

The Blue Economy Concept in Coastal Area Development and Marine Tourism in Indonesia

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Abstract: This investigation examines how the notion of the Blue Economy is being utilised in the development of marine tourism and the expansion of coastal regions in Indonesia. The purpose of this study is to analyse how the management of coastal resources, community empowerment, and environmental conservation affect the sustainable economic growth of the ocean. This examination is conducted by integrating the principles of the blue economy and sustainable development. According to the research findings, the most significant mediating factors with the potential to enhance the effectiveness of the blue economy's implementation are policy integration, governance, and technological innovation. The findings clearly demonstrate that, if the Blue Economy paradigm is adopted successfully, it has the potential to lead to balanced outcomes across ecology, economy, and society. In the end, the growth of regions along coastlines will be more sustainable and inclusive. By establishing a foundational basis for academics, practitioners, and policymakers, this conceptual approach enables them to formulate solutions grounded in evidence that will enhance the resiliency and competitiveness of Indonesia's coastal and marine tourism sectors within the scope of the global sustainable development agenda.

Keywords: Blue Economy; Sustainable Development; Coastal Resource Management; Marine Tourism; Policy Integration; Community Empowerment; Environmental Conservation; Marine Economy.

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1. Introduction

Indonesia is the world's largest archipelagic country and has the potential to become a global maritime axis. The Global Maritime Axis aims to make Indonesia a large, strong, and prosperous maritime nation by restoring Indonesia's identity as a maritime nation, protecting maritime interests and security in the face of threats, disturbances, obstacles, and challenges, and empowering maritime potential to realise equitable economic development. As an archipelagic country, Indonesia has thousands of islands and vast oceans, offering many diverse natural tourism opportunities. One type of tourism is marine and beach tourism. Indonesia is in a very strategic position, both geographically and climatically [7]. Indonesia is the largest archipelagic country in the world, consisting of more than 17,000 islands and with a coastline of 81,000 km, the second-longest

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in the world after Canada (81,000 km) [1]. The coast has a relatively narrow strip of land with abundant coastal resources, which are highly vulnerable to damage if the principles of sustainable management are not considered in their utilisation [11].

Coastal areas are designated and/or determined by the government based on criteria, such as physical, biological, social, and economic characteristics, that must be preserved. In contrast, marine areas are alternative types of tourism related to the sea and above it. There is the sea. Level and actions taken. Below sea level. Marine development plans must consider several main benefits, namely, empowering coastal communities. Coastal communities have extensive knowledge of the objective conditions in their own areas [3]. Therefore, the development of marine tourism areas must always start from a local community approach as an integrated planning model that provides opportunities for sharing and expansion for coastal communities. The coastal zone, as a transition zone connecting terrestrial and marine ecosystems, is located between the coast and land at high tide and extends into the sea for 12 nautical miles at low tide [10]; [12]. It is highly vulnerable to damage and change from various human activities. Developed countries and Coastal areas at Sea, as a natural resource of great importance to society and national development, must be managed holistically, sustainably, and optimally. Marine and coastal tourism are interconnected. Both depend on the ocean and the marine environment. Marine tourism primarily occurs at sea, for example, through sailing or diving. Coastal tourism occurs in coastal areas, including beach tourism and recreational activities such as swimming and sunbathing, coastal walks, and resorts [13].

The trend of marine and coastal tourism is expanding quickly, especially in Indonesia. A lot of people are beginning with this kind of travel. The major sector of the tourism business is made up of marine and coastal travel. Moreover, the most significant and rapidly expanding maritime economic sector is coastal and marine tourism. However, environmental harm from building construction and tourism-related activities in these places also happens in tandem with the growth of marine and coastal tourism. To promote sustainable tourism, a methodical approach to this issue must be developed. The growth of sustainable marine and coastal tourism can be aided by the application of the Blue Economy idea [4]. The sustainable use of natural resources and environmental preservation are the cornerstones of the blue economy. It appeared subsequent to the growth of eco-friendly travel. In addition to promoting effective resource use and management, the Blue Economy idea aims to guarantee sustainable resource availability, ecological balance, and environmental health [14]. Additionally, the idea of ecotourism is applicable. Ecotourism is a type of travel that enhances community welfare while preserving the environment. This paper's goal is to examine how Indonesia is implementing the Blue Economy idea to promote the growth of coastal areas and marine tourism [5].

