

# Implementation Model of Governance Policy for Developing Coastal Border Ecotourism in Indonesia

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**Abstract.** The implementation of governance regulations in developing coastal-border ecotourism in Indonesia still faces challenges, such as differing views on managing ecotourism areas and the government's ability to supervise and control extensive and hard-to-reach border areas. To improve the implementation of governance regulations in developing coastal-border ecotourism in Indonesia, a synergy between governmental institutions and local community groups should be established, and the human resources capacity should be enhanced. Infrastructure should also be built, and environmental surveillance and control should be improved. The post-positivism research method is utilized to identify the implementation process and policies in governance regulations in developing coastal-border ecotourism in Indonesia. The findings indicate that implementing governance regulations in developing coastal-border ecotourism in Indonesia has challenges and obstacles. Still, it also has supporting factors such as support from various parties, clear regulations, and efforts to increase community participation in ecotourism management. Governance regulations in developing coastal-border ecotourism in Indonesia must consider the interests of the environment and local communities. The government must ensure that ecotourism development in coastal areas is conducted with local wisdom and sustainable development.

## 1 Introduction

The border coast in Indonesia is an area that has great potential for ecotourism development. This potential is not only found in the pristine and exotic natural beauty but also in the cultural diversity of people around the border coast [1]. Developing border coastal ecotourism in Indonesia can revive the economy of communities around the border coast and preserve biodiversity and culture in the area [2], [3]. Therefore, it is necessary to implement good governance to maintain the sustainable development of border coastal ecotourism in Indonesia.

The border coast in Indonesia is an area that has great potential for ecotourism development. This potential is found in the pristine and exotic natural beauty and the cultural

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diversity owned by the people living around the coast. The development of ecotourism along the border coast in Indonesia not only has economic potential for the surrounding communities but also preserves the biodiversity and culture in the area. Therefore, it is necessary to implement good governance to ensure the sustainable development of ecotourism along the border coast of Indonesia.

The implementation of governance in developing border coastal ecotourism in Indonesia is a process of management and supervision involving government agencies at the national, regional, and local levels [4], [5]. The process entails decisions and government intervention in border coastal ecotourism activities, from planning to implementation. As a management agency that facilitates the development of border coastal ecotourism, the government is responsible for issuing regulations, granting licenses, building infrastructure, and providing training and supervision related to border coastal ecotourism.

However, implementing governance in developing border coastal ecotourism in Indonesia still faces several challenges. One of them is the different views on managing ecotourism areas. Some time ago, there was a conflict between ecotourism management and infrastructure development in coastal areas, which harmed the environment and surrounding communities [6], [7]. The government must find a middle ground to optimize ecotourism development without neglecting the interests of the environment and local communities.

Another challenge is the government's ability to supervise and control, especially in border areas that are vast and difficult to reach. Supervision and control maintain the continuity of border coastal ecotourism development to maintain the rules and principles of sustainable development [8], [9]. The government needs to ensure that the development of border coastal ecotourism is carried out by considering both environmental and economic sustainability.

In addition to challenges, urgency is a determining factor for the birth of the idea of this paper, namely that there are several contributive tips to improve the implementation of governance in the development of border coastal ecotourism in Indonesia. First, the government must build synergies between government agencies and local community groups in developing border coastal ecotourism. Second, the government must increase the capacity of human resources to prepare and implement ecotourism development programs. Third, the government must build adequate infrastructure, such as roads, electricity networks, hospitals, and clean water facilities, so that the development of coastal border ecotourism is more focused and effective. Fourth, the government must improve environmental monitoring and control to encourage sustainable ecotourism development [2], [10], [11].

In developing ecotourism along coastal borders, the government plays a crucial role. It is responsible for issuing regulations granting permits and ensuring that ecotourism development in coastal areas is based on local wisdom and promotes sustainable development. Thus, the government must prioritize the interests of the environment and local communities when overseeing ecotourism development along Indonesia's coastal borders [12]–[14].

