



## Development of sustainable blue economy-based island ecotourism in Kepulauan Seribu Regency, Jakarta

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### Abstract

Many people point to island tourism as a major engine of regional economic growth. Nonetheless, some contend that the island environment is under stress as a result of tourism. As a result, initiatives to advance sustainability in the tourist industry must be undertaken. This study set out to investigate the factors and metrics pertinent to the growth of sustainable island tourism. The research was conducted in the Kepulauan Seribu Regency of the Jakarta Province. Using the Delphi and AHP techniques, this study was carried out between August and October of 2024. According to the study's findings, sustainable tourism development needs to take into account four dimensions and nineteen indicators. While biodiversity, economic possibilities, environmental protection, resource scarcity, community involvement in tourism operations, and substitutable resources are essential indicators, the preservation of maritime environmental resources is the most important dimension. The findings have useful ramifications, such as the significance of educating visitors and the local population about sustainable island tourism, which involves visiting while protecting biodiversity. Actively involving local people in island tourism activities is also crucial.

**Keywords:** Island tourism, sustainability, Kepulauan Seribu, Delphi and AHP method

### Introduction

While protecting religious values, community culture, environmental sustainability and quality, and national interests, the tourism law highlights that tourism is an essential component of national development and that it must be conducted in a methodical, planned, integrated, sustainable, and responsible manner. Increased economic growth, better human welfare, poverty eradication, joblessness, resource preservation, cultural advancement, and environmental preservation are all goals of tourism. One of the main drivers of economic growth and development, tourism offers substantial benefits to several stakeholders worldwide, according to the literature. Following the Covid epidemic in 2019, the tourist sector expanded globally, new travel destinations were created, and visitor spending rose. By generating revenue, livelihoods, and infrastructure, establishing and growing enterprises, fostering multicultural and diverse communities, and enhancing the standard of living in host communities, tourism has completely changed places. Therefore, tourism is a vital component of both the local and global economies, and it is anticipated that this trend will continue to expand in the years to come (Fernandez-Abila, 2024) [2].

Nowadays, visiting an island or archipelago is a common way for people to travel. In order to satisfy the needs of visitors as well as the local social, economic, and cultural development, archipelago tourism refers to tourism activities that are based on regional space and the cultural tourism resources of islands. Islands with distinctive natural environments and cultural history can draw a lot of tourists each year (Yan *et al.*, 2022) [14]. Additionally, archipelago tourism provides travelers with a unique travel experience. The islands are a major tourist attraction because of their distinctive natural and cultural landscapes, closeness to the sea, and uncommon experiences. The growth of the tourism sector has significantly boosted affluence and supported the

socioeconomic structure of the island's inhabitants (Chi & Liu, 2024) [1].

Island ecosystems are under increasing strain due to a number of factors, including visitor arrivals, tourism facilities and product company premises, and faster housing development, even though island tourism is frequently cited as a driving element for local economic development (Mazzola *et al.*, 2019) [9]. In actuality, islands are extremely vulnerable to outside disruptions brought on by tourists. Islands have seen a reduction in ecosystem health as a result of these circumstances, which is manifested in environmental degradation, habitat loss and degradation, and landscape fragmentation. Accordingly, it is imperative to promote sustainable island tourism development (Ozgit & Oztüren, 2021) [11].

Many professionals in the fields of research and policy have long supported initiatives to advance sustainability in the travel and tourism industry. In this regard, a number of scholars contend that island populations rely heavily on tourism and are typically susceptible to sociocultural, environmental, and economic shocks (Ilkhanizadeh, 2021) [5]. However, island tourism has the potential to significantly contribute to the achievement of several sustainable development goals provided it is handled responsibly. Accordingly, national policies to preserve terrestrial and marine habitats and biodiversity, particularly coral reefs (SDGs 14 and 15), can include sustainable island tourism. In addition to promoting regional planning, sustainable island tourism can protect cultural and national assets (SDG 11). Furthermore, policies that promote sustainable island tourism have the potential to lower inequality (SDG 10) and generate new jobs (SDG 8). As a result, local governments should view sustainable island tourism as a chance to boost economic growth in their communities while simultaneously safeguarding biodiversity and promoting and conserving regional traditions (Grilli *et al.*, 2022) [3].