2. Research Methods

The research method used is a literature search with a qualitative-descriptive approach (Figure 1).

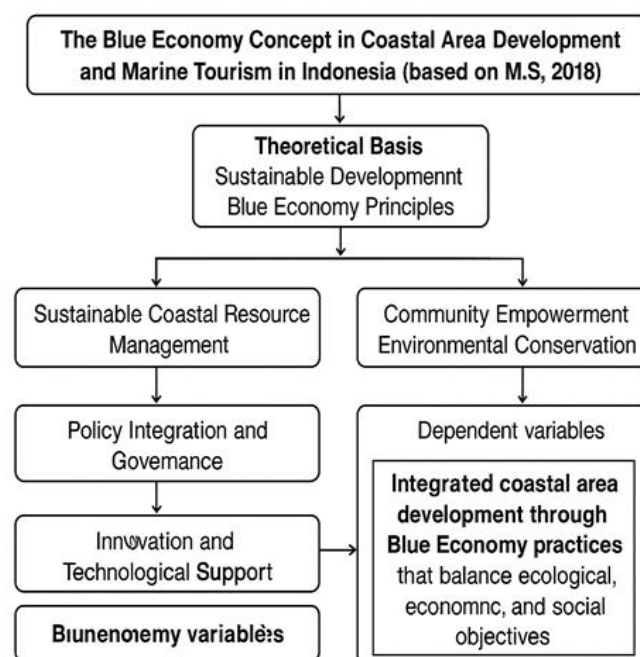


Figure 1: Researcher's framework of thinking based on literature study

Table 1 shows the organised framework that uses Blue Economy ideas to guide the development of coastal areas. It draws on theoretical foundations rooted in ideas of sustainability. The table lists important factors, including government, community empowerment, and resource management. Innovation and technical assistance are seen as crucial enablers of the Blue Economy's development. The framework guides coastal development that considers environmental, economic, and social concerns.

Table 1: Framework of blue economy–based coastal area development

Component	Description
Conceptual Foundation	The framework is rooted in sustainable development and Blue Economy principles as outlined in the literature.
Key Input Variables	Includes sustainable coastal resource management, community empowerment, and environmental conservation efforts.
Supporting Factors	Policy integration, governance mechanisms, innovation, and technological support strengthen the implementation process.
Blue Economy Variables	Elements that drive environmentally responsible and economically viable coastal development strategies.
Dependent Variable	Integrated coastal area development through Blue Economy practices that balance ecological, economic, and social objectives.

A literature study is conducted in depth, based on theoretical studies and other references related to the values, culture, and norms that develop within the social situation being studied. This type of qualitative descriptive research is a research method that utilises qualitative data and is described descriptively [6]. A literature review is used as a data collection technique: it involves collecting literature related to this research, analysing it, and drawing conclusions. The approaches used are sociological, historical, and pedagogical. The instruments used are keyword instruments developed by the researcher, in the form of documentation, literature review, and observation. Data collection for this literature review focused on analysing several models, research methodologies, and theoretical foundations of the Blue Economy Concept in the Development of Coastal Areas and Marine Tourism in Indonesia [9]. After data collection, the data were articulated, as shown in the facts related to the research title, so that, based on this, several facts would be formed to produce new knowledge. Data analysis was conducted using inductive and deductive methods to conclude the research [20].

3. Research Results and Discussion

The results of the research conducted are presented in Table 1 below.

Table 1: Analysis of studies related to maritime policy and safety

No.	Author	Objective	Research result
1.	Febriansyah et al. [16]	The purpose of this paper is to analyse the use of sea transportation in terms of security and safety.	Various types of maritime transportation are widely used in Indonesia, including fast boats. In improving public welfare and supporting social development, shipping activities here have not yet run smoothly. In this regard, the key benchmark is safety and security in maritime transportation. Field evidence shows that accidents frequently occur while using maritime transportation. Natural factors that can cause accidents include lightning strikes, ship sinkings, and so on. In addition to natural factors, human factors can also contribute to accidents at sea, such as failure to dock at the port, a lack of skills and knowledge from a captain's negligence, which can cause a ship to hit a reef, and so on. Based on existing laws, government maritime policies have not been fully implemented, resulting in various types of accidents. Regarding structural problems in the development of maritime potential, it has not been developed optimally in the maritime sector, fisheries, or economics.

