



ARTICLE

Illuminating Tradition Through Innovation

Transforming Traditional Woven Tourism in Smart Tourism in Central Lombok Regency

Suci Emilia Fitri ¹, Melati Ayuning Pranasari ², Dian Martha Indarti ³, Evi Maya Savira ⁴, Tania Andari ⁵, Triana Lidona Aprilani ⁶, Karina Juniarti Utami ⁷, Nadya Putri ⁸, Worry Manoby Mambusi ⁹, Imam Radianto Anwar Setia Putra ¹⁰, Herie Saksono ¹¹

^{1, 2, 3, 4, 5, 9, 10, 11}The National Research and Innovation Agency of the Republic of Indonesia

^{6, 7, 8}Al-Azhar Islamic University of Mataram, Indonesia

✉ suci018@brin.go.id

Abstract: This study aims to explore the challenges that have long hindered the progress of traditional weaving tourism in Central Lombok Regency and unravel the role of innovation as a breakthrough and solution. The study's focus centered on the importance of innovation as a transformative factor for traditional weaving tourism within the framework of smart tourism in Lombok Tengah Regency. It is known that the distinctive traditional weaving of Lombok has a long history and is an integral part of local life and culture, passed down through generations. However, realistically, traditional weaving must contend with challenges such as the low prices of woven fabric products, the lack of interest among the younger generation to learn weaving, and the limited capacity of weavers to respond to local, domestic, and even global market demands. This study employs a qualitative-exploratory approach, with the research taking place in the villages of Rembitan and Sukarara in Lombok Tengah Regency. The study finds that the challenges faced by traditional weaving can only be overcome through innovation. Innovation has the ability to overcome various obstacles by developing products and creating new designs that align with tourists' interests, utilizing digital technology to market and sell traditional woven products, imparting new skills and techniques to weavers, and promoting traditional weaving as a cultural heritage through digital platforms. Innovation has successfully transformed the traditional weaving tourism industry, even though this transformation is still partial. The dodeca-helix approach within the Tourism Hub can synergize stakeholders to create innovation for transforming the industry despite challenges that must be overcome for this transformation to materialize. In the effort to change the traditional weaving tourism industry through innovation, it is recommended that the Government, private sector, and local community collaborate to address challenges and create innovations to guide the development of traditional weaving in the future.

Keywords: innovation; traditional woven tourism; smart tourism; Rembitan Village; Sukarara Village; Central Lombok Regency



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1. Introduction

Smart tourism provides space for transformation in the development of traditional weaving production in order to preserve local village wisdom. Transformation is carried out through intelligent tourism management which produces tourist interaction thereby improving the quality of life of the community (Artates, 2022) by utilizing innovation and tourism development (Putra, 2021). The development of *songket* weaving centers results in increased product competitiveness, improved community values, increased application of science and technology in villages, and increased community human resources (Suhendra et al., 2020). By leveraging smart tourism as "a distinct step in the evolution of ICT in tourism where the physical and governance dimensions of tourism enter the digital playing field, and a new level of intelligence is achieved in tourism systems" (Gretzel, 2018).

Tourism management by village communities continues to develop by utilizing local wisdom in the form of weaving using non-machine looms (ATBM) (Kesuma, 2018). Weaving is a form of product innovation resulting from the creativity of village residents by utilizing the availability of local raw materials produced traditionally using ATBM. Weaving is a manufactured fabric with distinctive characteristics in the form of designs and motifs that match the local community's lifestyle (Juniati, 2020). Apart from that, weaving is a side job for the community, and the main job is farming (Nurjulaifa et al., 2022). Weaving that is produced by hand, from selecting threads to weaving, is certainly inferior to weaving that is mass-produced by machines (Hayuni & Syahbana, 2014). Tourism relying on weaving as an attraction is one of the cultural tourism developments of choice for tourism attractions with special interests (Maulia & Sidiqi, 2015). However, as a center for the weaving craft industry, this people-based industry must be able to optimally leverage the potential of other villages to provide prosperity for the village community (Karyasa et al., 2023).

This study highlights efforts to illuminate tradition through innovation as an important element in development. The transformation of traditional weaving tourism is a major concern because it brings a smart tourism experience that fosters awareness of the cultural heritage of ancestral weaving, which is managed creatively to create new centers of economic growth.