The government must also pay attention to the development of adequate infrastructure and increase the capacity of human resources to optimize the development of border coastal ecotourism. With the implementation of good governance, the development of border coastal ecotourism in Indonesia can become a source of income for local communities and preserve biodiversity and culture in the region. Additionally, the government should take measures to raise public awareness of the significance of preserving the environment and biodiversity in border coastal areas. It should also monitor and evaluate ecotourism development activities in these regions [15], [16].

The role of society and ecotourism actors in developing coastal border ecotourism is also crucial. Communities as owners and managers of natural resources in coastal border areas are actively involved in ecotourism development and are seen as strategic partners.

Furthermore, ecotourism actors must ensure that tourism activities do not harm the environment and biodiversity in the area and provide equitable benefits to local communities. In developing coastal border ecotourism, adopting a sustainable approach and considering the interests of the environment and the local community is important. Thus, the development of coastal border ecotourism not only provides economic benefits to the local community but also preserves the biodiversity and culture of the region. Based on this explanation, identifying the process of implementation and policies in the Governance of Government in the Development of Coastal Border Ecotourism in Indonesia is important.

## **2 Research Methods**

The research method uses a post-positivist methodology, which means that post-positivism is a scientific methodology that does not regard positivism as the primary basis of research. This approach assumes that the social reality is complex and diverse and that researchers must consider the subjective and contextual factors that influence research [17], [18]. With a post-positivist methodology, researchers explore theories, concepts, and models that arise from empirical observation and analysis. In other words, researchers aim to find explanatory models by emphasizing social and philosophical views that emerge from interpreting social data. Post-positivism research considers social reality as changing, inconsistent, and continuously evolving; therefore, researchers need to have a flexible approach and constantly track the changes in interpreting social phenomena.

Post-positivism research also involves an abductive approach: reaching conclusions by creating constructs based on understanding existing theories and observations of existing phenomena in society. Post-positivist researchers seek objective truth about social reality while acknowledging that the knowledge obtained is always provisional and under constant revision. The complex and diverse social aspects require researchers to take measures to ensure the validity and reliability of the methodology employed. Furthermore, post-positivism research also emphasizes the significance of self-reflection by researchers, including questioning their research interest and how that can influence research findings [19], [20]. Overall, post-positivism research places the researcher as an object responsible for constructing and revising a valid understanding of social reality while acknowledging that this knowledge is never absolute and is subject to change.

## **3 Results and Discussion**

Generally, implementation refers to establishing relationships that allow public policy goals to be achieved through government activities. This determination involves creating a "policy delivery system" where specific ways are designed and pursued to achieve specific goals. Therefore, public policy - statements of goals, objectives, and broad ways - are translated into action programs to achieve the goals stated in the policy [21]. Various programs can be developed in response to the same policy goals. Action programs can be divided into more specific projects that will be managed. Action programs and individual projects intend to cause changes in the policy environment, which can be considered the result of the program.

The differentiation between policy and program here implies that policy implementation is a function of program implementation and depends on the results achieved. Consequently, studies of policy implementation processes almost always involve investigations and analyses of concrete action programs designed to achieve broader policy goals. The clear distinction between policy and program is difficult to maintain in practice. This is somewhat

blurred by the various levels at which the term "policy" is often used. In addition, because policy implementation depends on program results, it is difficult to separate the fate of policy from its constituent programs. Furthermore, saying that policy implementation depends on program implementation assumes that these programs are suitable for achieving policy goals, an assumption that is not always proven in practice.

### **3.1 Implementation of Activities that are Affected by Governance in the Development of Coastal Ecotourism in Indonesia**

#### *3.1.1 Content of Policy*

- **Interest of Affected**

As an archipelagic country, Indonesia has enormous potential for marine tourism, especially on the coastal border, which boasts extraordinary natural beauty. However, ecotourism development in this region faces various challenges and obstacles, including governance. The government plays a crucial role in developing border coastal ecotourism by managing natural resources and the environment used as tourist attractions. Additionally, the government has a critical role in supporting local communities in building and developing infrastructure and facilities required for ecotourism activities. In good governance, participatory concepts and practices must be emphasized and prioritized. This is because successful development necessitates the participation and support of various parties, including local communities, economic actors, and the government [22], [23].

