

Research Article

Bili Bante Tourism Potential as a Sustainable Tourism Destination: Strategy and Challenge Study

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Abstract: This study explores the potential of community-based tourism in Bili Bante, including aspects of natural beauty, cultural diversity, and ecotourism. The observations show that around 75% of the tourist areas in Bili Bante are still preserved with minimal environmental pollution, making it a potential destination for ecotourism development. In addition, the cultural diversity of the local community, including traditional traditions, traditional music, and handicrafts, can be a strong tourist attraction. The interviews with local people revealed that 60% support the development of community-based tourism to improve the local economy, although 40% are concerned about the negative impacts on the environment if tourism management is not carried out carefully. The main obstacles identified are inadequate infrastructure and lack of destination promotion. Based on these findings, this study recommends increasing investment in infrastructure development, training for local people, and developing more effective marketing strategies. In addition, clear regulations regarding natural resource management and environmental conservation must be enforced to support the sustainability of tourism development in Bili Bante.

Keywords: Bili Bante Tourism; Cultural Diversity; Environmental Preservation; Tourism Sustainability

1. Introduction

Sustainable tourism is an important concept in developing tourist destinations, especially in maintaining a balance between economic, social, and environmental aspects (Setiawan & Suryantari, 2024). This concept aims to ensure that tourism activities can take place in the long term without damaging natural resources, culture, and the welfare of local communities (Djuwendah et al., 2023; Zulfi & Asriati, 2024). Thus, sustainable tourism is a solution to various global challenges, including climate change, urbanization, and excessive exploitation of natural resources. Bili Bante, located in West Nusa Tenggara, is a tourist destination with great potential to be developed sustainably. Its natural beauty, biodiversity, and unique socio-cultural life make Bili Bante an attractive destination for domestic and foreign tourists. In addition, this area also has advantages in the form of green hilly landscapes, clear rivers, and local wisdom of the community that is still very well preserved.

Bili Bante offers various tourist attractions that can be developed sustainably, including natural beauty with vast green hills and cool air, making it an ideal place for tourists who want to enjoy the tranquility (Faradiba, 2023). In addition, the local community has a unique culture and traditions that are still preserved, including dance, music, and handicrafts that can be tourist attractions. The presence of forests, plantations, and organic farming also opens up great opportunities for developing ecotourism and agrotourism based on education and environmental conservation. Regional specialties based on agricultural and marine products can be an added value for tourists who want to experience the uniqueness of local cuisine. Its

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location, which is not too far from the city center, makes Bili Bante easily accessible to domestic and foreign tourists, so it has the potential to develop as a leading destination (Kertajadi et al., 2023).

To realize Bili Bante as a sustainable tourism destination, several strategies can be implemented, such as improving environmentally friendly infrastructure to increase accessibility without damaging the surrounding environment and providing public facilities such as segregated waste bins, environmentally friendly toilets, and renewable energy in tourist areas. Education and empowerment of local communities also need to be carried out through training on the importance of sustainable tourism and how they can be actively involved, including the involvement of local communities in tourism management to improve their economic welfare (Iqbal, 2022). In addition, the use of digital technology such as social media, websites, and online booking platforms can introduce Bili Bante to the global market. Holding annual cultural events and festivals will further increase tourism appeal and provide unique experiences for tourists (Anggoro et al., 2023). To maintain environmental balance, policies to reduce the use of single-use plastics and recycling programs in tourist areas need to be implemented, followed by the preservation of local ecosystems through reforestation programs and the protection of endemic flora and fauna. The development of sustainability-based tourism products, such as ecotourism packages, educational tours, and community-based tourism, can enrich the tourist experience and encourage the local MSME sector to provide sustainability-based products and services (Altes, 2018).

Despite its great potential, there are several challenges in developing sustainable tourism in Bili Bante, including the lack of public awareness of the importance of sustainable tourism and the need for ongoing education to understand the economic and social benefits of good tourism management (Tosun, 2001). Limited funds and infrastructure are also obstacles in developing this destination, considering that large investments are needed to build adequate facilities. In addition, competition with other, more well-known tourist destinations requires Bili Bante to have a strong marketing strategy to remain competitive. Another threat is the potential for environmental damage due to the increase in the number of tourists without clear regulations, which can risk causing environmental degradation, pollution, and exploitation of natural resources.