The emphasis on implementing innovation is to elevate traditional cultural values through changes towards smart tourism. In other words, this study is more focused and places emphasis on innovation elements, traditional Lombok weaving tourism, and Smart City.

Efforts to transform traditional weaving tourism into smart tourism in Central Lombok Regency are based on the elaboration of innovation theory, where innovation is the key to economic growth and development, which can be applied to the study of traditional weaving tourism by examining how innovation can be used to make the industry more sustainable, inclusive, and attractive for tourists (Buskens, 2020; Zanello et al., 2016). In the tourism industry, the right innovation can bring about significant changes in terms of tourism experiences and also exploit existing potential (Imron, 2015; Kurnianingsih et al., 2022). This is in line with Sustainable Development theory, which argues that development must be carried out in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs (Chaharbaghi & Willis, 1999; Kibert, 2007; Pearce & Atkinson, 1998; Sherr et al., 2020). Application to tourism studies traditional weaving by examining how to make the industry more sustainable from environmental, economic, and social perspectives.

Meanwhile, a resource-based view of the company argues that companies can achieve competitive advantage by developing and exploiting their unique or distinctive resources and capabilities (Lin et al., 2020; Mastarida, 2022; Varadarajan, 2020). The study of this was carried out by examining how weavers can develop their skills and knowledge to create unique and quality products accompanied by motifs that are attractive to tourists as one of the stakeholders. Companies must consider the interests of all their stakeholders, including employees, customers, suppliers, and society (especially tourists), when making decisions (Saksono, 2020; Sinambela et al., 2023). Identification and involvement of all stakeholders in the development of the “traditional weaving tourism” industry helps ensure that their interests are fulfilled.

Besides, Khalid and Chowdhury (2018) argues that the transformation of traditional weaving tourism requires the diffusion of innovation. Because new ideas and technology spread through social systems over time. This potential market opportunity must be part of the tourism development agenda for traditional weaving villages so that it helps promote the adoption of new technologies and practices created by weavers. This context indirectly influences social change where social marketing occurs, which uses marketing principles to promote desired behavior (Buckley et al., 2020; Isa et al., 2020). In real terms, this can be seen in how to promote the weaving industry to tourists and encourage them to buy traditional woven products.

A study by the United Nations World Tourism Organization (UNWTO) found that tourism can be a major economic growth and development driver, but only if managed sustainably (Collins-Kreiner & Ram, 2021; Sonuç, 2020). Research developed by the International Labor Organization (ILO) found that the traditional weaving industry is the main source of employment for women and young people in many developing countries (Igwe et al., 2020; ILO, 2002; Sharma & Singh, 2020).

The United Nations Environmental Program emphasizes that the traditional weaving industry can be a major contributor to environmental sustainability if managed in a way that minimizes pollution and waste (Islam et al., 2021; Permatasari et al., 2023; Zhang et al., 2022).

It is acknowledged that after the COVID-19 pandemic, traditional weaving tourism in Rembitan Village, Pujut District, Sukarara Village, Jonggat District, and Central Lombok Regency is facing many problems. At least 3 (three) main problems are indicated, namely: first, weavers are often paid low wages, and product prices are not competitive. This causes a decrease in the number of weavers and also has an impact on the quality of their products, making it possible for some traditional weaving tourism industries to be difficult to sustain.

Second, the younger generation, especially Gen Y and Gen Z, are no longer interested in learning to weave because they see it as a low-paying profession that tends to be outdated. This dilemma further complements the controversy over the preservation and development of traditional weaving knowledge, which has not yet been registered as intellectual property so that it is threatened with the loss of various assets of typical traditional weaving motifs and techniques that have been passed down from generation to generation and have become the local wisdom of Lombok's typical weaving art.

Third, low enthusiasm due to the limited ability of weavers to respond to market demand, especially older ones, in following trends in changing motifs according to consumer desires. Traditional weaving techniques have not been adapted to modern trends, so products have only a few motifs, and many are not popular because they

are less attractive to tourists. This situation certainly affects productivity and product marketing, thereby impacting income and the speed of return on capital to purchase weaving materials. So, the critical question that arises is how innovation and strategic partnerships between the government, private sector, and local communities can be synergistically used to maintain and develop the traditional practice of typical Lombok weaving and make it the main attraction in the Smart City concept for the development of smart tourism in Central Lombok Regency?

