



Potential Study and Development Strategy for Toga Plants-Based Ecotourism in Sambori Village, Bima, NTB

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ABSTRACT: *The objectives of this study were: a. Identify the potential for ecotourism based on family medicinal plants (toga) that can be developed in Sambori Village b. Identify the right strategy for developing ecotourism based on family medicinal plants (toga) in Sambori Village based on community and stakeholder perceptions. The research method used descriptive methods with survey and observation techniques. Data collection using purposive sampling, the data consisted of aspects of tourism products and markets, economic and business benefits from ecotourism activities and the socio-economic conditions of the community. Product aspects include the main potential of flora, namely toga plants, fauna, natural attractions and landscapes, amenities, accessibility and the socio-cultural life of the community. The market aspect consists of potential tourists in Sambori Village. Key informants (Stakeholders). In this study, the strategy is not only subjective to the researcher, the researcher also involves the opinions of related experts to become respondents. This study examines the conditions, potential of toga plant flora, fauna and landscapes and the tourism market in Sambori Village as a basis for determining development strategies that are appropriate to the conditions that occur in the field. Meanwhile, to determine the ecotourism development strategy in Sambori Village used a SWOT analysis and analysis of the quality of flora and fauna diversity. The results of the research that Sambori Village has a variety of toga plants that have the potential as a tourist attraction. Sambori village has a diversity of flora and fauna potentials as well as a very suitable landscape potential as a tourist attraction. The future strategy for developing ecotourism of Toga in Sambori Village includes optimizing the potential of toga plants in terms of cultivation, land management and processing potential of toga plants, developing high potential of biological natural resources, both flora and fauna, and natural panoramas that are still natural besides that, it also optimizes the role of the village government and the community in developing ecotourism of the toga plant by developing facilities and infrastructure as well as promotion.*

KEY WORDS: *Potency, Ecotourism, Toga Plants, Sambori.*

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I. INTRODUCTION

Sambori Village has different characteristics from other villages in Bima, both in terms of community activities, natural and cultural characteristics of the community. This factor should be used as a selling point in tourism activities in Bima. Based on several inventories conducted, it shows that : [1] on the Ethnoecology of the Sambori Tribe Society that Lambitu District is located in a highland, precisely on the slopes of Mount Lambitu, an altitude of ± 714 masl. Apart from that, Sambori is also very suitable for cultivating medicinal plants such as ginger, turmeric, galangal, noni, ginger, cat's whiskers, kencur, bangle, tempuyang and others. Besides growing wild in the mountains of Lambitu, this plant is also cultivated and cultivated by the community [1]. In 2016, the "Lestari 'Dusun Lenge 2 Sambori Independent Care group won 3rd place in the national-level family medicinal plant utilization competition held by the Ministry of Health for underdeveloped areas category [2] The potential for ethnotourism with various types of cultural attractions is actually a source of inspiration and enthusiasm for all components areas to develop the tourism sector. The natural beauty and diversity of local customs and cultures are basic assets that can be developed into attractive tourist products for tourists. Ecotourism is a combination of various interests that arise from concern for the economic and social environment. [3] said that the ecotourism approach can be used as a tool in conservation activities in an area. According to [4] from an economic perspective, ecotourism is expected to improve the welfare of local

communities. Specifically in nature and mountain conservation areas as water resources conservation, such as the Lambitu mountains, Bima Regency, that to reduce pressure on forests by the community, local communities can be empowered (community empowerment) in ecotourism activities. The development of ecotourism in forest or mountain communities such as Sambori can improve the quality of community life (in the economic sector) and conserve natural and cultural heritage. It can be concluded that the concept of ecotourism is a method of utilizing and managing tourism resources that are environmentally friendly by involving local communities as one of the tourism actors and local people should have a positive impact from ecotourism activities. Based on the description, Sambori village has the potential for toga plants and good cultural potential, but the problem is that this potential has not been developed properly, including the potential in the ecotourism sector so that it can be developed into a tourist village area. Therefore, this study focuses on the problem of developing the potential of the Sambori village toga plant, namely the lack of utilization of natural potential for the development of ecotourism. Therefore, it is necessary to conduct research on the potential of ecotourism development based on family medicinal plants (toga) in Sambori village.

