

# Integration of Marine Ecotourism and Disaster Management to Increase the Resilience of Coastal Tourism Destinations in National Tourism Strategic Areas in Achieving SDGs

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## ABSTRACT

Indonesia's coastal areas include Rupert Island which is a National Strategic Tourism Area (KSPN). The island has great potential for marine tourism development, but this potential also has vulnerability to natural disasters such as tsunamis and abrasion, strong winds, tidal floods and others. This phenomenon is the basis of this research problem, which is to develop a marine ecotourism concept that is integrated with disaster management to increase the resilience of coastal tourism destinations that are in line with the Sustainable Development Goals (SDGs) in KSPN. Descriptive qualitative approach. Data were obtained from direct interviews with informants, field observations and documentation related to the research theme. The results showed that integrating marine ecotourism with disaster management is effective for increasing destination resilience, while supporting the achievement of SDGs. Increased public and tourist awareness of environmental conservation and disaster preparedness to realize the strength of tourist destinations. The novelty of this research, along with previous studies, is the integration of development policies with disaster management. The researcher's suggestion for further research is to study the integration of disaster management with the tourism village programme in the National Tourism Strategic Area (KSPN) in improving the welfare of local communities.

## **INTRODUCTION**

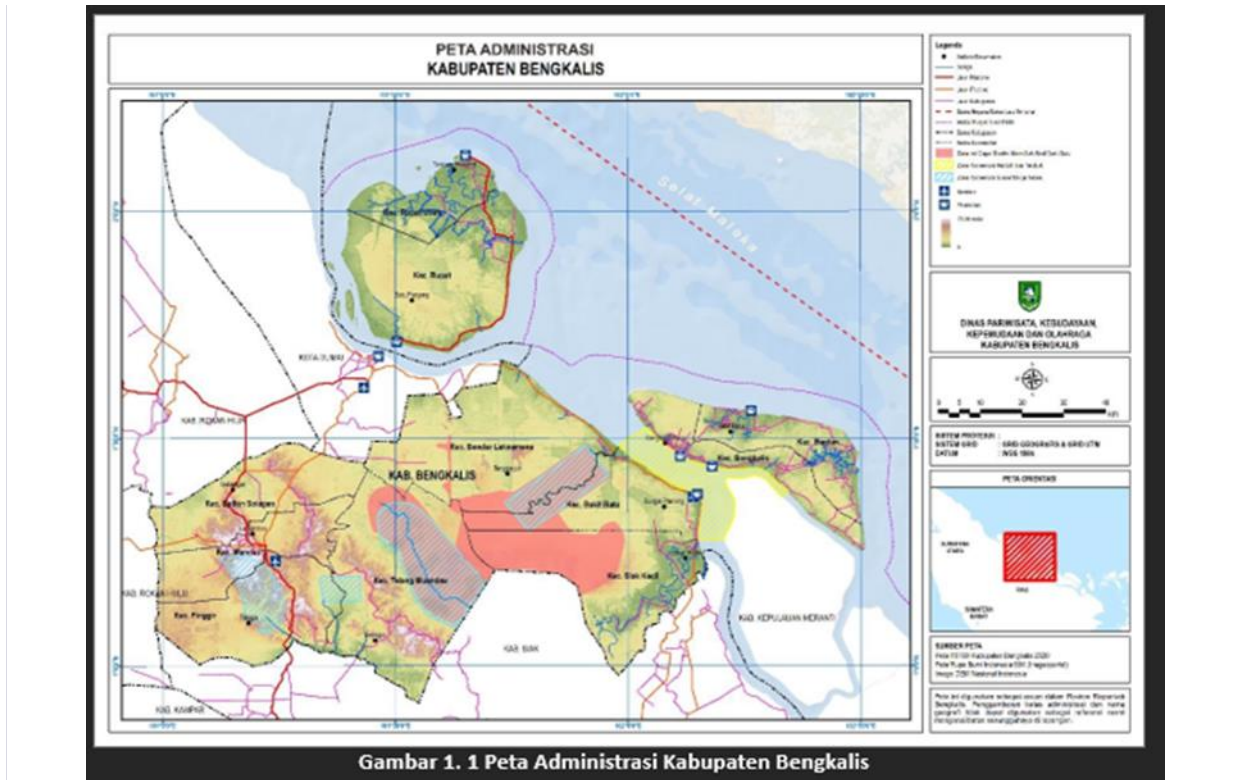
Tourism development policies, especially coastal ones, play an important role in encouraging economic growth, improving community welfare, and preserving the environment in various regions (Adibrata et al., 2023; Widyaputra & Setyaningrum, 2024). Development policies in coastal areas are important because of their advantages, including natural tourism, biodiversity, fishery resources, transportation and trade, renewable energy, flood control, agriculture and irrigation, education and research centers, cultural and historical values, and the quality of life of creatures living on the coast (Hardani, 2022; Sunantri & Yayan, 2021)

