

Implementation of Coastal Ecotourism Management Policy in Tanjungpinang City Case Study of Mangrove Area

Siyardi Fatmo*, Rumzi Samin, Edy Akhyary

Universitas Maritim Raja Ali Haji, Tanjungpinang, Indonesia

*rumzisamin@umrah.ac.id

Abstrak

Mangrove ecotourism in Tanjungpinang City is a very potential sector to support sustainable development, especially in preserving mangrove ecosystems and improving the welfare of local communities. The background of this study focuses on the importance of effective mangrove ecotourism management amidst various environmental threats, such as deforestation and lack of supporting infrastructure. The purpose of this study is to analyze the implementation of mangrove ecotourism management policies in Tanjungpinang and identify obstacles and opportunities that arise in the process. The method used in this study is descriptive qualitative, with data collection through in-depth interviews, field observations, and analysis of related policy documents. This study also uses a policy analysis approach to evaluate the implementation of local government policies. The results of the study indicate that although there are policies that support mangrove ecotourism management, their implementation is not optimal. The main obstacles faced include low local community participation, lack of funding, and limited environmentally friendly tourism infrastructure. In addition, supervision of activities that damage the ecosystem, such as illegal logging, is still ineffective. The conclusion of this study is that mangrove ecotourism management in Tanjungpinang requires improvements in terms of community participation, adequate funding, and strengthening regulations and supervision. Collaborative efforts between government, communities and the private sector are key to success in creating sustainable ecotourism and providing economic and environmental benefits to local communities.

Keywords: Ecotourism; Mangrove; Policy; Implementation

Introduction

Ecotourism has emerged as one of the most rapidly expanding segments of tourism in recent decades, emphasizing environmental sustainability and local economic advancement (Murtini et al., 2018; Stronza et al., 2019). Mangrove habitats in Indonesia provide significant potential for development as tourist sites that promote environmental protection and community empowerment. Tanjungpinang City, situated along the shore of the Kepulauan Riau Province, is a mangrove ecosystem rich in biodiversity. Nonetheless, this potential has not been completely realized and effectively administered (Hafsar, 2018). This research examines the adoption of mangrove ecotourism management policies in Tanjungpinang to guarantee the sustainable use of the environment.

The primary issue encountered is the insufficient optimization in the administration of mangrove ecotourism within the coastal regions of Tanjungpinang City. Despite its substantial natural potential, this mangrove region confronts significant dangers from environmental deterioration, insufficient supporting infrastructure, and little knowledge among the local people about the necessity of maintaining this ecosystem (Latif, 2018). Deforestation resulting from ecologically detrimental commercial activity, such as illicit logging, further aggravates this situation. Moreover, governmental regulations for the management of mangrove ecotourism have not been executed

This has led to the inability to attain the primary goal of sustainable ecotourism development, which is to balance environmental protection, economic advantages, and social welfare (Mashur et al., 2024; Nurhayati et al., 2019).

This research is urgent due to the need for sustainable management of the mangrove environment in Tanjungpinang. This habitat is crucial for coastal protection against erosion, fostering biodiversity, and has significant potential as a source of revenue via ecotourism (Arismayanti, 2017; Yasir et al., 2020). Nonetheless, inadequate management jeopardizes the viability of this environment. Heightened human activity in coastal regions may exacerbate mangrove degradation, therefore affecting local ecosystem, society, and economics (Akbar et al., 2021; Rizal, 2018; Sofian et al., 2019). This work significantly contributes to science by offering ideas for more effective and efficient policy implementation tactics. It seeks to enhance local community involvement in the management and conservation of mangrove ecosystems, while promoting economic development via ecotourism. This study situates itself within the context of analogous research addressing ecotourism management and environmental protection. Numerous prior studies have shown the significance of local community engagement and intersectoral cooperation in the administration of ecosystem-based tourism destinations (Harto et al., 2021; Salmah et al., 2021). This research provides a novel viewpoint by examining the execution of mangrove ecotourism management regulations in Tanjungpinang, along with the challenges encountered during implementation. This work addresses the knowledge gap in ecotourism management in coastal regions and offers a novel contribution to understanding the problems and possibilities in the implementation of current regulations (Massiseng et al., 2020; Prasetya et al., 2018).