II. METHOD

This research was conducted in Sambori Village, Bima Regency, NTB Province. This research was conducted from March 2020 to October 2020.

This research used descriptive methods with survey and observation techniques. This study examined the conditions, potential of Toga Plants and the tourism market in Sambori Village as a basis for determining the appropriate strategies that to the field condition. To determine the ecotourism development strategy in Sambori Village, a SWOT analysis of the freshness of flora and fauna were used [3]. The data consists of product aspects as well as the socio-economic conditions of the community. Product aspects include the potential of flora, namely toga plants, fauna, natural attractions and landscapes, amenities, accessibility and the socio-cultural life of the community. The market aspect includes potential tourists in Sambori Village. Key informants (Stakeholders). Data analysis consisted of flora and fauna data used to describe the character, uniqueness, rarity and diversity. The quality of flora and fauna diversity was determined based on the criteria stated ([3]. Based on field data, a table of natural attractions with a rating of 1-5 can be compiled. Assessment of the quality of natural scenery is carried out around tourist objects, using a method that refers to the parameters of the Bureau of Land Management cited [3], it considers the aspects of: land form, vegetation, water, color, surrounding scenery and structural modification. The overall value of each item determines the level of quality that is differentiated as follows: a. Score > 19 (Class A. High Quality), b. Score 12 - 18 (Class B. Medium Quality), c. Score <11 (Class C. Low Quality).

III. RESULTS AND DISCUSSION

1. Description and History of Sambori Village

Sambori Village is bordered by Renda village, Belo sub-district, Bima district in the west, and forest cover of Arambolo in the east. To the north it is bordered by Teta village as the capital of Lambitu sub-district, and to the south adjacent to Kawuwu village, Langgudu district. Sambori Village is located in the highlands of Mount Lambitu ± 800 meters above sea level or ± 46 km east of the district capital. Bima by using the State road which is always climbing and winding. Sambori Village has an area of about 1,802 hectares or about 33.58% of the area of Lambitu District. Approximately 1,260 hectares are rice fields and moor. The rest is earmarked for settlements and public infrastructure, smallholder plantations and protected areas covering an area of 736 hectares. The topography of the Sambori region and its surroundings is hilly and flat which spreads along the slopes of Mount Lambitu. The temperature in Sambori averages between 20 and 25 °C.

Sambori Village has its own customs and language that is commonly called the "Inge Ndai Sambori" language that is also rich in traditional ritual activities, such as tradisional ritual (Belaleha, Manggeila, Kelero, Lanca, Mpa'a Manca, Gantao, Sere, Hadra, Aru Gele, namely this dance). It is usually performed at rice planting events in the fields, gardens every year and at guest reception at Uma Lengge, therefore it is one of the cultural villages frequented by tourists and researchers. The Sambori people are moslem. The community's economic activities include carpentry, farming such as garlic, rice, corn, soybeans, coffee, avocado, big orange, candlenut, areca nut and live pharmacy plants such as ginger, turmeric, kencur, bangle, lempuyang and also raising cattle, chicken goats [2].

