



Unlocking the Potential of Water Tourism: Pioneering the Ideal Concept for a Blue Economy in Wonosari Village

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Abstract— This research tries to gather information from related stakeholders; the government, the local community, and the tourists for what exactly they have and what they need for the tourism in Wonosari Village. This research is expected to become a piece of beneficial information for the government of Wonosari Village about a proper concept for developing water tourism in the village. The data for this research was collected through interviews and questionnaires. A series of interviews were done with related stakeholders including the government and local community of Wonosari Village to gather information and perceptions towards tourism and future development planning. Besides, the data about tourists' perceptions and expectations were collected through questionnaires. The data is then analyzed systematically to identify the ideal water tourism concept supporting the blue economy for the Wonosari Village, Bengkalis community. The results of the study show that the concept of ideal water tourism in the blue economy context involves several important aspects. First, sustainable environmental management, including reducing waste, conserving water resources, and protecting aquatic ecosystems, is a key prerequisite. Second, the active participation of local communities in the development and management of water tourism is an important key to ensuring a positive impact on the local economy and people's welfare. In addition, the concept of ideal water tourism that supports the blue economy also includes the integration of social and cultural principles. Empowerment of local communities, community-based sustainable economic development, and preservation of maritime cultural heritage are important components in achieving blue economy goals through water tourism. The findings of this research can be used by governments, decision-makers, and related stakeholders in planning and developing sustainable water tourism destinations and contributing to sustainable economic growth.

Keywords—water tourism; blue economy; Wonosari Village

I. INTRODUCTION

Bengkalis is an island in Riau Province where the capital city of Bengkalis Regency located. Wonosari is a village in Bengkalis sub-district of Bengkalis Regency in Riau Province. This village has several potential advantages to be developed as a tourism destination. First, the accessibility; this village is located very close (only 2.5 km) to the central city of Bengkalis. Second is the nature; the lake in this village makes it captivating for its view and also sets this village as the only place where water resources are available for Bengkalis community which is organized by the Bengkalis Municipal Water works (PDAM). Third, already known for its water tourism; Wonosari Village also used to be popular for the people inside and outside Bengkalis Regency with its water-based recreation objects such as a waterpark and swimming pools built and organized by the government of Bengkalis Regency. However, it was not successful and only lasted for several years (2012 to 2015). The government of the village, then, tried to do some efforts by creating several tourist attractions such as building a water park, holding fishing competitions, traditional children's competitions, and building stalls for food vendors[1]. However, those efforts seem to be a series of trial and error they, until now, still seeking an ideal conc Based on those experiences, the government of Wonosari Village is aware that they need some support from related stakeholders including the local government and also the academists to have specific planning and proper concept to develop their village tourism sector as well as to develop the economy of the local community.

This research tries to gather information from related stakeholders; the local government, the local community, and the tourists for what exactly they have and what they need for the tourism in Wonosari Village. This research is expected to become a piece of beneficial information for the government of Wonosari Village about a proper concept for developing water-based tourism in the village to realize a blue economy for the welfare of the society.

II. THEORETICAL FRAMEWORKS

A. BLUE ECONOMY AND WATER TOURISM

Since it was first introduced by Pauli (2010), the concept of the blue economy has gained significant attention in recent years as a sustainable approach to economic development that promotes the conservation and responsible use of marine and coastal resources. Water tourism, which encompasses activities and attractions related to bodies of water such as beaches, lakes, rivers, water parks, and other forms of water always has the potential to contribute to the realization of a blue economy. In the context of Wonosari Village of Bengkalis, the ideal water tourism concept becomes relevant as it offers an opportunity to leverage the village's natural and man-made tourism attraction potentials including the reservoir, ground-water pool, fishing area, and many

others to foster economic growth while ensuring environmental sustainability. By embracing the principles of the blue economy, Wonosari Village in Bengkalis-Riau can aim to create a tourism sector that not only generates economic benefits but also preserves the local ecosystem and empowers the community. However, the successful implementation of an ideal water tourism concept requires a comprehensive understanding of the village's socioeconomic context, environmental conditions, and community aspirations. It is crucial to conduct research that explores the specific needs, opportunities, and challenges faced by Wonosari Village and Bengkalis communities in relation to water tourism and the blue economy.

This research aims to see deeply the users' perceptions and expectations towards an ideal water tourism concept for Wonosari Village that aligns with the principles of the blue economy to fulfill the people's (tourists') expectations and, at the same time, to improve the economy of the community (the villagers). By conducting an in-depth analysis of the village's natural resources, community dynamics, and economic potential, this study seeks to propose strategies and recommendations for sustainable water tourism development.

