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#### Title

SUSTAINING CULTURAL HERITAGE THROUGH GENDANG BELEQ: ETHNOGRAPHIC INSIGHTS INTO IDENTITY, SUSTAINABILITY, AND TOURISM IN LOMBOK, INDONESIA.

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#### Abstract

Gendang Beleq, a traditional musical ensemble of Sasak people in Lombok, Indonesia, embodies both cultural identity and heritage continuity. Rooted in the historical legacy of Lombok Kingdom, it remains a powerful symbol of social cohesion while also adapting to contemporary contexts. In the present era, where cultural heritage faces pressures from modernization and globalization, Gendang Beleq has also emerged as a resource for sustainable tourism and community empowerment. This study explores the historical, cultural, and sustainable tourism value of Gendang Beleq, a traditional musical ensemble integral to Sasak people of Lombok, Indonesia, examining not only its role in ceremonies, rituals, and local heritage preservation, but also its potential to foster cultural pride, intergenerational knowledge transmission, and economic opportunities through responsible and sustainable tourism development. The study employs a qualitative ethnographic approach, drawing on interviews, participant observations, and documentary analysis. Fieldwork was conducted in three culturally significant village, including Lendang Nangka, Kotaraja, and Kesik, where Gendang Beleq traditions remain vibrant. The findings highlight that Gendang Beleq is not only a cultural remnant of Lombok Kingdom but also a living tradition that continues to embody Sasak identity. Its practice has expanded into contemporary functions, including sustainable tourism activities such as cultural festivals, educational initiatives, and eco-cultural programs that encourage community participation and intercultural exchange. The study demonstrates that sustaining Gendang Beleq requires integrated cultural, environmental, economic, and education strategies. By linking traditional music with heritage preservation and regional development, Gendang Beleq exemplifies how local traditions can serve as dynamic resources for sustainability, identity formation, and tourism in Lombok.

#### Subjects

[LOMBOK \(Indonesia\)](#); [INDONESIA](#); [SUSTAINABLE tourism](#); [FOLK music](#); [IDENTITY \(Psychology\)](#); [COLLECTIVE efficacy](#); [ETHNOGRAPHIC](#)