However, the literature affirms that developing measures to support the growth of sustainable island tourism is a complicated matter. There will be a number of difficulties that include intricate trade-offs between social, environmental, and economic policies (Guden *et al.*, 2021) [4]. In order to prevent detrimental effects on ecosystems, indigenous people, and cultural heritage, sustainable island tourism growth is a significant concern. Overtourism, a boom in the building of tourist infrastructure, overuse of natural resources, waste production, housing speculation, and several other environmental, social, and economic issues can result from sustainable island tourism. For instance, all of these may lead to increased water pollution, biodiversity loss, and a deterioration in ecosystem health.

Additionally, it can lower local communities' quality of life, increase their susceptibility to market fluctuations, and lead to inequality and the replacement of traditional activities. Therefore, by putting commercial interests ahead of social and environmental considerations, unsustainable island tourism can result in environmental deterioration and ecosystems that are unsuitable for a variety of uses, both of which have an effect on the economy (Matias *et al.*, 2022) [8]. Research on the primary determinants of tourism development sustainability is crucial, and it must be tailored to the local context, according to Chi & Liu (2024) [1].

In order to address this challenge, this study intends to: (1) examine the factors that are pertinent to the growth of sustainable island ecotourism, quantify the significance and function of these factors, examine the connections among them, create a model for choosing options for the development of sustainable island ecotourism, and offer suggestions that must be communicated for the governance of sustainable island ecotourism. The Delphi and Analytical Hierarchy Process methods will be used in this study to address the research goals. This study will focus on the Kepulauan Seribu Regency. The tourism industry in the Kepulauan Seribu Regency has grown to be a major driver of both regional economic growth and an environmentally sustainable development strategy. As a way to create jobs and revenue, alleviate poverty, and improve infrastructure, the tourism industry is a successful strategy for the development of many islands in the Kepulauan Seribu Regency.

**Methodology**  
**Research Cite**

This research was conducted in the Kepulauan Seribu Regency. The regency is located in the northern part of the DKI Jakarta Province. According to BPS data in 2022, the regency has 112 islands, including inhabited and uninhabited. Several of these islands offer several ecotourism objects, such as marine tourism, culinary tourism, cultural tourism, and mangrove forest tourism. To provide more focused research results, this study focuses on the ecotourism of Pulau Untung Jawa island. The island is located in Pulau Untung Jawa village, Kepulauan Seribu District, Kepulauan Seribu Regency, DKI Jakarta Province. The research was conducted in August - October 2024.

**Data analysis procedures**

In order to identify factors and indicators pertinent to the development of sustainable island tourism, this study first used the Delphi technique to gather data, create a research model, and gather evaluations from a panel of experts.

Consensus was gained after two rounds of the process. The first step in the Delphi process was to assemble a group of professionals with specialized knowledge. The Delphi approach was selected because to its capacity to offer suitable solutions, particularly through the involvement of island tourism professionals. This study is of the view that their participation in the survey allows for a comprehensive evaluation of the sustainability of island tourism. Table 1 displays the dimensions and indicators relevant to sustainable island tourism development in the Kepulauan Seribu Regency. The dimensions and indicators were adapted from the literature and confirmed from the Delphi process.

