

Development of ecotourism potential in Sambori Tribe, Bima, West Nusa Tenggara, Indonesia

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Abstract: The purpose of this research is to explore the potential of ecotourism that can be developed in Sambori Tribe, Bima. Besides, to identify the right strategy for developing ecotourism on family medicinal plants in Sambori Tribe based on community and stakeholder perceptions. The research method used was descriptive methods with survey and observation techniques. The study using purposive sampling to get the correct data. The data is in the form of local herbal products developed into tourism destinations and economic benefits that are to improve the economic welfare of marginalized communities. Aspects of the development include flora in the form of herbs, fauna, natural attractions with a view of the mountains with cool air. in addition, this herbal plant can improve the accessibility and socio-cultural life of the community. Furthermore, the improvement of quality of life in Sambori, Bima is carried out through herbal obar plants to improve the quality of healthy life as well as an area with the potential of herbal plant ecotourism. It has a diversity of flora and fauna potentials as well as a very suitable landscape potential as a tourist attraction. The result of the study found that Sambori Tribe has the potential of flora and fauna and the landscapes. Public health development strategies in the future, not only can be done in hospitals, it can also be done at home through live pharmacies based on medicinal family plants that can be used as an improvement of public health, economy and ecotourism in the Sambori Tribe. in addition, with the potential of live pharmacies, will have an impact on the appeal of high biological nature with a beautiful natural panorama.

Keywords: ecotourisme, potential, Sambori Tribe

History Article: Submitted 1 January 2021 | Revised 28 January 2021 | Accepted 14 February 2021

How to Cite: Zulharman, Noeryoko, M., & Khaldun, I. (2021). Development of ecotourism potential in Sambori Tribe, Bima, West Nusa Tenggara, Indonesia results and discussions description and history of Sambori Tribe. *Journal of Applied Sciences in Travel and Hospitality*, 4(1), 18–26.

Introduction

Sambori Tribe has unique characteristics from other Tribes in Bima, both in terms of community activities, natural and cultural aspects of the community. This factor should be used as a selling point in tourism activities in Bima and also tourism has become one of the most developed sectors in Indonesia (Rita, Edriana Pangestuti, & Wike and Riza, 2020). Tourism is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). In this context, Ecotourism emerged as a sustainable form of tourism. Ecotourism can help cultural preservation, environmental conservation and increase community income at a tourist attraction (Henri, L. Hakim, & J. Batoro, 2017). This research is an empiric ethnocological study conducted in the highlands Sambori, Bima which is very suitable cultivated herbal plants as a living pharmacy of people who live far from the hospital as a center of public health services. This Sambori area is very much found natural medicine plant community used to treat the family at the time of illness during the long period of time (Zulharman, 2015).

The potential of Ethno-tourism, in addition to herbs but also can be an area with distinctive ethnic-cultural attractions in Bima, which can be the center of development of the tourism sector. thus, natural beauty and diversity of local customs and culture are primary assets that

can be developed into attractive tourist products for tourists. Ecotourism is a merger between the pharmacy of community life and ecotourism as a center of natural tourism that can improve the economy and social welfare for the community. According to Hendri et al., 2017 stated that ecotourism approach could be used for tourism promotion and health improvement in remote areas. According to Widjaya et al., 1989 says that the potential of ecotourism can improve the welfare of local communities (Widjaya, Mahya, & Utama. S.S., 1989). As a natural eco-tourism area with beautiful scenery, Sambori can also be a tourist destination of herbal medicine plants that can improve the healthy quality of life of the community, and can also be a place of conservation of water tamping power for the community around Sambori, Bima. The development of ecotourism in forest or mountain communities such as Sambori can improve the quality of community life (in the economic sector) and conserve natural and cultural heritage. It can be concluded that the concept of ecotourism is a method of utilizing and managing tourism resources that are environmentally friendly by involving local communities as one of the tourism actors and local people should have a positive impact from ecotourism activities. Improving the quality of life of the community and cultural uniqueness is very potential to improve the economy of the community; in addition, it can also be a promotion of tourism in the ecotourism sector so that the region can increase regional income. Therefore, this study focuses on the problem of developing the potential of the Sambori Tribe family medicinal plants plant, namely the lack of utilization of the natural potential for the development of ecotourism. The development of the potential of herbal plants as a living pharmacy for the Sambori community is very potential in improving the economy of the community and improving the quality of healthy life and can be a healthy tourist destination with the beauty of exotic natural panoramas.