2.	Wardani [17]	This journal aims to examine the use of marine transportation systems for security and safety in maritime practice.	Just as land vehicles in Indonesia have strong development potential, maritime vehicles do as well. However, in practice, maritime vehicles in Indonesia are not yet fully operational. Indonesia's maritime policy can serve as a buffer for the government in determining strategies, evaluating, implementing, formulating, and planning various maritime policy initiatives. Based on existing laws, government maritime policies have not been fully implemented, resulting in various accidents. Structural issues related to the development of maritime potential have not been optimally developed, whether in the maritime, fisheries, or economic sectors. Based on this, maritime policies are needed, starting with monetary, fiscal, and macro policies.
4.	Prakasa et al. [18]	Aims to find out related matters, the use of fast boats on several Bali beaches or harbours.	Tourists often use water transportation for activities during holidays or weekends. One popular form of water transportation for tourists is a fast boat. At Sanur harbour, there are many fast-boat options available. Booked online. When renting a fastboat at Sanur Harbour, the operator also explains safety and proper use of the boat on the water. There are various examples of safety practices when using a fastboat, including always being careful when driving, not joking, paying attention to someone experiencing motion sickness, drinking ginger, which is not recommended for pregnant women, always providing a life jacket, paying attention to the weather, choosing a comfortable sitting position, and so on. Tourists at Sanur Harbour said they were more relaxed on a fast boat than on other forms of transportation. Leisurely walk along the beach.
3.	Dalaklis [19]	Aims to find out about security and safety in shipping.	Safety during maritime navigation must be addressed as early as possible. Failure to do so will negatively affect everyone who uses maritime transportation. There are various types of maritime transportation, including fast boats. The law governing Indonesia's shipping system is Law Number 17 of 2008 concerning Shipping. Within the shipping concept, several implementations must be considered, including supervision, monitoring, and enforcement of shipping guidelines. Although safety measures are in place at sea, their implementation remains insufficient, for example, in the issuance of ship transportation certificates. The ship's seaworthiness has not been fully inspected.

4. Discussion

4.1. Blue Economy

Blue economy(Blue economy is a model of economic development approach, which is no longer based on economic development based on excessive exploitation of natural resources and the environment, but is a big leap forward in development, leaving behind economic practices aimed at short-term profits and the economy drives development, as well as a low-carbon economy. The Blue Economy approach model is expected to address the interdependence between the economy and the ecosystem, as well as the negative impacts of economic activities, including climate change and global warming. The blue economy is a new concept of marine and fisheries development based on balanced economic development, utilising marine and fisheries resources supported by optimal and sustainable environmental management. The blue economy development is synergistic with the implementation of the triple strategy, namely pro-poor (poverty alleviation), pro-growth (growth), pro-job (labour absorption), and pro-environment (environmental protection).

Approaching the program. When the carrying capacity of nature (resources) and the carrying capacity of the environment are not balanced and are no longer strong enough to adapt and facilitate population activities (quality, quantity, and mobility of the population), then automatically our lives and the lives of future generations are threatened by our mistakes caused by environmental damage. To prevent this, understanding, awareness, and learning (from others) about the importance of protecting the environment are needed. The Blue Economy concept was developed to address the challenges posed by the exploitative and environmentally destructive tendencies of the global economic system. While the principles of resource

efficiency, low-carbon economy, and social inclusion have been in place, they have not been able to address humanity's desire to use more natural resources. Its essence is as follows:

- **Blue economy Learn from Nature:** Imitate the way nature (ecosystems) works, work efficiently according to nature's specifications, and enrich nature without reducing natural resources.
- **Ecosystem Logic:** Water flows from the mountains, transporting nutrients and energy to meet the basic needs of all living animals and plants, balancing the ecosystem's life system. This is how ecosystem functions are modelled on the Blue Economy. Gravity distributes energy well and uniformly without using outside energy. Sunlight is converted into energy for photosynthesis in order to sustain the living system for all of its components.

Inspired by 100 New Ideas - There are now 100 realistic economic ideas that have been tested in the real world. This means that ecosystems will always take nutrients and energy without leaving waste. They will use the capacities of all its members, which will make it easier for everyone to achieve their basic needs. This shows that we are getting things done. In the end, the blue economy not only helps the economy thrive, but it also helps the environment and society stay healthy. The blue economy is an economic paradigm that aims to promote a sustainable economy. It grows in a way that is comparable to how ecosystems do. This is inseparable from the principles contained in the blue economy concept, namely:

- Efficiency of natural resources.
- **No loss:** Nothing is wasted - the waste from one process is food for another - the waste from one process is a source of energy for another process.
- **Social inclusion:** Self-sufficiency for all - social justice - more jobs, more opportunities for people with low incomes.
- **System production** **circular:** Earn without limit until you regenerate, balancing production and consumption.
- **Innovation and infinite adaptation:** The principles of the laws of physics and sustainable natural adaptation.