**Table 1:** Dimensions and factors pertaining to the development of sustainable island tourism

| Dimensions                           | Indicator  |
|--------------------------------------|--|
| Marine environmental resources (D1)  | Biodiversity (D11)<br>Substitutable resources (D12)<br>Resource scarcity (D13)<br>Environmental protection (D14)   |
| Local community (D2)                 | Involvement in operations (D21)<br>Community attitudes towards environmental conservation (D22)<br>Feedback on environmental conservation (D23)<br>Job opportunities (D24)<br>Income growth and stability (D25)<br>Community development (D26) |
| Island tourism operating system (D3) | Inter-island communication (D31)<br>Transportation within and between (D32)<br>Security and safety management (D33)<br>Quality of service (D34)  |
| Island tourism activities (D4)       | Tourist expectations (D41)<br>Tourist satisfaction (D42)<br>Activity initiatives in conservation (D43)<br>Integrity of tourism activities (D44)<br>Social responsibility of tourism industry players (D45)                                     |

The Analytic Hierarchy Process (AHP) method is the second method of analysis employed in this research. AHP is a multi-criteria decision analysis (MCDA) technique that was created by Thomas Saaty. It starts by decomposing a choice into a hierarchical structure of criteria, options, and decision objectives. Following a series of pairwise comparisons by the decision maker, the criteria are weighted and the options are scored in relation to one another. Each alternative receives a total score as a result of this weighting and scoring procedure, which is used to rank the alternatives. In particular, the AHP approach can be used to rank certain indicators and give decision makers a foundation for their choices (Yan *et al.*, 2022) [14].

In summary, there are five steps involved in applying the AHP approach in this study. The first stage is to create a hierarchy with three levels by assembling the elements pertinent to the growth of sustainable island tourism. Determine the relative relevance of each dimension and each criterion, or element, in relation to the others. This is the second phase. Using a nine-point rating system, which goes from 1 (a factor has the same degree of importance as another factor) to 9 (a factor is completely more essential than another factor), this evaluation is carried out through a series of paired comparisons.

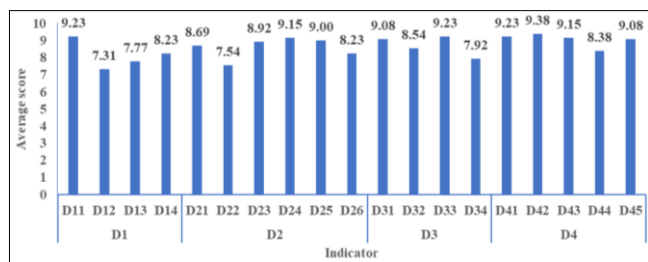
The calculation of the criteria weights comes next. Through a series of computations, the criteria weights—which indicate their relative importance—are derived from the

preference ratios acquired in the preceding stage. These computations were carried out in this research utilizing MCDM data processing software. The fourth stage is to evaluate the options taken into account in the model after deciding on the weights for the criterion. A series of pairwise comparisons of alternatives in terms of a specific criterion are used in this evaluation, which is carried out similarly to determining the relative relevance of criteria. For every pair of options on every criterion, these pairwise comparisons are carried out. A total score for each option, which may be used to rank them, is obtained by multiplying and adding the alternative scores from step 5 with the criterion weights from step 3.

**Results and Discussion**

**Dimensions of sustainable tourism development**

In order to ascertain the importance of the suggested indicators for the development of sustainable island tourism in the Kepulauan Seribu, an expert survey was carried out in the first stage of this study using the Delphi technique. The indicators were ranked by the experts according to their relative importance. For an indicator to be deemed significantly relevant to the development of sustainable island tourism in the Kepulauan Seribu, this study establishes a threshold value of 7.00. The results of every indicator from each element of the development of sustainable island tourism are displayed in Figure 1.