However, participatory governance must also consider the interests and needs of community groups affected by ecotourism development, or what is referred to in policy language as "affected people." The interests and needs of affected people are vital in governance as they help avoid conflicts and losses that can negatively impact all parties involved. This can be achieved by involving them in every stage of ecotourism development, from planning and site selection to implementation and evaluation. This way, affected people will feel valued and empowered as partners in ecotourism development, creating harmony and continuity in developing ecotourism on the coasts of Indonesia's borders.

- **Type of Benefit**

The types of benefits expected from the implementation or implementation of certain policies carried out by stakeholder actors [24], [25] are as follows:

1. **Economic benefits:** Developing coastal ecotourism in Indonesia's border regions can create new jobs and positively impact the regional and national economies. Economic benefits can also be seen from tax revenues, the development of the tourism industry, and increased local community income.
2. **Social benefits:** By developing border coastal ecotourism, there is potential for an increase in the welfare of local communities through economic empowerment and better infrastructure development. Furthermore, ecotourism can align tourism development with environmental preservation and sustainability.
3. **Environmental benefits:** The wise development of border coastal ecotourism can help maintain biodiversity and healthy marine ecosystems. Additionally, ecotourism can reduce greenhouse gas emissions and promote sustainable environmental management practices.
4. **Cultural benefits:** The development of border coastal ecotourism can also promote the cultural diversity and customs of the local community, allowing visitors to learn about local customs and traditions. At the same time, residents can maintain and promote their culture.

5. Political benefits: Developing border coastal ecotourism can also be an effective public diplomacy tool to improve bilateral relations with neighbouring countries and reduce border tensions.

- **Extent of Change Envisioned**

Envisioned Extent of Change is a change plan desired by an organization or entity to direct government activities in program development [26], [27]. This relates to the government's ability to take different actions to develop tourist attractions in border areas. The aim of encompassing the desired changes is to provide clear direction for the development of coastal border ecotourism, ensure environmental sustainability, provide economic benefits, and improve the lives of the surrounding communities. The desired changes can take various forms, such as infrastructure development, tourism promotion, educational aspects, improving the quality of life of local communities, and sustainable business practices. Policymakers need to consider the desired scope of change to ensure that the development of border coastal ecotourism in Indonesia aligns with the planned goals.

Moreover, policymakers should pay attention to the potential negative impacts of border coastal ecotourism development, such as environmental damage, conflicts with local communities, and unsustainable economic dependence on the tourism sector. Therefore, proper and sustainable management is needed, including the use of natural resources, waste, and waste management, as well as active participation from local communities in making decisions regarding the development of border coastal ecotourism. This will ensure that the development of border coastal ecotourism will provide long-term benefits for the community and the environment, creating job opportunities and improving welfare for local communities.

- **Site of Decision-Making**

The site of decision-making in governance refers to where the decision-making process takes place [28], [29]. In this case, the decision-making site can consist of various levels of government agencies such as related ministries, regional governments in border areas, and other related institutions involved in developing border coastal ecotourism in Indonesia. The current governance paradigm shift emphasizes the importance of community participation in decision-making. Therefore, the decision-making site must also include community participation in developing border coastal ecotourism. This is important in the effort to create policies that favour the interests of local communities and encourage their involvement in the development of border coastal ecotourism.

Therefore, an effective and democratic site of decision-making must accommodate community participation in the decision-making process and consider the environmental and social impacts of the development of border coastal ecotourism. In addition, the decision-making site must also ensure transparency and accountability to avoid potential corruption or sectoral interests detrimental to society. Thus, a quality site of decision-making can ensure the successful development of border coastal ecotourism that is sustainable and positively impacts the welfare of local communities and the environment.