Methodology

This research used descriptive methods with survey and observation techniques. This study examined the conditions, the potential of Family medicinal plants, and the tourism market in Sambori Tribe as a basis for determining the appropriate strategies that suitable to the field condition. To determine the ecotourism development strategy in Sambori Tribe, SWOT analysis of the freshness of flora and fauna was used (Fandeli, 2002). The data consists of product aspects as well as the socio-economic conditions of the community. Product aspects include the potential of flora, namely family medicinal plants, fauna, natural attractions and landscapes, amenities, accessibility, and the socio-cultural life of the community. The cultivation of herbal plants that are needed in treating various types of diseases by the people of Sambori, a beautiful natural panorama, is undoubtedly an attraction for tourists visiting Bima. Data analysis consisted of flora and fauna data used to describe the character, uniqueness, rarity and diversity. The quality of flora and fauna diversity was determined based on the criteria stated (Fandeli, 2002). Based on field data, a table of natural attractions with a rating of 1-5 can be compiled. Assessment of the quality of natural scenery is carried out around tourist objects, using a method that refers to the parameters of the Bureau of Land Management cited (Fandeli, 2002). The overall value of each item determines the level of quality that is differentiated as follows: a. Score > 19 (Class A. High Quality), b. Score 12 - 18 (Class B. Medium Quality).

Results and Discussions

Description and History of Sambori Tribe

Based on the location of the area, the interior of the Sambori Tribe is close to Renda Village, Belo, Bima Regency in the western part, and Arambolo Region in the east. In the north, it is bordered by the Teta Tribe as the capital of Lambitu District, and to the south adjacent to the Kawuwu Tribe, Langgudu region. Sambori Tribe is located in the highlands of Mount Lambitu ± 800 meters above sea level or ± 46 km east of the district capital Bima by using the State road which is always climbing and winding. Sambori Tribe has an area of about 1,802 hectares or about 33.58% of the size of Lambitu District. Approximately 1,260 hectares are rice fields and moor. The rest is earmarked for settlements and public infrastructure, smallholder plantations

and protected areas covering an area of 736 hectares. The topography of the Sambori region and its surroundings is hilly and flat which spreads along the slopes of Mount Lambitu. The temperature in Sambori averages between 20 and 25 °C.

The Sambori people have different customs and languages from Bima, namely the language "IngeNdaiSambori". This Sambori traditional language is rich in ritual activities, such as Belaleha, Manggeila, Kelero, Lanca, Mpa'aManca, Gantao, Sere, Hadra, AruGele traditions. It is usually performed at rice planting events in the fields, gardens every year and at guest reception at Uma Lengge; therefore, it is one of the cultural Tribes frequented by tourists and researchers. The Sambori are Muslims. Community economic activities include carpentry, agriculture such as garlic, rice, corn, soybeans, coffee, avocados, large oranges, areca nut and live pharmacy crops such as *Curcuma longa*, *Curcuma xanthorrhiza*, *Zingiber officinale*, *Kaempferia galanga* L., *Alpinia galanga* and also raise livestock, chicken goats (Zulharman, 2015).

Study on the Potential Family medicinal plants Development for Ecotourism

Family medicinal plants data in Sambori Tribe Based on the research results can be seen in Table 1 as follows:

Table 1. List of Family medicinal plants Plant in Sambori Tribe.

No	Local Name	Scientific Name	Local Name	Scientific Name
1	Lempuyangwangi	<i>Zingiberzerumbet</i>	Lempuyang	<i>Zingiberzerumbet</i>
2	Temulawak	<i>Curcuma xanthorrhiza</i>	Kumis kucing	<i>Orthosiphonaristatus</i>
3	Temumangga	<i>Curcuma manga</i>	Jinten/bumbujo	<i>CuminumCyminum</i> L.
4	Jahe	<i>Zingiberofficinale</i>	Kunyitputih	<i>Curcuma zedoaria</i>
5	Lengkuas	<i>Alpiniagalanga</i>	Bidara	<i>Ziziphusmauritiana</i>
6	Kencur	<i>Kaempferiagalanga</i> L.	Padikuning	<i>Oryzasativa</i> L.
7	Bangle	<i>Zingibermontanum</i>	Padiketan	<i>Oryzaglutinosa</i>
8	Temugiring	<i>Curcuma heyneana</i>	Delima	<i>Punicagranatum</i> L.
9	Temuhitam	<i>Curcuma aeruginosa</i>	Ruku-rukuhutan	<i>Ocimumsanetum</i> L.
10	Kunyit/huni	<i>Curcuma longa</i>	Kenanga	<i>Canangaodorata</i>