2. Study on the Potential Toga Plant Development for Ecotourism

1. Toga Plant Data in Sambori Village

Based on the research results, the potential of Toga Plants in Sambori Village can be seen in Table 1. as follows:

No	Local Name	Scientific Name	Local Name	Scientific Name
1	Toga	<i>Centella asiatica</i>	Lempuyang	<i>Zingiber zerumbet</i>
2	Temu lawak	<i>Curcuma xanthorrhiza</i>	Kumis kucing	<i>Orthosiphon aristatus</i>
3	Temu mangga	<i>Curcuma manga</i>	Jinten / bumbujo	<i>Cuminum Cyminum L.</i>
4	Jahe	<i>Zingiber officinale</i>	Kunyit putih	<i>Curcuma zedoaria</i>
5	Lengkuas	<i>Alpinia galanga</i>	Bidara	<i>Ziziphus mauritiana</i>
6	Kencur	<i>Kaempferia galanga L.</i>	Padi kuning	<i>Oryza sativa L.</i>
7	Bangle	<i>Zingiber montanum</i>	Padi ketan	<i>Oryza glutinosa</i>
8	Temu giring	<i>Curcuma heyneana</i>	Delima	<i>Punica granatum L.</i>
9	Temu hitam	<i>Curcuma aeruginosa</i>	Ruku-ruku hutan	<i>Ocimum sanetum L.</i>
10	Kunyit/huni	<i>Curcuma longa</i>	Kenanga	<i>Cananga odorata</i>

Sambori Village is located at an altitude of 500 to 800 meters above sea level, Sambori and its surroundings are overgrown with medicinal plants such as Ginger, Turmeric, Galangal, Noni, Temulawak, Kumis Kucing, Kencur, Bangle, Tempuyang and others that grow wild in the mountains of Lambitu, also cultivated by the community. The production and marketing process of Sambori residents for this medicinal plant is still very simple and traditional, namely by selling it from village to village, besides being used for personal needs. The potential of the toga plant in the village of Sambori has its own uniqueness and distinctive characteristics so it is interesting to visit because every yard of the house has an attractive toga plant for visitors to look at and see. This uniqueness potential fulfills the aspects of ecotourism attractions in line with the opinion [5] that states that one of the interesting attractions that can be packaged into ecotourism is flora attractions including the uniqueness of flora that exist in that location.

The ecotourism potential of the toga plant as the main attraction is something unique and different, coupled with the various types of cultural attractions in Sambori are actually a source of inspiration and enthusiasm for all regional components to develop the tourism sector. According to [6] the natural beauty and diversity of local customs and cultures are main assets that can be developed into attractive tourist products for tourists.

2. Data of Flora Potential

Potential data for flora other than toga plants in Sambori Village. It can be seen in Table 2 as follows:

Table 2. List of Plant (outside Toga) in Sambori Village

No	Plant Name	Scientific Name	No	Plant Name	Scientific Name
1	Pandan	<i>Pandanus sp</i>	20	Mahogany	<i>Swietenia mahagoni</i>
2	Lontar	<i>Borassus flabellifer</i>	21	Sengon	<i>Paraserianthes falcataria</i>
3	Legi bamboo	<i>Gigantochloa atter</i>	22	Jackfruit	<i>Artocarpus heterophyllus</i>
4	Paddy rice	<i>Oryza sativa</i>	23	Teak	<i>Tectona grandis</i>
5	Field rice	<i>Oryza sp</i>	24	Pare	<i>Momordica charantia</i>
6	Corn	<i>Zea mays</i>	25	Pumpkin	<i>Sechium edule</i>
7	Green beans	<i>Vigna Radiata</i>	26	Cucumber	<i>Cucumis sativus</i>
8	Cassava	<i>Manihot utilisima</i>	27	Bean	<i>Phaseolus vulgaris</i>
9	Soy	<i>Glycine max</i>	28	Tomato	<i>Solanum lycopersicum</i>
10	Peanuts	<i>Arachis hypogaea</i>	29	Kesambi	<i>Schleichera oleosa</i>
11	Sweet potato	<i>Ipomoea batatas</i>	30	eggplant	<i>Solanum melongena</i>
12	Gamal	<i>Gliricidia sepium</i>	31	Cayenne pepper	<i>Capsicum frutescens</i>
13	Elephant grass	<i>P. purpureum</i>	32	Acacia	<i>Acacia mangium</i>
14	Coconut	<i>Cocos nusifera</i>	33	Jackfruit	<i>Artocarpus heterophyllus</i>
15	betel nut	<i>Areca tacethu</i>	34	Banyan	<i>Ficus benjamina</i>
16	Rattan	<i>Calamus optimus</i>	35	Sonokeling	<i>Dalbergia latifolia</i>
17	Banana	<i>acuminata</i>	36	Sengon	<i>Paraserianthes falcataria</i>
18	Candlenut	<i>Aleurites moluccana</i>	37	Meranti	<i>Shorea leprosula</i>
19	Long beans	<i>Vigna sinensis</i>	38	Reeds	<i>Imperata cylindrica</i>

