

ANALYSIS OF TOURISM POTENTIAL DEVELOPMENT IN LELOGAMA NATURAL DESTINATION, KUPANG REGENCY

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Abstract

This study aims to analyze the development of natural tourism potential in Lelogama, Kupang Regency, using the 6A framework: Attractions, Accessibility, Amenities, Available Packages, Activities, and Ancillary Services. Lelogama is a highland village known for its scenic landscapes, cultural richness, and unique natural attractions such as Bukit Teletubbies, Batu Basusun, and Padang Savana Humon. Despite its remarkable potential, the area remains underdeveloped due to infrastructure limitations, lack of tourism packages, and minimal community participation. A qualitative descriptive method was employed, incorporating field observations, interviews with local stakeholders, and documentation analysis. The study also used a SWOT approach to identify internal strengths and weaknesses, along with external opportunities and threats. Findings indicate that while the region has strong attractions and a supportive local community, significant improvements are needed in infrastructure, accessibility, and promotional strategies. The study concludes by offering strategic recommendations for sustainable tourism development, including investment in road infrastructure, the creation of eco-tourism packages, community-based tourism training, and digital marketing initiatives. These strategies aim to transform Lelogama into a competitive natural tourism destination that contributes to the local economy and improves community welfare.

Keywords: Tourism Development, Natural Attractions, 6A Framework, SWOT Analysis, Kupang Regency

INTRODUCTION

Tourism has become one of the most important sectors contributing to economic growth, employment creation, and community welfare. According to the World Travel & Tourism Council (WTTC, 2023), the tourism sector contributes around 10.4% of global GDP and supports over 300 million jobs worldwide. In Indonesia, the tourism sector is recognized as one of the six priority sectors for development. Lelogama, located in Kupang Regency, East Nusa Tenggara Province, is one of the natural destinations with untapped potential. The village is surrounded by scenic landscapes including Teletubbies Hill, Batu Basusun waterfall, and Padang Savana Humon. However, the area remains underdeveloped due to lack of infrastructure, promotion, and tourism facilities. In Indonesia, based on data from the Ministry of Tourism and Creative Economy (2022), the tourism sector accounts for approximately 4.2% of national GDP and continues to grow as a major source of foreign exchange. As part of national economic development, Indonesia has identified tourism as one of the top six priority sectors alongside food security, maritime, industry, energy, and infrastructure. These priorities are outlined in Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) 2010–2025. According to the regulation, there are 50 National Tourism Destinations (DPN), 88 National Strategic Tourism Areas (KSPN), and 222 National Tourism Development Areas (KPPN).

In East Nusa Tenggara (NTT), there are five DPNs, five KSPNs, and twelve KPPNs designated by the regional tourism master plan (RIPPARDA). Kupang Regency, located in NTT Province, holds a variety of natural tourism potentials, one of the most outstanding being Lelogama. Lelogama is situated in the Amfoang Selatan District and lies approximately 76 kilometers from the regency

capital, Oelamasi. It can be reached within 1–2 hours by car or motorcycle. The recent improvement of road infrastructure allows visitors to enjoy scenic views of rolling hills and untouched savannahs along the journey. Lelogama's landscape is known for its pristine natural beauty, cool highland air, and distinctive topography. It features notable attractions such as Bukit Lelogama, commonly referred to as "Teletubbies Hill" due to its resemblance to the TV series' hilly green terrain; Batu Basusun, a unique rock formation waterfall; and Padang Savana Humon, an expansive green pasture inhabited by freely roaming horses and cattle.

These natural elements make Lelogama a promising destination for ecotourism and nature-based experiences. However, despite its potential, the region's tourism sector remains underdeveloped due to limited infrastructure, lack of supporting amenities, minimal promotional efforts, and low levels of community involvement. Therefore, a systematic and sustainable development strategy is necessary to unlock the tourism potential of Lelogama, offering long-term economic, social, and environmental benefits. This study aims to analyze the tourism development potential in Lelogama using the 6A framework (Attraction, Accessibility, Amenities, Available Packages, Activities, and Ancillary Services) and SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). Through this approach, the research identifies core factors influencing the area's tourism viability and offers strategic recommendations for sustainable tourism planning that supports local empowerment, economic diversification, and environmental preservation.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