Sambori is located at an altitude of 500 to 800 meters above sea level, Sambori and its surroundings are overgrown with medicinal plants such as Ginger, Turmeric, Galangal, Noni, Temulawak, Kumis Kucing, Kencur, Bangle, Tempuyang, and others that grow wild in the mountains of Lambitu, also cultivated by the community. The production and marketing process of Sambori residents for this medicinal plant is still straightforward and traditional, namely by selling it from Tribe to Tribe, besides being used for personal needs. The potential of the family medicinal plants in the Tribe of Sambori has its unique health plants and distinctive characteristics so it is interesting to visit because every yard of the house has an attractive family medicinal plants plant for visitors to look at and see. This uniqueness potential fulfills the aspects of ecotourism attractions in line with the opinion Zulharman that states that one of the interesting attractions that can be packaged into ecotourism is flora attractions including the uniqueness of flora that exist in that location. (Zulharman, 2015).

The potential of ecotourism of family medicinal plants as the main attraction of ecotourism tourism in Sambori, in addition to typical medicinal plants but also has various types of cultural attractions typical in Sambori that can undoubtedly become an area to develop the tourism

sector According to Supriadi et al. the natural beauty and diversity of local customs and cultures are main assets that can be acquired into attractive tourist products for tourists (Supriadi B & Roedjinandari N, 2017).

Data of Flora Potential

Potential data for flora other than family medicinal plants in Sambori Tribe. It can be seen in Table 2 as follows:

Table 2. List of Plant (outside Family medicinal plants) in Sambori Tribe.

No	Plant Name	Scientific Name	No	Plant Name	Scientific Name
1	Pandan	<i>Pandanussp</i>	20	Mahogany	<i>Swieteniamahagoni</i>
2	Lontar	<i>Borassusflabellifer</i>	21	Sengon	<i>Paraserianthesfalcataria</i>
3	Legi bamboo	<i>Gigantochloaatter</i>	22	Jackfruit	<i>Artocarpusheterophyllus</i>
4	Paddy rice	<i>Oryzasativa</i>	23	Teak	<i>Tectonagrandis</i>
5	Field rice	<i>Oryzasp</i>	24	Pare	<i>Momordicacharantia</i>
6	Corn	<i>Zea mays</i>	25	Pumpkin	<i>Sechiumedule</i>
7	Green beans	<i>VignaRadiata</i>	26	Cucumber	<i>Cucumissativus</i>
8	Cassava	<i>Manihotutilisima</i>	27	Bean	<i>Phaseolus vulgaris</i>
9	Soy	<i>Glycine max</i>	28	Tomato	<i>Solanumlycopersicum</i>
10	Peanuts	<i>Arachishypogaea</i>	29	Kesambi	<i>Schleicheraoleosa</i>
11	Sweet potato	<i>Ipomoea batatas</i>	30	eggplant	<i>Solanummelongena</i>
12	Gamal	<i>Gliricidiasepium</i>	31	Cayenne pepper	<i>Capsicum frutescens</i>
13	Elephant grass	<i>P. purpureum</i>	32	Acacia	<i>Acacia mangium</i>
14	Coconut	<i>Cocosnusifera</i>	33	Jackfruit	<i>Artocarpusheterophyllus</i>
15	betel nut	<i>Areca tacethu</i>	34	Banyan	<i>Ficusbenjamina</i>
16	Rattan	<i>Calamusoctimus</i>	35	Sonokeling	<i>Dalbergialatifolia</i>
17	Banana	<i>acuminata</i>	36	Sengon	<i>Parasariesthesfalcataria</i>
18	Candlenut	<i>Aleuritesmoluccana</i>	37	Meranti	<i>Shorealeprosula</i>
19	Long beans	<i>Vignasinensis</i>	38	Reeds	<i>Imperatacylindrica</i>

Based on the results, Sambori Tribe has 38 types of plants other than family medicinal plants, the number of plants is included in the very good diversity category according to Alan as a potential attraction for ecotourism carrying capacity. In Sambori Tribe, plants are also used for handicraft materials that have existed since the time of their ancestors. Usually, these handicrafts are made from palm leaves (*Borassusflabellifer*), Pandan leaves (*Pandanustertorius*) as shown in Table 3 and bamboo (*Gigantochloaatter*) (Alan, 2013).

