



## The Role of Cultural Parks in Strengthening Performance Arts-Based Cultural Tourism to Support Sustainable Tourism

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### Abstract

*This study examines the role of the Cultural Park in strengthening performance arts-based cultural tourism in West Nusa Tenggara (NTB) to support sustainable tourism. Although NTB possesses rich natural and cultural resources, the integration of performing arts into tourism development has not yet been optimized. Therefore, this research focuses on two main issues: (1) the extent to which the Cultural Park maximizes its potential as a driver of performance arts-based cultural tourism in NTB; and (2) its role in supporting sustainable tourism development. This study employs a descriptive qualitative method involving stages of data collection, analysis, and reporting. Data were obtained through observation, interviews, and document studies, and were analyzed inductively. The analysis applies the 6A tourism development model (Attraction, Accessibility, Amenities, Accommodation, Activities, Ancillary Services). The research also aligns with Asta Cita of the President, point 3 in the RPJMN 2025–2029, with a target achievement of Technology Readiness Level 3 (TRL 3) and SDGs indicator point 8. The findings reveal that NTB Cultural Park has strengths in the diversity of traditional and contemporary arts, the availability of performance facilities, and its function as a center for cultural interaction. However, limitations in curation, digital promotion, cultural calendars, and cross-sector integration remain challenges. Socially, the Cultural Park contributes to preserving cultural identity and empowering art communities; economically, it fosters the creative economy and job opportunities; and ecologically, it strengthens local wisdom in line with sustainability principles.*

## Introduction

The tourism sector has been strategically positioned as a key driver of economic development in West Nusa Tenggara (NTB). The designation of Super Priority Destinations (SPD) represents a concrete step by the government to utilize regional potential as capital for sustainable economic growth (Wiratma et al., 2023). This decision reflects the recognition of tourism as a leading sector capable of generating a multiplier effect, particularly in increasing regional income, expanding employment opportunities, and empowering local communities.

The development trajectory of NTB's tourism sector has unfolded since the 1980s through various strategies and approaches. This long-term commitment underscores tourism's position as one of the vital pillars of the regional economy (Kuswandi, 2020). NTB has sought to strengthen its image as a leading destination by offering a dual appeal: natural beauty and cultural richness (I Made Suyasa & I Wayan Suteja, 2021). Its natural attractions include coastal areas, mountains, and marine panoramas, while cultural attractions are reflected in the

region's arts, traditions, and customs. Nevertheless, the integration of these two attractions has yet to reach its full potential. Performing arts, as an essential part of culture, remain relatively marginal compared to the dominance of nature-based tourism (Sami'un & Supratman, 2023).

This condition is evident in several leading destinations in NTB such as Mandalika, Sembalun, and the three Gili islands (Trawangan, Meno, and Air), which tend to emphasize natural attractions. Cultural attractions, particularly performing arts, are often positioned merely as complementary elements of the tourist experience. In fact, performing arts have the potential to enrich tourism narratives, extend tourists' length of stay, and increase their spending at destinations. In other words, performing arts have not yet been fully managed as a strategic resource to strengthen NTB's tourism appeal.

At the same time, NTB possesses a key institution for cultural preservation and promotion, namely the NTB Cultural Park. The Cultural Park functions as a center for developing, organizing, documenting, and disseminating artistic and cultural works (Alhazmi, 2023). This comprehensive function indicates the Cultural Park's significant potential to contribute to creating richer tourism experiences. However, the effectiveness of the Cultural Park's role in reinforcing the landscape of performance arts-based cultural tourism in NTB remains relatively underexplored in scholarly research (Hidayat, Rijasa, & Lestari, 2024).

Cultural tourism is understood as a form of tourism oriented toward tourists' experiences in exploring and understanding cultural aspects, including arts, traditions, customs, and local values (Hutama & Negoro, 2019). This concept emphasizes the creation of direct learning experiences for visitors (Nurdin, 2016). Hence, analyzing the role of the Cultural Park is essential not only to understand its contribution to strengthening performance arts-based tourism but also to formulate sustainable development strategies relevant to NTB's local context.

Based on this framework, the study addresses two main research questions. First, to what extent can the NTB Cultural Park realize its potential as a catalyst for performance arts-based cultural tourism? Second, how does the Cultural Park contribute to the development and advancement of sustainable tourism in NTB?

To answer these questions, the study applies Buhalis's 6A tourism development framework, which comprises six components: Attraction, Accessibility, Amenities, Accommodation, Activities, and Ancillary Services (Chaerunissa & Yuniningsih, 2020). Through this framework, the analysis identifies the strengths, limitations, and challenges faced by the Cultural Park in the context of developing performance arts-based cultural tourism.

Furthermore, it is important to underline that the Cultural Park's role in cultural tourism development is not solely aimed at increasing tourist arrivals. More importantly, its presence is expected to deliver positive impacts on the well-being of local communities. These impacts include the creation of new economic opportunities, employment generation, empowerment of artists, and the strengthening of cultural identity. Thus, the development of performance arts-based tourism through the NTB Cultural Park aligns with the principles of sustainable tourism, which emphasize a balance among economic, socio-cultural, and environmental aspects.

The novelty of this study lies in its focus on the role of the NTB Cultural Park as a formal institution within the context of performance arts-based tourism. Previous studies have largely highlighted the role of art in tourism more generally (Biagi, 2023) (Kusradi et al., 2025) (Biagi et al., 2025). Demonstrating art's ability to attract tourists. However, most of these studies have not examined in depth how institutions such as Cultural Parks can be optimized in supporting cultural tourism. Moreover, the phenomenon of temporary and unscheduled cultural attractions

often hinders tourists from fully enjoying them (Biagi, 2023). Therefore, this study seeks to fill the gap by placing the NTB Cultural Park as the focus of analysis.