This research will delineate numerous critical facets of mangrove ecotourism management, including the obstacles encountered in the implementation of regulations at the local level. The emphasis is on the role of local governments in matching national policies with local situations, particularly concerning environmental preservation and ecotourism-driven economic growth. This research will examine the role of local people in the management of mangrove ecotourism, which is essential for accomplishing sustainability objectives. Active community engagement is anticipated to enhance the social and economic advantages derived from ecotourism, while fostering environmental consciousness among local inhabitants. This research employs a qualitative technique with a descriptive approach to examine this topic.

Data will be gathered via comprehensive interviews with stakeholders, including local governments, tourist sector participants, and local populations engaged in mangrove ecotourism management. Furthermore, direct observation in the mangrove ecotourism region will be undertaken to assess the physical and environmental conditions, together with the existing infrastructure. This research will use policy analysis methodologies to assess the execution of local government policies concerning mangrove ecotourism management and to identify the challenges encountered during implementation. The urgency of this research lies in its aim to identify practical policy implementation strategies that can address these issues by promoting local engagement, establishing robust infrastructure, and fostering environmental education within the community. Sustainable mangrove management can thus play a central role in supporting coastal livelihoods and mitigating climate change impacts, making this study particularly relevant.

Method

This study employs a descriptive qualitative research method to provide an in-depth examination of the implementation of mangrove ecotourism management policies

in the coastal areas of Tanjungpinang City. A qualitative approach is utilized to understand social interactions and the roles of various stakeholders involved in policy implementation. The data sources comprise both primary and secondary data; primary data are collected through in-depth interviews with key informants directly engaged in mangrove ecotourism management, including government officials, tourism managers, and local community members. Secondary data are gathered from official documents, government reports, and relevant literature on ecotourism management. Informants are selected using purposive sampling, focusing on individuals with significant knowledge and involvement in ecotourism policies. Research instruments include semi-structured interview guides and observation sheets designed to explore informants' perceptions and experiences. Data collection involves three main techniques: in-depth interviews to gather insights from informants, direct field observations to assess actual conditions and management practices, and documentation analysis to review relevant policies and management archives. The data are analyzed using thematic analysis, which includes steps such as data reduction to identify key themes, data display to map relationships among actors and policy challenges, and conclusion drawing based on findings and literature review. This methodological approach aims to provide a comprehensive understanding of the process of implementing mangrove ecotourism policies and to identify the challenges and opportunities present in managing ecotourism in Tanjungpinang City.

Results and Discussion

1. General Conditions for Mangrove Ecotourism Regulations in Tanjungpinang City

Mangrove ecotourism in Tanjungpinang City is a significant tourist industry and has become a primary priority in sustainable development planning, in compliance with Regional Regulation No. 4 of 2024, RPPLH, and Regional Regulation No. 8 of 2021. Mangroves, integral to the coastal ecosystem, play a crucial role in preserving environmental equilibrium and the sustainability of human existence, as well as plant and animal life. Tanjungpinang City, situated in the Kepulauan Riau, has diverse ecotourism potentials that may enhance the welfare of the local population while safeguarding the environment. According to Regional Regulation No. 4 of 2024, the conservation of the mangrove ecosystem aligns with the principles of sustainable environmental management.

Within the framework of the RPPLH (Environmental Protection and Management Plan), the mangrove ecosystem serves as a crucial support for environmental carrying capacity, mitigating natural catastrophes such as erosion and floods. Furthermore, mangroves provide biological resources that underpin the economic viability of coastal towns. Management of mangrove ecosystems, as outlined in the RPPLH, requires coordinated planning among the government, community, and private sector to reconcile economic growth with environmental conservation. According to Regional Regulation No. 8 of 2021 on the Tanjungpinang City Tourism Development Master Plan, mangrove ecotourism is a designated tourist destination aimed at promoting sustainable tourism.

