



Developing Maritime Tourism: An Analysis of Policy Interventions and Their Potential Commodities

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Abstract. This study examines the effectiveness of different policy interventions in increasing maritime tourism, as well as potential local commodities, using a mixed-methods approach that includes a comprehensive literature review, case study analysis, and expert interviews. The research aims to highlight best practices from successful case studies, determine which interventions are most beneficial, and comprehend how these efforts address the fundamental reasons of rising marine tourism as well as possible local commodities. According to the research findings, the first step in realising the potential of marine tourism is to prepare highly skilled human resources and economic players with both hard and soft abilities. To support marketing plans and maximise the economic worth of superior commodities in each village, the regional administration must also create a map of possible superior commodities based on one village and one product (OVOP). The paper concludes with recommendations for future research on the scalability of these interventions among local government stakeholders and policymakers.

Keywords: Maritime Tourism; Local Commodities; Local Government; Policy Intervention; Policymakers

1 INTRODUCTION

1.1 Background

The growing older population is the fastest and most significant driving force for the tourism industry. According to the increase in the number of local tourist movements and foreign tourist visits to Indonesia. The number of domestic tourist movements in the first semester of 2023 reached 433.57 million trips, up 12.57% from 2022. Meanwhile, the number of foreign tourist visits as of July 2023 reached 6.31 million visits, up 196.85% compared to 2022 (Kemenparekraf/Baparekraf, 2024). This situation is exacerbated by economic inequality, tourism industry issues, growing traveler market,

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and systemic failures in maritime tourism policies. Despite numerous interventions, tourism unsuccess persists, signaling a need for more effective and comprehensive strategies.

The issue of unsuccess tourism industry is not merely about the absence of traveler market; it encompasses a broad spectrum of social media, economic, and moderating roles of travel cues and travel constraints challenges. The tourism industry in Indonesia has faced several challenges that have hindered its success, there are some key factors: (1) Transport: Limited and underdeveloped transportation infrastructure, especially in remote tourist destinations, makes access difficult and deters potential visitors; (2) Accommodation: Inadequate quality and quantity of hotels and other accommodations can affect tourists' experiences; (3) Complicated and inconsistent regulations can create barriers for tourism businesses, hindering their operations and growth, and (4) Bureaucratic red tape can also deter foreign investment in the tourism sector. Moreover, unsuccess tourism has a profound impact on economic, straining public resources and contributing to urban decay. The complexity of problem tourism necessitates a multi-faceted approach to intervention, one that addresses both the immediate needs of tourism industrial and the underlying causes of unsuccess tourism.

Existing literature on maritime tourism industrial offers a wealth of information on its causes and the efficacy of various interventions. Studies have shown that policy measures such as Inspiring tourists imagination, which prioritizes providing destination tourism to brings a growing traveler market without preconditions, have had significant success in reducing unsuccess tourism [1]. However, gaps remain in our understanding of how these interventions can be optimized and scaled to address the broader traveler tourists of problem tourism. Additionally, there is a need to explore the intersectionality of tourism industrial with other economic issues, such as successful destination marketing and tourism products disparity disparity.

This research will identify and map the possibilities for marine tourism on Bawean Island in detail. Superior commodities that can be further developed can be identified using this strategy. The identification process will involve identifying current tourism destinations, analysing natural resources, and assessing infrastructure. In addition, this research will pinpoint the obstacles and possibilities encountered in the advancement of maritime tourism on Bawean Island. The potential for marine tourism on Bawean Island is also clearly illustrated by this study, along with suitable and sustainable development methods. The population distribution and possibilities for maritime tourism on Bawean Island are shown on the map below.