Previous research regarding tourism innovation, especially in terms of Traditional Weaving, has not been carried out much by academics who have paid attention to this research theme. Organizational and institutional research conducted by [Prima Lita et al. \(2020\)](#) found that entrepreneurial orientation and organizational culture significantly affect innovation, which in turn affects performance. Interestingly, innovation does not significantly influence performance and does not mediate the influence between entrepreneurial orientation and organizational performance ([Prima Lita et al., 2020](#)). This research is limited to indicators that only reflect organizational innovation and has not touched on other specific forms of innovation. [Prima Lita et al. \(2020\)](#) recommends that both entrepreneurs and governments should build more technology support, business incubation centers, and counseling organizations to encourage future performance.

A study conducted by [Wiryanto \(2022\)](#) also conducted research on Baduy woven cloth in Kanekes Village, Lebak, Banten. This study, which uses field observation methods and secondary data, shows that innovation in the production and marketing of Baduy woven cloth has occurred through a triple helix partnership between the government, universities, and the business world. This aims to improve the village economy and empower the Baduy woven cloth craftsmen community ([Wiryanto, 2022](#)). In terms of tourism communication, Baduy woven cloth has become one of the valuable local Baduy cultural heritages and has become a superior product that introduces Baduy to the outside world ([Fajarwati et al., 2022](#)).

In Lombok, research on tourism innovation was conducted by [Akbar and Oktariyanda \(2023\)](#) regarding the innovation of the "Ayo ke Lombok" application service. The Ayo ke Lombok application is a service innovation published by the West Lombok Tourism Office. Using qualitative research methods and the theory of success factors for e-government innovation by Kalvet (2012), this research describes tourism service innovation in West Lombok. Research findings showed that the Ayo ke Lombok application has fulfilled the six factors supporting the success of e-government innovation, as explained in Kalvet's (2012) theory. One of the factors that is fulfilled in this research analysis is a Public-Private partnership where there is cooperation between the West Lombok Tourism Office and the Private sector ([Akbar & Oktariyanda, 2023](#)).

Emphasizing the Smart City and Tourism discussion in Lombok, [MZ and Marzuki \(2019\)](#) researched the Ampenan Old City area, Mataram City. This study uses interview, observation, and documentation techniques, and this research attempts to describe the methods and stages of design, implementation, and implementation of the smart city concept in the old city of Ampenan ([MZ & Adami, 2020](#)). The idea of smart tourism and government policy recommendations in dealing with economic, social, and cultural problems aims to make it a source of income that will improve community welfare ([Hidayat et al., 2022](#); [Intentilia & Surya Putra, 2021](#)). In this context, there is also collaboration between community members with different expertise, such as administration, education, information technology, etc. This collaboration aims to create effective cooperation in developing, strengthening, and

improving tourism businesses as an important aspect of the family economy in the Kota Tua Ampenan area (MZ & Adami, 2020).

Seeing the diversity of points of view, methods used, and objectives of several studies that have been carried out, it is hoped that this study can overcome these problems, thereby helping to preserve knowledge, protect intellectual property, and develop the traditional Lombok weaving culture found in Central Lombok Regency, as well as making it a new tourist destination (weaving tourism) that is more exotic, commercial and sustainable. Therefore, this study aims to find ways to create traditional weaving tourism that is more sustainable with its richness in traditional weaving patterns/motifs, inclusive because it involves 12 relevant stakeholder dimensions (dodeca-helix), and innovative because it focuses on efforts to integrate traditional knowledge with modern technology and product commercialization in the digital era.

2. Methods

This approach was chosen so that researchers gain a deeper understanding of the experiences and perspectives of weavers, tourists, and other stakeholders involved in the traditional weaving village tourism industry. The study locus is 2 (two) villages in Central Lombok Regency: Rembitan Village, Pujut District, and Sukarara Village, Jonggat District.

Primary data was conducted through 3 (three) techniques (Creswell, 2014). In-depth interviews were conducted with weavers, tourists, and other stakeholders involved in the traditional weaving village tourism industry. Next, observations were made of activities in the two traditional weaving villages to better understand the daily operations and challenges faced by weavers in both villages. In an effort to confirm the data and information obtained, a focus group discussion (FGD) was then carried out as part of the triangulation technique in qualitative methods (Herdiansyah, 2013). The Focus Group Discussion was held at Al Azhar Islamic University, Mataram, by bringing together weavers, tourists, and other stakeholders to share knowledge, discuss their experiences and perspectives, and find solutions for the development of traditional weaving tourist villages in Central Lombok Regency.