Tourism in this region aims to enhance tourist attractions while preserving environmental sustainability. This mangrove ecotourism development initiative encompasses the enhancement of tourist infrastructure, the improvement of accessibility, and the engagement of local people in tourism activities to provide direct economic advantages to stakeholders. Consequently, the development of mangrove ecotourism in Tanjungpinang is a crucial initiative in realizing the objective of competitive and sustainable tourism.

2. Determining the Fundamental Causes of Policy Execution

Numerous strategic concerns exist in the management of mangrove ecotourism in Tanjungpinang City that may impact the overall execution of the policy. The decision-making concerning the management of mangrove ecotourism in Tanjungpinang City remains very inadequate. Nevertheless, the distribution of knowledge about historical cultural heritage assets remains significantly restricted. The difficulties that may be examined utilizing the 5M technique (Man, Money, Material, Method, and Machine) can be represented in a fishbone diagram as follows:

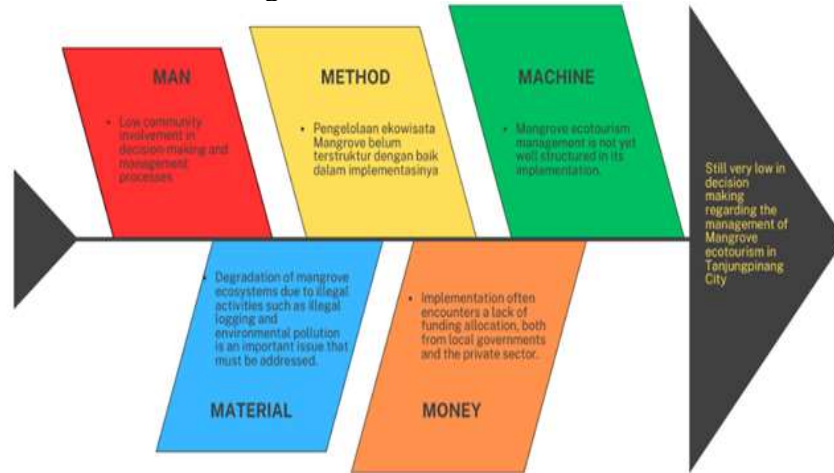


Figure 1. Fishbone Identification of Policy Problems

Source: Author, 2024

Analysis of strategic concerns and policy implementation in the management of mangrove ecotourism in Tanjungpinang City, using the 5M method (Man, Money, Material, Method, Machine) as seen in the fishbone diagram above:

a. Man, A significant issue in the administration of Mangrove ecotourism in Tanjungpinang City is the inadequate participation of the community in the decision-making and management processes. The active involvement of local populations is crucial for the survival of mangrove ecosystems and ecotourism; nevertheless, insufficient knowledge and awareness pose significant challenges. Policy Implementation:

- 1) The government must formulate policies aimed at enhancing the capabilities of local populations via training and education in mangrove conservation and ecotourism management. This seeks to enhance community engagement in management, while imparting information about the conservation of mangrove ecosystems and sustainable ecotourism.
- 2) The Function of Tourism Awareness Groups: Policies promoting the establishment of community entities like Tourism Awareness Groups (Pokdarwis) would enhance community involvement in ecotourism-related decision-making.

b. Money, Funding challenges are a primary impediment. Despite the existence of rules governing Mangrove ecotourism management, its execution is often obstructed by insufficient funding from both local governments and the private sector for infrastructure development and mangrove ecosystem protection. Consequently, the Policy Execution:

- 1) Allocation of Regional Government Funds, Local governments must provide enough resources in the Regional Revenue and Expenditure Budget (APBD) for the administration and advancement of Mangrove ecotourism. This policy must have a monitoring and assessment process for budget use to ensure that current funds are effectively allocated.