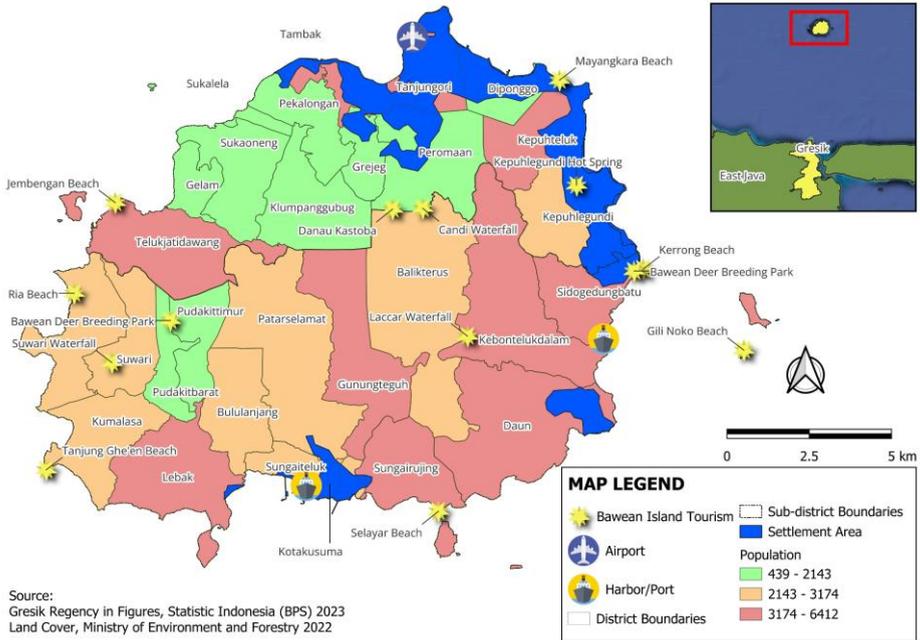


Fig. 1. Map of the Distribution of Maritime Tourism Potential on Bawean Island

This study aims to fill these gaps by conducting a comprehensive analysis of policy interventions targeting tourism industrial. Specifically, it will evaluate the effectiveness of different intervention models, identify best practices, and propose actionable recommendations for policymakers. The research questions guiding this study are: (1) What are the most effective policy interventions for increasing tourism industrial in Bawean? (2) How do these interventions address the underlying causes of unsuccess maritime tourism in Bawean? (3) What best practices can be identified from successful case studies?

The significance of this study lies in its potential to inform public policy and contribute to the development of more effective strategies to escalate maritime tourism in Bawean. By synthesizing existing research and conducting new analyses, this study seeks to provide a holistic understanding of what works in unsuccess tourism industrial intervention in Bawean. This, in turn, can help policymakers allocate resources more efficiently and design programs that not only provide immediate supporting budget for tourism industrial but also foster long-term stability for nature of tourism products dan successful destination marketing

The structure of this paper is as follows: The next section reviews the existing literature on tourism industrial and policy interventions. This is followed by a detailed methodology section outlining the research design and data collection methods. The results section presents the findings of the study, while the discussion section interprets these findings in the context of existing research. Finally, the conclusion offers recommendations for policymakers and suggests avenues for future research.

2 Methods

This study uses a mixed-approaches approach to assess the efficacy of marine tourism policy interventions, combining quantitative and qualitative research methods [2]. In order to gather data, a thorough examination of the literature, case study analysis, and expert interviews were conducted. Using terms like "tourism development," "policy interventions," "local government," and "policymakers," the literature review concentrated on academic databases like PubMed, JSTOR, and Google Scholar in an effort to find peer-reviewed publications released within the previous ten years [3]. Based on factors like efficacy, scalability, and sustainability development, five case studies of effective intervention programs—including Disaster Resilient Tourism—were chosen [4]. Furthermore, seven professionals, including programme managers, policymakers, and researchers, who were selected through selective sampling for their proficiency in policy and initiatives for tourism development [5].

Data management involved securely storing all collected data in a password-protected database and anonymizing interview transcripts to ensure confidentiality [3]. Quantitative data from the literature review and case studies were analyzed using descriptive statistics to summarize intervention types and outcomes [6]. Qualitative data from case studies and interviews were analyzed using thematic analysis, which involved coding the data to identify recurring themes and patterns related to the effectiveness of maritime tourism interventions [7]. Triangulation was employed by combining data from the literature review, case studies, and expert interviews to enhance the validity of the findings [8]. Member checks and peer debriefing sessions were also conducted to verify the accuracy and credibility of the data [9].

To ensure the reliability and validity of the research, standardized data collection methods were used, and the literature review followed a systematic protocol [10]. The interview guide was pilot-tested, and inter-coder reliability was checked during thematic analysis to ensure consistency in coding [11]. Triangulation further ensured validity by cross-referencing findings from multiple data sources. This comprehensive approach provides a robust analysis of policy interventions for maritime tourism, aiming to identify effective strategies and best practices that can inform future policy development and implementation [8]. For citations of references, we prefer the use of square brackets and consecutive numbers. Citations using labels or the author/year convention are also acceptable. The following bibliography provides a sample reference list with entries for journal articles [1], an LNCS chapter [2], a book [3], proceedings without editors [4], as well as a URL [5].

3 Findings and Discussion

This study aimed to evaluate the effectiveness of various policy interventions targeting maritime tourism development and to identify best practices through a mixed-methods approach. The research questions focused on identifying the most effective interven-

tions, understanding how these interventions address the underlying causes of the tourism problem in Bawean Island, and highlighting best practices from successful case studies.