Sources/informants and respondents in this research include 1) Weavers; 2) Domestic Tourists/International Tourists; 3) West Nusa Tenggara (NTB) and Central Lombok Regency Government Officials; 4) Representatives of the Private Sector and/or the Business World who were related; and 5) Community in both villages.

In an effort to maintain the quality and accuracy of data/information, this study is also equipped with a number of documentation in the form of 1) the history and development of traditional weaving tourism in Central Lombok Regency; 2) challenges faced by the traditional weaving tourism industry; 3) potential benefits of innovation for the traditional weaving tourism industry; and 4) the views of weavers, tourists, and other stakeholders about the future of traditional weaving tourism.

Specifically, the analysis technique used consists of 1) content analysis in the form of thematic analysis of interview transcripts, FGD transcripts, and observation notes to identify main themes and patterns; 2) development of grounded theory, especially regarding the traditional weaving village tourism industry based on collected data; and 3) narrative analysis as an expression of real conditions as told by weavers, tourists, and other stakeholders to understand their experiences and perspectives (Sugiyono, 2015).

3. Results and Discussion

3.1. Transformation of Traditional Weaving Village Tourism

Based on observations in Rembitan Village and Sukarara Village, it was found that the two villages faced several challenges, in the form of: 1) low prices for traditional woven products, 2) the younger generation's lack of interest in learning to weave, and 3) the limited ability of weavers to respond to market demand. In detail, the mapping of the main problems in the two weaving villages is presented in [Table 1](#).

Table 1. Mapping of Weaving Village Problems in Central Lombok Regency

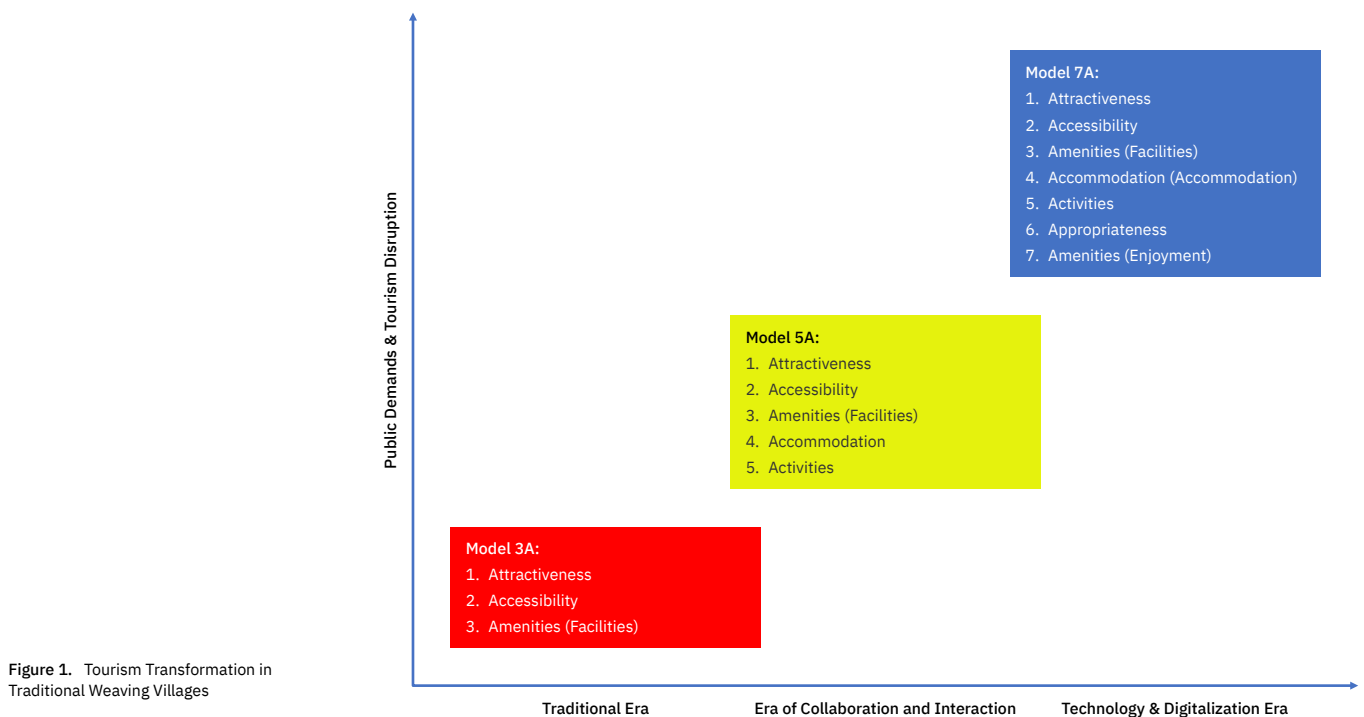
Locus	Main Issues	The Need to Increase Production of Typical Lombok Woven Cloth
1. Rembitan Village	1.1. Intellectual property rights (HKI)	1.1.1. Patent right
		1.1.2. Brand right
		1.1.3. Design rights
		1.1.4. Trade Secret
		1.1.5. Copyright
	1.2. Training	1.2.1. Techniques for Managing Natural Dyes
		1.2.2. Resource Competence
		1.2.3. Digital Business Strategy
	1.3. Investment	1.3.1. Private Money
		1.3.2. Moneylenders
	1.4. Marketing	1.4.1. International
		1.4.2. Domestic/Local
	1.5. Professional Workforce	1.5.1. Number of Tourists (Visitors)
		1.5.2. Accommodation
		1.5.3. Tour Package (City Tour)
		1.5.4. Local Transportation Facilities (Ojek Online)
	1.6. Village Owned Enterprises	1.6.1. Increase in Original Village Income (PADes)
1.6.2. Woven Fabric Digital Start-up		
1.7. Tourism	1.7.1. Establish Facts	
	1.7.2. Gift a Specific Example	
	1.7.3. Provide Further Background	
2. Sukarara Village	2.1. Intellectual property rights (HKI)	2.1.1. Paten right
		2.1.2. Brand right
		2.1.3. Design right
		2.1.4. Trade secret
		2.1.5. Copyright
	2.2. Investment training	2.2.1. Natural Dyes
		2.2.2. Financial Management
	2.3. Investment	2.3.1. Owner's equity
		2.3.1. Investor
		2.3.1. Debt bondage (ijon)
	2.4. Marketing	2.4.1. International
		2.4.2. Domestic/Local