- 2) Strengthening policies that govern relationships between the government and the private sector is essential for enhancing cooperation and investment. This may include incentives for private investors to fund sustainable tourist infrastructure in mangrove regions.
- c. Material, The degradation of mangrove ecosystems resulting from illicit activities, including illegal logging and environmental pollution, is a critical problem that requires attention. Depleted natural resources resulting from environmental degradation will impact the appeal and viability of ecotourism in the region. Consequently, the Policy Execution:
 - 1) Enhancing Conservation Policies: Safeguarding mangrove resources requires stringent rules against detrimental activities, like illicit logging and pollution. This strategy may include enhanced oversight and stringent law enforcement about infractions in conservation zones.
 - 2) Mangrove Restoration Program: The implementation of policies that promote the restoration of mangrove forests via replanting initiatives, including local people and NGOs, requires enhancement. Maintaining the equilibrium of the environment is crucial.
- d. Method; The administration of mangrove ecotourism is inadequately organized. No standardized methodology exists for ecotourism conservation and development, and there is a lack of strategic planning that incorporates local people into management processes. The execution of the policy:
 - 1) Standardization of Ecotourism Management, The government should implement a policy that encompasses operational standards for mangrove ecotourism management. This may consist of explicit directives for sustainable tourism management, visitor education, and ecological preservation.
 - 2) Marketing and Promotion Strategy, This policy should govern community-oriented ecotourism marketing approaches by using digital technologies and social media to enhance tourist attraction while maintaining environmental sustainability.
- e. Machine, Limited infrastructure and supporting technologies, including transportation access to mangrove regions and the absence of eco-friendly tourism facilities, pose significant obstacles to attracting visitors and fostering sustainable ecotourism. Subsequently, the execution of the policy:
 - 1) The government must formulate strategies to enhance access infrastructure to mangrove ecotourism regions, including the development of transportation links, tourist amenities, and sustainable technologies. Robust infrastructure will enhance tourism and promote sustainable management.
 - 2) Adoption of Sustainable Technology: Enacting laws that promote the use of sustainable technology in ecotourism management, including waste management systems and renewable energy sources in tourist facilities, may mitigate adverse effects on the mangrove ecosystem.

3. Examination of Critical Issues in Policy Execution

The analysis of priority issues in the management of Mangrove ecotourism in Tanjungpinang City employs the CARL Method (Criticality, Ability to Influence, Readiness, and Leverage) to construct a Criteria Matrix that evaluates the five principal aspects: Man, Money, Material, Method, and Machine. The subsequent table presents an issue analysis using the Criteria Matrix Technique Approach:

Table 1. Evaluation of Priority Issues (CARL) Utilizing the Criteria Matrix Technique

No	Problem	Criticality	Ability to Influence	Readiness	Leverage
1	Man	High	Low	Low	High
2	Money	Very high	Very high	Medium	Very high
3	Material	Very high	Medium	Medium	High
4	Method	High	Medium	Low	High
5	Machine	High	Medium	Low	Medium

Source: Researcher Analysis, 2024

Criteria Explanation:

Criticality: The level of importance of the problem to the sustainability.

Ability to Influence: The ability of stakeholders to influence the problem.

Readiness: The level of resource readiness to overcome the problem.

Leverage: The impact generated if this problem can be resolved.

In-depth explanation related to the implementation of Mangrove ecotourism management policies in Tanjungpinang City based on priority problem analysis with the CARL Method:

a. Man

- 1) Criticality, High The problem of low involvement of local communities in ecotourism management is very crucial. Local communities are the main guardians of the Mangrove ecosystem, and their active participation is needed to maintain the sustainability of ecotourism. Without their involvement, conservation and management efforts will find it difficult to achieve maximum results.
- 2) Ability to Influence, Low The government and other stakeholders often find it difficult to directly influence community behavior due to a lack of knowledge and awareness of the importance of ecotourism and Mangrove conservation. The lack of targeted training programs also adds to the difficulty in improving skills and awareness.
- 3) Readiness, Low The level of readiness of local human resources to manage ecotourism is still low, especially in terms of education, training, and technical skills. This requires investment in community empowerment programs.
- 4) Leverage, High If this problem is successfully overcome, the results will be very significant. Community participation can improve ecosystem sustainability, increase local income, and create stronger bonds between communities and environmental conservation.

