

ABSTRACT

In Indonesia, the implementation of the Sustainable Development Goals has resulted in 17 goals, 169 targets and 241 indicators. One of the 169 Indonesian government's targets in SDGs target 8.9 is "Formulating and implementing policies to promote sustainable tourism that creates jobs and promotes local culture and products". One of the tourism destinations that are the priority of the Indonesian government in supporting sustainable tourism is in the Mount Rinjani National Park (TNGR) in West Nusa Tenggara Province.

The Mount Rinjani National Park area has a lot of potential in creating employment opportunities, promoting local community products and socio-culture. Natural tourism is an option for alternative tourism whose management can be realized based on 3 aspects, namely social, economic and environmental values which are the 3 driving factors of the concept. Ecopreneurship (Tripple Drivers of Ecopreneurship) (Lubis, 2019). One of the tourist destinations in the Mount Rinjani National Park area is Joben Ecopark. So, as a first step in developing natural tourism based on the ecopreneurship concept in the Mount Rinjani National Park area is to draft a Joben Ecopark roadmap for 2020-2023.

The author conducted interviews and observations using qualitative methods with parties involved in the Joben Ecopark, namely the Mount Rinjani National Park Office, the people of Joben Village and the Regional Government of West Nusa Tenggara Province.

The Gunung Rinjani National Park Center program in realizing SDGs target 8.9 based on the ecopreneurship concept at Joben Ecopark has not conducted technical studies and compiled a master plan for developing destination objects, then community participation in promoting local products and local culture based on the Ecopreneurship concept at Joben Ecopark is still not optimal because it does not exist programs from related parties. The West Nusa Tenggara provincial government policy in developing natural tourism based on the ecopreneurship concept at Joben Ecopark is still not possible because it does not have a Regency Regional Tourism Development Master plan. The linkage between the 2020-2023 Joben Ecopark roadmap design and the achievement of SDGs target 8.9 refers to the direction of regional tourism development, namely Ripparda, NTB province in 2013-2028 which is based on four (4) main pillars, namely tourism destination development, tourism marketing, tourism industry and institutions. travel.

The design of the Joben Ecopark Roadmap is based on the 2020-2023 ecopreneurship concept which is compiled in the New Normal tourism life order for the achievement of SDGs 2030 Target 8.9.

Keyword: Nature tourism, ecopreneurship concept, roadmap, Sustainable Development Goals (SDGs).