3.1 Effective Policy Interventions

The analysis suggests that to implement effective policy interventions in the tourism industry in Indonesia, the local government can adopt the following strategies: (1). Infrastructure Development Transportation: Invest in improving transportation infrastructure, including airports, seaports, roads, and public transport systems, to ensure better access to tourist destinations; (2). Disaster Preparedness and Environmental Management: Promote sustainable tourism practices that protect the environment and cultural heritage, including waste management, conservation projects, and eco-friendly tourism initiatives; (3). Regulatory Reforms and Bureaucratic Efficiency: Streamline regulations and reduce bureaucratic red tape to make it easier for tourism businesses to operate and for foreign investors to invest in the sector. Ensure that policies and regulations are transparent and consistently applied across regions; (4). Marketing and Promotion: Enhance the digital presence of Indonesia's tourism through social media, websites, and travel platforms to reach a wider audience; (5). Quality of Services and Human Resource Development: Invest in training programs for tourism professionals to improve the quality of services offered to tourists. Implement certification programs to ensure that tourism businesses adhere to high standards of service and hospitality; (6). Data-Driven Policy Making: Collect and analyze tourism data to make informed decisions about marketing, infrastructure development, and policy interventions. Additionally, enhancing its tourism industry's needs by implementing policy interventions has been competitiveness, resilience, and sustainability, ultimately attracting more tourists and boosting the economy.

3.2 Addressing Underlying Causes

Particularly successful interventions dealt with the root reasons of the marine tourism industry's failure, including concerns with infrastructure development and governmental intervention, economic instability, and the calibre of services provided to visitors. Programmes that provided extensive support services, such as financial aid, case management, and policy and regulation access, effectively assisted local group tourism in maintaining consistent marketing and promotion. For example, combining data-driven policymaking with assistance from bureaucratic efficiency and regulatory reforms helps overcome one of the major obstacles to the long-term industrial stability of the tourist sector for societies that value resilience and competitiveness. By addressing financial instability, economic assistance programmes, including rent subsidies and job training, also played a critical role in reducing the problem of tourism [8].

3.3 Best Practices from Successful Case Studies.

The case studies highlighted several best practices, including the importance of valuable insights for enhancing destination marketing practices. First, considering the intangible nature of tourism products, effective destination marketing communications should skillfully evoke travel dreams and fantasies. Our findings identify human presence as an impactful and easily manipulatable cue for destination marketers to inspire potential tourists' imagination of their future travel experiences. More importantly, this vivid mental simulation induced by human presence cues is found to significantly improve destination attractiveness. Consequently, we recommend that destination marketers incorporate more photos featuring human presence on destination official websites, social media platforms, and OTA platforms to induce travel fantasies and intentions. Furthermore, given the greater challenges posed by prior knowledge and psychological distance for tourists' imagination ability [6], it becomes particularly crucial to include human cues in advertisements when promoting attractions or activities lacking sufficient prior knowledge among the targeted tourists or when aiming to attract tourists from different cultural backgrounds or large geographical distances.

Second, although tourism marketers have consciously or unconsciously included human cues in ads, less is known about how to display human presence or what kind of human cues in photographs can achieve optimal marketing effect. Our findings thus provide a comprehensive understanding of the role of human presence. Specifically, while DMOs prefer to show a model image with observable faces to attract tourists [12] and a recent popular travel trend called 'punching the card' encourages travelers to post photos that include both scenery and their faces in the social media, our findings remind marketers that showing a clear face in travel photos may backfire on viewers' mental simulation processes and reduce destination attractiveness. Therefore, it is recommended that tourism marketers should design promo photos that reduce the intrusiveness of others to achieve a better communication effect, such as using a model with a back view or an unclear face.

Third, the findings reveal that the human presence effect is more effective in photos featuring natural landscapes than in urban landscapes. This is because compared with urban landscapes, natural landscapes that feature unexploited environments usually have a lower affordance level for human activity, which makes it more difficult for viewers to picture themselves in the scene without the aid of human presence cues. Therefore, it is more important to include human elements in natural landscape photos to aid tourists' imagination processes. Moreover, this insight also reminds nature-based destination marketers that merely showcasing the beauty of nature might not be enough to evoke travel fantasies. It is essential to include more information about the environmental affordance, such as how tourists can do and experience in the scene, to assist tourists in envisioning vivid destination experiences.

The best practices found in successful case studies emphasise the necessity of increasing destination appeal and stakeholder involvement. By utilising the assets of

many organisations, these procedures guarantee that interventions are tailored to the particular requirements of the community or civil society and offer comprehensive assistance. Sustaining these initiatives and growing successful models to reach a wider destination tourism requires steady financing and political backing.

4 CONCLUSION

This study highlights the effectiveness of the Maritime Tourism Development model and supportive Disaster Resilient Tourism programs in reducing tourism unsuccess, emphasising the need for interventions that address the root causes such as economic instability, joblessness, and dropping out of school. By integrating immediate Regional Tourism Development Master Plan solutions with comprehensive support policies, these models have significantly improved maritime tourism stability and reduced public service unplanning. The best practices identified include client-centered approaches, stakeholder collaboration, and consistent funding and political support. Policymakers should consider these insights to develop and implement more effective strategies to planning local tourism development. Future research should explore the scalability of these interventions among local government stakeholders and policymakers across and settings to ensure broader applicability and impact.

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