

The Potential of Tanjung Pinang Seaside Coast as a Blue Economy Model

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Abstract: This study examines the potential of the Seaside Coast in Tanjung Pinang to be developed through a blue economy approach that integrates environmental sustainability, community participation, and local economic development. The research is motivated by the growing environmental challenges in coastal tourism areas, including plastic pollution, coastal erosion, and unmanaged reclamation, which threaten marine ecosystems and the sustainability of tourism. The novelty of this study lies in its contextual and field-based analysis of how blue economy principles can be practically implemented in small-scale coastal tourism management through community involvement and collaborative governance. This study employed a qualitative case study approach. Data were collected through literature reviews, field surveys, semi-structured interviews with 10 informants, Focus Group Discussions (FGDs) involving 12 participants, and direct observations of tourism and environmental conditions in the coastal area. The data were analyzed using thematic analysis and SWOT analysis to identify strategic issues related to sustainable tourism management. The findings indicate that Seaside Coast has strong potential for blue economy-based tourism development, driven by its strategic location, active local MSMEs, and attractive coastal landscape. However, several challenges remain, including weak institutional coordination, limited environmental awareness, plastic waste pollution, and coastal abrasion. The study also highlights that community participation and stakeholder collaboration are essential factors in supporting sustainable coastal tourism governance. In conclusion, the successful implementation of blue economy principles in Tanjung Pinang depends on integrating environmental management, participatory governance, and sustainable tourism planning to ensure long-term ecological and socio-economic sustainability.

Keywords: *blue economy, seaside coast, Tanjung Pinang, ecotourism, marine conservation*

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INTRODUCTION

Tanjung Pinang has a long coastline on the west side, equipped with local and international ports that create interesting scenery, especially when ferries pass by and at sunset behind Penyengat Island (Saeri et al., 2024). This beauty makes it a popular tourist destination for local tourists and has the potential to become a foreign destination, as exemplified by neighboring countries such as Malaysia and Singapore (Fransisco et al., 2024).



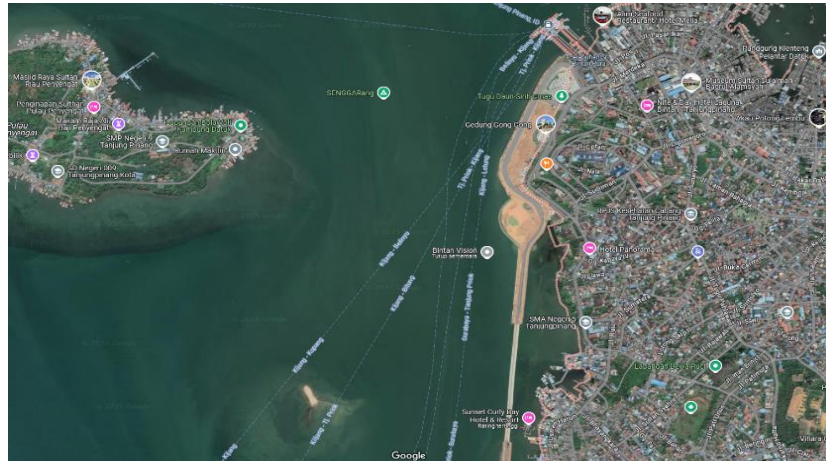


Figure 1. Map of Tanjung Pinang Coastline

The potential of coastal tourism in this area is considered highly significant (Dewi et al., 2023). However, marine ecosystems are increasingly threatened by unmanaged waste, including household garbage and human-generated pollution, compounded by rapid population growth in coastal areas (Goes et al., 2020). In this context, the concept of the blue economy is highly relevant for promoting the sustainable management of marine resources (Khoiriyah, 2024a).

The blue economy emphasizes the sustainable use of marine resources to support economic development while simultaneously preserving environmental quality (Okafor-Yarwood et al., 2020). By implementing blue economy principles, the management of coastal tourism in Tanjung Pinang is expected to minimize environmental degradation and provide long-term socio-economic benefits for residents (Husni & Sarjan, 2024).