- **Program of Implementors**

This program aims to implement and encourage sustainable and well-planned coastal border ecotourism development activities. The Program of Implementors involves forming groups of executors of relevant stakeholders such as local governments, local communities, entrepreneurs, and NGOs or organizations that focus on the environment and ecotourism. The implementer group organizes, coordinates, and manages resources to implement

development programs. The Program of Implementers is a governance program for developing coastal border ecotourism in Indonesia [30], [31]. The Program of Implementers adopts a participatory approach, involving all parties and considering common interests. This project provides training, support, and technical guidance for the implementing group. It also rewards implementing groups that have effectively and efficiently executed the program. The Program of Implementers is a strategic effort in the governance of coastal border ecotourism development in Indonesia, aimed at encouraging local community participation and providing benefits for everyone involved.

- **Resources Committed**

Resources committed to governance in the development of border coastal ecotourism in Indonesia refer to resources invested by the government to support and facilitate ecotourism in the coastal border areas. These include budgets, human resources, infrastructure, technology, and supporting policies [32], [33]. The budget allocated for developing border coastal ecotourism in Indonesia covers procurement, construction, and renovation of supporting infrastructure, such as ports, roads, bridges, and tourist attractions. Human resources are also significant in this development, including training and education for local communities to enhance their management and promotion of coastal ecotourism. Infrastructure is a vital aspect of developing border coastal ecotourism, as it provides accessibility for tourists to reach tourist sites. Technology, such as information and communication technology, is also essential in promoting coastal tourism objects and facilitating the management of ecotourism businesses located on the coast. Additionally, government policies, including rules and regulations, are critical in determining the development of border coastal ecotourism, particularly about natural resources and environmental management.

Expanding marine conservation areas in the blue economy directly contributes to sustainable economic development. This is because improving the quality and sustainability of marine ecosystems can support various economic sectors such as tourism, fisheries, and management of marine natural resources. Apart from the economic contribution, expanding the marine protected area also has other benefits, such as strengthening the capacity of local communities to manage marine resources and improve the quality of the marine environment [20], [21]. In the long term, this will support sustainable development in coastal and marine areas. Therefore, expanding marine conservation areas is essential in realizing a sustainable blue economy. Various parties, including the government, the community, and the private sector, need to support this effort in protecting and strengthening the sustainability of marine resources.

An example of a case study for expanding marine conservation areas in the Blue Economy is the policy adopted by the Indonesian government in establishing the largest marine conservation area in the world, namely the Karimata Strait-Riau Islands National Marine Protected Area (KKPN-SK-KRI). This conservation area in the Riau Archipelago Province has an area of around 5.8 million hectares and covers 17 districts/cities. This conservation area is determined by considering the sustainability of the environment, natural resources, and the economic potential that can be achieved sustainably using marine resources. In developing this conservation area, the Indonesian government works with various parties, including coastal communities, who still depend on marine resources to meet their needs.

### *3.1.2 Content of Implementation*

- **Power, Interest, and Strategies of Actors Involved**



Governance in developing coastal ecotourism in border areas of Indonesia involves multiple actors with their own interests and strategies. Understanding this management requires taking into account power, interests, and strategies.

1. Power refers to an actor's ability to influence the decision-making process related to border coastal ecotourism [34], [35]. Various actors, including local governments, companies, NGOs, and communities, have power. This power can be measured based on economic, physical, and management aspects.
2. Interests refer to the ultimate goals actors [36] wish to achieve in developing border coastal ecotourism. Typically, local people express economic profit and environmental sustainability as key interests, whereas companies may prioritize economic gain alone. Regional governments aim to maintain sovereignty while leveraging tourism potential, while NGOs focus on ensuring sustainable development.
3. Strategies refer to the plans or ways actors seek to achieve their interests [37]. Local governments may facilitate investment and licensing, while local communities may boost income through entrepreneurial training and homestays. Companies may use cost-saving strategies such as choosing the right raw materials and technology for optimal profit.