Bili Bante has great potential to become a sustainable tourism destination with unique natural and cultural attractions. However, its development requires the right strategy and collaboration between the government, community, and tourism industry players. With careful planning and a sustainability-based approach, Bili Bante can become one of Indonesia's icons of environmentally friendly tourism. To realize this, the local government needs to increase investment in sustainable tourism infrastructure through government funds and cooperation with the private sector. Local communities must be more empowered in tourism management through training, job creation, and improving creative economy skills. A broader campaign on the importance of sustainable tourism must also be carried out through social media, seminars, and school education programs. Stricter regulations must be implemented to balance tourism development and environmental conservation, such as visitor restrictions, using environmentally friendly materials, and protecting natural habitats. With the right steps and commitment from various parties, Bili Bante can develop into a tourist destination that is attractive to tourists and provides long-term benefits to the community and the surrounding environment.

2. Method

This study uses a qualitative and descriptive approach to describe Bili Bante's tourism potential and strategies and challenges in its development. The qualitative method was chosen because it provides an in-depth understanding of real conditions in the field, including social, cultural, and environmental interactions that influence tourism development in this area (Shang et al., 2025; Pai et al., 2025).

Data were collected through direct observation at tourist sites to identify the destination's strengths and weaknesses visually and factually (Talukder, 2025). In addition, interviews

were conducted with various parties, including local communities involved in the tourism sector, business actors operating around Bili Bante, and stakeholders such as local governments and tourism organizations. These interviews aimed to gain a broader perspective on the challenges and opportunities in developing sustainable tourism.

3. Results and Discussion

3.1 The Excellence of Bili Bante in Aspect of Natural Beauty

One of the most prominent aspects of Bili Bante is its extraordinary natural beauty. Based on observation data, around 75% of the tourist area in this area is still preserved. The relatively low pollution natural conditions make this area very attractive to tourists who want to enjoy the natural beauty of nature and are not disturbed by environmental damage. This preserved natural beauty makes Bili Bante the main choice for those who want to vacation far from the hustle and bustle of the city and everyday life. The main attractions of this area are exotic beaches, dense tropical forests, and mountains that offer spectacular views.

The beaches in Bili Bante, with their clean white sand and clear sea water, offer extraordinary natural beauty. The natural conditions with minimal pollution provide an unforgettable experience for tourists who want to enjoy the beauty of the underwater world through snorkeling or diving activities. In addition, the tropical forest area that surrounds Bili Bante is also an interesting place for trekking. The unique and natural flora and fauna provide a unique experience for visitors who want to interact directly with nature and enjoy fresh air far from pollution. Likewise, the mountains offer stunning views, both from the top and from the fertile valleys.

This pristine natural condition provides great potential for ecotourism development in Bili Bante. Ecotourism focuses on sustainable nature tourism experiences, which offer natural beauty and prioritize environmental conservation. Activities that can be done in this area, such as forest trekking, mountain biking, and snorkeling or diving on the beach, can be done by considering the principle of sustainability. Every activity carried out must ensure that the natural ecosystem is maintained and not damaged. Therefore, careful and responsible management is needed to ensure that this ecotourism potential can develop sustainably without damaging the surrounding environment (Da Silva, 2025).

This study found that most tourists who come to Bili Bante are interested in visiting because the area offers a natural atmosphere that is still natural and has not been touched by much damage. For tourists looking for an authentic and unpolluted natural experience, Bili Bante is a very attractive destination. The balance between natural beauty and the desire to preserve the environment is why many visitors choose this area as their tourist destination. Therefore, it is important to continue to maintain and care for preserving Bili Bante's nature to support the sustainability of the tourism sector and provide benefits for future generations.

However, with the increasing number of tourists visiting, there is a potential risk of environmental damage. Therefore, it is very important to have regulations regulating the number of visitors entering the tourist area and strict rules on waste management and the use of natural resources. Without clear regulations and proper management, negative environmental impacts can occur, such as damage to coral reefs, seawater pollution, and natural habitats. Therefore, ecotourism development in Bili Bante must always be based on the principle of sustainability, involving local communities to maintain and preserve their nature.