Source: Observation Results. Data Processed. 2023

This data requires innovation as a breakthrough in solving traditional weaving substance problems. Innovation is a necessity that can be used to overcome these challenges and transform the traditional weaving village tourism industry into a more sustainable, inclusive, and attractive industry (Hidayat et al., 2022; Manoby et al., 2021; Naibaho, 2021). Some specific ways that innovation can be used include: 1) developing new products and designs that are more attractive to tourists; 2) use of digital technology to market and sell traditional woven products, especially e-commerce platforms that are legal, appropriate, feasible, and guaranteed safe; 3) train weavers in new skills and techniques; 4) promote traditional weaving as cultural heritage.

There is strong innovation potential, and it can fundamentally change the traditional weaving tourism village industry in Central Lombok Regency. However, it should also be acknowledged that several challenges need to be overcome to realize this transformation of traditional weaving tourism. Some of the challenges identified include 1) scarce allocation of funds from the Regional Government and Village Government for innovation in traditional Lombok weaving; 2) there is no synergy, collaboration, and cooperation between stakeholders; and 3) low public awareness of the potential benefits of innovation.

This study confirms the acceleration of transformation initiated by the traditional weaving tourism village industry. This is because the traditional weaving tourism village industry has the potential to contribute as a prime mover in the development of smart tourism (Aminah & Wardani, 2018; Hamjen et al., 2023; Roziqin et al., 2021; Sudrajat & Andhika, 2021) in Central Lombok Regency. This means that in the context of "Smart Tourism," the Central Lombok Regency Government has a big role in developing traditional types of tourism combined with the use of information and communication technology (ICT) so that there is an increased exploration of tourist experiences in implementing new practices in traditional weaving tourism villages through adoption and transformation of Model 3A – Model 5A – Model 7A according to the public interest and tourism disruption as illustrated in Figure 1.



There has been tourism disruption, which is possible because of interactions that respond to public interests. This situation forces tourism actors to create added value by disrupting the traditional weaving tourism industry. Improvement efforts can be made through optimizing the use of technology, even at the village level. The treatment of the adoption of weaving technology also changes the perception of village inertia and backwardness in responding to rapid technological progress.