In conclusion, governance for developing border coastal ecotourism in Indonesia depends on the power of actors, their interests, and their strategies. These factors should be integrated holistically to ensure effective and sustainable development. Successful governance for developing border coastal ecotourism in Indonesia requires a holistic approach considering actors' power, interests, and strategies. Engaging all stakeholders in collaborative decision-making processes and aligning their interests towards sustainable development can ensure that ecotourism generates economic, social, and environmental benefits for local communities and Indonesia.

#### • **Institution and Regime Characteristics**

Institutional and regime characteristics are important aspects of governance in the development of coastal ecotourism along the borders of Indonesia. Some of these characteristics include:

1. Public Policy - Public policies related to the development of coastal ecotourism must be based on the principles of sustainable development, environmental conservation, and community participation. In addition, these policies must also cover the prudent management of natural resources and economic equity.
2. Law Enforcement – Firm and fair law enforcement is necessary to maintain the sustainability of coastal ecotourism and ensure that these activities do not damage the environment or ignore the rights of local communities.
3. Role of Government – The government plays an important role in developing coastal ecotourism. This includes establishing clear policies, monitoring ecotourism, and organizing training for local communities.
4. Community Participation – Involving local communities in the development of coastal ecotourism is crucial. The success of developing coastal ecotourism depends on the support and active participation of the community.
5. Inter-Agency Collaboration - Collaboration between national and local agencies needs to be done to strengthen coastal ecotourism in Indonesia. This collaboration is needed in developing strategies, managing resources, monitoring and evaluation, and collecting data and information.

By prioritizing these characteristics, it is hoped that the development of coastal ecotourism along the borders of Indonesia can be carried out effectively and efficiently while positively impacting the environment and local communities. Overall, the successful development of coastal ecotourism in Indonesia depends on the government's ability to

manage good institutions and regime characteristics and optimize the capacity of local resources in managing the environment and natural resources [38], [39].

- **Compliance and Responsiveness**

Compliance and responsiveness are two important aspects of governance in developing border coastal ecotourism in Indonesia. Compliance refers to the government's ability to comply with standards and regulations set in ecotourism management [40]. This includes compliance with laws, transparent financial management, sustainable management of natural resources, and management of safety and security in tourism. On the other hand, responsiveness refers to the government's ability to respond to the needs and expectations of the community and business actors [41] in ecotourism development. This includes the government's ability to listen to complaints and input from the public and business actors and provide a quick and appropriate response in resolving problems and meeting their needs.

In the development of border coastal ecotourism, compliance and responsiveness are very important because the ecotourism environment in question usually has high natural potential but is also vulnerable to damage and overexploitation. Therefore, the government must ensure that ecotourism development is carried out sustainably and following established standards and regulations and can respond to the needs and expectations of the community and business actors to realize ecotourism development that is sustainable and beneficial to all parties. In addition, it is necessary to map the natural tourism potential based on the environment and socio-culture and take steps to conserve and rehabilitate the environment to maintain the sustainability of ecotourism development.

The government must also cooperate with private parties, such as travel and hospitality companies, to accelerate ecotourism development by considering the social and environmental impacts that arise. Meanwhile, the community and business actors around the ecotourism location must be involved in developing and managing ecotourism to increase the economic potential and welfare of the local community. In developing ecotourism, actors must not forget the values of local wisdom and culture and the principles of conservation and environmental protection. As such, ecotourism can become a tool to promote natural and cultural conservation, improve people's well-being and enrich the experience of tourists.