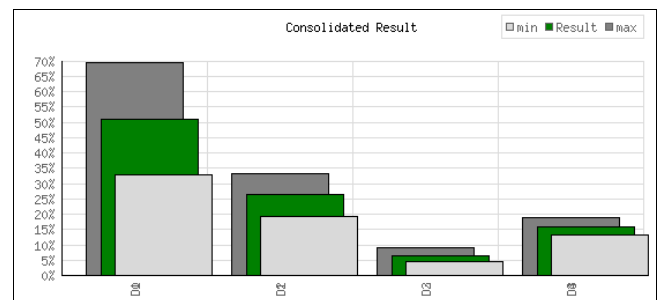


**Fig 1:** Indicator relevance scores for sustainable island tourism development

For the marine environmental resources dimension (D1), as shown in Figure 1, biodiversity (9.23) is the indicator most relevant to the development of sustainable island tourism. Substitutable resources (7.31), resource scarcity (7.77), and the environmental protection indicator (8.23), come next. Employment possibilities are the indicator with the greatest relevance for the development of sustainable island tourism in the local community dimension (D2) (9.15). The indicators of income growth and stability (9.00), community development (8.23), involvement in operations (8.69), feedback to environmental.

The criteria's applicability to the aspects of sustainable island tourism operations comes next (D3). The Delphi process's findings indicate that security and safety management is the indicator most pertinent to the growth of sustainable island tourism (9.23). The indicators of service quality (7.92), intra- and inter-island transportation (8.54), and inter-island communication (9.08) come next. The indicator with the greatest significance for the growth of sustainable island tourism among the dimensions of island tourism activities (D4) is visitor satisfaction (9.38). The markers of tourism activity integrity (8.38), conservation activity initiatives (9.15), tourist expectations (9.23), and social responsibility of tourism industry participants (9.08) come next.

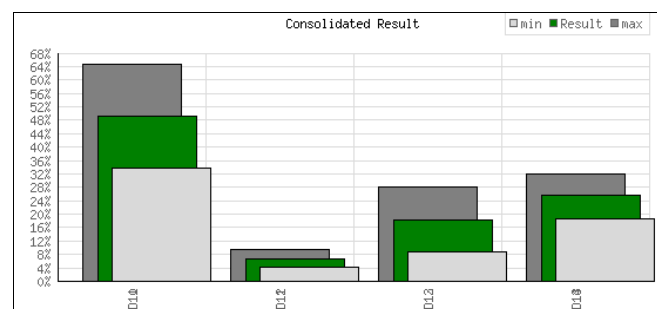
The literature review reveals that a number of factors, such as local communities (D2), island tourist operating systems (D3), marine environmental resources (D1), and island tourism activities (D4), are pertinent to the growth of sustainable island ecotourism. The four dimensions are pertinent to the growth of sustainable island ecotourism, according to the Delphi process's findings. The AHP result for the weight of each dimension pertinent to the growth of sustainable island tourism is displayed in Figure 2. The analysis's findings, which are displayed in Figure 2, indicate that the marine environmental resources dimension ( $\beta=0.511$ ) is the most important factor in the growth of island tourism. Local communities ( $\beta=0.263$ ), island tourism activities ( $\beta=0.160$ ), and island tourism operating systems ( $\beta=0.066$ ) are the next most important factors. At a consistency ratio of 0.08, this result is reliable.



**Fig 2:** The importance weight of the dimensions of sustainable island tourism development

**Marine environmental resource**

In the context of creating sustainable island ecotourism, the literature analysis reveals that a number of indicators are pertinent to marine environmental resources (D1), including biodiversity (D11), substitutable resources (D12), resource scarcity (D13), and environmental protection (D14). These four variables are pertinent to the growth of sustainable island ecotourism, according to the Delphi process's findings. The AHP result for each biodiversity dimension component that is important to the growth of sustainable island tourism is displayed in Figure 3. The analysis's findings, which are displayed in Figure 1, indicate that the biodiversity factor ( $\beta=0.493$ ) is the most important component of the marine environmental resources dimension. It is followed by the environmental protection factor ( $\beta=0.255$ ), resource scarcity ( $\beta=0.184$ ), and substitutable resources ( $\beta=0.068$ ). At a consistency ratio of 0.08,