One way to sustainably develop ecotourism is to involve local communities in managing and implementing tourism activities. Local communities have in-depth knowledge of the surrounding environment and ways to preserve it. By involving them in various tourism activities, from becoming tour guides to managing lodging or local businesses, they will feel ownership and responsibility for the preservation of nature in this area. In addition, local communities will also gain economic benefits from the tourism sector, improving their living standards.

Effective ecotourism management in Bili Bante also requires investment in environmentally friendly infrastructure. Developing facilities such as well-maintained trekking trails, environmentally friendly accommodations, and other facilities that do not damage the environment are essential to support sustainable ecotourism. Good infrastructure will make it easier for tourists to access various tourist destinations while still maintaining the sustainability of nature by using design principles that do not damage the surrounding environment. Therefore, collaboration between local governments, the private sector, and communities is essential to create infrastructure supporting sustainable ecotourism in Bili Bante.

Overall, Bili Bante has great potential to become a superior ecotourism destination, with extraordinary natural beauty, diverse flora and fauna, and local cultural potential that can enrich the tourist experience. However, to ensure that this ecotourism's development can occur sustainably, solid cooperation is needed between all related parties, including the government, the community, and the private sector. With careful planning and careful management, Bili Bante can be an example of successful tourism development that preserves nature, empowers the community, and provides long-term benefits to the local economy.

3.2 Cultural Diversity as a Tourist Attraction

Bili Bante is known for the cultural diversity of the local community. Based on interviews with the community, it was found that local culture plays an important role in their daily lives. This culture regulates their way of life and becomes the basis for their social and economic interactions. The Bili Bante community highly maintains and preserves traditions and customs that have been passed down from generation to generation, such as traditional ceremonies, traditional music, and handicrafts that are an integral part of their identity. This culture also reflects the harmony between humans and nature, which is a strong foundation in their daily lives.

Traditional ceremonies in Bili Bante have important spiritual and social values for the community. These rituals are carried out to strengthen the bonds between community members and maintain their relationship with their ancestors and nature. For example, the thanksgiving ceremony for agricultural products or the celebration of the harvest season, which involves the entire community, becomes an event for sharing and strengthening social solidarity. This tradition teaches the importance of togetherness and respect for nature as a source of life. Activities like this are very attractive to tourists who want to get to know the local culture better, and if promoted properly, can be a major attraction for the Bili Bante tourism sector.

Traditional music is also an integral part of the cultural life in Bili Bante. Musical instruments such as gongs, drums, and flutes are often played in various traditional events, especially those related to religious ceremonies and traditional celebrations. These traditional music performances not only show the uniqueness of the melody and rhythm but also convey deep cultural stories. Tourists visiting Bili Bante can enjoy the beauty of local music full of historical and cultural values. Therefore, the development of culture-based tourism in Bili Bante can include traditional music performances as one of the main attractions that offer an unforgettable experience for visitors.

Bili Bante's unique handicrafts, such as ikat weaving, bamboo weaving, and jewelry made from natural materials, also reflect the richness of local culture. These handicraft products function as consumer goods and contain high artistic and cultural values. In every strand of weaving or weaving, local wisdom and skills of the local community are reflected, which have been passed down from generation to generation. By developing a market for these handicraft products, Bili Bante can introduce local culture to the outside world while improving community welfare. The sale of these handicrafts can be a significant source of income for residents and provide sustainable economic opportunities (Kombié, 2025).

The ethnic diversity in Bili Bante also adds color to the socio-cultural life of the community. The various ethnic groups live side by side peacefully, sharing cultural values and traditions. Each ethnic group has its own language, food, and customs, all of which contribute

to the region's cultural richness. This diversity creates a harmonious and understanding atmosphere and provides a unique experience for tourists interested in learning more about the lives of the Bili Bante people. Tourists can enjoy various types of traditional cuisine, attend cultural festivals, or even interact with various communities to learn more about their daily lives.

Community support for the development of community-based tourism is also very strong. Around 60% of the local community expressed their support for the development of the tourism sector in the hope that it can improve the local economy. They realize that the tourism sector, if well managed, can provide significant benefits, especially in terms of increasing income and employment opportunities. One way to involve the community directly is to develop small businesses, such as homestays, where tourists can stay with local families and experience the daily life of the community. This will provide a more authentic and immersive experience for tourists, while providing direct economic benefits to the community.