The 6A framework (Attractions, Accessibility, Amenities, Available Packages, Activities, Ancillary Services) proposed by Buhalis (2000) is widely used to assess tourism readiness. The SWOT analysis further supports development planning by identifying internal and external conditions. Studies by Asmoro et al. (2020) and Fanny et al. (2023) applied these models to assess rural and eco-tourism destinations. This study adopts both frameworks to analyze Lelogama. As a qualitative descriptive study, it does not propose a hypothesis but aims to interpret and explain tourism potential. Tourism is a multi-sectoral industry that integrates natural, cultural, and human resources into a travel experience that stimulates regional economic growth. In developing tourism destinations, various theoretical frameworks are applied to evaluate potential and guide planning. Among them, the 6A framework introduced by Buhalis (2000) has become a comprehensive model for assessing a destination's components. This model includes Attractions, Accessibility, Amenities, Available Packages, Activities, and Ancillary Services—factors considered essential for sustainable and competitive tourism development.

The SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a complementary tool widely used in destination planning. It allows researchers and planners to examine internal capabilities and external conditions affecting development (Gunn, 1994; Kotler & Keller, 2016). These tools provide a theoretical lens for evaluating tourism readiness and formulating strategic interventions. In the context of Lelogama, the 6A framework helps to systematically assess its tourism readiness, while SWOT analysis enriches the evaluation by identifying natural strengths and potential risks. Since this is a qualitative study, no hypothesis is proposed. Instead, the focus is on generating understanding and practical recommendations.

RESEARCH METHODS

This research uses a qualitative descriptive method. The study location is Lelogama Village, Amfoang Selatan District, Kupang Regency. Thirty informants were selected through purposive sampling including local leaders, tourism officials, and community members. Data was collected through observation, interviews, and documentation. Data were analyzed using the 6A and SWOT frameworks. Triangulation was applied to ensure data validity. This study uses a qualitative descriptive method to analyze the tourism potential of Lelogama. Data were collected through observation, interviews, and documentation involving tourism stakeholders including local government, residents, and tourists. The location of the research is Lelogama Village, Amfoang

Selatan District. A purposive sampling technique was used to select 30 informants: local tourism staff, village leaders, community members, and visitors. Data were analyzed using the 6A framework to evaluate tourism components and SWOT analysis to understand internal and external factors. Techniques for ensuring data validity include triangulation of observation, interviews, and document reviews. The operational indicators for each element of the 6A model helped structure the data analysis process.

RESULTS AND DISCUSSION

This section presents the findings of the research based on qualitative data gathered through field observation, interviews, and documentation. The analysis is structured using the 6A framework (Attraction, Accessibility, Amenities, Available Packages, Activities, and Ancillary Services), followed by a SWOT analysis to identify internal and external factors that affect tourism development in Lelogama. Based on the 6A analysis, Lelogama has strong Attractions (Teletubbies Hill, Batu Basusun, Savana Humon) but weak Accessibility and Amenities. There are no formal accommodations or public facilities. Tourism packages are not yet available, and tourism activities are mostly informal (hiking, photography, camping). Ancillary Services such as safety, health access, and guides are also lacking

1. Attractions

Lelogama is endowed with rich natural resources and scenic landscapes. The most prominent attractions include:

- a) Bukit Lelogama (Teletubbies Hill): A wide green savanna resembling New Zealand's landscapes. Visitors are attracted by the rolling hills, clear air, and grazing horses and cows.
- b) Padang Savana Humon: A vast open grassland suitable for camping and photography. Its tranquil atmosphere attracts nature lovers and campers.
- c) Batu Basusun Waterfall: Located in Leloboko Village, this site features vertically stacked rock formations with natural cascading water. It offers a refreshing environment for swimming and eco-photography.
- d) These attractions are largely untapped, presenting strong potential for eco-tourism and nature-based tourism. However, the lack of promotional content and structured signage prevents broader recognition among tourists.

2. Accessibility

Accessibility is moderately developed but still poses significant challenges. Key findings include:

- a) Road Conditions: The main route to Lelogama from Oelamasi (76 km) has seen recent improvements. However, several internal access roads to tourism sites are still in poor condition.
- b) Public Transport: There is no regular or dedicated transportation for tourists. Visitors must rely on private vehicles or chartered transport.
- c) Travel Time and Signage: The travel time ranges from 1 to 2 hours, but the lack of signboards and route information hinders travel comfort and navigation.
- d) Enhancing transportation access and wayfinding systems is essential for attracting more independent travelers and group tours.