Indonesia, as an archipelagic country with abundant natural resources, especially in coastal areas, has great potential in the development of marine tourism (Baharuddin et al., 2023). However, the region is also vulnerable to natural disasters such as tsunamis, abrasion, and the impacts of climate change. To maintain economic, ecological, and social sustainability in coastal areas, a tourism development strategy that focuses not only on environmental conservation, but also on disaster risk management is needed (Fauzan et al., 2023).

Ecotourism involves the development of tourist destinations located along the coastline or seaside. The concept covers various aspects, including Infrastructure development, Environmental preservation, Tourism Activity development, Promotion of Local Culture, Sustainability, Partnership with Local Communities. By implementing a sustainable and unique experience-oriented coastal tourism concept, coastal destinations can become a major attraction for tourists looking for a fun and memorable holiday by the sea. coastal becomes a major attraction for tourists looking for tranquility, natural beauty, and refreshing water activities (Darman Moenir & Halim, 2020).

The potentials of the study are owned by Rupert Island in Bengkalis Regency, Riau Province. Based on this, it is natural and appropriate for the Central Government to designate Rupert Island as a National Tourism Strategic Area (KSPN) since 2011.

The position of Rupert Island, which is part of Bengkalis Regency, can be seen in Figure 1.1 below:



Rupat Island has become an Indonesian icon for world tourism (Wonderfull Indonesia by designation). The Bengkulu Regency government's response to the KSPN policy by making tourism planning and building a tourism image for Bengkulu Regency. Formulated branding to build an image, especially Rupat Island with the tagline 'Rupat - The Longest White Sandy Beach Island.' Rupat as an island with sandy beaches. 'Rupat as an island with the longest white sand beach' in Indonesia, which is 17 KM. This theme shows nationally, the strength of the Rupat Island region(Haq et al., 2023).

The potential of tourism is very promising, but challenges, especially those related to disasters, must also be taken seriously ((Alifa & Wibowo, 2015). Rupat Island, as the outermost island of Indonesia, is vulnerable to various natural disasters such as high waves, abrasion, tidal floods, and forest fires(Baeha et al., 2024). These threats not only threaten the safety of local communities and tourists, but can also damage tourism infrastructure and the natural environment as a whole (Husni et al., 2022). Natural disasters that have occurred on Rupat Island until 2023 from BPBD Bengkulu.

Table 1.1.: Data on natural disasters that have occurred on Rupat Island, Bengkulu Regency :

No.	Natural Disaster	Year	Victim
1	Tornado 3 times	2017-2021	(24 damaged house)
2	Flood/tidal	2017 - 2023	6 major floods

3	Abrasion	2020-2023	3 times
4	Land and forest fires	2019-May2023	23 times
Source of processed data, 2023			

Table 1.4. above illustrates the frequent occurrence of these types of natural disasters and almost every year. Especially for abrasion, floods / robs and forest and land fires occupy the highest position, occurring repeatedly.

The lack of understanding of coastal natural disasters by the government, private sector and communities as well as tourists needs to be addressed. Mitigation is necessary in the context of tourism disaster management. Mitigation refers to efforts to prevent and reduce disaster risk before a disaster occurs. These mitigation efforts include planning, policy, collaboration across stakeholders, including local communities with strong motivation, and active involvement(Maharani et al., 2019).

Mitigation also includes the preparation of plans, strategic policies, and strong involvement of local and regional tourism organisations in facilitating and promoting disaster preparedness in the tourism sector (Sopacua & Salakay, 2020). In addition, mitigation also highlights the importance of education and knowledge in developing effective disaster management plans (Suhardjo, 2015).