In addition to homestays, local tour guides also play an important role in the development of community-based tourism. Local tour guides have in-depth knowledge of the history, culture, and uniqueness of Bili Bante. They can provide more authentic information to tourists about the traditions, folklore, and way of life of the local people. Developing local tour guides as part of tourism management not only provides job opportunities but also enriches the experience of tourists who want to learn more about life in Bili Bante. It is also an opportunity for the community to introduce their culture through direct interaction with visitors.

One example of community-based tourism development that can be implemented is the holding of cultural festivals that highlight local traditions. Arts and crafts festivals, traditional music performances, and exhibitions of Bili Bante specialties are some of the activities that can attract tourists. These festivals not only provide an opportunity for tourists to enjoy the beauty of local culture, but also provide an opportunity for the community to be directly involved in managing the event. In addition to introducing culture to the world, this festival is also an event to strengthen the sense of togetherness among the community and increase the tourist appeal of Bili Bante.

Through cultural festivals and similar activities, Bili Bante can introduce itself as a tourist destination that has a cultural wealth that is no less interesting than other areas. This festival will provide space for the community to express their culture, while increasing tourist awareness of the importance of cultural preservation. Thus, the development of community-based tourism that involves the community in every stage of management can provide significant economic benefits while preserving local culture.

3.3 Ecotourism Potential That Needs to be Developed

In addition to its natural beauty and cultural diversity, Bili Bante also has great potential in developing ecotourism. Ecotourism is a form of tourism that prioritizes environmental preservation and empowerment of local communities with the principle of sustainability. Bili Bante's ecotourism potential can be seen from the various natural elements in this area, such as tropical forests rich in endemic flora and fauna, as well as exotic beaches suitable for snorkeling and diving activities. The uniqueness of Bili Bante's nature provides its own attraction for tourists who care about environmental preservation, as well as for those looking for a tourism experience that is close to nature and not much touched by commercialization.

The tropical forests in Bili Bante have extraordinary biodiversity, being a habitat for various rare species of flora and fauna. Research shows that this forest area has great potential to be used as a natural tourism destination, such as trekking or bird watching, which allows visitors to enjoy the beauty of nature while preserving it. Ecotourism activities like this provide an immersive experience for tourists, where they not only enjoy the natural scenery, but also learn about the importance of forest and biodiversity conservation. Therefore, the development of ecotourism in Bili Bante can be an attractive option for tourists who are aware of environmental issues.

The beaches in Bili Bante also offer great potential for the development of snorkeling and diving activities, which can attract visitors who are interested in the underwater world. The diversity of marine life in this area, such as coral reefs, tropical fish, and various types of mollusks, are the main attractions for tourists who want to enjoy the beauty of the underwater nature that is still preserved. Snorkeling and diving activities not only provide a pleasant experience for tourists, but can also raise their awareness of the importance of maintaining the cleanliness of the sea and coastal ecosystems. With proper management, this beach-based ecotourism can be a significant source of income for local communities, while still paying attention to environmental sustainability.

However, the development of Bili Bante ecotourism also faces many challenges. One of the main challenges found in this study is inadequate infrastructure. Poor road access to the tourist area is a major obstacle for tourists who want to visit Bili Bante. Limited transportation routes and damaged road conditions at several points make the journey to tourist attractions more difficult and time-consuming. Limited transportation facilities also make it difficult for tourists to explore the various tourist attractions in this area, which of course reduces their comfort in traveling.

In addition, the limited accommodation available around the Bili Bante area is also an obstacle in attracting more tourists. Currently, the number of accommodations available is still limited and inadequate to accommodate the number of potential tourists. This has an impact on the comfort of visitors who come from far away to enjoy the natural beauty and culture of Bili Bante. Increasing the number and quality of accommodation, such as homestays, hotels, or ecotourism-based resorts, needs to be considered so that tourists feel more comfortable and want to stay longer in this area. With adequate accommodation infrastructure improvements, Bili Bante's ecotourism potential will be maximized.

Another obstacle is the lack of supporting facilities and infrastructure that can improve tourist comfort, such as information centers, public toilet facilities, and rest areas. These facilities are important to provide a pleasant and comfortable tourist experience for visitors. Without adequate facilities, tourists may feel less satisfied with their visit and are less likely to return. Therefore, the development of better infrastructure, both in terms of roads, transportation, and other public facilities, is very important to support the development of Bili Bante ecotourism to make it more attractive and can be enjoyed by more tourists.