Based on the results, Sambori village has 38 types of plants other than toga plants, the number of plants is included in the very good diversity category according to [3] as a potential attraction for ecotourism carrying capacity. In Sambori village, plants are also used for handicraft materials that have existed since the time of their ancestors. Usually, these handicrafts are made from palm leaves (*Borassus flabellifer*), Pandan leaves (*Pandanus terorius*) as shown in Figure 3 and bamboo (*Gigantochloa atter*).

3. Data of Fauna Potential

Based on the results, the potential of fauna found in Sambori Village can be seen in Table 3. as follows:

Table 3. Fauna Data in Sambori Village

No	Name	Habitat
1	Cow	Stables and hills
2	Goat	Stables and fields
3	Chicken	Cage
5	Monkey	Forest
6	Buffalo	Stables and hills
7	Bird	Forest

4. Potential Attraction Analysis of Flora and Fauna

Based on the data on the potential of flora and fauna in Table 2 and Table 3, the results of the research above, the number of flora was recorded as many as 38 flora other than toga plants. Based on the criteria for the quality of flora diversity presented by [3] that the number of flora is included in the very good quality category, where the quality is very good, namely at least 31 types of flora that grow in the area. Then the potential number of fauna, namely there are approximately 7 fauna in the Sambori village area. Based on the quality criteria of fauna diversity presented by [3], Sambori Village is included in the Medium category with 7 species of fauna. The results of the analysis of the quality of flora and fauna above categorize Sambori Village as a village that can be developed into an ecotourism area because it has a variety of flora and fauna attractions that qualify as tourist attractions. The flora and fauna attractions complement the main attractions, namely the toga plant that is the uniqueness of Sambori Village. Toga plants are the dominant attraction because they are distributed over the village area that differentiates them from other villages.

5. Landscape Potential Analysis

The results of visual observations of the Toga Plant in Sambori Village area can be seen in Table 4 below.

Table 4. Recapitulation of Landscape Assessment

No	Landscape Component	Score	Criteria
1	Land Form	5	The vertical and hilly land, dominated by gentle slopes
2	Vegetation	5	Vegetation is dominated by black vegetation on the hills and toga vegetation in moor areas and house yards.
3	Water	3	The water comes from hills with clear conditions and adequate discharge
4	Colour	4	The colors in the rainy season vary widely, but in the dry season it is a little arid in the hilly areas
5	Scenery	5	The scenery is very wide reaching the Bima regency such as Woha, belo and the Bima bay area
6	Scarcity	4	A unique (different) area from other objects
7	Modification	0	No modification
Total score		26	

The scenery around the object is very influential as a whole, it shows that the object under study has its own uniqueness that differs it from other objects with Sambori Village. based on the landscape assessment criteria for natural tourism made by Buerau of Land Management which is quoted in [3]. The total score visual potential assesment of the landscape is 26, including in the category A class (high quality), based on this, Sambori village with distinctive features of toga can be developed as an Ecotourism object.