As such, mitigation is an integral part of tourism disaster management efforts that aim to reduce disaster impacts, improve preparedness and promote sustainable tourism practices. This is the importance of development policies that focus on disaster management in tourist areas, especially in Rupert Island. For this reason, it is very necessary to consider all potential disasters and formulate concrete measures to reduce risks and manage responses in emergency situations (Vermeulen-Miltz et al., 2023).

Marine ecotourism can be an important strategy in achieving several Sustainable Development Goals (SDGs). SDG no: 14 (Marine Ecosystems) is to maintain and sustainably utilize marine resources through conservation-based tourism. Thus, the development of marine ecotourism integrated with disaster management is not only relevant for local sustainable development, but also contributes to the achievement of SDGs globally.

To examine the existing phenomena, the formulation of the problems and objectives of this study are Problem Statement, How can the integration of the concept of marine ecotourism with disaster management increase the resilience of tourism destinations in the coastal area of Rupert Island, and How can coastal tourism development policies support the achievement of Sustainable Development Goals (SDGs) in the National Tourism Strategic Area (KSPN) of Rupert Island?. Research Objectives : Analyse the impact of integrating the concepts of marine ecotourism and disaster management on the resilience of coastal tourism destinations on Rupert Island. Assess the contribution of coastal tourism development policies to the achievement of Sustainable Development Goals (SDGs) in KSPN Rupert Island ?.

## LITERATURE REVIEW

### Sustainable Tourism Development

The United Nations World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP) state that sustainable tourism involves the implementation of programs that consider economic, socio-cultural, and environmental aspects in the long term. The need for a planned development strategy so that tourist destinations can develop optimally by involving the participation of various stakeholders (Ezizwita et al., 2024). Coastal tourism areas are often located far from urban areas, with geographically difficult to access, and have a huge potential for natural disasters, but coastal tourism is also a destination of choice for many tourists. Development in coastal areas is heavier than development in land areas, meaning that it requires large capital and it is very important that the government as the owner of authority and power has the right model. Good coastal tourism development requires policies that are multidimensional scientific and multi-sectoral.

### Coastal Tourism Policy

Coastal tourism needs to be of concern to the government because it has significant economic potential, is able to create jobs and increase local economic growth. In addition, sustainable management can preserve coastal ecosystems through environmental protection practices, as well as encouraging infrastructure development that improves access and quality of life for communities. Coastal tourism is also a means of promoting local culture and environmental education, as well as attracting local and foreign tourists, which in turn can strengthen the region's image in the eyes of the world. In addition, this sector plays a role in overcoming social problems, such as unemployment and poverty, through creating sustainable economic opportunities ((Fadel & Manvi, 2021).

Ecotourism is a form of sustainable tourism that emphasizes responsible travel to natural areas, conserving the environment, and improving the well-being of local communities. It aims to provide visitors with an educational experience while promoting the preservation of ecosystems and cultural heritage. Key characteristics of ecotourism include:

1. Environmental Conservation is Ecotourism focuses on protecting natural resources and wildlife, ensuring that tourism activities do not harm the environment.
2. Community Involvement is Local communities are often involved in the planning and management of ecotourism activities, allowing them to benefit economically and socially from tourism.
3. Educational Experiences is Ecotourism provides opportunities for visitors to learn about the local environment, wildlife, and culture, fostering a greater appreciation for nature and conservation efforts.
4. Sustainable Practices is Ecotourism promotes sustainable practices that minimize the ecological footprint of tourism, such as using renewable resources, reducing waste, and supporting local economies.
5. Cultural Respect is Ecotourism encourages respect for local cultures and traditions, promoting cultural exchange and understanding between visitors and host communities(Santosa et al., 2022).

Tourism destination management is a holistic and sustainable approach in guiding the growth and development of a destination, focusing on important aspects that include strategic planning, environmental conservation, infrastructure development, diversification of tourism products and experiences, visitor management, local

community empowerment, marketing and promotion, crisis management, performance measurement, and cross-sector cooperation and collaboration.