Previous research on Cultural Parks has primarily focused on community education aspects, such as character formation and literacy (Susanti & Muthmainah, 2024)(Simanjutak, 2016)(Witjaksono, 2016). Other studies have emphasized governance and institutional development in regions such as East Java, Manado, and Bali (Asmara, Suryasih, & Mahagangga, 2024)(Resmawati & Alrianingrum, 2014)(Makarau et al., 2016). Meanwhile, studies addressing cultural tourism remain general and rarely discuss performing arts specifically as an object of study (Suparman & Muzakir, 2023). In this regard, this study aims to provide a new perspective and broaden understanding of the integration between performing arts and tourism through the institution of the Cultural Park.

Explicitly, the purpose of this study is to analyze the role of the NTB Cultural Park in strengthening performance arts-based cultural tourism and to assess its contribution to sustainable tourism development in NTB. The contribution of this study is expected in two dimensions. First, the theoretical contribution enriches the literature on the relationship among performing arts, cultural institutions, and sustainable tourism. Second, the practical contribution offers policy recommendations for local governments, Cultural Park managers, and tourism stakeholders to optimize the function of performing arts as a sustainable leading attraction. Through this approach, the study is expected to bridge the gap between cultural tourism management practices and the need for innovation in developing globally competitive destinations.

## Methods

This study employs a descriptive qualitative method, aiming to describe and analyze phenomena without manipulation or experimentation on the research object (Ugwu, Chinyere. N. and Eze Val, 2023). This approach focuses on developing a comprehensive understanding of the socio-cultural context underlying the role of the Cultural Park in strengthening performance arts-based cultural tourism(Creswell, 2018)(Maxwell, 2013). In this study, the researcher explores narrative information to provide a detailed depiction of the interaction between performing arts and the development of sustainable tourism in West Nusa Tenggara (NTB).

The research was conducted through three main stages: data collection, analysis, and reporting. Data collection employed triangulation techniques, involving continuous checking and rechecking of multiple sources to ensure validity and completeness (Sugiyono, 2010).

Data were collected using three primary techniques: observation, interviews, and document study. Each technique was designed to obtain comprehensive insights into the role of the Cultural Park in strengthening cultural tourism in NTB. The researcher conducted direct observation at the NTB Provincial Cultural Park located in Mataram. This observation aimed to monitor and record various phenomena related to the organization of performing arts, including management, visitor interactions, and their impact on the development of culture-based tourism (Oranga & Matere, 2023). Observations were carried out in a participatory manner to ensure the researcher's active involvement in the context studied, while also securing authentic data regarding the dynamics occurring in the field.

Semi-structured interviews were conducted with relevant stakeholders, including policymakers in tourism and performing arts, as well as Cultural Park managers. These interviews aimed to explore perspectives, perceptions, and existing policies regarding the role of performing arts in supporting sustainable tourism in NTB (Kielmann et al., 2012). The interview guidelines

covered key points relevant to the research topic but also allowed flexibility to probe further information that emerged during the conversations.

Additionally, the researcher analyzed documents related to the management of the Cultural Park and tourism policies in NTB. The documents included archives, annual reports, policy letters, articles, journals, and audio-visual records of performing arts activities at the Cultural Park. Document analysis served to complement the data obtained from observation and interviews while providing an understanding of the policy and regulatory framework governing performing arts and cultural tourism in the region.

All collected data were analyzed using a qualitative approach. The analysis process followed three simultaneous stages: data reduction, data display, and conclusion drawing/verification. The analysis was inductive, developing relational patterns to identify themes and trends (Mackiewicz, 2018). This process included grouping and interpreting data to uncover relevant patterns and themes regarding the role of the Cultural Park in strengthening performance arts-based cultural tourism.

The analysis aimed to understand how the Cultural Park contributes to the sustainability of tourism in NTB and its impact on sectoral development. Furthermore, the process sought to capture the dynamic relationships among various factors influencing the management of performing arts in the tourism context, with the expectation of providing more comprehensive insights into the interactions among arts, culture, and the tourism industry as mutually reinforcing elements. The findings are presented systematically in descriptive form.

## Results and Discussion

### General Overview of the NTB Cultural Park

The West Nusa Tenggara (NTB) Provincial Cultural Park is an institution that serves as the center of regional arts and cultural activities. Located at Jalan Majapahit No. 2, Mataram City, the Cultural Park was inaugurated on April 23, 1991, and operates under the management of the NTB Provincial Office of Education and Culture. Occupying an area of 25,230 m<sup>2</sup>, the complex was designed to support various activities, including performing arts, exhibitions, and other cultural events. Physically, the NTB Cultural Park is equipped with a range of facilities such as an indoor theater building, secretariat office, music and dance studios, two artist guesthouses, an art gallery, a generator building, and two guard posts. Additionally, an open-air arena with dressing rooms is available to accommodate artistic activities at local, national, and international levels. The completeness of these facilities underscores the Cultural Park's role as a space for artistic expression, cultural identity reinforcement, and a supporting element in the development of arts- and culture-based tourism in NTB.

As a central institution, the NTB Cultural Park plays a vital role in the development and preservation of the arts, particularly performing arts. Performing arts provide aesthetic experiences through a combination of visuals, movement, sound, and expression, presented directly before an audience. Their functions are diverse—ranging from ritual media, channels for conveying social messages, to entertainment. Within the Cultural Park, performing arts are given an inclusive and multifunctional space, accessible to all regardless of social, economic, or cultural background. Beyond being a venue for exhibitions, workshops, and performances, the Cultural Park serves as a hub for interaction among communities, artists, academics, and the public to collaborate and strengthen the cultural ecosystem.

In the context of tourism, performing arts hold significant importance. Their presence in tourism destinations, particularly in traditional forms, offers authentic cultural experiences. Through dance, music, or theater, tourists are able to grasp the values, history, and philosophy

of local communities. Thus, performing arts function not only as entertainment but also as an effective medium of cultural interpretation. The cultural diversity of NTB comprising Lombok and Sumbawa constitutes its primary tourism strength. Each island has distinctive cultural elements, including language, customs, and artistic practices shaped by local traditions, Hindu-Balinese influences, Islam, and interactions with migrants. This diversity represents not only identity but also a valuable asset for creative economy development and sustainable tourism. In this regard, the Cultural Park acts as a facilitator for both traditional and modern performances, making it a potential driver in strengthening performance arts-based tourism in NTB.