The urgency of this research stems from the increasing risk of environmental degradation and the relatively low level of public awareness of marine ecosystem conservation (Moretti & Affatati, 2023). Implementing a blue economy approach is considered a strategic solution for balancing economic growth and environmental sustainability (Lee et al., 2021). Furthermore, the findings of this research are expected to assist local governments in formulating more environmentally sustainable and adaptive coastal tourism management strategies (Salvador & Sancho, 2021).

The main strength and contribution of this research lie in its focus on the practical implementation of blue economy principles in the management of coastal tourism at Seaside Coast, Tanjung Pinang. Unlike previous studies that primarily emphasize macroeconomic growth and middle income development by (Kaplinsky & Kraemer-Mbula, 2022), (Imran et al., 2025) or the researches where focus on food security and marine resource utilization by (Andaiyani et al., 2024) (Pace et al., 2023), this study specifically examines the real challenges of managing small scale coastal tourism areas in a sustainable manner. Rather than proposing a completely new theoretical model, this research offers a more contextual and field-based understanding of how to integrate environmental conservation, tourism infrastructure management, and community participation into local coastal tourism governance.

This study proposes several practical and context-based strategies, including improving the spatial arrangement between residential settlements and tourism zones, reorganizing informal MSME's into more structured spot areas, and enhancing public tourism facilities such as jogging tracks and coastal public spaces to improve both environmental quality and visitor experience (Graziano et al., 2025). In addition, the

study emphasizes the importance of environmental education and marine conservation awareness in long-term tourism planning and coastal management (Kyriakopoulos, 2023).

Another important contribution of this research is its emphasis on a participatory governance approach, in which residents, MSMEs, and government institutions are actively involved in tourism planning and decision-making. This collaborative approach is considered more relevant for addressing local environmental issues, waste management, and sustainable tourism challenges (Dangi & Petrick, 2021). Therefore, the novelty of this study lies in its realistic, locally grounded approach to applying blue economy principles to coastal tourism management, particularly through the integration of environmental sustainability, local participation, and local economic activities in a practical manner.

This study aims to analyze the tourism potential of Tanjung Pinang Seaside Coast as a blue economy model. This research problem focuses on efforts to optimize the tourism potential of Tanjung Pinang Seaside Coast within the framework of the blue economy, as well as on identifying the main challenges of its management, such as low public awareness, abrasion, and marine pollution (Liu et al., 2023). In addition, this study examines how tourism management can support the preservation of marine ecosystems.

RESEARCH METHODS

The research method employed in this study is a qualitative case study (Candra et al., 2025). This approach was selected because it enables a more in-depth understanding of the factors that may affect the coastal tourism area in the future, as well as the challenges and opportunities associated with implementing blue economy principles.

Data Collection

Data collection in this study was conducted using several research instruments, including literature review, field surveys, semi-structured interviews, Focus Group Discussions (FGDs), and direct observations. These techniques were employed to obtain comprehensive data regarding the implementation of blue economy principles in coastal tourism management.

a. Literature Review

The researchers conducted a literature review to examine previous studies on the blue economy, sustainable tourism management, and marine ecosystem conservation, including those by Kabil et al. (2021) and Andaiyani et al. (2024). This review aimed to develop a comprehensive understanding of blue economy concepts, their application in tourism management, and policy frameworks that support the environmental sustainability of marine resources (Elston et al., 2024).

b. Field Surveys

Field surveys were conducted to collect data on the existing conditions of tourism management along the seaside coast of Tanjung Pinang, including tourism infrastructure, activities surrounding tourism sites, and tourists' perceptions of environmental quality and Seaside Coast cleanliness (Habaora et al., 2021; Adam, 2021). The survey also aimed to assess public and tourist awareness of the importance of marine ecosystem conservation.

c. Semi-structured Interviews

Semi-structured interviews were conducted with 10 stakeholders selected through purposive sampling, comprising 3 local government officials, 2 resident

representatives, 2 MSME actors, and 3 tourists. The purpose of these interviews was to explore stakeholders' perspectives regarding the potential and challenges of implementing blue economy-based tourism management, as well as existing policies related to environmental management and sustainable tourism development (Praptiwi et al., 2021).

d. Focus Group Discussion (FGD)

The Focus Group Discussion (FGD) included representatives from residents, tourists, and local government officials involved in environmental management and tourism, totaling 12 participants. The primary objective of the FGD was to increase participants' awareness of the importance of preserving marine ecosystems and maintaining coastal cleanliness (Ochieng et al., 2024). In addition, the discussion explored the challenges of conserving marine ecosystems and potential strategies to reduce marine pollution effectively.

e. Observation

The researcher conducted direct observations of tourism activities in the coastal area, including waste management practices, tourist activities, and overall environmental conditions (Perkumienė et al., 2023). The observation lasts 2 days. These observations aimed to assess the extent to which tourism activities impact marine ecosystems and coastal environmental sustainability.

