

Name : Adam Rahmadi Akbar  
School : Lombok Tourism Polytechnic (Politenik Pariwisata Lombok)  
Email address : abanadam78@gmail.com

### **“A-Bike : An Alternative Solution For Building a Sustainable Tourism In Ampenan Old Town, Lombok”**

Lombok is the prime tourist area of Central Indonesia, which is rapidly building besides Bali. Many events both nationally and internationally held here throughout the year 2016, one of which is the international cycling Grand Fondo New York (GNFY) in October and on average each activity followed by 3,000 active participants (Prov Disbudpar NTB, 2016). It can be seen that with the chosen host, Lombok has the potential to further develop the bike tour. A lot selections of the route, ranging from Senggigi beach, Pusuk Hills, Sembalun Valleys, even the Ampenan Old Town, which formerly known as the largest port in Lombok. "There were investors from the island of Bali which is engaged in the business services cruise ships that have expressed readiness and ability build tourist harbor. The plan of development implemented this year, "said Mayor Mataram Ahyar Abduh, Sunday, June 12, 2016. From these data and the potential Ampenan Lombok is generally to be a tourist spot to invite tourists to come so great. We know Lombok has many cycling routes and also the potential of Ampenan Town so huge but neglected.

Then, I would like to utilize both potencies to invite more tourists to come to Lombok by creating a travel package where visitors are invited to tour by bicycle as a means of transport and Ampenan Town as the tourism objects, which we are already utilizing the existing potential. The positive benefits of business solutions which I will develop are:

1. Boosting the development of bike tours in Ampenan and Lombok by working together with the Department of Culture and Tourism of NTB to help protect the business (protected by law)
2. Recover the old town Ampenan which began to be forgotten as a tourist attraction and introducing the beach as Ampenan Mataram landscape
3. Improving the economic value of the merchant area visit by empower the community around Ampenan, utilize existing stalls in Ampenan beach as rest area and introduce traditional culinary to tourists, such as Bulayak Satay
4. Reduce Air Pollution which also inviting tourists will care for the environment by provide purses made from burlap sacks as a trash can while bicycling.

As for the cost component in the solution my business is Bicycle, tour guide, also Training and development of tourist guides. The biggest challenge I have in this business are lack of understanding of the community about the potential of the bike tour the old city of Ampenan. The way to solve it is by conducting independent dissemination to the public about the potential of the bike tours the old city of Ampenan. The difficulty how to inform people about this activity is also be the challenge I should face. The solutions can be addressed through social networks facebook and twitter, send an email to the community, yahoogroups, and others. This method is low cost and effective. Or put tourism products on billboards placed in strategic places such as airports, stations, terminals, ports, toll booth, tourist information centers, shopping centers, and more.

Other alternative solution is by using the bus, but this way was too old so it is not too inviting tourists and no positive impact on the environment even create air pollution arising from bus fumes. In addition there is another alternative solution that is by foot, but if the foot would be time consuming, tedious, and certainly exhausting. With all that comparison, my first solution is still the best way we can take to maintain Ampenan in the future as sustainable tourism project, because I believe by cycling, we can maximize time and tourists can be more relaxed. And also by using a bike indirectly rating already participates in reducing air pollution and global warning against generally. Not just to get mental health, but with cycling tourists were going to get physical health because they are already exercising on an exercise bike.