Performing arts can also be positioned as ticketed attractions that contribute to economic growth, increase regional revenue, and create employment opportunities for artists, crews, and local vendors. This pattern reflects the principle of community-based tourism, where communities are not only providers of attractions but also direct beneficiaries. Furthermore, tourists' enthusiasm for traditional arts encourages local communities to preserve authenticity and cultural sustainability. The relationship between performing arts and tourism demonstrates mutual benefits: performing arts add authentic value to destinations, while tourism ensures the continuity of the arts. This synergy improves community welfare while safeguarding cultural heritage. Within the local cultural ecosystem, the NTB Cultural Park occupies a strategic position as a managerial institution, cultural preserver, and educational center. Its role extends beyond conservation to fostering creativity, reinforcing cultural identity, and facilitating intergenerational dialogue.

The vision of the NTB Cultural Park emphasizes art as a cultural image that builds national character. This vision is realized through strategic missions: establishing the institution as an art laboratory and educational center; serving as a hub for cultural research and information; providing space for public appreciation; and enhancing artists' capacity through dialogue, performances, awards, and collaborations at local, national, and international levels. Institutionally, the NTB Cultural Park applies a participatory management model involving artists and communities in program formulation. As a Technical Implementation Unit (UPTD), the institution not only organizes traditional and contemporary performances but also provides space for creative dialogue across generations. Thus, the Cultural Park functions as an artistic ecosystem center that sustains cultural continuity while strengthening performance arts-based cultural tourism in NTB.

However, the relationship between the Cultural Park and the regional tourism sector remains sectoral and not yet fully integrated. In fact, their synergy is essential for building destination competitiveness. Culture provides distinctive value and narratives, while tourism serves as a medium of representation and promotion. Integration of the two will generate authentic experiences aligned with sustainable tourism trends and simultaneously drive economic, social, and environmental development.

Performing arts activities at the Cultural Park are already promising as educational tourist attractions, yet they require more systematic connections with the tourist experience. In the context of public art, the presence of artworks in open spaces not only beautifies but also builds identity, strengthens symbolic values, and enhances community sense of ownership toward their environment. Interactive programs such as dance workshops, collaborative performances, and cultural tours can enrich tourists' experiences while fostering emotional connections with destinations. With its strategic position, the NTB Cultural Park has the potential to serve as a mediator between artists and tourists. If managed effectively through participatory approaches, this connectivity could reinforce NTB's image as an authentic and sustainable cultural tourism destination.

## **Analysis of the Role of the NTB Cultural Park within Buhalis' 6A Framework**

### ***The Potential of Performing Arts Diversity at the NTB Cultural Park as a Cultural Tourism Attraction (Attraction)***

The West Nusa Tenggara (NTB) Cultural Park holds a central role as a cultural tourism attraction, particularly through its performing arts. As an arts institution, the Cultural Park functions not only as a medium for cultural preservation but also as a platform for dissemination and innovation (Budiman, 2020)(Alhazmi, 2023). The variety of performances presented ranges from traditional arts such as *Gendang Beleg*, *Wayang Sasak*, *Rudat*, and *Cupak Gerantang* to contemporary works that blend traditional elements with modern styles. This diversity positions performing arts at the NTB Cultural Park as a key attraction for tourists seeking authentic cultural experiences, while simultaneously strengthening NTB's cultural identity within both national and international tourism landscapes (I Made Suyasa & I Wayan Suteja, 2021).

From a tourism perspective, this variety of performances demonstrates that the NTB Cultural Park has strong attraction potential. Cooper (1993) emphasizes that attraction is the core element in destination development, as it is the primary reason tourists visit (Cooper & Chris, 1993). While Gunn (1994) highlights that attractions are not limited to physical aspects but also include cultural (I Made Suyasa & I Wayan Suteja, 2021) and symbolic experiences offered to visitors (Gunn, 1994). NTB's performing arts, with narratives rooted in history and local wisdom, provide aesthetic, educational, and immersive experiences for tourists. For example, *Wayang Sasak* functions not only as entertainment but also as a medium of Islamic teaching, reflecting the integration of culture and religion (Sami'un & Supratman, 2023). While the *Gendang Beleg* tradition stands as a symbol of collective pride among the Sasak people (Hidayat et al., 2024).

The authenticity of these traditional arts becomes the main selling point, as they maintain cultural essence without losing relevance. At the same time, younger generations of local artists contribute through creative experimentation, such as blending traditional instruments with new formats like creative dance and experimental theater. This innovation aligns with Hutama and Negoro's (2019) view that cultural tourism must be continuously contextualized to remain relevant with contemporary dynamics (Hutama & Negoro, 2019). The combination of tradition preservation and creative renewal thus makes the NTB Cultural Park a cultural destination with a unique core attraction.

In terms of program implementation, the NTB Cultural Park organizes performances with diverse frequency and formats. Regular programs such as the *Pargelaran Seni Tetap* (Regular Art Performances), held eleven times a year, demonstrate the continuity of cultural presentations to the public. Other activities, including *Evaluasi Olah Seni* (Art Evaluation), *Eksperimentasi Seni Tari dan Teater* (Dance and Theater Experimentation), *Pentas Musik Islami* (Islamic Music Stage), *Gebyar Seni SLB* (Special Needs Art Festival), *Festival Tari Tradisi Permainan Anak* (Children's Traditional Dance Festival), *Gelar Teater se-NTB* (Theater Festival of NTB), *Gebyar Seni Tradisi* (Traditional Arts Festival), and *Gebyar Seni Pelajar* (Student Arts Festival), are conducted thematically and occasionally. This variety of events highlights the Cultural Park's role as a space of appreciation that is not merely entertainment-oriented but also emphasizes education, inclusivity, and cultural preservation. The involvement of students and people with disabilities, for instance, reflects the Cultural Park's contribution to reinforcing cultural identity while promoting inclusiveness.