**Fig 3:** The importance weight of indicators belonging to marine environmental resource

**Local community**

According to the literature review, a number of factors are pertinent to the local community dimension (D2) in the

context of developing sustainable island ecotourism, including community development (D26), employment opportunities (D24), income growth and stability (D25), community involvement in tourism operations (D21), and community attitudes toward environmental conservation (D22). The six elements are pertinent to the development of sustainable island ecotourism, according to the Delphi process's findings. The AHP results for the local community indicator that is pertinent to the development of sustainable island tourism are displayed in Figure 4. Employment possibilities are the most important component of the local community dimension, according to the analysis's findings, which are displayed in Figure 41 ( $\beta=0.369$ ). The elements of community development ( $\beta=0.084$ ), community attitudes toward environmental conservation ( $\beta=0.062$ ), income growth and stability ( $\beta=0.158$ ), community involvement in tourist operations ( $\beta=0.293$ ), and tourism feedback to environmental conservation ( $\beta=0.033$ ) come next. At a consistency ratio of 0.04, this result is reliable.

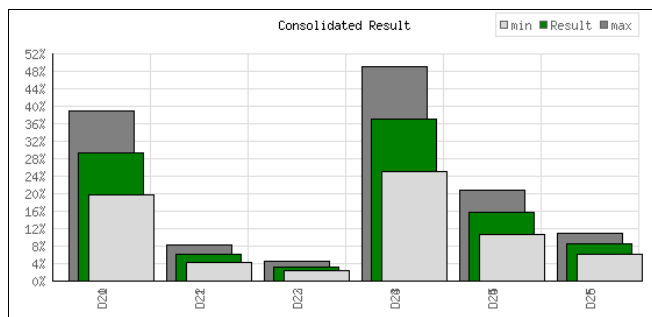


Fig 4: The weight of the importance of indicators of the local community dimension

**Tourism operations**

In the context of sustainable island ecotourism development, the literature review reveals that a number of indicators are pertinent to the tourism operation (D3), specifically inter-island communication (D31), intra- and inter-island transportation (D32), security and safety management (D33), and service quality (D34). These four variables are pertinent to the growth of sustainable island ecotourism, according to the Delphi process's findings. The AHP output for the tourism operation metrics that are pertinent to the growth of sustainable island tourism is displayed in Figure 5. As illustrated in Figure 1, the analysis's findings indicate that security and safety management ( $\beta=0.523$ ) is the most important indicator of the tourism operation. Service quality ( $\beta=0.298$ ), intra- and inter-island transportation ( $\beta=0.122$ ), and inter-island communication ( $\beta=0.057$ ) follow. At a consistency ratio of 0.02, this result is reliable.

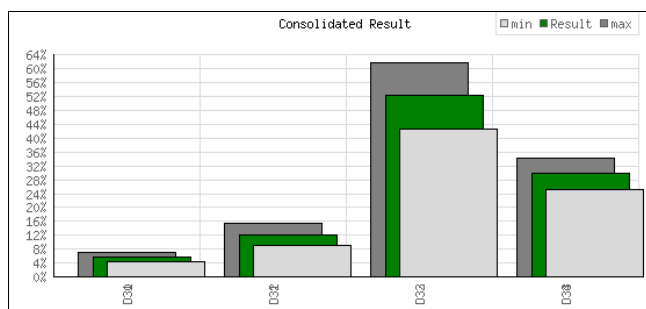


Fig 5: The importance weight of tourism operation indicators

**Tourism activity**

In the context of sustainable island ecotourism development, the literature review identifies a number of factors that are pertinent to the tourism activity dimension (D4), including visitor expectations (D41), visitor satisfaction (D42), conservation efforts (D43), tourism activity integrity (D44), and the social responsibility of tourism industry participants (D45). These four elements are pertinent to the growth of sustainable island ecotourism, according to the Delphi process's findings. The AHP output for each component of the tourism activity dimension that is important to the growth of sustainable island tourism is displayed in Figure 6.