Data of Fauna Potential

Based on the results, the potential of fauna found in Sambori Tribe can be seen in Table 3. as follows:

Table 3. Fauna Data in Sambori Tribe.

No	Name	Habitat
1	Cow	Stables and hills
2	Goat	Stables and fields
3	Chicken	Cage
5	Monkey	Forest
6	Buffalo	Stables and hills
7	Bird	Forest

The Potential Attraction Analysis of Flora and Fauna

Based on the data on the potential of flora and fauna in Table 2 and Table 3, the results of the research above, the number of flora was recorded as many as 38 flora other than family medicinal plants. Based on the criteria for the quality of flora diversity presented by Wijaya et al., that the number of flora is included in the better quality, namely at least 31 types of flora that grow in the area (Widjaya et al., 1989). Then the potential number of fauna, namely, there is approximately 7 fauna in the Sambori Tribe area. Based on the quality criteria of fauna diversity presented by Fandeli, Sambori Tribe is included in the Medium category with 7 species of fauna (Fandeli, 2002). The results of the analysis of the quality of flora and fauna above categorize Sambori Tribe as a Tribe that can be developed into an ecotourism area because it has a variety of flora and fauna attractions that qualify as tourist attractions. The scenery of natural beauty and various beautiful fauna found in the Sambori tribe, will undoubtedly be the dance power of tourists to visit the area. Multiple benefits of medicinal plants in the area will undoubtedly be the dominant attraction for tourists to enjoy the natural beauty and diversity of natural herbs so that it will be a differentiator with other tribes and become an attraction for tourists visiting the Sambori tribe Bima.

Landscape Potential Analysis

The results of visual observations of the Family medicinal plants Plant in Sambori Tribe area can be seen in Table 4 below.

Table 4. Recapitulation of Landscape Assessment.

No	Landscape Component	Score	Criteria
1	Land Form	5	The vertical and hilly land, dominated by gentle slopes
2	Vegetation	5	Vegetation is dominated by black vegetation on the hills and family medicinal plants vegetation in moor areas and house yards.
3	Water	3	The water comes from hills with clear conditions and adequate discharge
4	Colour	4	The colors in the rainy season vary widely, but in the dry season it is a little arid in the hilly areas
5	Scenery	5	The scenery is very wide reaching the Bima regency such as Woha, Belo and the Bima bay area
6	Scarcity	4	A unique (different) area from other objects
7	Modification	0	No modification
	Total score	26	

The scenery around the object is very influential as a whole, it shows that the object under study has its own uniqueness that differs it from other objects with Sambori Tribe. based on the landscape assessment criteria for natural tourism made by Bureau of Land Management which is quoted in (Fandeli, 2002). The total score visual potential assessment of the landscape is 26, including in the category A class (high quality), based on this, Sambori Tribe with distinctive features of family medicinal plants can be developed as an Ecotourism object.

The landscape element contributes quite a lot to family medicinal plants area of Sambori Tribe that consists of variations in the land form, the height and slope of the land, as well as the aesthetics of the natural panorama that forms interesting color combinations. Vegetation variations both in terms of structure and composition of the forest that are still fairly natural, form a microclimate that makes the surrounding atmosphere cooler and adds comfort to visiting tourists. This is in line with the opinion of Mirsanjari *et al* that states that the most important elements that become the attraction of a natural tourism destination are natural conditions, natural phenomena (landscape), flora and fauna condition, and the culture of the surrounding community (Mirsanjari, 2012).

Accessibility

Accessibility is the ability of an area to connect with other areas. The high accessibility of an area can be a potential for regional development. The level of accessibility of an area is characterized by the better condition of the roads that connect one area to another. The accessibility to Sambori Tribe from the city and district of Bima is relatively good. Sambori Tribe resides Lambitu district, 32 km from Sultan SalahudinBima airport.