The landscape element contributes quite a lot to toga plant area of Sambori Village that consists of variations in the land form, the height and slope of the land, as well as the aesthetics of the natural panorama that forms interesting color combinations. Vegetation variations both in terms of structure and composition of the forest that are still fairly natural, form a microclimate that makes the surrounding atmosphere cooler and adds comfort to visiting tourists. This is in line with the opinion [7] that states that the most important elements that become the attraction of a natural tourism destination are natural conditions, natural phenomena (landscape), flora and fauna condition, and the culture of the surrounding community.

6. Accesibility

Accessibility is the ability of an area to connect with other areas. The high accessibility of an area can be a potential for regional development. The level of accessibility of an area is characterized by the better condition of the roads that connect one area to another. The accessibility to Sambori village from the city and district of Bima is relatively good. Sambori village is located in Lambitu district, 32 km from Sultan Salahudin Bima airport.

7. Amenity /Toursim Facility

Based on a survey conducted in Sambori Village, there are several public facilities that can be benefited by tourists, including mosques, public toilets, Uma Lengge huts and water sources.

8. Ecotourism Development Strategy

Based on the SWOT analysis on internal and external factors, the ecotourism development strategies to support Toga ecotoursim in Sambori village can be calculated as follows:

Table 4, SWOT Analysis Matrix

Internal	
<i>Strengths(S)</i>	<i>Weaknesses(W)</i>
1. There is a toga plant that is widely cultivated by the Sambori people in the yard and in the fields. 2. The landscape of Sambori Village area has a very interesting view 3. Sambori area has a relatively cold air temperature compared to Bima's air temperature generally because it is located in an altitude of 800 masl. 4. The types of flora and fauna in Sambori are very diverse and interesting 5. Sambori Village has unique local culture such as Lengge traditional house, traditional clothes, crafts and traditions that attract tourists.	1. Low marketing activities, promotions that are considered ineffective and promotions only by mouth, while the promotion is promotion through tourism, print and electronic media, social media in the form of Facebook, Twitter, Instagram, blogs, website lines, watshap as well as in the form of trainings, seminars, workshops at the level of related agencies so that they are younger and quickly recognized by the universal community. 2. The road infrastructure is not very supportive because the current road facilities are in very poor condition, especially if the summer and rainy season arrives. 3. Very minimal availability of amenities and facilities for ecotourism attraction activities 4. Active roles and community involvement that are considered less than optimal 5. Lack of involvement of stakeholders (local government, tourism office, transportation office) in implementing a more targeted development 6. Lack of data on potential and types of objects of ecotourism attraction
External	
<i>Opportunities(O)</i>	<i>Threats(T)</i>
1. The high interest in tourist visits to natural areas, one of which is the Sambori Village area 2. Active participation from the community leaders, especially in the development of tourist areas with the expectation that is standard of living and livelihood can increase 3. There are new jobs for the local community 4. The government attention to the increasing tourism secto	1. The low socio-economic condition of the community has resulted in illegal activities such as encroachment, illegal logging, illegal hunting, and material extraction. This clearly disrupts the balance of the ecosystem that can lead to loss of habitat for flora and fauna, thereby reducing the attractiveness of ecotourism. 2. Threats of natural disasters and drought that have caused the death of toga plants due to lack of water 3. The existence of tourism products that are more attractive and superior and similar, are tourism competitions, such as the same tourism objects found in other areas, for example Lombok especially in Labuhan Bajo and Komodo Island.
General Strategy	
S-O Strategy	W-O Strategy
1. Develop and increase the quantity and quality of toga plants to increase tourist visits in Sambori Village. 2. Increase the active participation of the community and community leaders in caring for and maintaining the landscape and landscape of Sambori village, especially in developing tourist areas with the hope that their standard of living and livelihood can increase or increase 3. Develop the handicraft potential of the Sambori village community by increasing government participation in developing community skills, 4. Develop the uniqueness of the local culture that is a complementary attraction for toga ecotourism.	1. Increase Sambori ecotourism marketing activities to increase the quantity of interest in tourist visits in Sambori 2. Improve and develop road access infrastructure to facilitate people's economic access. 3. Increase the quantity and quality of tourism facilities and infrastructure so as to increase tourist visits. Increase community participation in the development of toga tourism objects so as to open up new jobs.
S-T Strategy	W-T Strategy
1. Develop toga plant products to increase people income 2. Increase knowledge of disaster mitigation in the Sambori community to overcome natural disasters of drought and damage to toga plants due to lack of water 3. Increase the unique attractiveness of the cold sambori and the unique flora and fauna to be competitive.	1. Increase community knowledge in the promotion of Toga ecotourism 2. Increase the inventory quantity of tourism potential to support Toga plant tourism. 3. Increase the government's attention to Sambori toga plants