Literature review shows that several factors are relevant to the tourism activities (D3), in the context of sustainable island ecotourism development: namely of inter-island communication (D31), intra- and inter-island transportation (D32), safety and security management (D33), and service quality (D34). The results of the Delphi process confirm that these four factors are relevant in sustainable island ecotourism development. Figure 6 shows the AHP output for each factor of the tourism activity dimension that is relevant in sustainable island tourism development. The analysis's findings, which are displayed in Figure 6, indicate that visitor expectations ( $\beta = 0.406$ ) are the most important component of the tourism activity dimension. Tourism activity integrity ( $\beta = 0.116$ ), conservation activity initiatives ( $\beta = 0.071$ ), tourist satisfaction aspects ( $\beta = 0.371$ ), and the social responsibility of tourism sector participants ( $\beta = 0.036$ ) come next. At a consistency ratio of 0.05, this result is reliable.

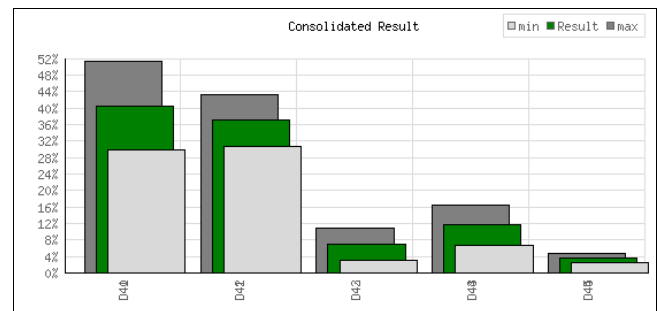


Fig 6: The importance weight of indicators belonging to the tourism activities

**Overall analysis**

According to the literature review, the growth of sustainable island ecotourism is influenced by 24 criteria or indicators. The 24 criteria are pertinent to the growth of sustainable island ecotourism, according to the Delphi process's findings. Additionally, the AHP approach is used in this study to calculate the total important weight of each factor. In order to determine the overall weight, this study takes into account all of the dimensions and elements. Figure 7 displays the AHP results for this combination.

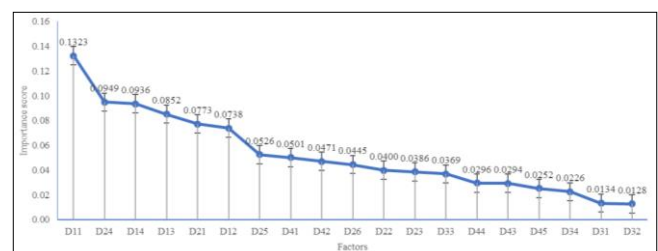


Fig 7: The importance weight of indicators belonging to sustainable island tourism development

As illustrated in Figure 7, biodiversity was determined to be the most important factor in the development of sustainable island ecotourism ( $\beta=0.132$ ). Next in line are resource scarcity ( $\beta=0.085$ ), environmental protection ( $\beta=0.093$ ), and employment opportunities ( $\beta=0.095$ ). The other two crucial elements are substitutable resources ( $\beta=0.073$ ) and community participation in tourism operations ( $\beta=0.077$ ). With a consistency ratio of 0.07, these results are reliable.

This research demonstrates that the development of sustainable island tourism in the Kepulauan Seribu requires a focus on marine environmental resources. The development of sustainable island tourism depends on the protection of maritime resources. For visitors to the Kepulauan Seribu, marine resources can create a rich tourism experience. Furthermore, the development of sustainable island tourism in the Kepulauan Seribu is significantly influenced by the local community factor. The notion of sustainable tourist development, which holds that local communities have a substantial relationship with local resources and culture, is supported by this research. The success or failure of island tourism development is greatly influenced by the involvement of the local people.