Amenity/Tourism Facility

Based on a survey conducted in Sambori Tribe, there are several public facilities that can be benefited by tourists, including mosques, public toilets, Uma Lenge huts and water sources.

Ecotourism Development Strategy

Based on the SWOT analysis on internal and external factors, the ecotourism development strategies to support Family medicinal plants ecotourism inSamboriTribecan be calculated as Table 5 below.

Table 5. SWOT Analysis Matrix.

Internal	
Strengths (S)	Weaknesses (W)
<ol style="list-style-type: none"> 1. There is a family medicinal plants plant that is widely cultivated by the Sambori people in the yard and in the fields. 2. The landscape ofSambori Tribe area has a very interesting view 3. Sambori area has a relatively cold air temperature compared to Bima's air temperature generally because it is located inan altitude of 800 masl. 4. The types of flora and fauna in Sambori are very diverse and interesting 5. Sambori Tribe has unique local culture such as Lengege traditional house, traditional clothes, crafts and traditions that attract tourists. 	<ol style="list-style-type: none"> 1. Low marketing activities, promotions are considered ineffective since only by words of mouth while good promotion should be through tourism, print and electronic media, social media in the form of Facebook, Twitter, Instagram, blogs, website lines, WhatsApp as well as in the form of training, seminars, workshops at the level of related agencies so that the youngerand communities recognized them. 2. The road infrastructure is not very supportive because the current road facilities are in inferior condition, especially if the summer and rainy season arrive. 3. Very minimal availability of amenities and facilities for ecotourism attraction activities 4. Active roles and community involvement that are considered less than optimal 5. Lack of involvement of stakeholders (local government, tourism office, transportation office) in implementing a more targeted development 6. Lack of data on potential and types of objects of ecotourism attraction
External	
Opportunities (O)	Threats (T)
<ol style="list-style-type: none"> 1. The high interest in tourist visits to natural areas, one of which is the Sambori Tribe area 2. Active participation from the community leaders, especially in the development of tourist areas with the expectation thatis standard of living and livelihood can increase 3. There are new jobs for the local community 4. The government attention to the increasing tourism sector. 	<ol style="list-style-type: none"> 1. The low socio-economic condition of the community has resulted in illegal activities such as encroachment, illegal logging, illegal hunting, and material extraction. This clearly disrupts the balance of the ecosystem that can lead to loss of habitat for flora and fauna, thereby reducing the attractiveness of ecotourism. 2. Threats of natural disasters and drought that have caused the death of family medicinal plants due to lack of water 3. The existence of tourism products that are more attractive and superior and similar, are tourism competitions, such as the same tourism objects found in other areas, for example Lombok especially in Labuhan Bajo and Komodo Island.

General Strategy	
S-O Strategy	W-O Strategy
<ol style="list-style-type: none"> 1. Develop and increase the quantity and quality of family medicinal plants to increase tourist visits in Sambori Tribe. 2. Increase the active participation of the community and community leaders in caring for and maintaining the landscape and landscape of Sambori Tribe, especially in developing tourist areas with the hope that their standard of living and livelihood can increase or increase 3. Develop the handicraft potential of the Sambori Tribe community by increasing government participation in developing community skills, 4. Develop the uniqueness of the local culture that is a complementary attraction for family medicinal plants ecotourism. 	<ol style="list-style-type: none"> 1. Increase Samboricotourism marketing activities to increase the quantity of interest in tourist visits in Sambori 2. Improve and develop road access infrastructure to facilitate people's economic access. 3. In increasing the quantity of public health and increasing the number of tourist visits required good tourism facilities <p>Increased community participation in the development of medicinal plant tourism objects for the family will be able to open new jobs for the surrounding community.</p>
S-T Strategy	W-T Strategy
<ol style="list-style-type: none"> 1. Develop family medicinal plants plant products to increase people income 2. Increase knowledge of disaster mitigation in the Sambori community to overcome natural disasters of drought and damage to family medicinal plants due to lack of water 3. Increase the unique attractiveness of the cold Sambori and the unique flora and fauna to be competitive. 	<ol style="list-style-type: none"> 1. Increase community knowledge in the promotion of Family medicinal plants ecotourism 2. Increase the inventory quantity of tourism potential to support Family medicinal plants plant tourism. 3. Increase the government's attention to Sambori-family medicinal plants

(Source: Primary Data, 2020)

The future strategy for developing ecotourism in Sambori Tribe includes the potential for high biological resources both flora and fauna, and its unspoiled natural panorama. The potential that we have now is certainly very prospective in the future to be immediately developed as an ecotourism site. Ecotourism as a concept of sustainable tourism (sustainable tourism), which in its development plan must involve local communities for improving community welfare (Paturusi, 2001).