The development of sustainable coastal tourism requires the participation of several stakeholders, be it the community, the private sector or community organizations. The number of stakeholders involved should not make the local government do authoritarian management (Musaddun, Wakhidah Kurniawati, 2013). 'Destination attractiveness' refers to the factors that make a destination attractive to tourists, such as natural beauty, cultural uniqueness, friendliness of local people, and adequate tourism facilities. In the context of this article, destination attractiveness is one of the factors used to assess TRP (Tourism and Recreational Potential) in the cross-border region of Russia and Kazakhstan (Tanina et al., 2022)

### Tourism Disaster Management

Integration of tourism policy based on disaster management is where the position of the government, the position of the private sector and the position of the community. The management dimension is how to implement policies that have been decided through management principles and emphasizes the implementation of the application of models, theories, methods, techniques, and ways to achieve efficient and effective goals so that tourism development can run as it should. In line with Winarno's opinion (2026: 29). Policy is not a decision that is sudden but planned from formulation, implementation and up to the evaluation of the policy to be made.

According to Casal-Ribeiro (2023) in the context of tourism disaster management, several aspects need to be considered to ensure success in managing the impact of disasters on the tourism sector. Some things related to tourism disaster management include:

1. Framework for tourism disaster management, this study developed a new framework consisting of four different phases, namely pre-disaster, disaster, post-disaster, and future outlook towards disasters. This framework covers the strategic aspects and fundamental reactions to managing tourism disasters.
2. Mitigation and Preparedness are mitigation, prevention, and preparation efforts before the occurrence of a disaster are essential in tourism disaster management. This includes planning, policy, cross-stakeholder collaboration, motivation, and strong engagement. Mitigation also includes education, knowledge, and effective communication to ensure success in managing disaster impacts.
3. Resilience and Adaptability are important in dealing with tourism disasters. This involves developing flexible and efficient strategies to predict and mitigate the impact of disasters.
4. Collaborative Management of tourism disasters requires strong collaboration between the public and private sectors, as well as the active involvement of local communities. Public-private partnerships, subsidy-based recovery, creativity, the role of local communities, and government support are important factors in tourism disaster management.

### PREVIOUS RESEARCH

Many studies on Destination Resilience, more research on ecotourism with economic, conservation, and social studies. But it does not examine the integration of marine ecotourism with disaster management. This is the novelty of this research.

## METHODOLOGY

Qualitative research methods according to John W. Creswell 2019. Used to understand the specific context of Rupal Island deeply. Especially related to the potential of marine ecotourism and the challenges it faces. Exploring to understand various aspects related to the overall management of coastal nature tourism, including social, economic, and regional vulnerability to natural disasters that affect sustainable tourism development. The type of data used is qualitative data, namely data that can only be measured indirectly (Hadi, 2015: 91). Data that can only be measured indirectly and usually data in the form of verbal words not in the form of numbers. Usually obtained during interviews, observations when conducting field research.

The data source of this research is the information obtained by the researcher to answer questions in the research (Arikunto: 2010:172). In this study, the data used consisted of three main sources: documentation analysis and interviews with key stakeholders, and direct observation to the research site. The following is a specific explanation of data collection and analysis.

### Data Collection:

1. Documentation Analysis by analysing various official sources, including the websites of the Indonesian government and international organisations The United Nations World Tourism Organization (UNWTO) and the United Nations Environment Programme (UNEP). In addition, academic literature in the form of journals was analysed.
2. Interviews were conducted by researchers directly with the government as policy makers (Tourism, culture and youth and sports offices, as well as the Regional Disaster Management Agency (BPBD), Regional Development Planning Agency (BAPPEDA) of Bengkalis Regency. The business world as tourism industry players and local communities as well as tourists who are or have travelled to Rupal Island. Secondary data directly collected by researchers as support from the first source. In the form of regulatory documents, mass media news about tourism and disasters on Rupal Island.

### Data Analysis:

Data from the interviews were analysed thematically to identify key themes that answered the research questions. Although the sample size was small due to resource constraints, these interviews provided additional contextualised information to the literature and policy analyses that had been conducted previously. With this approach, the research sought to gain a comprehensive understanding of how to integrate ecotourism with disaster management to achieve destination resilience in National Tourism Strategic Areas in accordance with SDGs goal 11 and 14.

### Observation Analysis :

Data obtained from documentation and interviews were analysed by checking directly at the research locus, then comparing it with the data obtained by the two previous methods.

