

Navigating Complexity Coastal Tourism Governance in Indonesia: A Literature Review

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Abstract: This research aims to explore the potential of coastal tourism in Indonesia from the perspective of sustainable community empowerment. This research uses a qualitative method with the main data source of 20 Scopus-indexed articles spanning 2020-2024. Data analysis was carried out using the Nvivo 12 Plus tool. The results of this study show that Sustainable Cultural Tourism can be used as a sustainable community-based coastal tourism management strategy in Indonesia. Through this approach, in addition to providing economic impacts for the community, it also simultaneously contributes to maintaining local wisdom and environmental sustainability. The findings that have been identified show that government policies in empowering coastal communities through tourism potential are still running partially. An approach that can integrate social, economic, and environmental dimensions is needed to achieve the goal of sustainable coastal community empowerment. Active participation of the community supported by the seriousness of the government is the key to success in ensuring that coastal potential can be managed optimally. Success in community-based coastal tourism management can contribute positively to the country's economy while bringing independence and prosperity to local communities. Government support through policies, budgets, and assistance is essential for effective empowerment efforts.

Keywords: Community Empowerment, Coastal, Tourism, Sustainable Cultural Tourism.

Introduction

Indonesia is a maritime country with 17,001 islands and a long coastline (Badan Pusat Statistik Indonesia 2023). Indonesia's marine areas hold various potentials that can be widely utilized. Coastal potential management has been clearly regulated UU 1/2014. The regulation is designed to provide space for the community while regulating the authority of each government unit. The management of coastal areas has significant urgency for the community's welfare and environmental sustainability. Government involvement and community participation are the keys to success in ensuring that coastal potential can be managed optimally (Negoro et al. 2020). The tourism sector has great potential that can be managed to provide welfare to the community. The synergy between the government and coastal

communities is essential to integrate sustainable tourism management goals.

The government has an important role in improving people's welfare (Prihadi et al. 2024; Zulfikar et al. 2024). Currently, government policies regarding the empowerment of coastal communities are still partially implemented (Mostafanezhad et al. 2016). Community empowerment is a process that aims to increase the capacity of individuals and groups in society to make choices for the desired results (Chaiechi 2022). Most of the poverty in Indonesia of them comes from coastal communities (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021; Lukman et al. 2022; Nurhayati, Akbarsyah, and Supriatna 2023). Strong dependence on natural resources creates serious economic vulnerability (Booth, Mourato, and Milner-Gulland 2022; Nurhayati et al. 2023). Therefore, the empowerment of coastal

communities is considered to be crucial in the integration of benefits (Nurhayati et al. 2023). Great potential can be explored to improve the standard of living of coastal communities. Coastal areas have very valuable resources for improving the socio-economic standard of living of the community. (Lukman et al. 2022; Nurhayati et al. 2023; Ohe 2019; Rizal, Apriliani, and Permana 2021; Sarinastiti and Wicaksono 2021). Sustainable natural resource management, coastal economic diversification, community involvement, and stakeholder collaboration are strategies that are considered necessary (Ohe 2019). Empowerment emphasizes important aspects to support success, namely through a participatory approach (Aminan et al. 2024; Nur Syamsi and Lee 2021; Untari and Sumarmi 2024). Empowerment of coastal communities emphasizes the role of government, local communities, stakeholders, and environmental factors (Untari and Sumarmi 2024). Sustainable development and empowerment in coastal areas require a holistic approach that integrates economic, social, and environmental dimensions, with active participation from all relevant parties (Tiarantika et al. 2024).

On the other hand, cultural aspects also play a crucial role in empowerment efforts. The local wisdom inherent in a community reflects norms and practices that are passed down between generations (Maulana et al. 2025). This can be used as a foundation for sustainable development (Estradivari et al. 2022; Sarinastiti and Wicaksono 2021). But on the other hand, the development of marine natural potential also has a negative impact. The conversion of coastal land into the tourism sector may affect the balance of coastal ecology (Prihadi et al. 2024; Sarinastiti and Wicaksono 2021). So, environmental aspects also need to be considered in an effort to utilize coastal potential.

