



The Development of Coastal Marine Tourism in the Era of VUCA from a Blue Economy Perspective: The Ambon Case

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Abstract. This research was conducted to analyze the development of coastal marine tourism in the era of VUCA from a blue economy perspective: the Ambon case. The approach in this research is qualitative. Meanwhile, the data collection in this study includes: FGD, interviews, and documentation. The results of the study found that the development of coastal marine tourism in the era of VUCA from a blue economy perspective in Ambon island is not fully optimal. The development of marine tourism in Ambon Island Coastal marine tourism should be more directed at how to optimize the empowerment of the potential for development of coastal areas of the seas, namely by paying more attention to: Recoverable resources, on recoverable resources, environmental services, and needs to be directed towards efforts to create harmonious interrelationships and mutual care between the elements of the physical, social and economic environment. So that, it can increase regional income, expand employment, encourage the development of new types of businesses.

Keywords: Marine Tourism, VUCA Era, Blue Economy.

1 Introduction

Indonesia is a maritime country with an area of approximately 70% sea and 30% land, consisting of 17,000 islands and a coastline of more than 99,000 km [1]. Besides that, Indonesia has attractive tourist destinations from Sabang to Merauke, from Miangas Island to Rote Island. Therefore, Indonesia has great potential and is very conducive in implementing blue economy policies, especially in the tourism sector. The tourism sector is one of the largest foreign exchange earners for Indonesia [2], [3]. Indonesia as an archipelagic country has great potential to develop marine tourism in almost all Provinces. Marine tourism is a prime mover of economic growth for coastal communities [4]. Marine tourism is a representative form of implementing blue economy policies as well.

Blue economy is a framework for sustainable development that considers the integration of conservation in spatial planning, sustainable use, extraction of oil and mineral wealth, bio prospecting, sustainable energy production, and sea transportation [5].

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In Indonesia, the blue economy vision is embodied in the framework of the Indonesian National Long Term Development Plan (RPJPN) 2005-2025 and the National Medium-Term Development Plan (RPJMN) 2020-2024. [6], [7]. The great potential for marine tourism development lies in the eastern region of Indonesia, whose sea area is much larger than its land area, and consists of many islands. Coastal areas need to be concerned because social problems often arise which are multi-national and multi-perspective in nature [8].

One of the Provinces with maritime characteristics is Maluku. Maluku with the beautiful archipelago characteristics, diverse culture and local wisdom of the population, if it maximized for the development of the tourism sector will have great potential and contribute greatly to increasing people's income. However, on the other hand, the governance of tourism sector in Maluku is still conventional [9]. Even though Maluku Province, which has archipelagic characteristics with a land area of approximately 7.6% and 92.4% sea area, directly bordered by three major islands in Indonesia: Sulawesi, Papua and Halmahera, very potential to make Maluku have a strategic position to become a maritime epicentrum in Indonesia [10], [11].

Ambon Island is one of several islands in Maluku Province. Coastal tourism on the Ambon Island is famous for its underwater beauty which is one of the best diving and snorkeling spots in Indonesia. Therefore, the development of marine tourism in the coastal areas of Ambon Island from the blue economy perspective is very potential and important, especially in the context of the VUCA era. However, currently the development of marine tourism in the coastal areas of Ambon Island in VUCA era is still facing various challenges. First, the condition of the development of the tourism sector on the island of Ambon until now has not been a top priority for the Local Government [12]. Second, the development of the tourism sector in coastal areas in increasing economic value for the community is still not optimal. The (BPS) report shows that Maluku Province is still falling as the 4th poorest Province in Indonesia [13]. Third, tourism infrastructure is still limited, and still rare to find massive marketing of local products as souvenirs typical of the region [14]

Fourth, there is still lack public awareness of protecting the environment, as well as limited infrastructure in processing waste and garbage that could threatens the sustainability of coastal and marine tourism [15]. This is unfortunate considering society is a central factor in the implementation of the blue economy. On the other hand, the potential for the development of the blue economy in marine tourism in the Ambon City is very large [16]. Ambon Island has around 44.58% of marine tourism destinations or as many as 37 marine tourism destinations out of a total of 83 tourism destinations in Maluku [17].