Nevertheless, several challenges still hinder the optimization of the Cultural Park's attractiveness. First, performances remain relatively temporary, often taking place during festivals or ceremonial events, which poses difficulties for tourists seeking consistent show schedules (Kuswandi, 2020). Second, performance curation is still limited, with many shows presented in traditional formats without adequate adjustments for international audiences in terms of duration, narrative, or visual packaging. This situation is similar to the findings of Asmara et al. (2024) in Bali's Garuda Wisnu Kencana Cultural Park, where insufficient innovation in cultural presentation was found to reduce the quality of tourist experiences (Asmara, Suryasih, Gusti, et al., 2024). Third, NTB lacks a fixed cultural calendar integrated with regional tourism agendas. While annual events such as the *Festival Gendang Beleg* or *Pesona Khazanah Ramadhan* exist, their promotion has yet to be consistently positioned within the official tourism calendar. According to Saputra et al. (2024), clarity in cultural attraction schedules is a crucial factor in attracting tourists, particularly international visitors who require certainty of timing (Saputra et al., 2024).

This analysis indicates that the NTB Cultural Park's primary strengths lie in its rich traditional performing arts, potential for contemporary innovation, and relatively structured programming. However, the temporality of performances, limited curation, lack of promotion, and absence of an integrated cultural calendar remain significant challenges. Within the framework of sustainable tourism, optimizing the Cultural Park's attractions is vital not only for increasing tourist visits but also for safeguarding the continuity of local performing arts as intangible cultural heritage. Strategic efforts may include strengthening performance curation, developing an integrated cultural calendar aligned with NTB's tourism agenda, enhancing promotion, and leveraging digital technologies to reach broader audiences. Through these measures, the NTB Cultural Park has the potential to evolve as both a center of cultural preservation and a key driver in positioning NTB as a cultural tourism destination rooted in performing arts (Kusradi et al., 2025).

### ***Accessibility***

Accessibility is a key factor in supporting the optimization of the West Nusa Tenggara (NTB) Cultural Park's function as a cultural tourism destination. Geographically, the Cultural Park is located in Mataram City, specifically on Airlangga Street, Kekalik Jaya Sub-district, Sekarbela District, which serves as the administrative and economic center of the province. This location is strategic, as it connects with major transportation routes and popular tourist areas in Lombok, while also acting as one of the gateways to NTB Province (Kuswandi, 2020) (I Made Suyasa & I Wayan Suteja, 2021). The Cultural Park is relatively accessible both from Lombok International Airport, approximately 40 km away, and from Lembar Harbor, although travel time still takes around one hour (Saputra et al., 2024). Accessibility is further supported by the availability of online transportation services, providing alternatives for visitors who do not use private vehicles.

Despite these advantages, several challenges remain. First, public transportation connectivity to the Cultural Park is still limited. Both domestic and international visitors often find it difficult to obtain direct transport to the location, which reduces travel convenience. Second, directional signage is still limited and unevenly distributed along the main routes. The scarcity of information boards and the lack of optimized digital navigation such as updated performance schedules or cultural event promotions also reduce the quality of the visitor experience (Asmara, Suryasih, Gusti, et al., 2024). A similar situation was identified in other cultural destinations, such as Bali's Garuda Wisnu Kencana Cultural Park, where insufficient visitor information affected satisfaction levels.

From a theoretical perspective, the concept of Smart Tourism emphasizes the importance of information and communication technology to enhance visitor experience, efficiency, and destination competitiveness through big data, IoT, and intelligent information systems (Gretzel et al., 2015). Similarly, the digital tourism ecosystem highlights how technology can create destinations that are more connected, inclusive, and responsive to both visitor and management needs (Hamid et al., 2021). In this regard, the limited digital information system at the NTB Cultural Park remains a significant barrier that needs to be addressed.

Beyond transportation and information, accessibility also relates to destination connectivity. Currently, integration of the Cultural Park with NTB's flagship destinations such as Mandalika, Senggigi, the Gili Islands, and Sembalun has yet to be optimized. In fact, the development of super-priority destinations emphasizes the importance of inter-attraction connectivity to strengthen global tourism competitiveness (Wiratma et al., 2023). As a result, the Cultural Park is often positioned only as a complementary visit, rather than a primary destination in tourists' itineraries.

Furthermore, social and psychological accessibility should also be considered. Cultural tourism requires inclusive participation from local communities (Sugiyarto & Amaruli, 2018). However, many of the NTB Cultural Park's activities remain top-down, meaning that several traditional art communities, particularly from remote areas, face barriers to performing on the main stage (Hidayat et al., 2024). This indicates that accessibility is not only about physical and digital factors but also about equal distribution of opportunities.

Strategic measures that could be undertaken include: Providing public transportation routes or dedicated shuttle services to the Cultural Park, developing an integrated digital information system containing performance schedules, cultural tour routes, as well as local culinary and attraction information, Integrating the Cultural Park into NTB's main tourism packages to direct more targeted visits, Expanding inclusive participation of local art communities to ensure equal and sustainable access to cultural stages. If these strategies are implemented, the NTB Cultural Park will not only become physically accessible but also emerge as an inclusive cultural space, connected to key destinations, and capable of strengthening the sustainable tourism ecosystem in West Nusa Tenggara (Kusradi et al., 2025).

### ***Amenities***

Amenities are an essential element determining tourist comfort in accessing and enjoying cultural destinations. Chaerunissa (2020) and Saputra et al. (2024) emphasize that adequate supporting facilities not only influence visitor satisfaction but also enhance destination competitiveness. In the context of the NTB Cultural Park, amenities can be mapped into three main aspects: physical infrastructure, supporting services, and information and digital technology facilities (Chaerunissa & Yuniningsih, 2020) (Saputra et al., 2024).