Sustainable Cultural Tourism can be a solution for tourism development in Indonesia. Sustainable Cultural Tourism integrates sustainability principles into tourism practices (Ohe 2019). This concept includes various aspects such as tourists, the tourism industry, the environment, and the community (Mandic, Castanho, and Stankov 2022). Sustainable cultural tourism seeks to create a more

equitable and socially integrated model of tourism in a country, as well as a more sustainable model of tourism production at scale (Mandic et al. 2022; Ohe 2019).

This research focuses on empowering coastal communities to manage tourism potential with local wisdom and a sustainable environment based on the perspective of sustainable cultural tourism.

Materials And Methods

Qualitative methodology using data analysis is a logical and linear process where the previous part influences each part. The process involves collecting and analyzing complex data. This analysis is done consistently. It involves steps such as data condensation, data display, and verification. This process should be well documented to help researchers understand and refine the research (Matthew B. Miles, A Michael Huberman, and Johnny Saldana 2014).

The main data sources used in this research come from 20 articles that Scopus have indexed for the period of 2020-2024. The literature search process was conducted extensively and systematically to find relevant research on the topic of sustainable community-based coastal tourism management. Researchers have filtered the data that will be used as the main data source of the research. After filtering the data, researchers combined the data that had been obtained using the NVivo 12 Plus tool. Researchers use these tools to analyze the main findings in the data sources that have been obtained (whoolf and Silver 2018). Furthermore, the mapping results from NVivo 12 Plus are used by researchers as a basis for interpreting sustainable community-based tourism management in Indonesia.



Figure 1. Steps for Qualitative Data Research Analysis
Source: Processed from Matthew B. Miles et al. (2014) by the author, 2025

Results And Discussion

Indonesia has the potential for coastal tourism, which can positively impact society. Indonesia's tourism potential can improve the economy of coastal communities (Astina, Sumarmi, and Kurniawati 2021; Booth et al. 2022; Junaid et al. 2023; Nurhayati et al. 2023; Ohe 2019; Prihadi et al. 2024; Sumarmi et al. 2023). The Indonesian government is important in making policies and managing coastal tourism. However, it often ignores the surrounding environment (Booth et al. 2022; Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021; Junaid et al. 2023; NAJA et al. 2021; Sarinastiti and Wicaksono 2021). The focus of the Indonesian government is improving coastal communities' economies to increase income in each region (Rizal et al. 2021). However, in reality, the economic level of coastal communities does not show a significant increase (Junaid et al. 2023). This is because the government wants to improve the community's economy but is not balanced with the management of environmental sustainability, especially in coastal tourism areas (Lukman et al. 2022; Nurhayati et al. 2023; Ohe 2019; Rosadi, Dargusch, and Taryono 2022). Therefore, cooperation between the community, government, and other stakeholders is needed in creating sustainable tourism (Fahmy, Bachtiar, and Rahman 2024; Nur Syamsi and Lee 2021; Zulfikar et al. 2024). The following are the results of visualizing the main data findings that refer to 20 articles.



Figure 2. NVivo 12 Plus visualization
Source: Processed by researchers, 2025

Tourism and Indonesian Coastal Communities

Geographical conditions show that Indonesia has a very long coastline. Indonesia is the second country after Canada, with the longest coastline in the world (Fahmy et al. 2024; NAJA et al. 2021). Therefore, Indonesia has enormous potential for coastal and marine tourism (Estradivari et al. 2022; Prihadi et al. 2024). This condition makes the coast an integral part of Indonesian society (Prihadi et al. 2024). However, coastal areas currently contribute to the number of poor people in Indonesia (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021; Sarinastiti and Wicaksono 2021). So, this problem is an anomaly that the government must resolve.

The community has not fully realized the great economic potential of the coastal tourism sector. People think only fishing is considered more promising (Sarinastiti and Wicaksono 2021). In fact, if the tourism program is designed properly, it can create employment opportunities, increase income, and encourage infrastructure development in coastal communities (Lukman et al. 2022; Nurhayati et al. 2023). Tourism is often associated with negative environmental impacts (Rizal et al. 2021; Sumarmi et al. 2023). So, it is important that tourism development is also accompanied by sustainability principles (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021; Ohe 2019; Rizal et al. 2021). If the quality of the environment decreases,

it will impact the decline of tourists and the economy (Negoro et al. 2020).