Data Analysis

After the data were collected, the next step was to analyze them using a qualitative approach. The analysis techniques employed in this study included thematic analysis and SWOT analysis to identify key findings, stakeholder perspectives, and strategic directions for implementing blue economy-based tourism management in Tanjung Pinang.

a. Thematic Analysis

Data from interviews, Focus Group Discussions (FGDs), observations, and field surveys were analyzed using thematic analysis. This approach enabled the researcher to identify recurring themes, patterns, and relationships among stakeholders' perspectives regarding the implementation of blue economy principles in coastal tourism management. The analysis focused on several major themes, including environmental sustainability, community participation, tourism infrastructure, waste management, and the role of local MSMEs in supporting sustainable tourism development. In addition, the thematic analysis was used to explore the challenges and opportunities faced by local stakeholders in maintaining the balance between economic activities and marine ecosystem conservation (Song et al., 2021).

b. SWOT Analysis

A SWOT analysis was employed not only to identify the strengths, weaknesses, opportunities, and threats related to the implementation of the blue economy along Tanjung Pinang's coastline, but also to formulate strategic and practical recommendations for sustainable coastal tourism management (Schmidt & Leitner, 2021).

The analysis identified several key strengths, including the strategic geographic location of Tanjung Pinang, near Singapore and Malaysia; the presence of active local MSMEs; and the strong social involvement of residents in maintaining coastal cleanliness. However, several weaknesses were also identified, such as limited environmental awareness, inadequate tourism infrastructure, weak inter-party coordination, and unmanaged waste disposal in certain coastal areas.

From the external perspective, opportunities emerged through the increasing demand for sustainable coastal tourism, government support for tourism development, and the potential integration of blue economy principles into local tourism policies. At the same time, threats included coastal pollution, environmental degradation, and the impact of unplanned coastal reclamation activities.

Based on these findings, the SWOT analysis was further developed into strategic formulations consisting of:

- *SO (Strength–Opportunity) Strategies*: optimizing the strategic location and natural coastal landscape of the seaside coast to develop environmentally friendly tourism attractions while strengthening local MSMEs and community-based tourism activities.
- *WO (Weakness–Opportunity) Strategies*: improving tourism infrastructure, strengthening environmental education, and enhancing coordination among stakeholders to support sustainable tourism governance.
- *ST (Strength–Threat) Strategies*: utilizing residents' participation and government institutional support to minimize environmental degradation, improve coastal cleanliness management, and strengthen marine ecosystem conservation efforts.
- *WT (Weakness–Threat) Strategies*: establishing more structured coastal zoning regulations, improving waste management systems, and developing collaborative monitoring mechanisms to reduce the risks of environmental damage and unsustainable tourism activities.

c. *Development of the Blue Economy Model*

Based on findings from thematic and SWOT analyses, this study developed a contextual framework for blue-economy-based coastal tourism management that integrates environmental sustainability, residents' participation, and local economic development. Rather than proposing a completely new theoretical model, this framework serves as a practical reference for local governments and stakeholders in designing sustainable tourism management strategies. The framework emphasizes integrating blue economy principles into tourism planning, infrastructure management, environmental conservation, community empowerment, and the long-term evaluation of tourism impacts (Pranita et al., 2023).

RESULTS AND DISCUSSION

Results

The findings of this study indicate that implementing blue economy principles in the management of Seaside Coast tourism requires an integrated approach that balances environmental sustainability, local economic development, and residents' participation. The results demonstrate that coastal tourism management in Tanjung Pinang cannot solely focus on increasing tourist attractiveness but must also consider marine ecosystem conservation and long-term environmental quality. This finding supports the argument (Okafor-Yarwood et al., 2020) that the blue economy should integrate ecological sustainability with socio-economic benefits for residents.