In terms of physical infrastructure, the NTB Cultural Park has a main performance hall, exhibition spaces, and open-air areas used for cultural festivals. The existence of a performance hall provides strategic value as it can accommodate diverse forms of performing arts, both traditional and contemporary (Budiman, 2020) (Hidayat et al., 2024). However, maintenance challenges remain, particularly regarding acoustics, lighting systems, and seating comfort. Similar findings were reported by Resmawati and Alrianingrum (2014) in the East Java Cultural Park, where insufficient maintenance negatively affected audience experience (Resmawati & Alrianingrum, 2014).

In terms of supporting services, standard facilities such as tourist information centers, adequate parking areas, and souvenir kiosks are not yet fully available. Yet, such facilities are crucial in providing a comprehensive visitor experience while also supporting local economic

sustainability through the sale of handicrafts and culinary products(Sugiharto, 2024)(Nurdin, 2021).

Regarding information and digital technology, available facilities remain limited. Documentation and promotion of cultural events are not yet managed optimally through official online platforms, making it difficult for visitors to obtain updated performance schedules (Asmara, Suryasih, Gusti, et al., 2024). In the digital era, online information availability is a fundamental requirement for cultural destination development. Wiratma et al. (2023) stress that enhancing destination competitiveness requires digital media use and integrated promotion(Wiratma et al., 2023).

In addition to these three aspects, inclusive accessibility also requires attention. The NTB Cultural Park is not yet fully disability-friendly, as wheelchair pathways or braille signage are still lacking. In fact, universal accessibility is a key principle of inclusive sustainable tourism development (Sugiyarto & Amaruli, 2018).

The NTB Cultural Park complex spans 25,230 m<sup>2</sup> and includes facilities such as the Main Theater Hall, Secretariat Office, Music Studio, Dance Studio, Arts Guesthouses I and II, Gallery Hall, Generator Building, two Guard Posts, Open Stage, and Open Stage Dressing Room. Public facilities such as restrooms, prayer rooms (*mushola*), parking areas, and canteens support visitor comfort, with cleanliness being relatively well maintained, creating a representative environment for cultural and tourism activities.

As Sugiama (2011) explains, amenities include supporting facilities such as accommodation, food, entertainment, and shopping to meet tourist needs(Sugiama, 2011). Well-equipped destinations are perceived as more professional and competitive. Yoeti (2016) adds that high-quality amenities can extend tourist length of stay and increase spending at destinations(Yoeti A. Oka, 2016). Accordingly, the current limitations of NTB Cultural Park facilities reduce visitor comfort, discourage repeat visits, and weaken word-of-mouth promotion effectiveness.

Existing facilities demonstrate local government efforts to provide arts and cultural infrastructure. For example, the Main Theater Hall enables formal-scale performances with relatively adequate facilities such as dressing rooms, waiting rooms for performers, sound systems, lighting, and seating. However, minor issues remain, including LED screen damage and lack of disability access. The Open Theater serves as an alternative inclusive venue, though sound systems and control rooms require further optimization. Similarly, the exhibition hall functions to showcase visual arts but faces constraints in displaying three-dimensional works, temperature control, and disability access. Arts studios including music, dance, theater/literature, and visual arts operate as creative laboratories for local artists, most of which are in good condition. Other facilities such as artist guesthouses and prayer rooms provide additional support, while the library, health room, and canteen remain underutilized.

Therefore, strategies for strengthening amenities at the NTB Cultural Park should focus on: Maintenance and modernization of physical facilities, Provision of standard tourist services, Optimization of digital technology for information, promotion, and documentation, Enhancement of inclusive accessibility. If consistently implemented, these strategies will enable the NTB Cultural Park to develop as a modern performing arts center firmly rooted in local values, while reinforcing its position within NTB's cultural tourism landscape (Kusradi et al., 2025).

### ***Accommodation***

Accommodation constitutes a crucial factor in supporting the success of culture-based tourism development. According to Kuswandi (2020) and Suyasa and Suteja (2021), the availability of

adequate accommodation, both in terms of quantity and quality, significantly influences the attractiveness of a destination (Kuswandi, 2020) (Suyasa & Suteja, 2021). In the context of Taman Budaya NTB, although no accommodation facilities are located directly within the complex, its strategic position in the city center of Mataram provides a considerable advantage, as it is surrounded by a wide range of lodging options, from star-rated hotels to community-based homestays. The availability of accommodation around Taman Budaya NTB is relatively abundant, considering that Mataram functions as the main gateway for tourism in Lombok Island. Visitors attending performing arts events have access to diverse lodging choices at varying price points and service levels. This condition aligns with the perspective of Sugiyarto and Amaruli (2018), who argue that a wider variety of accommodation broadens the tourism market segment, ranging from high-spending visitors to community-based travelers (Sugiyarto & Amaruli, 2018).

Beyond hotels and commercial lodgings, community-based accommodation particularly homestays in tourist villages have begun to develop. These homestays not only provide alternative lodging but also offer opportunities for visitors to engage more authentically with local life (Saputra et al., 2024) (Nurdin, 2021). Thus, accommodation should not merely be perceived as a supporting facility but as an integral part of the cultural tourism experience. Nevertheless, despite sufficient availability, challenges remain regarding the linkage between accommodation providers and the performing arts agenda of Taman Budaya NTB. At present, strong promotional integration between hotels/guesthouses and the cultural event calendar is still lacking. In fact, collaborative strategies such as cultural tourism packages that combine performance tickets with accommodation could significantly increase tourist visits, as evidenced by destination management practices in various regions (Asmara, Suryasih, Gusti, et al., 2024) (Wiratma et al., 2023).

From a sustainability perspective, the rapid expansion of hotels without consideration of local wisdom and environmentally friendly principles risks creating ecological problems and diminishing the authenticity of cultural experiences (Hutama & Negoro, 2019) (Nurdin, 2021). Therefore, sustainable tourism development must prioritize eco-friendly, community-based accommodation that supports the preservation of local culture.