The VUCA philosophical argument actually comes from the U.S. Army War College to describe the increasingly uncertain global dynamics after the Cold War [18], [19]. However, the VUCA diction then also used universally by the public and private sectors. The blue economy has significant potential in the VUCA era, but it also faces challenges. Vierros defines the blue economy as the sustainable use of oceanic resources, and highlights the importance of managing oceanic sustainability and collaborating across nation-states and public-private sectors [20].

Meanwhile, Martínez-Vázquez et al. [21] analyzes the scientific production of the blue economy in VUCA era and finds that it is growing in importance, with governments promoting it for national economic development. The paper also highlights the need for alliances between sectors and the incorporation of the circular economy to achieve a sustainable blue economy. Finally, Pauli and Sarker et al. suggests that the blue economy business model can shift society from scarcity to abundance by tackling environmental problems in new ways, creating economic benefits via job creation, reduced energy use, and more revenue streams [22], [23].

There have been several previous studies that research VUCA (Volatility, Uncertainty, Complexity, and Ambiguity), for example, which examined VUCA in the context of: supply chain management [24], SMEs' performance (in terms of financial and innovation performance) [25], making business policies and strategies [26], determinants of agile leadership and job satisfaction [27], and policy risks using big data analytics [28]. However, there has not been any research that has elaborated yet on coastal marine tourism from a blue economy perspective in the VUCA era. According on several factual and conceptual problems above, as well as the novelty, this research was conducted with the following problem formulation: how is the development of coastal marine tourism in the era of VUCA from a blue economy perspective in the Ambon island?

2 Method

The approach in this research is qualitative. The stages of the research included: Research preparation, preparing secondary data collection and pre-research data from the proposing team from previous studies with the theme: Formulation of an empowerment model for the Lease archipelago community in Maluku. From the results, the research findings were obtained marine tourism potential for the people of Maluku, and it potential to be utilized in the development of the coastal tourism sector which will support the implementation of blue economy policies [29]. Furthermore, the data collection stages in this study as follows:

1. FGD and interviews at the central government level with the National Development Planning Agency, the Ministry of Fisheries and Maritime Affairs, and the Ministry of Tourism and Creative Economy.
2. FGD and interviews at the local government level with the Ambon City Government: Regional Development Planning Agency, Tourism and Culture Office, Fisheries Service, Industry and Trade Service, Cooperatives and Micro Business Office, Sirimau District Head, Baguala District Head, Nusaniwe District Head, Teluk Ambon District Head, District Head South Leitimur, community leaders, traditional leaders, religious leaders, the general public, non-governmental organizations (NGOs), as well as micro, small and medium enterprises in Ambon City.
3. The secondary data selection which related with this research from online media, journals, and documents regarding the realization of the blue economy policy or program on Ambon City, and tourism potential that can be developed, also local

wisdom of coastal communities on Ambon Island that have the potential to support the development of coastal tourism.

After the data has been collected, the next stage is data analysis using the formulation from Mc Nabb with 6 steps, namely: 1) Organizing data; 2) Categories, themes and patterns; 3) Data coding; 4) Application of ideas, themes and data categorization; 5) Search for alternative explanations; and 6) Writing and presenting reports [30].

3 Results And Discussion

3.1 3.1 Potential of Ambon Island Marine Tourism

Marine tourism on the island of Ambon provides a special attraction for tourists, as seen by the increasing number of visitors in 2017-2018, decreasing in 2019-2020 due to the Covid-19 pandemic, and increasing again in 2021 (as shown in graph 1). The increase in the number of tourists is also equivalent to the increase in Ambon City's Local Revenue (PAD), as shown in graph 2.

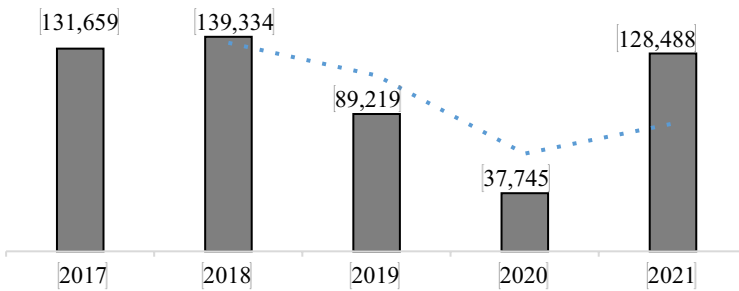


Fig. 1. Number of Ambon Island Tourists
(Source: Ambon City Tourism Office 2022)