The Government Tourism Institution (Dinas Pariwisata) identified Seaside Coast as one of the main tourism destinations in Tanjung Pinang, particularly for its strategic coastal location and role as a venue for cultural festivals and public events. However, the increasing problems of plastic waste and coastal abrasion indicate that tourism growth

has not yet been fully accompanied by sustainable environmental management. This condition aligns with the findings of Moretti & Affatati (2023), who argued that coastal tourism areas often face environmental pressures stemming from weak waste management systems and limited long-term planning. Although inter-party collaboration has been initiated through coastal clean-up programs, the findings suggest that these efforts remain temporary and event-based rather than implemented through integrated, sustainable governance mechanisms.

Furthermore, the findings from the Marine and Fisheries Institution (Dinas Kelautan dan Perikanan, DKP) highlight the institutional challenges in coastal tourism governance. DKP emphasized that its primary responsibility is the conservation of the marine ecosystem, while tourism management falls under the authority of the Tourism Institution. This fragmented institutional approach demonstrates the limited integration between environmental and tourism governance, a challenge often identified as a major obstacle to sustainable coastal management (Dangi & Petrick, 2021). In addition, the low level of public awareness regarding marine conservation further complicates the implementation of blue economy principles at the local level.

From the perspective of MSME actors, Seaside Coast has played an important role in supporting local livelihoods, particularly for residents living in the area. The active involvement of residents in tourism-related economic activities reflects the importance of community-based tourism within the blue economy framework. This finding aligns with previous studies that emphasize the importance of local economic participation for sustainable tourism (Kabil et al., 2021). Nevertheless, MSME actors also expressed concerns about unfinished reclamation projects, which were perceived as reducing the aesthetic quality and environmental attractiveness of the coastal area. This suggests that tourism infrastructure development without proper environmental planning may create negative perceptions among local stakeholders and, in the long term, reduce tourism sustainability.

Overall, the findings suggest that the successful implementation of blue economy-based tourism management in Tanjung Pinang Seaside Coast depends not only on tourism promotion and infrastructure development, but also on integrating environmental governance, stakeholder collaboration, and residents' participation. Therefore, a more structured and sustainable management strategy is needed to strengthen institutional coordination, improve waste management systems, and enhance public awareness regarding coastal ecosystem conservation.

Discussion

This research generated several important findings that demonstrate the interconnectedness of the ecological, social, and economic dimensions in the management of coastal tourism areas. These findings support previous research by Irhamni & Astuti (2024), which emphasized that sustainable coastal tourism management depends on the balance between environmental conservation and socio-economic activities. In the context of Seaside Coast, the study shows that tourism development cannot be separated from issues related to marine ecosystem preservation, local economic dependence, and stakeholder institutional coordination. The following is the distribution of the informants' answers.

Table 1. Tabulation of Informant Answers

Aspects	Marine and Fisheries Service (DKP)	Government Tourism	MSME Actors
Seaside Coast Categories	Not part of DKP, more of a government tourism institution	Local & foreign tourist destinations	A source of the local economy
Main Focus	Conservation of marine ecosystems and fish resources	Development of tourism and cultural festivals	Family economic support
Local Residence Participation	Be involved through a supervisory group (Pokmaswas)	It already exists, but it needs to be more intensive (MSMEs, construction workers)	Residents own the majority of MSMEs
Challenge	Public awareness of protecting the environment	Garbage & coast abrasion	Uncertainty of reclamation projects
Collaboration	There is collaboration in conservation, but along the coast, it is unclear.	There are, but not yet structured (with DKP, NGOs, and the private sector)	Good collaboration with the government on the cleanliness of the MSME area
Environmental Management	Supervision through Pokmaswas	AMDAL, monitoring, zoning regulations	Dispose of trash in the provided garbage bin; a cleaning fee will be charged.
Strategies for the Future	Arrangement of coastal spaces with clear zones (conservation, fisheries, tourism, industry, settlements)	Blue economy-based zoning regulations, environmentally friendly business incentives, and sustainable education	Remain a neat, clean, and well-managed place for local tourism