3. Amenities

Lelogama currently lacks adequate tourism infrastructure. Observations and interviews reveal:

- a) Accommodation: No formal hotels or lodges are available. Visitors typically return the same day or camp.
- b) Food Services: A few local warungs exist, but they are not standardized or prepared to serve tourists on a larger scale.
- c) Public Facilities: There is a severe lack of clean public toilets, prayer rooms, parking areas, and tourist information centers.
- d) The development of eco-lodges, homestays, and community-run food stalls (UMKM) is recommended to enhance the visitor experience and stimulate the local economy.

4. Available Packages

Currently, no structured travel packages exist for Lelogama. Tourists usually visit independently or through informal local guidance. Opportunities for packaging include:

- a) Ecotourism packages: Trekking, nature observation, and environmental education
- b) Cultural tourism packages: Visits to local traditional ceremonies, culinary experiences
- c) Camping and hiking trips: Organized stays with guides and activities

Promoting these packages through social media and collaboration with local tour operators will be vital for market expansion.

5. Activities

Several tourism activities can be developed and promoted in Lelogama:

- a) Nature-based activities: Hiking, trekking, birdwatching, and photography
- b) Cultural experiences: Interaction with local communities, learning about customs and traditional farming
- c) Recreational activities: Camping on Bukit Humon, swimming at Batu Basusun, stargazing

These activities are currently informal and under-promoted. Developing thematic activities with safety standards and guide services would significantly enrich the tourist experience.

6. Ancillary Services

Support services are still minimal. The key findings include:

- a) Tourist Safety and Security: No official tourist guards or rangers are stationed at the sites.
- b) Healthcare Access: Emergency medical services are unavailable within the village vicinity.
- c) Information Access: No functioning tourist information centers or maps are available.

Introducing community-based tourism management units (Pokdarwis), equipping first-aid facilities, and training local guides are essential next steps for ensuring sustainable development.

SWOT ANALYSIS

To complement the 6A analysis, a SWOT matrix was developed to identify internal strengths and weaknesses, along with external opportunities and threats:

1. Internal Factor Evaluation Matrix (IFAS)

NO	Internal Factors	Weight	Rating	Score	Explanation
	(Strengths)				
1	Beautiful natural attractions such as Teletubbies Hill, Batu Basusun, and Humon Savanna	0.30	4.0	1.20	These destinations offer unique views that attract tourists.
2	Community support in tourism development	0.25	4.0	1.00	The local community actively supports tourism activities.
	(Weaknesses)				
3	Lack of tourism infrastructure (public toilets, accommodation, transportation)	0.20	0.2	4.0	Basic tourism facilities are still very limited.
4	Lack of tourism promotion and organized tour packages	0.15	0.2	0.30	There is no regular promotional media or tourism program.
5	Limited availability of support services (tourism info, healthcare, safety)	0.10	0.2	0.20	Supporting tourism services are still not optimal.
	TOTAL	1.00	3.10		

2. External Factor Evaluation Matrix (EFAS)

NO	External Factors	Weight	Rating	Score	Explanation
	(Opportunities)				
1	Increased public interest in nature tourism	0.25	4.0	1.00	Eco-tourism trends are growing nationally and globally
2	Government programs supporting tourism village development	0.20	0.4	0.80	Lelogama is included in regional tourism development plans.
3	Potential for tourism collaboration with travel agencies	0.15	0.3	0.45	ARBTripCamp is one of the actors already involved.
	(Threats)				
4	Risk of environmental degradation	0.20	0.2	0.40	Tourism without regulation may damage the environment
5	Low investment interest from the private sector	0.10	0.2	0.20	No private sector investments have been seen so far.

6	Remote location and accessibility challenges	0.10	0.2	0.20	The road infrastructure to Lelogama is still lacking.
	TOTAL	1.00	3.05		

CONCLUSION

IFAS Score: 3.10 – indicates strong internal strengths.

EFAS Score: 3.05 – indicates moderately favorable external opportunities.