## RESULTS AND DISCUSSION

### **Coastal Tourism Development**

The tourism attraction in Rupal Island can be seen in the image of the distribution map of its tourism potential.

Image: 1.2. Map of Tourism Distribution of Rupert Island National Tourism Strategic Area in Bengkalis Regency, Riau Province.

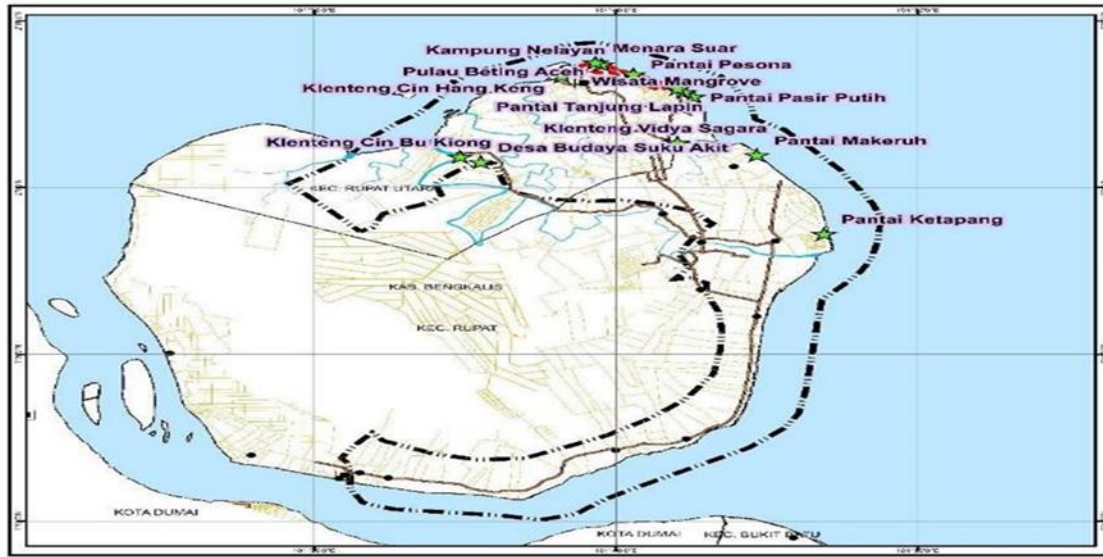


Image Source: Dinas Pariwisata, Pemuda dan Olahraga Bengkalis, 2024

From figure 1.2. above shows the distribution of KSPN tourism on Rupert Island, there are 6 beaches, one island, as well as cultural and historical tourism locations that are owned and become an attraction for tourists. For more details, we can see in table 1.2. below:

Table 1.2: Potential of Coastal Tourism in Rupert Island, Bengkalis Regency, Riau Province

No	Tourism Objects Tourism	Type	Category
1.	Pesona Beach	Maritime	Wisata Alam
2.	Tanjung Lapin Baech	Maritime	Wisata Alam
3.	Pasir Putih Beach	Maritime	Wisata Alam
4.	Beting Aceh Baech	Maritime	Wisata Alam
5.	Makerhu Baech	Maritime	Nature Tourism
6.	Ketapang Beach	Maritime	Nature Tourism
7.	Bird Migration	Fauna	Nature Tourism
8.	Mangrove Forest	Flora	Nature Tourism



No	Tourism Objects  Tourism	Type	Category
9.	Sei Simpur estuary dugong/dugong fish tour	Fauna	Nature Tourism
10.	Zapin Api-api Dance Remote Indigenous Community (KAT)	Culture Artificial Tourism	Artificial Tourism
11.	Cap Gomeh Commemoration	Religion	Artificial Tourism
12.	Tomb of Princess 9	History	Artificial Tourism
13.	Mandi Safar	Religion	Artificial Tourism
14.	Rupat Beach Festival	Rekreasi	Artificial Tourism
15.	Malay Tradition Activities	Culture Artificial Tourism	Artificial Tourism

Source: processed data 2024

Table 1.2 above illustrates that there are 15 tourist attractions, with 6 types of natural tourism and two categories of cultural tourism, two religious tourism and one historical tourism on Rupat Island. The natural tourism category, especially beaches, dominates the tourist attractions. In addition to natural tourism, Rupat Island also has a reliable attraction, namely cultural tourism which has peculiarities that are not owned by other regional destinations (Kusumo & Lemy, 2021) such as the dance of the Remote Indigenous Community (KAT), namely playing fireball. The culture of Mandi Safar or bathing to get rid of bad luck is also an attraction for domestic and foreign tourists. Not yet optimally managed. The main infrastructure (clean water, sanitation, safety zones are still minimal or non-existent), and supporting facilities, in several tourist destinations.