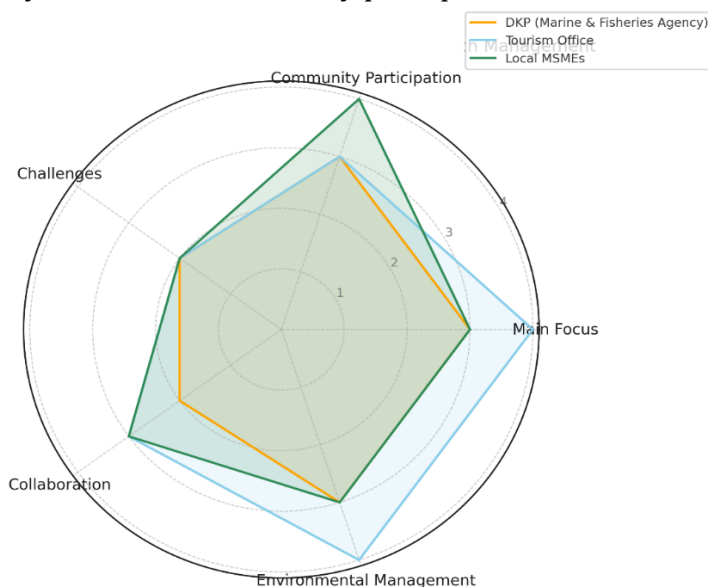
Source: processed by researchers, 2025

The findings in Table 1 indicate that each stakeholder has distinct priorities and perspectives regarding coastal tourism management. The Government Tourism Institution primarily focuses on tourism destination development and cultural events, reflecting its institutional role in increasing tourism attractiveness and regional economic activity. However, the emergence of environmental issues such as plastic waste and coastal abrasion indicates that tourism growth has not yet been fully integrated with long-term environmental sustainability planning. This condition aligns with the argument of Moretti & Affatati (2023), who stated that unmanaged tourism expansion often increases environmental pressure in coastal areas, particularly through waste accumulation and ecosystem degradation.

Meanwhile, the Marine and Fisheries Service (Dinas Kelautan dan Perikanan, DKP) emphasizes ecosystem conservation and the protection of marine resources. The findings reveal that DKP perceives coastal tourism management as falling primarily under the authority of the Government Tourism Institution, while its own role is concentrated on ecological preservation. This situation reflects the fragmented governance structure common to coastal management systems, where tourism and environmental governance often operate separately rather than collaboratively. According to Dangi & Petrick (2021), weak inter-institutional coordination is a major

obstacle to implementing sustainable tourism governance, particularly in coastal regions that require integrated environmental management. The findings also indicate that low public awareness regarding environmental protection remains a significant challenge in maintaining marine ecosystem sustainability.

From the perspective of MSME actors, the findings demonstrate that Seaside Coast functions not only as a tourism destination but also as an important source of local livelihood. Most MSME actors originate from residents and actively participate in maintaining environmental cleanliness through community-based waste management practices. This finding strengthens the concept of community-based tourism within the blue economy framework, where residents are positioned not merely as economic beneficiaries but also as active participants in environmental stewardship (Kabil et al., 2021). However, MSME actors also expressed concerns regarding unfinished reclamation projects, including the floating mosque development plan, which were perceived to reduce the aesthetic quality and environmental attractiveness of the coastal area. This suggests that infrastructure development without integrated environmental planning may negatively affect both community perceptions and tourism sustainability.



Graph 1. Comparison of the perspectives of the informants

The radar graph further illustrates the differentiation of priorities among stakeholders. The Government Tourism Institution emphasizes destination management and tourism development, while MSME actors exhibit higher levels of community participation and environmental involvement. In contrast, the Marine and Fisheries Service (Dinas Kelautan dan Perikanan, DKP) shows a stronger orientation toward ecosystem conservation but relatively weaker cross-sector collaboration. These differences indicate that each stakeholder operates within its own institutional and functional perspective, resulting in fragmented tourism governance. Such findings reinforce previous literature suggesting that the successful implementation of blue economy principles requires multi-stakeholder collaboration among governments, communities, and local economic actors (Okafor-Yarwood et al., 2020). Without effective coordination mechanisms, sustainability initiatives tend to remain partial and sectoral rather than integrated.