Based on data from the National Tourism System (SIRPARNAS), at least 128 accommodation units are available around Mataram City, ranging from star-rated hotels and guest houses to affordable homestays. The strategic location of Taman Budaya makes it easily accessible from these various lodging points, which facilitates visits, especially for tourists attending evening performances or large-scale events requiring overnight stays. Furthermore, data from the Mataram City Investment and Integrated One-Stop Service Office (DPMPTSP) recorded 878 registered culinary businesses in 2024 (KBLI, 2024). This potential could be optimized as part of the supporting accommodation ecosystem for Taman Budaya, although it has not yet been fully integrated into the tourism framework.

However, synergy between Taman Budaya management and accommodation providers has yet to be optimally established. Few cultural stay packages currently combine cultural performances with lodging experiences. Collaborative schemes with hotels or travel agencies could increase the length of stay while expanding the distribution of economic benefits across Mataram City and its surroundings. In addition to these connectivity issues, the limited supporting facilities within Taman Budaya NTB also affect the quality of visitor experiences. Insufficient comfortable seating, inclusive public spaces for the elderly, children, or persons with disabilities, and other supporting amenities remain critical concerns. Contemporary tourists expect facilities that reflect international service standards; thus, such shortcomings

may negatively influence destination image. Inadequate facilities may also reduce repeat visitation, as dissatisfied visitors are less likely to recommend their experiences.

Therefore, optimizing accommodation must be accompanied by improvements in supporting facilities within the Taman Budaya complex. Enhancements such as comfortable public interaction spaces, upgraded parking areas, accessible facilities for vulnerable groups, and better integration with surrounding accommodation will create a more holistic cultural tourism experience. Such measures align with the principles of sustainable tourism, which emphasize not only economic gains but also visitor satisfaction and socio-cultural sustainability.

### *Activities*

Tourist activities represent a key component within the 6A framework, as they determine the level of visitor engagement with the cultural attractions and experiences offered. At Taman Budaya Nusa Tenggara Barat (NTB), the activities primarily focus on performing arts, cultural exhibitions, and collaborative annual events. Performing arts constitute the core of activities at Taman Budaya NTB. Each year, a wide range of performances are presented regularly, spanning from traditional and contemporary arts to annual festivals. These performances serve not only as entertainment but also as educational media that strengthen local identity (Budiman, 2020)(Biagi et al., 2025). Some programs are conducted with varying frequencies, such as *Evaluating Olah Seni* and *Experiments Seni Tari dan Teater*, each held twice a year to serve as platforms for creativity, experimentation, and artistic reflection. Among the existing programs, *Pargelaran Seni Tetap* is the most frequently staged activity, taking place eleven times annually. This consistency demonstrates Taman Budaya's commitment to ensuring the continuity of artistic performances while providing a sustainable platform for appreciation. In addition, thematic events are also organized, including *Pentas Musik Islami*, *Gebyar Seni Sekolah Luar Biasa (SLB)* *Traditional Dance Festival*, *Children's Games*, *NTB-wide Theater Performances*, and *Student Arts Festival*.

A significant recent innovation is the *Gebyar Seni Tradisi Lintas Etnis*, a three-day event held at the Taman Budaya NTB Open Stage. This program showcases cross-cultural collaborations that integrate tradition and innovation, thereby enriching Indonesia's performing arts landscape. For the first time, Taman Budaya NTB invited a renowned composer from Austria, along with two national choreographers, Agung Gunawan and Hany Sulistia Ningrum. Over three days, visitors enjoyed diverse cross-ethnic performances while participating in exclusive workshops led by these choreographers. The event reinforced the role of Taman Budaya NTB as a meeting ground between rooted traditions and contemporary creativity.

In addition to hosting major events, Taman Budaya NTB also provides space for local artists and communities to showcase their work. This practice plays a vital role in sustaining the dynamics of the regional art ecosystem. One example is the involvement of the Performing Arts Study Program at Universitas Bumigora, which staged an experimental theater production titled *Panggung Pinangan Kocar Kacir* in August.

Moreover, Taman Budaya NTB serves as a venue for regional and national festivals. However, a recurring issue is the inconsistency of scheduling and the lack of integration with the regional tourism calendar (Budiman, 2020)(Alhazmi, 2023). This condition restricts accessibility for visitors, as many incidental tourists are unable to align their visits with the available performances.

Complementing the performances, art and craft exhibitions are also organized, resonating with Witjaksono's (2016) perspective that cultural parks function as spaces of artistic literacy and creativity (Witjaksono, 2016). Within this framework, visitors are not merely passive spectators but may also directly interact with artists. Such participatory activities align with the concept

of participatory tourism as highlighted by Sugiyarto and Amaruli (2018)(Sugiyarto & Amaruli, 2018).

Activities at Taman Budaya NTB also intersect with community-based tourism models. Collaborations with nearby tourist villages include performing arts, local crafts, homestays, dance classes, craft workshops, and traditional culinary experiences (Saputra et al., 2024)(Nurdin, 2021). These practices enrich visitor interaction and provide deeper cultural immersion.

Nevertheless, challenges remain, particularly in the areas of curation and activity management. According to Alhazmi (2023), the governance of performing arts in cultural parks often struggles with consistency in quality and long-term planning(Alhazmi, 2023). Without immediate improvements, the potential of performing arts as a driver of cultural tourism will not be fully realized. Strengthening strategies are therefore required, including the formulation of an integrated event calendar, improvements in curation quality, and stronger linkages with other tourism sectors. Such measures would enable Taman Budaya NTB to emerge as a center of sustainable cultural activities while simultaneously supporting the development of NTB as a leading tourism destination (Wiratma et al., 2023).

### *Ancillary Services*

Ancillary services in tourism destinations play a vital role as supporting factors that ensure the sustainability of tourism activities. In the context of Taman Budaya Nusa Tenggara Barat (NTB), these services include institutional frameworks, regulations, governance, as well as technological and promotional support. From an institutional and regulatory perspective, the NTB regional government holds a strategic role in integrating the functions of Taman Budaya into the broader regional tourism development agenda. However, as noted by Kuswandi (2020), the regional government's strategy in developing tourism in NTB has not fully prioritized performing arts, often limiting the role of Taman Budaya to ceremonial functions(Kuswandi, 2020). In fact, if managed strategically, Taman Budaya could serve as a cultural hub that underpins the development of sustainable tourism (Suyasa & Suteja, 2021).