### **3.2 Model of Governance Policy Implementation in Border Coastal Ecotourism Development in Indonesia**

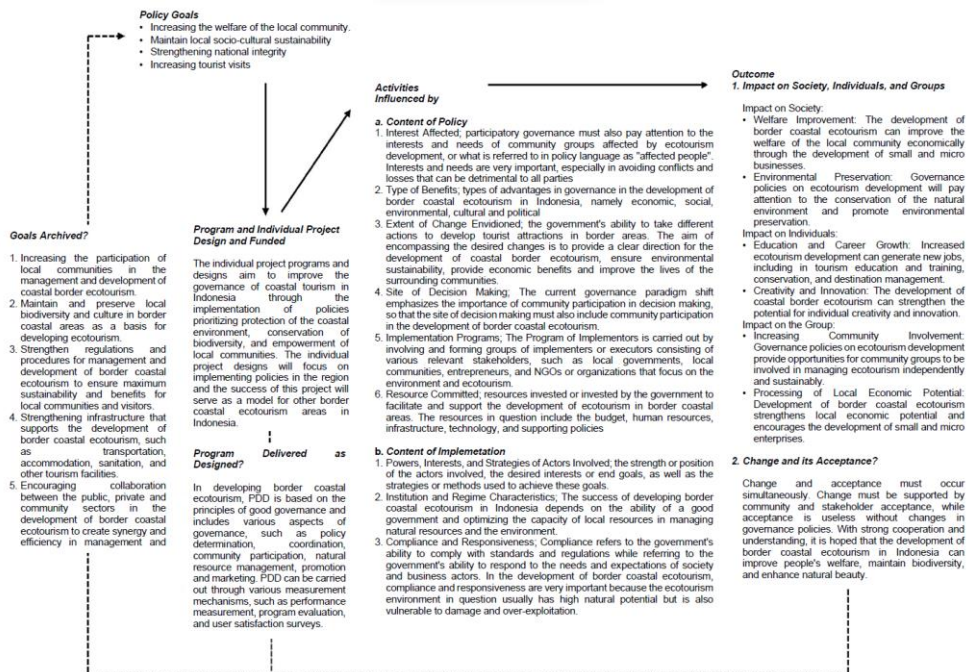
The goal of the governance policy implementation model for developing ecotourism on the border coast of Indonesia is to build sustainable ecotourism. The main objective of the governance policy is to ensure that the development of ecotourism on the coast of Indonesia's borders is sustainable and environmentally friendly [42]. This implementation model will help build ecotourism without destroying the environment and respecting local interests. To improve the welfare of local communities, the governance policy implementation model also aims to increase community participation and ensure they have access to and benefit from ecotourism that develops in their area. Additionally, this model seeks to encourage economic growth in the border coastal areas. Developing successful ecotourism will help strengthen local economies and preserve local Nature and culture through beneficial and sustainable economic investments. Preserving Nature and local culture must be a key consideration in developing successful ecotourism. The governance policy implementation model will help ensure that ecotourism management follows law and ethics. Finally, increasing understanding of nature conservation is essential in developing ecotourism. Human development must be balanced with environmental protection.

The governance policy implementation model also aims to increase the public's understanding of the importance of nature conservation and environmental beauty. This will



raise awareness of the significance of maintaining ecotourism to ensure sustainability. The Governance Policy Implementation Model for the Border Coastal Ecotourism Development in Indonesia is as follows:

**Figure 1. Model of Governance Policy Implementation in Border Coastal Ecotourism Development in Indonesia**



Importantly, the findings of this study have practical implications for the development of coastal border ecotourism in Indonesia. The model can guide policymakers and planners to design and implement governance policies that enhance community involvement, support sustainable tourism practices, and foster collaboration among stakeholders. The model can also serve as a benchmark for evaluating the effectiveness of governance policies in achieving these goals. Overall, this study has contributed to the field by proposing an implementation model of governance policy that addresses the unique challenges of developing coastal border ecotourism in Indonesia. The findings of this study provide valuable insights into how stakeholders perceive and evaluate different components of the model and how the model can be applied in practice.