### **Coastal Tourism Policy**

Special policies that support the development of coastal tourism on Rupat Island. The tourism development policy on Rupat Island is the inclusion of Rupat Island in the National Tourism Strategic Area as stated in Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan (RIPPARNAS) for 2011-2025. The follow-up to RIPPARNAS in the region is Regional Regulation No. 2 of 2021 concerning the Bengkalis Regency Tourism Development Master Plan (RIPPARKAB) 2021-2035 and continued with Regional Regulation No. 5 of 2022 concerning the Riau Province Tourism Development Master Plan (RIPPARPROV) 2021-2035. To handle tourism on Rupat Island, the Rupat Island Tourism UPT has been formed. The Regent of

Bengkalis, to support tourism development, one of which is on Rupert Island, also issued Decree of the Regent of Bengkalis Number: 440/KPTS/VI/2021 concerning the Formation of a Team for the Acceleration of Bengkalis Tourism Development.

However, implementation of the above regulations starts from the National Level. Provinces and Districts have not moved optimally. We can see this from the development of infrastructure and tourism support on Rupert Island.

### **Tourism Destination Management Ecotourism**

The implementation of marine ecotourism on Rupert Island has not yet run optimally, this is due to the limited human resources of the Bengkalis Regency government, especially the Tourism, Culture, Youth and Sports departments. This is recognized by the Head of Tourism. In terms of planning tourism programs, it is very difficult because they do not have tourism expertise.

The concept of community-based ecotourism on Rupert Island can be integrated into coastal destination management through several key strategies. First, community participation is essential, where local residents are actively involved in planning and managing tourism, forming groups to oversee and promote tourism in their area. Education and training on natural resource management, conservation, and tourism services are crucial to enhancing community engagement and ensuring environmental sustainability. Additionally, improving infrastructure, such as transportation and sanitation, will boost visitor comfort and make the destination more attractive.

Promotional efforts should involve the local community, using social media and partnerships with travel agents to market tourism potential. Collaboration with the government and institutions is important to secure support in funding, policy, and conservation programs. Finally, conducting regular SWOT analysis will help assess the strengths, weaknesses, opportunities, and threats, enabling the formulation of more effective strategies to ensure sustainable tourism development (Mardani et al., 2018).

### **Desaster Management**

In coastal tourism areas, hazard management involves proactive and reactive measures to reduce disaster impacts. Key actions include conducting risk assessments, planning for emergencies, and building resilient infrastructure like reinforced buildings and elevated roads. Early warning systems and mobile alerts are essential for timely communication, while community training helps prepare locals and tourism operators for disaster response.

Additionally, coordinating emergency responses among authorities, operators, and services ensures unified actions during crises. Post-disaster recovery plans focus on restoring tourism activities, while sustainable practices like land conservation and ecotourism reduce disaster vulnerability. Financial preparedness through insurance helps tourism businesses recover quickly after disasters. However, until now there has been no

integrated program from disaster management related agencies to develop marine tourism on Rupa Island to realize tourism destination strengths.

There have been many previous studies on destination resilience, but only a few discuss the integration of marine ecotourism with disaster management. This is because more studies discuss ecotourism with economic, conservation, and social studies.

## CONCLUSION

This research is expected to make an important contribution to the development of a marine ecotourism concept integrated with disaster management, which not only increases the resilience of coastal tourism destinations but also supports the achievement of SDGs in KSPN. This research provides long-term benefits for the economic, ecological and social sustainability of Indonesia's coastal areas. The author's suggestion Disaster mitigation is important for stakeholders including tourists, so as to create destination resilience that provides comfort and safety for tourists and welfare for the community. This programme should be conducted in an integrated manner with relevant agencies and other stakeholder groups. The researcher's suggestion for further research is to study the integration of disaster management with the tourism village programme in the National Tourism Strategic Area (KSPN) in improving the welfare of local communities.

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