Alhazmi (2023) emphasizes that the governance of performing arts in cultural parks across Indonesia frequently encounters issues related to program management, funding, and limited professionalism(Alhazmi, 2023). Similar challenges are also evident at Taman Budaya NTB, where the absence of a curatorial system, inadequate long-term planning, and weak event continuity hinder the optimization of performing arts as a tourism attraction (Budiman, 2020). Consequently, a collaborative, multi-stakeholder management model involving government, art communities, the private sector, and academia is necessary(Sami'un & Supratman, 2023).

Based on these findings, the management model of Taman Budaya NTB should shift toward a more structured and sustainable governance system. Identified issues such as weak curatorial practices, lack of program sustainability mechanisms, and insufficient long-term planning highlight the urgency of managerial reforms that extend beyond the sole reliance on local government. A collaborative multi-stakeholder approach—facilitating dialogue and cooperation among various actors—holds the potential to enhance professionalism, open alternative funding opportunities, and ensure that each performing arts program carries strategic value, both as a medium for cultural preservation and as a tourism attraction supporting sustainability. In this way, Taman Budaya NTB could evolve into an adaptive, inclusive performing arts center with broad impacts for society and the cultural tourism industry.

In terms of ancillary services, Taman Budaya NTB has not yet demonstrated sufficient support in building networks with complementary tourism sectors, particularly accommodation and

transportation. These services are essential for expanding promotional outreach, strengthening destination branding, and improving tourist comfort and accessibility. The absence of cross-sectoral synergy limits Taman Budaya's role as a cultural activity hub integrated within the regional tourism ecosystem. If this aspect were developed in a planned manner through stakeholder collaboration, Taman Budaya could emerge as a strategic node in reinforcing sustainable cultural tourism in NTB.

Promotion and digitalization also represent crucial components of ancillary services. In the era of Tourism 4.0, digital promotion plays a significant role (Wiratma et al., 2023). However, Taman Budaya NTB still faces limitations in leveraging digital media, both in disseminating activity schedules and promoting cultural tourism packages. This condition reduces information accessibility for visitors intending to plan their trips. Optimizing digital promotion through social media, official websites, and integration with travel platforms is expected to increase the visibility of Taman Budaya NTB at national and global levels (Saputra et al., 2024).

Furthermore, education and human resource development are equally essential. A study by Universitas Negeri Yogyakarta and Anak (2024) highlights that cultural parks play an important role in character education and moral formation among younger generations (Susanti & Muthmainah, 2024). In NTB, this role can be expanded through the involvement of schools, universities, and local art communities in training programs, workshops, and cultural literacy activities (Witjaksono, 2016). This aligns with Sugiyarto and Amaruli's (2018) assertion that culture-based tourism cannot be separated from continuous educational processes (Sugiharto, 2024).

The main challenges of ancillary services at Taman Budaya NTB include limited budgets, insufficient technological infrastructure, and weak cross-sectoral coordination. As Asmara et al. (2024) note, the management of tourist attractions often struggles with internal weaknesses and a lack of integration into broader tourism networks. If these challenges can be addressed, Taman Budaya NTB has the potential to develop into a center of ancillary services for performing arts that is well integrated with regional tourism, thereby contributing to the achievement of super-priority destinations (Wiratma et al., 2023)(Wiratma et al., 2023).

### **The Impact of the Cultural Park on Cultural Tourism in West Nusa Tenggara**

The West Nusa Tenggara (NTB) Cultural Park plays a crucial role in fostering the growth of the regional creative economy. As a hub for arts and culture, it provides a space for artists, small and medium enterprises (SMEs), and creative communities to innovate and showcase their work. Regular activities such as weekly art performances, annual cultural festivals, and thematic workshops not only create income opportunities for artists and local businesses but also stimulate an increase in tourist visits. The growing number of visitors has led to longer stays in the region, benefiting other sectors such as transportation, accommodation, and culinary services. Consequently, the NTB Cultural Park functions as a catalyst for both direct and indirect economic growth for the surrounding communities.

From a social perspective, the NTB Cultural Park serves as a strategic platform for preserving local cultural identity and strengthening social cohesion. Performing arts staged in the park function not merely as entertainment but also as educational media to disseminate cultural values to a broader audience, including younger generations. Through the transfer of knowledge from senior artists to emerging talents, the Cultural Park helps ensure the continuity of traditional arts amidst the pressures of modernization. Furthermore, the active participation of tourists in workshops on dance, music, and crafts fosters meaningful interaction, strengthens community networks, and promotes social inclusion. The presence of the NTB Cultural Park

thus cultivates pride and a sense of belonging among local communities while simultaneously broadening cross-cultural understanding among visitors.

In terms of environmental impact, the NTB Cultural Park contributes by reinforcing local wisdom values that align with sustainability principles. Traditional performing arts often highlight the harmony between humans and nature through symbols, narratives, and the use of natural materials in stage properties and costumes. The ecological messages embedded in these performances serve as effective tools to raise awareness among both tourists and local communities about the importance of environmental conservation. Although its direct contributions to emission reduction or ecological preservation remain limited, the Cultural Park holds significant potential to integrate eco-friendly practices into its operations, such as reducing plastic waste, utilizing renewable energy, and optimizing green open spaces. Accordingly, the NTB Cultural Park is not only a center for cultural and artistic activities but also an environmental education agent that supports the development of sustainable tourism.

### **Challenges, Gaps, and Implications for the RPJMN and the SDGs**

The West Nusa Tenggara (NTB) Cultural Park holds a strategic position in strengthening cultural tourism based on performing arts. However, its role still faces a number of complex challenges and exposes several gaps in the development of sustainable tourism. In terms of promotion and branding, performing arts have not received balanced attention compared to nature-based tourism. NTB is widely recognized for its beaches, mountains, and natural attractions, while its rich potential in performing arts often remains marginalized. This condition has led to low interest among tourists in making performing arts a central part of their travel agenda. Furthermore, the connection between the Cultural Park and the private sector—such as hotels, travel agencies, and tour operators—remains limited, even though cross-sector synergy is crucial for expanding promotional networks, creating integrated tour packages, and providing a more holistic tourism experience. The lack of such collaboration has resulted in performing arts being developed in isolation, without the support of a wider tourism ecosystem.