Challenges of Sustainable Community-Based Coastal Tourism Development in Indonesia

In the implementation of coastal tourism management in Indonesia, there are several challenges that need to be addressed by the government and the community. The lack of involvement and capacity of local governments in implementing sustainable tourism development policies leads to disrupted environmental ecosystems (Alfiandri et al. 2024; Nur Syamsi and Lee 2021; Sarinastiti and Wicaksono 2021; Tiarantika et al. 2024). In addition, the lack of coordination and synchronization between governments and institutions causes authority and policies to overlap and programs to fail (Alfiandri et al. 2024; Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021).

Suboptimal management is caused by partial implementation and sectoral egos in each institution (Rizal et al. 2021; Sumarmi et al. 2021). The failure in the implementation of policies and regulations that the government has made is the cause of social and economic conflicts in coastal communities (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021; Estradivari et al. 2022; Nurhayati et al. 2023). These impacts are caused by socio-economic disparities, fading community culture, increasing costs of living, loss of biodiversity, and increasing pollution (Handika et al. 2025; Nur Syamsi and Lee 2021; Nurhayati et al. 2023). Coastal communities, especially Indigenous peoples and fishermen, are marginalized by the government, which results in a lack of participation in marine resource management (Estradivari et al. 2022).

The impact of unsustainable tourism can also lead to ecosystem degradation (Prihadi et al. 2024). The challenges of developing coastal tourism are caused by the decline in the quality of coastal and marine ecosystems (Prihadi et al. 2024). Coastal tourism areas in Indonesia are filled with accumulated plastic waste, damaged coral reefs, and other marine ecosystems (Astina et al. 2021; Lukman et al. 2022; NAJA et al. 2021). This is due to the need for more government supervision and

awareness of coastal communities regarding nature conservation (NAJA et al. 2021). The most crucial cause is that the community needs to fully understand the value of the benefits of visiting tourists (Junaid et al. 2023). In addition, coastal reclamation carried out by the government for tourism development also hurts the environment (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021). The lack of awareness of the tourists who visit to preserve the surrounding environment also exacerbates the damage to the ecosystem (Astina et al. 2021). Waste management by the government and the community in some coastal tourism still needs to be better implemented (Lukman et al. 2022; Nur Syamsi and Lee 2021). The decline in the quality of the coastal environment has disrupted the lives of coastal communities (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021; Nur Syamsi and Lee 2021; Nurhayati et al. 2023; Prihadi et al. 2024; Rizal et al. 2021).

The challenges of coastal tourism in Indonesia still need more facilities (Junaid et al. 2023; Sumarmi et al. 2023; Zulfikar et al. 2024). This is because the budget owned cannot be sufficient and is still managed independently by the community (Sumarmi et al. 2023). In addition, the dependence of local communities on external assistance is also a challenge in realizing sustainable ecotourism (Nur Syamsi and Lee 2021). In addition to inadequate facilities, existing human resources have not been able to implement tourism management professionally (Nurhayati et al. 2023; Zulfikar et al. 2024). The absence of clear tourism management causes tourism management to not be carried out optimally (NAJA et al. 2021; Ohe 2019).

Empowerment of Coastal Communities in Managing Tourism Potential

Empowerment of coastal communities will provide opportunities to increase the community's quality of life (Nurhayati et al. 2023). Tourism involving local communities' active participation can produce significant positive impacts (Prihadi et al. 2024; Untari and Sumarmi 2024). Local community-based empowerment tourism programs not only increase local economic income but also strengthen social cohesion in coastal communities (Nurhayati et al. 2023). Local community involvement in the

design of coastal tourism programs is essential for effective empowerment (Sarinastiti and Wicaksono 2021). This participation also ensures that tourism projects are in line with their needs and aspirations. The active participation of the community can support sustainable and local wisdom-based tourism (NAJA et al. 2021).

The empowerment strategy has not been very visible. It has been partial and unsustainable. One important factor is the involvement of stakeholders. The empowerment of tourism-based coastal communities will run well if cross-sector collaboration (Rosadi et al. 2022). The target of economic improvement based on empowerment is currently not sustainable. Many activities carried out are only limited to being carried out, but the community has not been able to run them independently.

