

ABSTRACT

The development of the global tourism industry is currently integrated into Tourism Global Value Chains (T-GVC), requiring destinations to undergo upgrading processes to enhance their international competitiveness. Indonesia, historically reliant on Bali, has diversified its tourism growth by designating Mandalika on Lombok Island as a Super Priority Tourism Destination (DPSP) and Special Economic Zone (SEZ). This study aims to analyze Lombok's global competitive potential, the dynamics of its local tourism industry, and the Indonesian government's strategy in facilitating tourism upgrading towards sustainable development.

This research employs a qualitative approach with a descriptive-analytical case study design. Data were collected through literature reviews, official policy document analysis, and semi-structured interviews with key stakeholders (planners, local business actors, and community tourism representatives). The analytical framework is built upon International Tourism, Tourism Global Value Chains (T-GVC), and Sustainable Tourism concepts.

The findings reveal that: (1) Lombok possesses high global competitiveness potential supported by natural assets (Gunung Rinjani UNESCO Global Geopark, Gili marine tourism), Sasak cultural heritage, halal tourism, and sport tourism anchored by the Pertamina Mandalika International Circuit. (2) Lombok's tourism industry exhibits post-pandemic recovery, evidenced by rising Hotel Room Occupancy Rates (TPK) and expanded community involvement through homestays, despite challenges such as event-driven visitation fluctuations, limited direct international flights, and unequal service standards. (3) Governed through the policy cycle (political will, policy, planning, implementation, evaluation), the government's strategy successfully fosters functional and product upgrading within the T-GVC by harmonizing the roles of planners, suppliers, intermediaries, and tourists to achieve a competitive and sustainable tourism ecosystem.

Keywords: *Global Competitiveness, Lombok, Sustainable Tourism, Government Strategy, Tourism Global Value Chains (T-GVC).*