Management limitations also pose serious obstacles to achieving optimal targets. Facilities such as performance halls and supporting infrastructure still require significant improvement to meet international standards. From the human resource perspective, both managers and artists need capacity enhancement to be competitive with more established cultural destinations. Moreover, performing arts programs tend to rely heavily on temporary agendas such as annual festivals. While festivals are effective in capturing public attention, without continuous programs their impact remains event-based, making it difficult to establish performing arts as a consistent flagship attraction.

Another challenge lies in the unstructured scheduling of performances, which complicates tourist planning. This issue is compounded by suboptimal cross-sector policy support, a limited number of trained guides and support staff, and the predominance of conventional promotion methods with minimal use of digital media. These gaps highlight the urgency of transforming the management of the Cultural Park, despite NTB's rich and unique cultural foundation.

To address these challenges, a series of targeted strategic measures is necessary. The following strategies may serve as a foundation for strengthening the NTB Cultural Park: Building cross-sector synergy. Collaboration among local government, tourism authorities, art communities, academics, SMEs, as well as the accommodation and travel industries needs to be strengthened through permanent coordination forums, formal agreements, and integrated programs. Such cooperation will ensure clear roles and responsibilities in supporting the Cultural Park as a hub for cultural tourism. Promoting digitalization. The use of information technology and social media is essential for expanding market reach. Developing an informative and dynamic official

website, producing creative visual content, offering virtual tours, and collaborating with cultural influencers can enhance the visibility of the NTB Cultural Park at both national and international levels. Establishing a structured event calendar. A clear schedule for annual festivals, weekly performances, and monthly workshops will make it easier for tourists to plan their visits while reinforcing the Cultural Park's image as a consistent and professional cultural destination. Strengthening human resource capacity. Training in event management, mentoring for artists, and improving the quality of cultural guides should be intensified. Competent human resources will ensure the quality of performances while enhancing the competitiveness of the Cultural Park.

Through the implementation of these strategies, the NTB Cultural Park is expected to strengthen its role as a center for cultural tourism development, stimulate the growth of the creative economy, and support sustainable tourism development rooted in local wisdom. These strategies also have direct relevance to the global sustainable development agenda. In the context of the SDGs, particularly Goal 8, *Decent Work and Economic Growth*, the development of the Cultural Park can create employment opportunities for artists, creative managers, cultural guides, production crews, and SMEs within the tourism ecosystem. Moreover, skills enhancement through training and workshops contributes to improving community welfare and reducing inequality in the distribution of tourism benefits.

Within the framework of national policy, strengthening the NTB Cultural Park aligns with the President's *Asta Cita* agenda, especially the goals of "Strengthening National Culture and Mental Revolution" and "Advancing Public Welfare." By preserving cultural arts and expanding access to the creative economy, the Cultural Park serves a dual function: safeguarding national identity while promoting regional economic growth. Beyond this, these strategies also respond to global tourism trends. Currently, tourists are increasingly seeking authentic experiences through special interest tourism, particularly cultural tourism. They no longer wish to only watch performances but also engage directly in meaningful experiences—such as learning traditional dances, joining craft workshops, or understanding local rituals.

With its wealth of oral traditions, performing arts, and distinctive handicrafts, NTB possesses significant capital to seize this market opportunity. The Cultural Park can be developed into a flagship destination that not only presents spectacles but also offers participatory cultural experiences. This model of interaction provides added value, differentiates NTB from mass tourism destinations, and enhances the region's image as an internationally recognized cultural tourism hub.

Equally important, this strategic direction aligns with the *RPJMN 2020–2024*, which places tourism and the creative economy as one of the national development priorities. The development of the NTB Cultural Park directly contributes to increasing tourism competitiveness, expanding employment opportunities, and strengthening Indonesia's cultural identity and diplomacy. Within the RPJMN framework, the Cultural Park can serve as a practical instrument for transforming tourism from a quantity-driven approach—focused merely on visitor numbers into a quality-driven model that prioritizes sustainable, inclusive, and locally grounded experiences.

Thus, the strengthening of the NTB Cultural Park is not limited to technical solutions but is deeply rooted in both national and global development agendas. The integration of local strategies, policy relevance at the national level, and the leveraging of global opportunities will position the Cultural Park as a driving force of sustainable cultural tourism in West Nusa Tenggara.

## Conclusion

This study demonstrates that the West Nusa Tenggara (NTB) Cultural Park holds a strategic role in strengthening cultural tourism based on performing arts, although its potential has not been fully optimized. Through the Buhalis 6A framework, the following findings emerge: Attraction, The Cultural Park possesses a wealth of traditional and contemporary arts with strong potential as a flagship attraction; however, issues of temporality, curation, and promotion remain significant challenges. Accessibility, its location is relatively strategic, yet public transportation access and integration with NTB's leading destinations are still limited. Amenities, the physical facilities are relatively complete, though maintenance, modernization, and inclusivity need further improvement. Accommodation, Accommodation around the Cultural Park is sufficient, but collaboration with hospitality providers is still lacking. Activities, Regular events and festivals enrich the tourist experience, but their scheduling and quality of curation are not yet consistent. Ancillary Services, Institutional support, digital promotion, and cross-sector synergy remain suboptimal, thereby limiting the Park's potential as a cultural tourism hub. The positive impacts of the Cultural Park are evident in economic aspects (job creation, increased local income), social aspects (cultural preservation, community inclusion), and environmental aspects (ecological education through art). Nevertheless, several gaps such as weaknesses in management, promotion, and collaboration—must be addressed to enable the Cultural Park to function as a locomotive of sustainable cultural tourism in NTB.

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