The thematic analysis identified three major issues related to the implementation of blue economy principles in Seaside Coast. First, stakeholders generally perceive the

blue economy approach as relevant for balancing tourism utilization and marine ecosystem conservation. This finding indicates growing awareness that coastal tourism sustainability cannot rely solely on economic growth but must also consider ecological resilience and environmental carrying capacity. Second, community participation already exists through MSME involvement and collective waste management systems; however, participation remains relatively informal and has not yet been institutionalized within structured coastal governance mechanisms. Third, environmental challenges such as plastic waste, coastal abrasion, and unplanned reclamation activities continue to threaten both ecosystem quality and tourism attractiveness. These findings highlight that environmental sustainability remains the central issue in coastal tourism management.

Furthermore, the SWOT analysis demonstrates that Seaside Coast possesses significant strengths, particularly its strategic location near international ports, the active involvement of local MSMEs, and its attractive coastal panorama. These strengths provide strong potential for developing blue economy-based coastal tourism capable of attracting both domestic and regional tourists, especially from Singapore and Malaysia. Nevertheless, several weaknesses remain evident, including limited institutional coordination, insufficient environmental awareness, and the absence of continuous monitoring systems. These weaknesses indicate that existing tourism management practices remain dominated by short-term, sectoral approaches rather than integrated, sustainability-oriented governance.

From an external perspective, opportunities arise from the growing demand for sustainable tourism and Tanjung Pinang's strategic geographic location within the regional tourism network. However, environmental threats such as plastic pollution, coastal abrasion, and uncontrolled reclamation activities may reduce environmental quality and weaken tourism competitiveness in the long term. This finding is consistent with the study by Riera-Spiegelhalder et al. (2023), which emphasized that coastal tourism destinations are highly vulnerable to environmental degradation when effective environmental governance and ecosystem protection strategies are not accompanied by tourism expansion.

Overall, this research's findings demonstrate that implementing blue economy principles in the Seaside Coast requires a more integrated, participatory governance approach. Sustainable coastal tourism management should not focus solely on tourism promotion and infrastructure development, but also on strengthening institutional coordination, increasing environmental awareness, improving waste management systems, and involving residents more actively in tourism governance processes. Therefore, the sustainability of coastal tourism in Tanjung Pinang depends on stakeholders' ability to balance economic interests with long-term environmental conservation and social participation.

CONCLUSION AND RECOMMENDATIONS

This study confirms that Tanjung Pinang Seaside Coast has significant development potential through a blue economy approach that integrates ecological sustainability, social participation, and local economic development. From an ecological perspective, the coastal area continues to face several environmental challenges, including plastic pollution, coastal abrasion, and impacts from partially unmanaged reclamation activities. Nevertheless, residents' involvement in maintaining Seaside Coast cleanliness through collective waste management practices and community-based

contributions indicates the presence of significant social capital that can support long-term coastal conservation efforts.

From a social perspective, the presence of local MSMEs, most of which are operated by residents living in coastal areas, demonstrates that tourism activities have directly contributed to local livelihoods and community economic resilience. Although community participation remains relatively informal and limited in scope, the findings suggest that stronger institutional support, community empowerment programs, and participatory tourism policies could further enhance residents' roles in sustainable coastal tourism management.

From an economic perspective, Seaside Coast not only supports local economic activities through tourism-related MSMEs but also holds considerable potential to attract international visitors due to its strategic geographical location near Singapore and Malaysia. This finding reinforces the argument that implementing blue economy principles in coastal tourism management can create additional economic value while simultaneously supporting environmental sustainability and community welfare. Overall, the study highlights that the sustainability of coastal tourism in Tanjung Pinang depends on integrating environmental management, stakeholder collaboration, and community participation within a more coordinated, sustainable governance framework.

Based on the findings of this study, several recommendations can be proposed to strengthen the implementation of blue economy principles in the management of the Seaside Coast. First, local governments should improve cross-sector coordination between tourism, environmental, and marine institutions to establish a more integrated and sustainable coastal management system. Second, greater attention should be given to environmental management strategies, particularly to reducing plastic waste, controlling coastal abrasion, and ensuring that future coastal development and reclamation activities align with environmental sustainability principles.

Third, local community participation should be strengthened through environmental education programs, capacity-building initiatives for local MSMEs, and greater involvement of coastal communities in tourism planning and decision-making. Finally, tourism development should prioritize environmentally friendly infrastructure and community-based tourism approaches to ensure that economic growth remains balanced with ecosystem conservation and long-term sustainability.

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