It is time for traditional weaving tourism to be promoted through virtual reality (VR), which optimizes technology to enable tourists worldwide to enjoy virtual tours of traditional weaving villages. Apart from that, as a village digitalization pilot project, the two villages were strengthened in digital information capacity to respond to real-world curiosity. Information about the history and traditional weaving techniques based on local wisdom must be highlighted so that tourist destinations truly suit the interests and preferences of the target visitors (appropriateness). Ultimately, to complement the destination's ability to provide a satisfying experience enjoyed by visitors (amenities), the availability of Big Data has become a necessity and a new practice in collecting and analyzing data about tourist preferences. This series of efforts is being taken to ensure that innovation and novelty are always found to improve the marketing and promotion of traditional Lombok woven products. Because it is known that the traditional weaving village tourism industry can potentially be the main driver of economic growth and development in Central Lombok Regency. However, innovation needs to transform the industry to reach its optimal potential. This is where the importance of synergy that collaborates 12 stakeholders to interact and collaborate to realize the transformation of traditional weaving tourism within the framework of smart tourism on Lombok Island.

3.2. Innovation and Improvement of Traditional Weaving Village Tourism Management

Innovation is needed to accelerate the shift towards greater participation of local weaving communities and tourists in developing traditional weaving village tourism. Efforts to change the community's perspective (mindset) to prioritize the involvement of tourists in every tourism activity must be prioritized, even carefully planned. Tourists are considered consumers and main contributors of information and experience. Tourists are the best media to explore their knowledge, interests, and ideas to improve content-based weaving village tourism platforms such as travel blogs, tourist reviews, and tourist portals from both villages and their weaving communities so that they become a new value chain that plays an important role in providing useful information more in-depth and variety about weaving village destinations.

Through more specific innovation collaboration between local communities in the two villages, tourists and service providers will produce tourism management in traditional weaving villages. Extracting ideas from sources/informants was carried out through in-depth interviews and FGD with the composition as shown in [Table 2](#).

The dialogue orientation on the need for innovation and improvement in the management of weaving village tourism in Central Lombok Regency focuses more on discussing actual issues as follows: 1) challenges in managing weaving village tourism in Central Lombok Regency; 2) potential benefits of innovation for managing weaving village tourism; 3) special and/or new ways that innovation can be used to improve the management of weaving village tourism; 4) challenges in implementing innovation in managing weaving village tourism; and 5) recommendations for improving the management of weaving village tourism through innovation.

Table 2. Resource Persons/Informants in FGD/In-depth Interviews

1. Rembitan Village		Amount	2. Sukarara Village		Amount	Total (I+II)
1.1.	Village head	1	2.1.	Village head	1	2
1.2.	BPD Representative	1	2.2.	BPD Representative	1	2
1.3.	Village Community Institutions (LKD) empowerment and welfare of village families	1	2.3.	Village Community Institutions (LKD) empowerment and welfare of village families	1	2
1.4.	Head of Hamlet 1	1	2.4.	Head of Hamlet 2	1	2
1.5.	Head of Hamlet 2	1	2.5.	Head of Hamlet 2	1	2
1.6.	Weaving Group 1	7	2.6.	Weaving Group 1	9	16
1.7.	Weaving Group 2	9	2.7.	Weaving Group 2	12	21
1.8.	Weaving Group 3	8	2.8.	Weaving Group 3	8	16
1.9.	Village Weaver Supervisor	1	2.9.	Village Weaver Supervisor	1	2
TOTAL I		30	TOTAL II		35	75

Source: Observation Results. Data Processed, 2023

As with the realistic conditions in the description of point 4) above, it is acknowledged that implementing innovation will certainly encounter obstacles and various types of resistance. The various challenges of implementing innovation in managing weaving village tourism are summarized into 3 (three) clusters, namely: 1) limited funds in weaving villages because innovation requires costs and weaving villages, do not have resources specifically allocated to invest in new technology and practices of typical weaving traditional; 2) there is no cooperation between weaving villages so that in each weaving village there tends to be no cooperation between weavers and the other 12 dimensions of stakeholders; and 3) awareness of the potential benefits of weaving village innovation has not been developed because weavers are still reluctant to change their traditional practices.