Discussion

The identified findings show that the coastal area holds great potential and can provide benefits to the community. Tourism is part of the potential of coastal areas that can be optimized as a means for the government to empower the community. Empowerment includes strategies to encourage active community participation in order to improve welfare and independence. Community involvement in tourism management in coastal areas will also bring a touch of local wisdom that can attract tourists. In other words, in addition to providing a significant economic impact, the community also helps maintain the marine ecosystem through managed tourism (Eko Turisno and Gusti Ayu Gangga Santi Dewi 2021).

While coastal tourism can catalyze development, the government needs to determine the strategies and actors involved in its management carefully. The process of planning and developing coastal tourism must be implemented carefully so as not to create social and environmental problems. Communities can be the main actors empowered by the government to manage tourist attractions in coastal areas. Sustainable community-based tourism management is a strategy that can reduce negative impacts on the resource base (Tiarantika et al. 2024). Therefore, government support is needed

through policies, budgets, and assistance so that empowerment efforts run effectively.

A series of challenges in managing the coastal tourism sector have implications for the success of community empowerment. Among the factors inhibiting this success is the government's lack of seriousness in involving the community. Maritime governance that still leaves a series of problems, such as high sectoral ego, overlapping authority, and inadequate human resource competence of the apparatus, are also obstacles to the welfare of coastal communities. Alignment of coastal community empowerment programs between government agencies is needed to create synergy and structured collaboration so that the coordination carried out can form an adaptive bureaucracy and a responsive community to actively participate (Negoro et al. 2020).

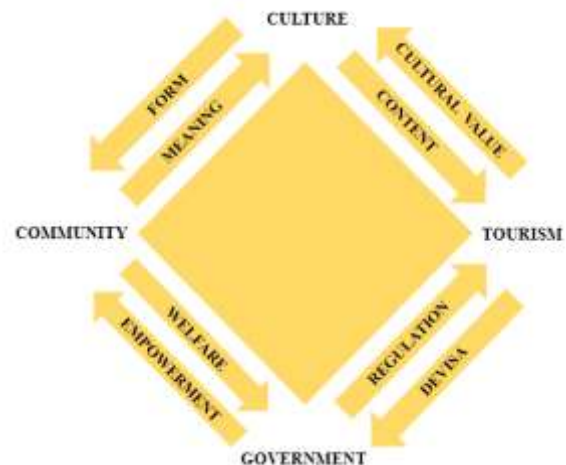


Figure 3. Community Empowerment Based on Sustainable Cultural Tourism

Source (Richards and Hall 2000; Sadan 2004; Wilmsen et al. 2008) Processed by Researchers, (2025)

Sustainable community-based coastal tourism management strategies can be implemented through the Sustainable Cultural Tourism framework. Through this approach, in addition to providing economic impacts for the community, it also simultaneously contributes to maintaining local wisdom and environmental sustainability (Ohe 2019), (Richards 2013) Local community involvement is essential to achieving sustainable tourism (Richards 2013). Coastal communities need to be facilitated to understand good communication and build an attractive experience

for tourists. Training in environmental issues is also important for proper waste management and maintaining ecological balance in accordance with the local natural environment (Mostafanezhad et al. 2016; Mair 2023).

Conclusions

Indonesia's coastal tourism could increase local revenue and open up economic opportunities for communities. However, its management faces various challenges, such as the need for more involvement and local governments' capacity to implement sustainable policies. Partial management and sectoral ego result in social conflict, economic disparity, and marine ecosystem degradation. Coastal tourism development must involve strategies and stakeholder collaboration to achieve sustainable tourism.

Empowering coastal communities to manage tourism potential can solve existing problems and improve people's standard of living. Implementing Sustainable Cultural Tourism principles that combine economic, social, and environmental aspects can solve tourism management in Indonesia. Community involvement in conservation, promotion of local culture, and environmental training, supported by appropriate government policies and adequate budget allocations, is the key to creating sustainable coastal tourism. Sustainable Cultural Tourism can also increase the success of coastal tourism management and support the preservation of local wisdom and ecological sustainability.

The limitation of this research is that it uses literature studies in the process of exploring research topics. Therefore, suggestions for future research can examine the topic of Sustainable Cultural Tourism in Indonesia using more detailed and comprehensive sources and information.

Acknowledgements: The authors thank the supporting team for their input in improving the manuscript. The authors are responsible for the contents.

Conflict of Interest: The authors declare that there are no conflicts of interest concerning the publication of this article.

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