The definition of water tourism from experts may vary depending on their point of view and area of expertise. Water-based tourism relates to any touristic activity undertaken in or in relation to water resources, such as lakes, dams, canals, creeks, streams, rivers, canals, waterways, marine coastal zones, seas, oceans, and ice-associated areas [1,2,3,4,5,6]. Water tourism, according to environmental experts, is a form of tourism that focuses on exploring and understanding aquatic ecosystems. This involves education about the importance of conserving water, conserving water resources, and protecting the water environment. Water tourism also involves observing and participating in water ecosystem maintenance activities, such as coral reef restoration, beach cleaning, or planting of seed reefs. On the other side, tourism economists say that water tourism is a tourism sector that involves various travel and expenditure activities related to water, such as cruise travel, diving tourism, or sailing. Water tourists also contribute to related industries, such as accommodation, restaurants, equipment rental, and water transportation services. This definition emphasizes the economic aspect and its impact on local economic development [2,8,9,8,10].

Based on the above definitions, water tourism can be said as any form of recreational and tourism related to water activities for the tourists to have fun and education which give impacts to local economic development. In other side, the blue economy concept will support the government to give chances to the village community to take involve in the village tourism activities to develop a sustainability development.

B. TOURISM COMPONENTS

There are four components of tourism including: Attraction, Accessibility, Amenities, and Ancillary. Furthermore, Pitana [11], the components of tourism including: (1) Attraction; nature, culture, and social. (2) Facilities; hotels, restaurants, cafés. (3) Accessibility; roads, transportation. (4) Image; tourists' belief on the products or services they bought or will buy. (5) Price; the total expenses during the visit. Besides, Madiun (2010), then included *community involvement* as also one of the important elements in tourism where the involvement of the community in giving their services as a host-guest relationship plays such important role to reach the final purpose of tourism development itself, to bringing good impact to the community.

Someone's perception is formed through seeing, listening, touching, feeling, and accepting it by the process of selecting, organizing, and interpreting the information he/she receives that finally becomes his/her meaningful beliefs [7,9,10].

In this research, the tourists' perceptions about water tourism in Wonosari Village were explored to gather the description of their expectation toward the water tourism destination they dream about.

III. RESEARCH METHODOLOGY

Research Design.

Exploratory Research: Given the innovative nature of the project, an exploratory research design which employed to gain a deep understanding of the current state of water tourism in Wonosari Village and to identify opportunities for pioneering a blue economy concept.

Data Collection Methods

Surveys: Conduct surveys among local residents, tourists, and businesses to gather insights into their perceptions, needs, and preferences related to water tourism.

Interviews: Conduct in-depth interviews with key stakeholders, including community leaders, local government officials, environmental experts, and tourism industry professionals, to gather qualitative data and expert opinions.

Observations: Make on-site observations of water tourism activities, infrastructure, and environmental conditions to assess the current situation and potential improvements.

Document Analysis: Analyze existing reports, documents, and relevant literature on water tourism, the blue economy, and Wonosari Village's socioeconomic and environmental conditions.

Sampling

Random Sampling: Select a random sample of residents and tourists for surveys to ensure representativeness. purposive

Sampling: For interviews, select key informants and experts with knowledge of the local context and tourism industry.

Data Analysis

Quantitative Data Analysis: Analyze survey data using statistical software to identify trends, preferences, and correlations among variables. Qualitative Data Analysis: Conduct thematic analysis of interview transcripts to extract key themes and insights.

Conceptual Framework

Develop a conceptual framework that integrates findings from surveys, interviews, and observations to identify opportunities for pioneering a blue economy concept in Wonosari Village's water tourism sector.

Environmental Impact Assessment

Assess the potential environmental impacts of proposed tourism activities and strategies, considering factors such as water quality, wildlife preservation, and waste management.

Community Engagement Involve the local community in the research process through focus group discussions and public meetings to ensure their input is considered in the development of the blue economy concept.

Feasibility Analysis

Conduct a feasibility analysis of the proposed blue economy concept, considering economic viability, resource availability, and stakeholder collaboration.

Ethical Considerations

Ensure ethical research practices, including informed consent, data privacy, and respect for cultural sensitivities.

Reporting and Recommendations Compile research findings into a comprehensive report outlining the ideal blue economy concept for Wonosari Village's water tourism sector, including actionable recommendations for implementation.

Continuous Monitoring and Evaluation

Establish a framework for ongoing monitoring and evaluation to assess the long-term impact of the proposed concept and make necessary adjustments. This research methodology provides a structured approach to investigate and develop an ideal blue economy concept for water tourism in Wonosari Village, emphasizing a combination of quantitative and qualitative methods, stakeholder engagement, and ethical considerations to ensure a comprehensive and actionable outcome. Adjustments can be made as needed during the research process based on emerging insights and challenges.