Based on these scores, Lelogama is in Quadrant I of the Grand Strategy Matrix, supporting an aggressive development strategy. Based on the research findings, the opportunity score is 3.10, while the threat score is 3.05. The total score is considered fairly good; however, when compared to the maximum potential score of 4.0, it indicates that external opportunities already exist but have not been fully optimized. Meanwhile, threats are beginning to emerge, particularly in the socio-cultural and environmental aspects. The strategic implication is the need to accelerate the adaptation of opportunities and control of threats through collaborative strategies involving the government, community, academia, and private sector. After the internal and external strategic factors were formulated in matrix tables, these values are illustrated in the SWOT diagram below:



☐ Strengths (S):

- 1) Unique and beautiful natural landscapes
- 2) Local culture and hospitality
- 3) Existing local interest in tourism development

☐ Weaknesses (W):

- 1) Inadequate road and transport infrastructure
- 2) Lack of accommodations and basic amenities
- 3) Poor promotional efforts and absence of official tour packages

☐ Opportunities (O):

- 1) Growing trend in eco-tourism and rural tourism
- 2) Potential collaboration with government and NGOs
- 3) Support from regional tourism policy (RIPPARDA)

☐ Threats (T):

- 1) Environmental degradation if tourism grows without planning
- 2) Competition with other better-known destinations in NTT

3) Seasonal accessibility issues due to climate and road conditions

Strategic Implications:

☐ So Strategy (Strength-Opportunity):

Leverage natural attractions and government support to launch eco-tourism programs and environmental education tourism.

☐ WO Strategy (Weakness-Opportunity):

Improve infrastructure through partnerships and provide training for community-based tourism entrepreneurship.

☐ ST Strategy (Strength-Threat):

Use local culture and landscapes to create a unique tourism brand that stands out from other destinations.

☐ WT Strategy (Weakness-Threat):

Address infrastructure and service gaps to prevent visitor dissatisfaction and potential environmental harm.

The combined insights from the 6A framework and SWOT analysis highlight that Lelogama has a strong foundation for becoming a sustainable rural tourism destination. However, success depends on strategic planning, community engagement, and investment in tourism infrastructure.

Lelogama has the potential to become a leading nature-based tourism destination in Kupang Regency. Its unique natural attractions are appealing, but development is constrained by infrastructure and service limitations. Strategic efforts are required to develop facilities, train the community, and introduce structured tourism activities. With proper planning and stakeholder collaboration, Lelogama can support sustainable tourism and enhance local welfare. Lelogama has great tourism potential but requires serious investment in infrastructure, service development, and community involvement. If implemented properly, Lelogama can grow into a leading nature-based destination in NTT Province. The study reveals that Lelogama, located in the highlands of Kupang Regency, possesses significant potential for development as a natural tourism destination. Its unspoiled landscapes, cultural richness, and unique attractions such as Bukit Teletubbies, Batu Basusun, and Padang Savana Humon position it as a promising site for eco-tourism and sustainable community-based tourism.

By applying the 6A framework, the research systematically assessed the critical elements necessary for tourism development. Lelogama demonstrates strong Attractions and enthusiastic local community support, but struggles with limited Accessibility, underdeveloped Amenities, lack of Available Packages, and insufficient Ancillary Services. The Activities available are attractive but remain informal and unstructured.

The SWOT analysis further highlighted the region's strengths in natural beauty and community readiness, along with external opportunities presented by growing demand for nature-based tourism and alignment with regional tourism policies. However, infrastructure deficiencies, lack of promotion, environmental risks, and competition from other destinations present substantial challenges.

Based on these findings, the following strategic recommendations are proposed:

1. Infrastructure Development: Improve road access, signage, and transportation services to ensure ease of travel to and within Lelogama.
2. Tourism Facilities: Develop eco-lodges, local homestays, food stalls, and clean public facilities to enhance visitor comfort and stimulate local income.
3. Tourism Packages and Promotion: Create and promote diverse tourism packages through online platforms and tourism networks.
4. Community Empowerment: Train local communities in tourism management, guiding services, environmental conservation, and small business operations.

5. Institutional Support: Establish local tourism task forces (e.g., Pokdarwis) and strengthen collaboration with government, NGOs, and academic institutions.

By implementing a strategic and inclusive approach, Lelogama can be transformed into a sustainable and competitive tourism destination that not only preserves its natural environment but also improves the well-being of its residents. Future research is encouraged to evaluate the economic impact of tourism development in Lelogama, monitor environmental sustainability, and explore digital innovation in tourism promotion and management

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