Policy Implementation, The government needs to introduce more intensive education and training programs to improve community capacity. Community empowerment strategies should be a priority, supported by policies that encourage local participation in decision-making. This approach will strengthen local ownership of ecotourism programs.

b. Money

- 1) Criticality, Very High Funding is one of the most critical issues in Mangrove ecotourism management. Without adequate financial support, conservation projects and the development of necessary infrastructure will not run optimally.
- 2) Ability to Influence, High Local governments and the private sector have the capacity to address this issue through fiscal policy, public-private partnerships, and funds from the APBD. Proper fund management will be the determinant of success.
- 3) Readiness, Medium Although funding sources are not yet optimal, there are several opportunities to obtain funds from the government, the private sector, and assistance from international environmental institutions. However, there is no well-structured system to maximize this potential.

- 4) Leverage, Very High Resolving funding issues will have a major impact on Mangrove ecotourism management. With adequate funding, the infrastructure needed for conservation and tourism can be built, and the implementation of community education and training programs can be more structured.

Policy Implementation: The government needs to increase the allocation of funds for Mangrove ecotourism management, including in the APBD. In addition, there needs to be an incentive policy for the private sector investing in sustainable ecotourism development. Partnerships with international institutions that focus on environmental conservation can also be sought to obtain additional funding.

c. Material

- 1) Criticality, Very High Damage to the Mangrove ecosystem due to illegal activities such as illegal logging and environmental pollution seriously threatens the sustainability of ecotourism. Mangroves are the main asset that attracts ecotourism, and their damage will reduce the attractiveness and conservation value of this area.
- 2) Ability to Influence, Medium Although the government has the authority to protect the ecosystem through regulations, the implementation of these regulations is often weak due to the lack of effective supervision and control.
- 3) Readiness, Medium There are several rehabilitation and conservation efforts being carried out, but the scale and reach are still limited. Increased collaboration between stakeholders is needed to ensure that these natural resources are well protected.
- 4) Leverage, High Effectively addressing natural resource degradation will greatly increase the attractiveness of ecotourism and extend the life of the Mangrove ecosystem. Ecosystem sustainability will contribute to environmental balance, local economy, and biodiversity.

Policy Implementation, Stronger protection and rehabilitation policies are needed for the Mangrove ecosystem. Supervision of illegal activities such as illegal logging and pollution must be tightened with strict sanctions. Mangrove replanting and ecosystem restoration programs need to be expanded to involve communities and NGOs.

d. Method

- 1) Criticality, High The lack of standard and structured methods in managing Mangrove ecotourism makes existing programs inconsistent. Without clear guidelines and methods, management is not directed and has the potential to fail to achieve sustainability goals.
- 2) Ability to Influence, Medium The government and related authorities have the control to implement better management methods, but are often not implemented optimally. Further efforts are needed to integrate these methods into local practices.
- 3) Readiness, Low Currently, strategic planning is still limited and does not fully involve the community. The lack of method readiness and lack of community involvement hinder effective implementation.
- 4) Leverage, High With good management methods, Mangrove ecotourism can be more structured and sustainable. This will improve operational efficiency and the sustainability of ecotourism in the long term.

Policy Implementation: The government must develop structured methods and operating standards for Mangrove ecotourism management. This includes conservation guidelines, tourism management, and community participation. Training and managerial capacity must be improved, with a focus on transparency and involvement of all stakeholders.

e. Machine

- 1) Criticality, High Poor infrastructure, such as accessibility to Mangrove locations and minimal tourist facilities, are major obstacles to attracting tourists. Environmentally

friendly technology facilities are also very lacking, which limits the competitiveness of Mangrove tourism destinations.

- 2) Ability to Influence, Medium Local governments have the authority to improve infrastructure, but limited funds and long-term policies hinder the realization of this infrastructure development.
- 3) Readiness, Low Readiness to develop supporting infrastructure is still low. There is a great need for investment in transportation, tourist facilities, and supporting environmental technology.
- 4) Leverage, Medium Infrastructure improvements will have a significant impact on tourist attraction, but the impact may be slower than funding and natural resource issues.

