

ABSTRACT

Lombok is one of the smallest island in the world that has a tourist attraction that is getting stronger, although still not equivalent compared with Bali which is still the main destination for local and foreign tourists when it comes to Indonesia. Density of daily activities make a lot of people in need of comfort and rest so it was inevitable when the needs of tourism are becoming increasingly attracted the attention of many people. Tourism activity is known as an event that greatly affect a person's psyche because it can make the mind becomes calm, make the heartstrings more entertained, especially if the travel destination is a beautiful place. Based on data obtained from the Central Bureau of Statistics, the number of visits in Lombok tourism in January to April 2013 increased compared with previous years, this means that the tourism destination in Lombok potent enough. The development of tourism in Lombok Island tourism development on the island of Lombok still need to be developed considering the island of Lombok is one of the national tourism destinations (DPN) in accordance with the government regulation (PP) number 50 of 2011 on the National Tourism Development Master Plan (master plan). West Nusa Tenggara provincial government has a program to increase the number of activities along with the introduction of cultural tourism. The program is "Visit Lombok-Sumbawa 'which has been unveiled from the year 2012. The program has been quite successful, but not optimal. Said was not optimal because there are still facilities that need to be added to further attract the potential tourists to visit Lombok. One of the facilities needed is a resort hotel. The protrusion Nature Lombok and its unique handicrafts and cultural nuances of Lombok needs to be brought to enhance the recreational experience that is different to visitors..

Keywords: *Development of Tourism, Lombok, Resort Hotel, Visit Lombok-Sumbawa*