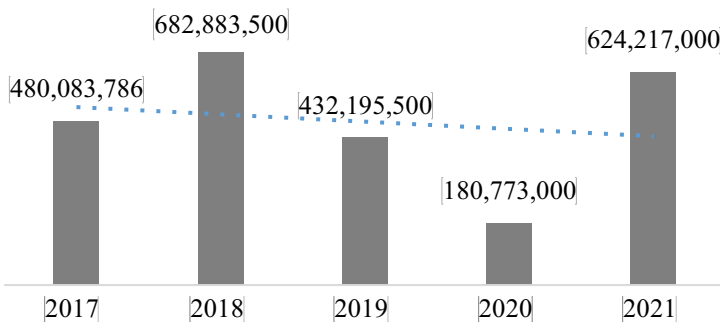


Fig. 2. Marine Tourism Contribution to Local Revenue of Ambon City
(Source: Ambon City Tourism Office 2022)

The Ambon City has a marine area with unique biodiversity that potential to be used as a tourist attraction, especially marine tourism including underwater tourism. Ambon City has 5 (five) ecological regions namely: 1) Ambon Dalam Bay; 2) Ambon Luar Bay; 3) Baguala Bay; 4) South Coast of Ambon City; and 5) Seven Island. From these 5 ecological regions, each has diverse characteristics of potential biodiversity [31]. Furthermore, in the Maluku Province there are also 969 species of shellfish, namely 665 species of snails with 13 species of economic value and 274 species of shells with 21 species of economic value. In addition, there is potential for fishery resources consisting of Pelagic Fish, Demersal Fish and other marine biota that have high economic value [32].



Fig. 3. Resources of Fishery, Coral Reefs, and Sponges in Ambon Island Marine
(Source: Research Documentation)

3.2 Opportunities for Marine Tourism Development in Ambon Island

Opportunities for the development of fisheries business units through marine tourism on the island of Ambon rely on several core factors such as: 1) The existence of fishery business units which include: fish farming business units in KJA, ornamental fish farming business units in hatcheries and aquariums, consumption fish breeding and growing business units in concrete ponds and bioflock ponds, fresh fish and live fish outlet business units, traditional fish processing business units for asar fish, mangrove nursery business units and fishing villages. Various stalls and restaurants serving fresh fish that has just been lifted from the sea, in Ambon Bay; 2) The attractions of marine tourism on Ambon Island include: exotic natural panoramas in the form of Ambon Bay, Tanjung Martha Alfons, the beauty of floating buildings in the form of KJA units, the western part of Ambon Bay with the Red and White Bridge as a background; 3) The position

of Ambon Island which is the capital of Maluku Province is a transit city for visitors to various tourist destinations in Maluku.

Marine tourism spots on the island of Ambon include: 1) Floating Net Cage (KJA) in the Poka area; 2) Ornamental Fish Marine Cultivation Development Center (BPBL) Waiheru area; 3) Mangrove seeding in the Waiheru area; 4) Processing of Asar Fish in the Galala area; 5) Snorkeling at Tanjung Martha Alfons in the Poka area; 6) Feeding fish in KJA BPPP Ambon; 7) Eat fresh fish at KJA BPPP Ambon, in many cafes and restaurants around Ambon bay with very attractive views; 8) Bring home live fish or fresh fish from Marthafons fish outlet.

3.3 Development of Marine Tourism on Ambon Island

Implementors of marine tourism spots are people who live on the coast of Ambon Bay. The empowerment mechanisms built are: 1) Providing incentives to tourist spot managers on each visit; 2) Help promote products provided by tourist spots to each visitor; 3) Helping efforts to develop tourist spots through the development and coaching of community groups; 4) Build connectivity with related stakeholders; 5) Providing opportunities for the community by building new tourist spots which will be combined into educational marine tourism at the Fisheries Training and Extension Center (BPPP) of Ambon City.