IV. RESULTS AND DISCUSSION

The concept of unlocking the potential of water tourism and pioneering a blue economy in Wonosari Village represents a significant and innovative approach to sustainable development in a picturesque rural setting. This discussion explores the key aspects and implications of this research project:

1. Harnessing Natural Resources

Wonosari Village, with its natural water resources, offers a unique opportunity for the development of water tourism. The project acknowledges the importance of these resources not only for recreational purposes but also as a source of economic growth. By harnessing these resources thoughtfully, the village can create a sustainable economic model that balances environmental conservation with tourism development.

2. Sustainability and Innovation

The project's emphasis on pioneering an ideal blue economy concept demonstrates a commitment to sustainability and innovation. It goes beyond conventional tourism approaches by integrating economic development with ecological and social considerations. This innovative approach can serve as a model for other regions looking to balance economic growth with environmental protection.

3. Community Involvement

One of the critical success factors in this endeavor is community involvement. Involving local residents in the planning and decision-making processes ensures that the proposed blue economy concept aligns with the community's values, needs, and

aspirations. It also fosters a sense of ownership and responsibility among residents, making them active stakeholders in the development of their village.

4. Environmental Impact Assessment

Recognizing the importance of environmental conservation, the project includes an environmental impact assessment. This aspect is vital to ensure that the development of water tourism activities does not harm the local ecosystem. It should be based on rigorous scientific analysis and guided by principles of responsible tourism, including waste management and preservation of natural habitats.

5. Economic Viability

While sustainability is a priority, the project also addresses the economic aspect. The blue economy concept aims to create economic opportunities for local businesses, entrepreneurs, and residents. This can result in increased employment, income generation, and improved living standards for the community.

6. Ethical Considerations

The research methodology emphasizes ethical considerations, including informed consent, data privacy, and cultural sensitivity. These principles are fundamental to conducting responsible research and ensuring that the interests and rights of all stakeholders are respected.

7. Ongoing Monitoring and Adaptation

The project's commitment to continuous monitoring and evaluation is commendable. It recognizes that the success of the blue economy concept will depend on its adaptability over time. By regularly assessing its impact and making necessary adjustments, the project can remain aligned with evolving community needs and environmental conditions.

8. Knowledge Sharing and Replication

The research and development process in Wonosari Village can serve as a valuable case study for similar regions worldwide. The insights gained from this project can be shared with other communities looking to embark on similar journeys, promoting the concept of the blue economy as a model for sustainable development.

In conclusion, "Unlocking the Potential of Water Tourism: Pioneering the Ideal Concept for a Blue Economy in Wonosari Village" represents an exciting and forward-thinking initiative that addresses economic, environmental, and social aspects of development. By carefully balancing these elements and involving the community, this project has the potential to pave the way for a sustainable and prosperous future for Wonosari Village and inspire similar endeavors globally. It exemplifies how innovation and responsible planning can go hand in hand to create a better future for all.

Following are the results of the data obtained in the field regarding the desire of the Wonosari people for water tourism based on 100 respondents from Wonosari residents as follows table:

Table 1. Tourism Attractions Expected by Bengkalis People

Expected Tourism Attractions	Total Respondent	Percentage (%)
Attraction	16	16%
Artificial Beach	14	14%
River Tourism	10	10%
Open Water Tourism	40	40%
Community Swimming Pool	10	10%
Waterfront Development	5	5%
Alternative Water Recreation	5	5%

Here's a summary of the data in the table:

Attraction: 16 respondents, which accounts for 16% of the total respondents, expect this tourism attraction.

Artificial Beach: 14 respondents, constituting 14% of the total respondents, anticipate the presence of an artificial beach.

River Tourism: 10 respondents, making up 10% of the total respondents, have expectations related to river tourism.

Open Water Tourism: A significant number of respondents, 40 in total, or 40% of all respondents, are looking forward to open water tourism options.

Community Swimming Pool: 10 respondents, representing 10% of the total, are interested in having a community swimming pool.

Waterfront Development: 5 respondents, or 5% of the total, hope for the development of waterfront areas.

Alternative Water Recreation: Another 5 respondents, accounting for 5% of the total, express interest in alternative water recreation activities.

This table summarizes the expectations of Bengkalis people regarding various tourism attractions in their area. It provides valuable insights into the preferences of the surveyed population, which can be useful for tourism planning and development in Bengkalis.

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