Policy Implementation, Policies need to be directed at accelerating infrastructure development, including environmentally friendly tourist facilities and increasing accessibility. The use of green technology such as renewable energy and waste management systems should also be prioritized. Private investment can be encouraged through tax incentives and ease of licensing. Based on this analysis, Money and Material are priority issues that must be addressed immediately. Both aspects have a major impact on the sustainability of Mangrove ecotourism in Tanjungpinang. Increasing human resource capacity and better management methods must also be developed to support long-term success.

4. Grindle's Theoretical Framework for Content and Context Analysis of Ecotourism Management Policy Implementation in Mangrove Tanjungpinang City

The execution of strategies in the administration of Mangrove ecotourism in Tanjungpinang City encompasses numerous essential strategic goals. The primary aim of this strategy is to conserve the Mangrove environment, which has significant ecological, economic, and social importance. The mangrove ecosystem serves as an erosion barrier and a refuge for species, while also offering potential revenue for local populations via the establishment of ecotourism. This strategy intends to promote the economic empowerment of local communities by creating jobs, offering tourist goods, and enhancing community involvement in ecotourism management. This strategy aims to enhance social welfare by increasing public understanding of environmental protection and promoting active participation in decision-making regarding Mangrove ecotourism management. The action program for this policy encompasses several strategic activities, including the training and education of local communities in ecotourism management and mangrove conservation, the development of sustainable tourism infrastructure, and the promotion and marketing of mangrove ecotourism. This activity entails the establishment of tourism awareness groups (Pokdarwis) responsible for managing tourist locations and serving as intermediaries between the government and the community to preserve the sustainability of ecotourism. This strategy is anticipated to substantially mitigate environmental deterioration, enhance community income, and bolster communal understanding of the significance of preserving the Mangrove ecosystem for future generations.

To realize these objectives, this policy must be underpinned by the formulation of a suitable action program, considering elements such as sufficient finance, active community engagement, and efficient inter-agency collaboration. The anticipated effects of enacting this strategy include enhancing environmental quality via the restoration of degraded mangrove habitats, augmenting visitor influx via the establishment of appropriate infrastructure, and elevating local community revenue from the ecotourism

industry. Conversely, the anticipated outcomes of this strategy include heightened public knowledge on the significance of environmental conservation and their proactive involvement in fostering ecosystem preservation and sustainable ecotourism management. To achieve these objectives and transformations, policy implementation must engage all stakeholders, including local governments, communities, NGOs, and the corporate sector (Grindle, 1980). Theory study indicates that the substance of the policy and the implementation context are crucial factors in assessing the efficacy of the Mangrove ecotourism management policy in Tanjungpinang. The policy encompasses essential components such as the impacted interests, the kind of benefits produced, the anticipated extent of change, the locus of decision-making, program executors, and the used resources. The implementation environment emphasizes external elements affecting policy execution, including the power dynamics, interests, tactics of participating players, institutional and regime features, as well as the compliance and accountability of policy implementers.

a. Policy Content

The policy material for the management of Mangrove ecotourism in Tanjungpinang starts with the identification of impacted interests. The most impacted interests are environmental, economic, and social. This strategy seeks to safeguard and conserve the Mangrove ecosystem as a natural barrier against erosion and climate change. This strategy aims to cultivate ecotourism as a sustainable revenue source for local populations, mostly reliant on fisheries and agriculture. This strategy aims to include local people in the management and decision-making processes, ensuring they are not only beneficiaries but also bear direct responsibility for the success of ecotourism. This strategy generates both direct and indirect advantages.

Direct advantages include heightened revenue from the tourist industry, however indirect advantages involve enhanced public understanding about the significance of environmental protection (Asyiwati and Hindersah, 2020; Putri et al., 2019). The anticipated change resulting from this policy implementation is modest, emphasizing alterations in community behavior to preserve the Mangrove environment and enhance economic wellbeing via tourist development. Decision-making mostly occurs at the local government level, nevertheless, strong community engagement is essential to ensure that policies align with local need. The municipal government is the primary entity responsible for executing this strategy, with assistance from NGOs, the commercial sector, and local community organizations like Pokdarwis.