Source : Primary Data, 2020

The future strategy for developing ecotourism in Sambori Village includes the potential for high biological resources (SDA), both flora and fauna, and its unspoiled natural panorama. The potential that we have now is certainly very prospective in the future to be immediately developed as an ecotourism site. Ecotourism as a concept of sustainable tourism (sustainable tourism), which in its development plan must involve local communities for improving community welfare [8].

[9] revealed that ecotourism development is a strategy used to promote and improve the tourism conditions of an object and tourist attraction so that it can be visited by tourists and is able to provide benefits to the community around tourist objects and attractions as well as for the government. Ismayanti, 2009 explained that tourist attraction is the main focus of driving tourism in a destination. In a sense, tourist attraction is the main driver that motivates tourists to visit a place. The potential for tourist attraction has several objectives including; (b) obtaining benefits both from an economic perspective in the form of foreign exchange and economic growth as well as a social aspect in the form of increasing people welfare and eliminating poverty, (c) eliminating poverty by opening job opportunities and overcoming unemployment, (d) fulfilling people's recreational needs, as well as raising the image nation and fostering love for the country through exploiting domestic attractiveness, (e) preserving nature, environment and resources, as well as advancing culture through tourism marketing, (f) strengthening friendship between nations by understanding religious values, customs and community life.

Everything that is interesting and worth visiting and seeing is called an attraction, it is commonly said to be a tourist attraction. Attractions include panoramic views of stunning natural beauty such as mountains, valleys, canyons, lakes, beaches, sunrises and sunsets, weather, air and others. Apart from that, it is also in the form of human-created culture such as dance, music, religion, customs, ceremonies, fairs, anniversary celebrations, competitions, or other cultural, social and sporting activities that are special, prominent and festive [10].

The development of natural tourism objects is close to increase the productivity of Natural Resources in the context of economic development, so that it is always faced with conditions of interaction of various interests involving aspects of forest areas, local government, community aspects, and the private sector in a regional spatial planning system. . Constraints to the development of natural tourism objects are closely related to: (a) policy instruments in the utilization and development of area functions to support the potential of natural tourism objects; (b) The effectiveness of the functions and roles of natural tourism objects in terms of the coordination aspect of related agencies; (c) Institutional capacity and human resource capacity in managing natural tourism objects in forest areas; and (d) Mechanisms for community participation in the development of natural tourism [11].

IV. CONCLUSION AND SUGGETION

1. Conclusion

Based on data from research and discussion can be concluded :

- a. Sambori Village has a variety of toga plants that have the potential as a tourist attraction
- b. Sambori Village has a diversity of flora and fauna potentials as well as a very suitable landscape potential as a tourist attraction.
- c. The strategy for Toga Plant Ecotourism in Sambora Village in the future, among others : optimizing the potential of toga plants in terms of cultivation, land arrangement and potential for toga plant processing, developing the potential of high biological natural resources (SDA) both flora and fauna, and natural panoramas. That is still natural besides that it also optimizes the role of the village government and the community in developing ecotourism of the toga plant by developing facilities and infrastructure as well as promotion.

2. Suggestion

A further comprehensive study is needed on the development of tourism potential in Sambori so that it becomes a good tourism village.

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