karang Sidemen Hamlet communities, especially the Karang Village community, to develop and improve nature tourism sustainably. ABCD included the identification, recognition, and development of existing community resources such as local knowledge, skills, social relationships, and others. In the context of the article, ABCD was applied in the following ways.

First, identifying local assets. Local resources surrounding the Nyeredet spiritual bathing natural tourism site, such as the natural environment, local wisdom, and the skills of the local community, were identified. Second, community empowerment. Local communities were encouraged to actively participate in the development of natural tourism, including participation in tourism planning, management, and promotion. Third, socialization and education. A socialization approach conducted by community service groups was used to educate the community about sustainability, environmental protection, and methods for sustainable tourism management. Fourth, collaboration and connection. Collaboration among stakeholders, including local communities, government, academic institutions, and others, was encouraged to create synergy in optimizing the assets and resources available in the tourism site. Fifth, skills development. The community was empowered with new skills related to tourism management, such as marketing, training, and simple management. Sixth, local economic empowerment. The establishment of local businesses that benefited from tourism, such as handicrafts,

lodging, or other enterprises that could improve community livelihoods, was encouraged. By applying the ABCD method, the article explained how this approach helped raise awareness among Aik Nyet tourism managers and built economic strength through the utilization of existing assets and potential within the community.

3. Results and Discussion

3.1. Awareness of Environmental Management

The importance of environmental conservation must be recognized when managing sustainable nature tourism. Managers must recognize that centuries-old trees and a balanced environment are valuable assets in attracting tourists. To raise this awareness, effective outreach is necessary. According to (Arman, 2020), humans and the environment have an interdependent and reciprocal relationship.



Figure 2. Installation of a sign at the Nyeredet Spiritual Baths

The environment is a crucial aspect of human life. Continuous interaction between humans and the environment ultimately changes human behavior toward it. Human attitudes and actions themselves influence whether an environment is good or bad. Human treatment of the environment impacts the quality of human life. Human life can never be separated from nature's intervention; nature provides for and fulfills all aspects of human life. However, due to the extensive environmental damage that has occurred and the data published by relevant parties, public knowledge and concern for nature and the environment have begun to decline. If this problem is not addressed, several negative impacts will arise that could threaten human survival. We have discussed factors influencing the loss of public awareness and concern for the environment, including a lack of information and education about the need to protect and preserve the environment. Since the two are interconnected, the environment and humanity are inseparable. Instilling pro-environmental behavior in the community is one way to protect the environment and increase public awareness and understanding of environmental issues (Arman, 2020). This will help management limit actions that have the potential to damage natural ecosystems. To ensure the long-term sustainability of nature tourism, a systematic and targeted development strategy is required. Managers must have a clear vision of the development path, including the use of environmentally friendly materials and construction design.

Outreach initiatives can help managers become more aware of many aspects of sustainable development planning. Community Service group outreach activities can also help managers better understand marketing ideas. A sound marketing concept will enhance the image and tourist appeal of the Nyeredet spiritual baths, ensuring a memorable experience for guests. This will enhance perceptions of the quality of service and the environment.



Figure 3. Working together to clean irrigation channels as a form of increasing public awareness to protect the environment.

In addition, the Pengabdi group also participated in cleaning the environment, irrigation, Penimpoh DTU Bajang waterfall and Nyeredet bathing tourism which was carried out together with elements of BW S NT 1, Village Government, Pokdarwis, KMPS, Formation, Karang Taruna and the community.

3.2 Encourage Community and Stakeholder Participation

Community service outreach can also encourage local communities and other stakeholders to actively participate in nature tourism management. They may be motivated to participate in environmental conservation if they recognize the long-term economic benefits of sustainable development. The establishment of tourism villages must be accompanied by infrastructure improvements, such as the provision of services and facilities for tourists. The comfort of incoming tourists will influence the interest of other tourists to continue. Incoming tourists will benefit the country by increasing its foreign exchange reserves.

Stakeholders can be organizations, communities, socioeconomic groups, governments, or entities from various dimensions across all levels of society. Each subject has a unique set of potentials, resources, and requirements. Their participation in carrying out an activity (whether related to growth or not) is tailored to their capabilities. It is important to remember that the needs of all stakeholders must be considered in the decision-making process. This will affect each stakeholder's level of satisfaction with the results of the actions taken (Kusumatantya, 2013). The participation of stakeholders, especially non-state actors, in policy-making not only reduces the burden on the government but also represents an important ideal of democracy. The term "participatory governance" refers to bottom-up participation. This means that regulations are based on the expertise and professional experience of the community, rather than elite dominance. Public hearings, polls, lobbying, and other participatory approaches have evolved to advocate for community interests. Therefore, the interests, priorities, and positions of each stakeholder must be aggressively promoted. This participation has the potential to improve government performance and accountability (Napitupulu & Muhyidin, 2021).



Figure 4. Working together to clean the river as a form of increasing public awareness to protect the environment.

3.3 Challenges in Waste Management, Solutions, and Collaboration

Managers may be invited to collaborate on joint solutions to the problem through outreach. Collaboration between managers, the community, the government, and academic institutions can yield significant progress toward more sustainable nature tourism management. The currently unresolved waste problem is a significant one. Waste is becoming an increasingly difficult challenge to solve because it involves not only collection but also disposal. We still lack adequate landfills, which poses a vulnerability in waste management. From a budgetary perspective, we must certainly find sufficient funding to address the waste problem. However, this is no easy task, especially considering our limited resources. It is important to remember that waste is a community problem, not an individual one. To find long-term solutions, we all need to work together. Managing a 10-hectare site with widespread waste is certainly challenging, impacting both visitors and the human resources involved. Furthermore, we must also assess the social impact of this waste problem. The government can play a crucial role in sponsoring programs that raise public awareness of the need to address the waste problem. Finally, teamwork between the government, managers, and the community is very important to solve this waste problem and protect our environment (Mahyudin, 2014).

According to an environmental organization, although plastic provides many benefits to consumers, its negative social, economic, and environmental impacts are significant and continue to increase (Chotimah, H. C., Iswardhana, M. R., & Selatan, 2021). According to (Ikram, 2020), collaboration is a perspective and approach to public management and policy for the successful and efficient implementation of public services and policies. From this perspective, it demonstrates the increasing complexity and dynamics of society, thus encouraging the government to interact with all stakeholders in providing public goods and services through a public network framework.

4. Conclusion

The importance of environmental sustainability in sustainable nature tourism management cannot be overstated. The importance of environmental protection must be further enhanced, as a balanced and well-maintained environment is a crucial asset in attracting tourists. Human-environment interactions influence people's behavior toward the environment, and how individuals treat the environment affects their own quality of life.

A key challenge in maintaining nature tourism is waste management. A deeper understanding of the harmful impacts of waste accumulation is needed. Public awareness campaigns can provide information on proper waste disposal. To find solutions to this problem, management, the community, the government, and academic institutions must work together. Awareness, active participation, and cooperation of all stakeholders are crucial for the sustainability of nature tourism management. Public awareness campaigns are crucial for enhancing understanding and long-term action regarding the environment and nature tourism.

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