Fandeli revealed that ecotourism development is a strategy used to promote and improve the tourism conditions of an object and tourist attraction so that it can be visited by tourists and is able to provide benefits to the community around tourist objects and attractions as well as for the government (Fandeli, 2005). Ismayanti, explained that tourist attraction is the main focus of driving tourism in a destination. In a sense, the tourist attraction is the main driver that motivates tourists to visit a place (Ismayanti, 2009). The potential for tourist attraction has several objectives including; (a) obtaining benefits both from an economic perspective in the form of foreign exchange and economic growth as well as a social aspect in the form of increasing people welfare and eliminating poverty, (b) removing poverty by opening job opportunities and overcoming unemployment, (c) fulfilling people's recreational needs, as well as raising the image nation and fostering beauty of the country through exploiting domestic attractiveness, (d) preserving nature, environment and resources, as well as advancing culture through tourism marketing, (e) strengthening friendship between nations by understanding religious values, customs, and community life.

Beautiful natural panorama and a variety of living plants as a medicine of the community will undoubtedly be an attraction for tourists visiting the Sambori tribe, Bima. The attractions include panoramic views of stunning natural beauty such as mountains, valleys, canyons, lakes, beaches, sunrises and sunsets, weather, air and others. Apart from that, it is also in the form of human-created cultures such as dance, music, religion, customs, ceremonies, fairs, anniversary

celebrations, competitions, or other cultural, social and sporting activities that are special, prominent and festive (Ismayanti, 2009).

The development of natural tourism objects is close to increasing the productivity of Natural Resources in the context of economic growth so that it is always faced with conditions of the interaction of various interests involving aspects of forest areas, local government, community aspects, and the private sector in a regional spatial planning system. Constraints to the development of nature tourism objects are closely related to (a) policy instruments in the utilization and development of area functions to support the potential of natural tourism objects; (b) The effectiveness of the functions and roles of natural tourism objects in terms of the coordination aspect of related agencies; (c) Institutional capacity and human resource capacity in managing natural tourism objects in forest areas; and (d) Mechanisms for community participation in the development of natural tourism (Rahardjo, 2005). In this context, Ecotourism emerged as a sustainable form of tourism. Ecotourism can help in cultural preservation, environmental conservation, and increase community income at a tourist attraction (Henri et al., 2017). Community participation can be in the process of making decisions related to tourism development plans and the distribution of tourism benefits equally (Han, A.T. Eom, H. Al-ansi, W.B. Ryu, & Kim, 2019; Sutresna, U. Suyana, I. A. Saskara, & N.P. Setyari, 2019). therefore, ecotourism in Sambori will undoubtedly be able to improve the economy of the community and be able to preserve the environment in a sustainable manner. Ecotourism in the highlands is also supported by the uniqueness of attractive natural scenery coupled with cool temperatures so that it can attract tourists who come from hot areas (Kisi, 2019). The Sambori tribe is an area that is 800 meters above sea level so it has cool air and beautiful scenery. Besides that, ecotourism can properly preserve plants and animals (Fletcher, 2019; Hakim, 2017; Setiawan, 2017).

Conclusions

Sambori Tribe has a variety of family medicinal plants that have the potential as a new eco-tourism spot in Bima, West Nusa Tenggara. It has a diversity of flora and fauna potentials as well as a very suitable landscape potential as a tourist attraction. Strategies to improve the quality of health through ecotourism of medicinal plants Family in the Sambori Tribe, of course, can be done by optimizing the potential of family medicinal plants through cultivation, development of potential biological natural resources to increase tourist visits to increase regional income. Beside that, maximizing the role of the Tribe government and the community in developing ecotourism of the family medicinal plants by developing and providing the facilities and infrastructure and good promotion as well.

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