4.2. Coastal Areas and Marine Tourism

Coastal and marine tourism are distinct forms of tourism, yet closely related due to their water and marine elements. Marine tourism is a form of tourism entirely related to and dependent on the sea and marine environments. Marine tourism encompasses a wide range of marine activities, with sailing and fishing predominating. Other recreational activities related to water include scuba diving, underwater fishing, water skiing, windsurfing, trips to marine parks, and wildlife viewing (often in coastal waters). The ocean, its supporting facilities, and infrastructure are typically located on land. These facilities vary from large ports to purpose-built harbours with moorings for yachts and small boats, to individual service agencies (tour guides, instructors), medium-sized private companies, and even large corporations (such as cruise lines) [8]. Coastal tourism is also a form of tourism where the water/sea element is more dominant and is seen as the greatest asset and benefit. Activities include beach tourism and other recreational activities such as swimming, sunbathing, and coastal walks. Scientists believe that the most widespread type of coastal tourism is part of urban development projects (second-home development), within tourist resorts (i.e., with hotel complexes), or independently (without planning), in connection with second homes (second-home tourism).

In coastal tourism, all the necessary infrastructure and amenities, such as hotels, resorts, second homes, condominiums, and so on, are solely on land and are usually adjacent to the beach. Marine tourism mainly happens in cities and other metropolitan areas, but the facilities that come with coastal tourism are usually some of the most precious in the world. These include estuaries, wetlands, coral reefs, and other fragile parts of natural ecosystems [8]. Marine and coastal tourism is one of the oldest types of tourism and the biggest part of the tourism business. Also, coastal tourism is the most important and fastest-growing business at sea. But building and tourism can have some of the worst effects on the environment.

Human activities affect the quality and quantity of natural resources, including hotel and resort construction, port and boat construction, coral reef migration, snorkelling and diving, fishing, soil pollution, and sedimentation [3]. Yachts and cruise ships, which make up the largest share of marine tourism, contribute to high levels of water pollution (due to waste-disposal practices) and air pollution (especially from cruise ship emissions). At the same time, other marine tourism activities (day trips, underwater fishing, etc.) also contribute to marine degradation, especially in the surrounding areas, due to their spatial structure (close to urban areas and as close as possible to the coast). As for coastal tourism, most activities involve the construction of villas and seaside resorts, which tend to damage the coastal environment. Homes, resorts, hotels, and other hard infrastructure contribute to coastal change, water pollution, and decay.

4.3. Development of Marine Tourism in Coastal Areas

Law No. 10 of 2009 concerning Tourism, in Chapter IV, articles 7, 8, and 9, states that tourism development is based on a tourism development master plan consisting of a national tourism development master plan, a state tourism development master

plan, and a state tourism development master plan. Tourism development planning is organised at the district/city level. According to Pattimukay [5], the direction of tourism development policy based on PP number 50 of 2011 carries the vision of "Realising Indonesia as a leading tourist destination that is competitive, sustainable, and able to encourage regional development and community welfare", which is implemented by:

- A tourist destination that is safe, comfortable, attractive, easily accessible, environmentally friendly, and increases national, regional, and local income.
- Synergistic tourism marketing leads to increased domestic and international tourism.
- To become a competitive and reliable tourism industry, build business partnerships, and be responsible for the natural and socio-cultural environment.
- Effective and efficient government organisations, local governments, public and private sectors, human resources, regulations, and operational mechanisms to facilitate the realisation of sustainable tourism development.