- Further research on relevant policies and regulations: The implementation model should be based on a comprehensive understanding of existing policies and regulations related to coastal border ecotourism in Indonesia. Future studies can focus on identifying gaps in the current guidelines and ways to bridge them.
- Examination of governance frameworks: It is necessary to explore the frameworks suitable for implementing the model. Different forms of governance may be appropriate for different locations or contexts, so it is essential to research the most effective framework for implementing the proposed policy.
- Examination of stakeholder engagement: Sustainable tourism development often relies on collaboration between local communities, government agencies, and private

organizations. Future research should focus on involving all relevant stakeholders in developing a governance policy suitable for coastal border ecotourism.

- Evaluation of the socio-economic impacts of ecotourism: Ecotourism can bring considerable socio-economic benefits to local communities. Future research should focus on evaluating the sustainability of these benefits and identifying ways to enhance their impacts.
- Consideration of environmental impact: The ecotourism industry has the potential to cause significant environmental impacts if it is not regulated correctly. Future research should focus on identifying policies and guidelines to minimize these impacts while maximizing benefits.
- Examination of the tourist experience: The development of ecotourism can bring benefits to local communities and create unique and sustainable experiences for tourists. Future research should focus on identifying ways to optimize these experiences while maintaining sustainability and respecting local culture and customs.

The results of this work have several implications for the development of coastal border ecotourism in Indonesia. Firstly, the implementation model of governance policy developed in this study can serve as a framework for policymakers and stakeholders to guide ecotourism development in coastal regions. The model emphasizes the importance of collaborative governance, stakeholder engagement, and adaptive management to promote sustainable and responsible tourism development. Secondly, the study highlights the need for coordinated efforts by various government agencies, non-governmental organizations, and local communities to implement ecotourism policies effectively. This requires a strong regulatory framework, clear guidelines, and effective communication channels to ensure stakeholders know their roles and responsibilities in the development process. Thirdly, the study highlights the importance of capacity building and education programs to improve the knowledge and skills of stakeholders involved in ecotourism development. This includes training programs for local communities to provide them with the skills necessary to participate in tourism-related activities and to mitigate negative impacts on the environment and local culture. Overall, the implementation model of governance policy developed in this study can guide ecotourism development in other coastal regions worldwide, focusing on the need for sustainable development and responsible tourism practices.

## **4 Conclusion**

Based on the analysis and discussion above, it can be concluded that the implementation model of governance policies in developing border coastal ecotourism in Indonesia faces several challenges and obstacles that must be overcome. Some of these challenges include the lack of coordination between related agencies, understanding the concept of ecotourism among the community and business actors, and insufficient human resources to manage ecotourism. However, several supporting factors can assist in implementing this policy, such as support from various parties, clear regulations, and efforts towards increasing community participation in ecotourism management.

To optimize the potential for developing coastal border ecotourism in Indonesia, several strategic steps need to be taken, such as strengthening coordination between agencies, increasing public and business actors' understanding of ecotourism, strengthening human resource capacity for ecotourism management, and developing partnerships with various related parties. By making these efforts, sustainable ecotourism management can be created, providing economic, social, and environmental benefits for the border communities of Indonesia. Additionally, involving local communities in ecotourism management is crucial to ensure their participation in the development process and benefit from the success of ecotourism.

Adopting a participatory approach that considers local interests and needs is necessary in this case. Furthermore, ecotourism development needs to pay attention to environmental conservation and efforts to minimize environmental negative impacts. Effective promotion and marketing, both at national and international levels, are also necessary to develop ecotourism on the border of Indonesia. Effective marketing can be done through social media, websites, brochures, and other promotional activities. Finally, the government's essential role in providing support and facilities must be adequate. Support for critical facilities, such as infrastructure, permits, and developing tourism products based on ecotourism. By optimizing the potential for developing border coastal ecotourism, it is hoped that it will significantly contribute to economic development and increase the welfare of the Indonesian people while taking into account environmental sustainability and the conservation of natural resources.

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