In order to overcome these infrastructure challenges, support is needed from local governments and related parties to make greater investments in the development of the tourism sector, especially in infrastructure. Improving roads and transportation to tourist areas, improving the quality of accommodation, and providing more adequate supporting facilities are important steps to attract more tourists and optimize the potential of Bili Bante ecotourism. If infrastructure can be improved, Bili Bante ecotourism has the potential to grow rapidly, providing great economic benefits to the local community, and preserving the natural environment that is the main attraction of this area.

3.4 Tourism Development Challenges: Concerns about Environmental Impacts and Lack of Promotion

Despite significant community support for tourism development in Bili Bante, about 40% of them expressed concerns about negative impacts on the environment if tourism management is not carried out carefully. These concerns include the potential for environmental damage due to the high number of tourists, especially if there is not enough effort to maintain a balance between the number of visitors and the carrying capacity of nature. In addition, the problem of ineffective waste management is also a concern, given the lack of waste management facilities at several tourist spots. The potential for damage to natural habitats, such as damaged coral reefs or forest degradation, is also a concern for local communities.

These concerns highlight the importance of formulating clear regulations in managing the tourism sector. Existing regulations need to emphasize the importance of preserving the

environment, such as limiting the number of tourists visiting at a certain time, more efficient waste management, and protecting natural habitats. In this regard, the principles of ecotourism must be the basis for every policy taken. Wise management of natural resources, involving the community in the monitoring and maintenance process, will be the key to preserving the nature of Bili Bante, so that the tourism sector can develop sustainably without damaging the environment.

In addition to clear regulations, public awareness of the importance of environmental conservation also needs to be increased. Training on ecotourism-friendly environmental management should be provided to local communities, especially those directly involved in tourism management. This includes training on how to maintain environmental cleanliness, proper waste management, and environmental conservation efforts that can be carried out by the community. With better education and awareness, communities can become agents of change that help protect the environment while still benefiting from the tourism sector.

In addition to environmental challenges, the lack of promotion and marketing of the Bili Bante tourist destination is also a major obstacle that hinders the increase in the number of tourists. Although this area has a lot of potential, information about Bili Bante is still limited, both at the national and international levels. Many tourists do not yet know about the existence of Bili Bante as an attractive tourist destination, even though this place has various natural and cultural advantages that can be the main attraction. The lack of promotion also makes it difficult for this area to compete with other more widely known tourist destinations.

Therefore, it is very important to develop a more effective marketing strategy. One way that can be done is by utilizing social media which is currently one of the most popular platforms for promoting tourist destinations. Through social media, beautiful images of Bili Bante nature, information about tourist activities, and local cultural stories can be distributed to a wider audience. In addition, the development of an official tourism website that provides complete information about Bili Bante, including available facilities, cultural events, and tour packages, will also greatly help increase tourist awareness.

Cooperation with travel agents can also be an important strategy to increase the promotion of Bili Bante. By establishing partnerships with travel agents, both local and international, this destination can be better known to a wider market. The right marketing, either through digital platforms or partnerships with travel agents, can increase the number of tourists visiting. In addition, effective promotion also needs to include the values of sustainability and nature conservation, which will attract tourists who are interested in ecotourism and environmentally responsible tourism. With a more structured and planned approach, Bili Bante can attract more visitors who are aware of the importance of preserving nature.

4. Conclusion

Bili Bante has a very big advantage in terms of natural beauty, cultural diversity, and natural and authentic ecotourism potential. The stunning landscape, rich flora and fauna, and unique local traditions make this region a very attractive destination for tourists looking for a different and sustainable experience. This potential is an important capital in the development of the ecotourism-based tourism sector, which is not only oriented towards economic benefits, but also towards the preservation of natural and cultural resources.

However, tourism development in Bili Bante must be carried out carefully and in a planned manner. Conservation of nature and sustainability must be the main priority so that tourism potential does not turn into an environmental burden. In this case, active support from the local community is needed, either through capacity building, training, or involvement in tourism management. Improvement of basic infrastructure, such as road access, public facilities, and environmentally friendly accommodation, must also be a concern. In addition, effective and digital-based marketing strategies can expand the reach of promotion and

attract more tourists, without sacrificing the local values that are the main attraction of Bili Bante.

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