The government is tasked with planning, funding, and oversight, whilst local communities are anticipated to engage actively in the direct administration of ecotourism sites. The resources used in executing this policy include human resources, natural resources, and financial resources. Human resources include specialists in conservation and tourism, whilst natural resources refer to the Mangrove environment that requires preservation. This program necessitates enough financial backing from both the local government and the business sector for infrastructure development and tourist marketing.

b. Implementation Context

The policy's implementation environment is significantly shaped by the power, interests, and tactics of the participating parties. The local government has the utmost authority for decision-making and policy execution. Nonetheless, local community engagement is crucial for attaining lasting policy objectives (Cobbinah, 2015; Towolliu and Takaendengan, 2015). Conversely, the private sector, particularly entities involved in tourism, has a significant economic incentive to cultivate lucrative tourist sites. The government must establish a plan to enhance collaboration with the community and the commercial sector to foster synergy in ecotourism management.

The attributes of the institutions and regimes involved also influence policy implementation. Local governments have primary responsibility for administering ecotourism; nevertheless, they must enhance their coordination capacities across institutions, especially NGOs dedicated to conservation and community empowerment. A convoluted and sometimes sluggish bureaucratic framework may impede the swift implementation of regulations necessitating prompt action, particularly in addressing environmental degradation caused by detrimental human activities, such as illegal logging and pollution.

Conclusion

Implementation of mangrove ecotourism management policies in Tanjungpinang City faces significant challenges that hinder the realization of sustainable development goals. The critical issues identified such as insufficient community participation, funding constraints, environmental degradation, lack of standardized management methods, and inadequate infrastructure underscore the need for a comprehensive approach that addresses both content and context as outlined by Grindle's framework. Effective policy execution requires enhanced collaboration between local governments, communities, and the private sector, alongside targeted education and training programs to empower local populations. By fostering active community involvement and securing adequate financial resources, Tanjungpinang can optimize its mangrove ecotourism potential, thereby promoting environmental conservation and economic empowerment for local residents. Addressing these challenges is crucial not only for the sustainability of the mangrove ecosystem but also for improving the overall quality of life in the region. This research indicates that mangrove ecotourism in Tanjungpinang City is a critical industry that requires sustainable management to enhance environmental protection and elevate the economic welfare of local populations. Current legislation, including Regional Regulation No. 4 of 2024 on Environmental Protection and Management and Regional Regulation No. 8 of 2021 on the Tanjungpinang City Tourism Development Master Plan, serve as essential frameworks for the advancement of this ecotourism.

According to these rules, the mangrove ecosystem is seen as an essential element in sustaining environmental equilibrium, safeguarding coastal regions from natural calamities like erosion, and serving as a biological asset that bolsters the local economy. Nonetheless, the execution of this strategy has several problems in practice, including little engagement from local communities and insufficient supporting infrastructure. A significant problem in the implementation of mangrove ecotourism management policies is the limited involvement of local populations in the decision-making process and administration of this tourist attraction. Despite the existence of policies promoting community engagement via tourist awareness groups (Pokdarwis), the community's awareness and understanding of the significance of mangrove protection remain inadequate. This results from insufficient education and training, leading to suboptimal participation in ecotourism management. Consequently, it is imperative to enhance training programs and community empowerment, enabling individuals to transition from mere beneficiaries to active participants in the preservation of the mangrove ecosystem's sustainability. The implementation of the mangrove ecotourism management policy in Tanjungpinang City is constrained by funding issues as one of the supporting factors currently faced by the local government and investment in the private sector is also not confident enough to manage ecotourism with these problems. This assistance aims to develop infrastructure capacity that is not yet optimal, environmental conservation and sustainable mangrove forest cultivation so that its management can be right on target. The importance of technical regulations to improve cooperation by the main actors of

stakeholders. Although regulations already exist, the implementation of the current policy is still not strong enough in decision making, both in terms of content and the context of policy implementation conveyed by Grindle.

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