



## ABSTRACT

**DIAZZAHRA ANDJANI.** Climbing Tourism Development Based on Tourist Satisfaction at Sembalun and Senaru Resort Mount Rinjani National Park. Supervised by **INSAN KURNIA and NATASHA INDAH RAHMANI.**

Mount Rinjani National Park is a conservation area with climbing and non-climbing tourism utilization zones, TNGR climbing tours are in great demand by visitors. Climbing Tourism Development Based on Tourist Satisfaction level aims to identify tourism components, visitor, characteristics, and visitor satisfaction assessment. Method of data collection by observation, inventory, questionnaires, and literature study. Data analysis with qualitative analysis of tourism components and characteristics, quantitative data on likert scale assessment.

Hill tourist attractions in TNGR are Rinjani Peak, Anak Baru Jari Mountain, Segara lake, Pelawangan, Savana, Penimbungan Waterfall, and Goa Susu. Accommodation in TNGR is Hotel accommodation, villas, homestays, guesthouses, bungalows, restaurants, food stalls, restaurants, and cafes. The amenities at TNGR are footpaths, entrances, interpretation boards, directions, information, ticket booths, information centers, posts, shelters, seats, prayer rooms, toilets, equipment rental, ATMs and money changers. Access to transportation in TNGR is ankle cars, pickups, SUVs, Hiace damri, motorcycles, and bicycles. The TNGR hiking trails are sembalun, senaru, toeran, and senanga. Ancillary Service at TNGR are Track organizer, guides and porters. The highest visitor satisfaction ratings were lake attractions, scenic viewing activities, hotel and restaurant accommodations, entrance amenities, lane access, and ancillary porters. The development of climb tourism is carried out on the tourism component with low a level of satisfaction.

**Keywords:** Mount Rinjani National Park, Tourism components, Satisfaction, Tourist, Tourism Development

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**DIAZZAHRA ANDJANI.** Pengembangan Wisata Pendakian Berdasarkan Tingkat Kepuasan Pengunjung di Resort Sembalun dan Senaru Taman nasional Gunung Rinjani. Dibimbing oleh **INSAN KURNIA dan NATASHA INDAH RAHMANI.**

Taman Nasional Gunung Rinjani (TNGR) merupakan kawasan konservasi dengan zona pemanfaatan wisata pendakian dan non-pendakian, wisata pendakian TNGR banyak diminati oleh pengunjung. Pengembangan Wisata Pendakian Berdasarkan Tingkat Kepuasan Pengunjung bertujuan untuk mengidentifikasi komponen wisata, karakteristik pengunjung, dan penilaian kepuasan pengunjung. Metode pengambilan data dengan observasi, inventarisasi, kuesioner, dan studi literatur. Analisis data dengan analisis kualitatif komponen wisata dan karakteristik, kuantitatif data penilaian skala likert.

Atraksi wisata pendakian di TNGR yaitu Puncak Rinjani, Anak Gunung Baru Jari, Danau Segara, Pelawangan, Savana, Air Terjun Penimbungan, dan Goa Susu. Akomodasi di TNGR yaitu akomodasi hotel, villa, homestay, guesthouse, bungalow, rumah makan, warung, restoran, dan café. Amenitas di TNGR yaitu jalan setapak, pintu masuk, papan interpretasi, penunjuk arah, informasi, loket tiket, pusat informasi, pos, shelter, tempat duduk, mushola, toilet, penyewaan alat, ATM, dan money changer. Akses transportasi di TNGR yaitu mobil engkel, pickup, SUV, hiace damri, motor, dan sepeda. Jalur pendakian TNGR yaitu sembalun, senaru, toeran, dan senanga. Ancillary service di TNGR yaitu track organizer, guide, dan porter. Penilaian kepuasan pengunjung tertinggi yaitu atraksi danau, aktivitas menikmati pemandangan, akomodasi hotel dan rumah makan, amenitas pintu masuk, akses jalur, dan ancillary porter. Pengembangan wisata pendakian dilakukan pada komponen wisata dengan tingkat kepuasan yang rendah.

Kata kunci: Taman Nasional Gunung Rinjani, Komponen Wisata, Kepuasan, Pengunjung, Pengembangan Wisata