Practical efforts to respond to these three challenges can be made through training clinics that educate the younger generation in both villages to improve the management of weaving village tourism in special and innovative ways. There are at least 5 (five) main agendas that are worth carrying out, namely:

1. Utilization of digital technology to improve communication and coordination between 12 stakeholders through building a database for joint access and connectivity regarding information about weaving villages, products, and offers of weaving village tour packages.
2. Development of new products and services that are attractive to tourists by involving developing new weaving techniques, creating new designs, or offering new experiences, such as weaving tours, weaving workshops, storytelling, or guided weaving village tours.
3. Optimize marketing and promotional strategies to reach a wider audience by using online and offline digital marketing platforms to promote weaving villages and their products through collaborating with travel agents and tour operators to make more comprehensive weaving village tour packages available and commercial.
4. Training of weavers, specifically reviewing innovations in woven products, weaving skills, and new techniques to create competitive products that are high quality and more attractive to tourists.

- Promotion of traditional Lombok weaving as a cultural heritage rich in life philosophy values packaged in the form of cultural and business matching expos, preparation of educational materials (local content), and creative campaigns that serve to increase public awareness of the importance of Lombok's traditional weaving.



Figure 2. Mind Mapping of Lombok Traditional Weaving Activities in Rambitan Village

Source: Observation Results. Data Processed. 2023

Rambitan Village needs strategic steps in developing traditional weaving. Strategic steps start from developing the quality of weaving produced from traditional production to fulfill the experience of tourists who first know about weaving. Apart from that, improving the production quality of weaving techniques, dyes, motifs, and designs/models issued in accordance with the interests of visiting tourists.



Figure 3. Mind Mapping of Lombok Traditional Weaving Activities in Sukarara Village

Source: Research data is processed

Considering the need for innovation and improvement in the governance of traditional weaving tourism villages, several things that must be initiated and implemented by the two Village Governments are:

1. Organizing training programs for weavers to improve their skills and business practices, carried out in collaboration with Al Azhar Islamic University, Mataram, especially the introduction of digital marketing platforms (e-commerce) to increase product marketing more effectively and efficiently;
2. Synergize with financial and banking institutions to facilitate financial support in the form of capital assistance to weavers so that weavers can buy better materials and equipment;
3. Promoting Lombok's traditional weaving through innovative marketing campaigns, cultural events, and educational programs; And develop new products, motifs, and designs that are attractive to tourists by incorporating modern trends and techniques into traditional weaving through professional assistance.

4. Conclusion

Innovation can be used to overcome the challenges facing the traditional weaving tourism industry in Central Lombok Regency and transform it into a more sustainable, inclusive, and attractive industry. Changes in traditional weaving village tourism in Central Lombok Regency can occur through the development of new products and designs that are more attractive to tourists, the use of digital technology to market and sell traditional weaving products, special training for weavers in new skills and techniques, and promoting traditional weaving as a cultural heritage. Therefore, the challenges encountered in implementing innovation in the traditional weaving tourism industry must be immediately responded to through synergy and collaboration to provide financial support for innovation, facilitate cooperation between stakeholders, and increase awareness of the potential benefits of innovation among weavers. In other words, through innovation in the traditional weaving tourism industry, the Central Lombok Regency Government can transform itself into a more sustainable, inclusive, and attractive weaving industry area.

This study recommends that the government, private sector, and local communities work together to overcome these challenges and realize innovation in the traditional weaving tourism industry in Central Lombok Regency. Recommendations for improving the management of weaving village tourism through innovation include, among others:

1. The government, in this case, the Financial and Banking Institutions, the Ministry of Cooperatives and Micro, Small and Medium Enterprises (K-UMKM), the Ministry of Villages and Development of Disadvantaged Regions, and Transmigration (DPDTT) together with the Provincial Government of West Nusa Tenggara (NTB) and The Regional Government of Central Lombok Regency provides financial support for innovation in weaving villages.
2. The Central Lombok Regency Government is building awareness of the potential of weaving tourism villages, which have been intervened with innovation and policy so that it is necessary to synergize and collaborate with stakeholders to immediately institutionalize the Tourism Hub as a medium for facilitating collaboration between weavers, the private sector, innovators, creators, integrators and other stakeholders.

3. All stakeholders are obliged to promote "Desa Tenun" as an innovative cultural heritage-based tourist destination that promotes smart tourism in Central Lombok Regency.

The speed of response from regional and village leaders will be beneficial and bring significant changes in the development of innovatively managed traditional weaving village tourism in Central Lombok Regency.

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