The expected feedback from this empowerment is that the tourist spot manager must clean the spot environment from trash, so that the spot becomes clean and the cleanliness of the Ambon Bay environment will develop as the number of existing tourist spots increases. The development of marine tourism on Ambon Island involves various stakeholders who support conservation efforts, including: 1) Collaborating with the Coral Triangle Center (CTC) for Sustainable Marine Tourism Training of Trainers (TOT) activities, where training participants come from various institutions in Ambon City who can partner with BPPP Ambon in building an Educational Marine Tourism program; 2) The trainers who were prepared to train spot managers integrated into the Educational Marine Tourism program came from various institutions in Ambon City, namely: the Maluku Provincial Tourism Office, the Maluku Province Cooperative and MSME Training Center, the Cultivation Development Center Ambon Sea, etc;

3) Collaborating with CTC to carry out Sustainable Tourism Training for managers of tourism activities. The participants who were trained were marine tourism managers including marine tourism spots in Ambon Bay; 4) Collaborating with Conservation International (CI) to carry out marine tourism activities on the Ambon Island with participants coming from various government agencies and universities namely: Maritime Affairs and Fisheries Office of Bali Province, Maritime Affairs and Fisheries Service of West Papua, Conservation International Jakarta, Pattimura University, etc; and 5) Collaborating with the Ministry of Foreign Affairs to carry out educational marine tourism activities in Ambon Dalam Bay with participants coming from representatives from several countries in Africa namely: Algeria, Egypt, Namibia, Madagascar, etc.

3.4 The Impact of Marine Tourism Development

Impact on Tourists. Tourist visitors always expect interesting experiences from their tourism activities. On marine tourism on the island of Ambon, visitors will get very interesting experiences and add to their knowledge, namely: 1) Knowing about various types of seawater fish, both for consumption, rare fish, ornamental fish, protected marine biota, etc.; 2) Feel the sensation of boarding a ship in the bay waters; 3) Feel the sensation of swimming with large giant trevally fish; 4) Knowing various things about mangroves; 5) Know the process of traditional fish processing; 6) Feel the beautiful sensation of snorkeling; 7) Obtain a certificate from the Ambon Fisheries Training Center, etc.

Impact on Society. The impact of the development of marine tourism for the community is that the community has turned to small businesses such as preserving fish into salted fish (fish crackers), shredded fish and sago. However, the challenges that are commonly faced by small traders, namely: business capital, getting customers, marketing strategies that are not creative yet, and the ability to manage finances. Another obstacle is the minimal attention of the Local Government in assisting the community, counseling with an entrepreneurial perspective has not been intensively carried out.

The household product business on Ambon Island has not paid attention to the impact of waste output from business activities. Waste, both chemical waste and organic waste, will directly or indirectly affect the habitat and ecosystem life, therefore, it is necessary to have science and technology in treating waste output. Blue and Green Economy (BGE) is important because the marine and fisheries economic sector has abundant resources that promise profitable businesses and can absorb a large number of workers. In other words, the management of marine and fishery resources can overcome the high unemployment and poverty rates.

By developing the marine economic sector, it will create centers of prosperity spread throughout Indonesia. This can solve the nation's chronic problems in the form of development inequality between regions, brain drain, and urbanization. Intensive assistance must be carried out for small, micro and medium enterprises (MSMEs) who manage fishery products and support the development of marine tourism on Ambon Island. Through mentoring, it can be ensured that business actors can have attitudes and characters that not only generate business profits but care about the surrounding environment, especially in VUCA era.

4 Conclusion

The development of coastal marine tourism in the era of VUCA from a blue economy perspective in the Ambon island is not fully optimal. The development of marine tourism in Ambon Island Coastal marine tourism should be more directed at how to optimize the empowerment of the potential for development of coastal areas of the seas, namely by paying more attention to: 1) Recoverable resources; 2) Non recoverable resources, and; 3) Environmental services. In addition, the development of marine tourism in the coastal area of Ambon Island ideally needs to be directed towards efforts to create harmonious interrelationships and mutual care between the elements of the physical, social

and economic environment. So that it can increase regional income, expand employment, encourage the development of new types of businesses, and it is hoped that it will be able to increase public awareness about natural resource conservation, especially in the VUCA era. The need to build public awareness of the importance of biodiversity as a natural resource, its function in ecological processes, and its role in social and cultural matters encourages the creation of conservation strategies. Especially, to ensure the supply of biological resources in the concept of sustainable development in the VUCA era.

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