Domestic tourism development requires preserving Indonesia's distinctive characteristics, particularly its natural resources, culture, and local wisdom. Religious norms and cultural values in all environments influence the development of national tourism, shaping a lifestyle that prioritises ideology, politics, economics, socio-cultural factors, and defence and security. Regional development must also consider the potential for superior tourism (natural and cultural) and for creative products generated by community creativity. Tourism development must consider several factors that support tourism objectives. Buhalis [2] suggests that most travel destinations consist of the following core components, referred to as the six frameworks: attractions, accessibility, facilities, available packages, activities, and additional services. Specifically, the World Tourism Organisation [15] defines travel destinations based on six factors: attractions, public and private facilities, accessibility, staff, image and character, and price, which can be explained as follows:

- Tourist attractions are usually the centre of attention for visitors and may be the first motivation for visiting. Attractions are categorised into natural attractions (beaches, mountains, parks, weather), buildings, and "I can do it."
- Building Basic visitor infrastructure, public transit, roads, and direct visitor services including places to stay, visitor information, recreational facilities, guides, operators, food courts, dining venues, and shopping facilities are all examples of supporting services and facilities.
- Accessibility is very easy for visitors to reach their destination by land, air, rail, or sea.
- Personnel Tourism is a labour-intensive industry, and interaction with local communities is a crucial aspect of the tourism experience. An educated tourism workforce and local communities, recognising the benefits and responsibilities associated with tourism growth, are essential elements and must be managed in accordance with destination strategies.
- An original image is essential for attracting visitors. Destination image encompasses uniqueness, scenery, environmental quality, safety, service levels, and hospitality.
- Price is a crucial factor in motivating tourists to visit a destination. Price factors include transportation costs to and from the destination, as well as accommodation, meals, and tour services.

In relation to the six elements of tourism destinations described above, the blue economy concept can be applied. In terms of tourism destinations, the government must create destinations that are environmentally conscious and environmentally friendly. Activities and environmental damage do not reduce the abundance of flora and fauna. Examples of natural attraction concepts include turtle conservation, coral reef conservation, and others. Vulnerable tourist destinations should be identified, and restrictions on tourism activities in those areas should be implemented.

5. Conclusion

To address this issue, sustainable tourism development must be implemented. Any understanding that positions tourism as a tool of exploitation must change its behaviour in line with sustainable values. The blue economy concept can be applied to the tourism industry, particularly marine and coastal tourism. The blue economy concept focuses on sustainability through environmental protection and the sustainable use of natural resources. This aligns with sustainable tourism development. The six elements of a tourist destination outlined in the Blue Economy concept must also be implemented. Finally, the Blue Economy ensures that development not only generates economic growth but also ensures ecological and social sustainability. In general, the Blue Economy can be understood as an economic model that promotes the sustainable functioning of ecosystems. Therefore, the blue economy concept is appropriate for application in sustainable tourism development. In addition to the blue economy concept, ecotourism can support sustainable tourism development. Ecotourism is an environmentally conscious form of tourism that prioritises environmental protection, community welfare, and the promotion of learning/education. Ecotourism aims to utilise the full potential of natural and cultural resources as a sustainable source of income. The concept of ecotourism aligns with the blue economy, which requires a balance between economic growth and environmental and social sustainability.

Indonesia must take more concrete actions internally to combat illegal fishing activities, such as increasing its water patrol fleet, strengthening its capacity and equipping it with technical equipment, and increasing the number of fishing vessels above 30 GT and the most advanced technology for better access to the Indonesian EEZ control area, while also signaling Indonesia's continued presence as a sovereign right to secure its exclusive waters effectively.

Indonesia's machinery must also take firm action against violators of Indonesian water sovereignty and perpetrators of illegal fishing. Even if laws and regulations are improved, and facilities and infrastructure are equipped, the problem of illegal fishing cannot be resolved without robust law enforcement and a change in law enforcement officers' mentality. On the other hand, Indonesia must seek a strong commitment from its Southeast Asian neighbours (particularly Thailand, Vietnam, the Philippines, and Malaysia) to jointly and seriously combat illegal fishing, including an agreement to conduct joint patrols in territorial waters coordinated and carried out regularly by non-military security forces (such as the Coast Guard). Actions to combat international illegal activities, including illegal fishing, are usually carried out by non-combatant (non-military) security forces, because the perpetrators are not state armed forces and their crimes are usually aimed at material gain. Through this paper, the researcher would like to provide recommendations to the relevant government regarding tourism development (marine and coastal tourism). There are six elements of a tourism destination based on the blue economy concept that must be considered. Furthermore, the concept of ecotourism can also be applied. By implementing these concepts, tourism development and promotion must grow in accordance with the principles of innovative and sustainable development. Therefore, the growth of marine and coastal tourism must not only drive economic growth but also promote ecological and social sustainability.

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