### Recommendations

Relevant factors, such as local communities, island tourist operational systems, marine environmental resources, and island tourism activities, must be taken into account in order to develop sustainable island tourism in the Kepulauan Seribu Regency. The four dimensions are pertinent to the growth of sustainable island ecotourism, according to the Delphi process's findings.

The most important factor that needs to be taken into account and met in the growth of island tourism in the Kepulauan Seribu Regency is marine environmental resources. Four factors need to be taken into account in this situation: attempts to use replacement resources in the tourism sector, environmental protection laws and policies, biodiversity protection activities, and protection against resource shortages. The significance of natural environmental factors in sustainable development is emphasized by a number of specialists. Additionally, the environment's quality and its natural resources have a favorable impact on how appealing tourism is. Therefore, it is necessary to stop tourism-related activities that harm the environment and natural resources. If not, this will make tourists less appealing, which will lower both the quantity of tourists and tourism revenue (Ismail *et al.*, 2024) <sup>[6]</sup>.

The local community is the second factor that needs to be taken into account and met in order to grow island tourism in the Kepulauan Seribu Regency. Community involvement in tourism operations, community attitudes toward environmental conservation, tourism feedback on environmental conservation, employment opportunities for local communities, income growth and stability, and community development are the six specific factors that need to be taken into account. The significance of local communities in promoting the sustainability of island tourism has been acknowledged by a number of specialists (Salman *et al.*, 2024) <sup>[13]</sup>. The creation of jobs for local communities was the indication with the highest weight of importance for local communities, according to this study.

The potential and detrimental effects of island tourism on local communities, including seasonality and public health, wage and price relations, sociocultural consequences,

cultural exploitation and assimilation, and higher living expenses, must be eliminated in order to ensure sustainability. Put another way, sustainable island tourism needs to be planned to enhance local economies and community well-being while simultaneously protecting the environment and promoting economic growth. Furthermore, the development of island tourism must take into account the involvement of the local community, as this will indirectly boost local communities' economics and ambitions (Mazola *et al.*, 2019).

The tourist operational system is the next factor that needs to be taken into account and met in order to grow island tourism in the Kepulauan Seribu Regency. Stakeholders in this situation need to take into account four factors: service quality, intra- and inter-island transportation, security and safety management, and inter-island communication. Security and safety management is the most important of the four components. However, the development of sustainable ecotourism must also take into account traffic transportation both inside and between islands (Malte *et al.*, 2021). Generally speaking, those involved in the tourism industry must find new, more sustainable methods of running their businesses. Naturally, anyone involved in the tourist industry need to be aware of the community's desire to travel. Furthermore, as part of a commitment to more sustainable tourist growth, measures to enhance security and safety must be implemented (Pinho & Gomes, 2023) <sup>[12]</sup>. Additionally, the development of sustainable tourism must take into account the expectations and satisfaction of tourists, conservation efforts, the integrity of tourism operations, and the social responsibility of those involved in the tourism business (Ngoc & Phuong, 2019) <sup>[10]</sup>.

### Conclusion

Four factors need to be taken into account when developing island tourism. There are several distinct elements or indicators associated with each dimension. Additionally, the relative value of each dimension varies. The dimensions of local communities, island tourism activities, and island tourism operational systems are the next most important dimensions, after maritime environmental resources. Biodiversity is the most important component or indicator for the marine environmental resources dimension, followed by resource scarcity, environmental protection, and substitutable resources. Employment possibilities, on the other hand, are said to be the element or indication with the highest weight of relevance for the local community dimension. The elements of community development, economic growth and stability, community involvement in tourism operations, community attitudes toward environmental conservation, and tourism's response to environmental conservation come next.

It was also discovered that, in terms of the tourism operations component, the most important variables are safety and security management, followed by service quality, connectivity between islands, and intra- and inter-island transportation. Regarding the aspects of tourism, the most important element is visitor expectations, which are followed by visitor satisfaction, tourism integrity, conservation initiative, and the social responsibility of those involved in the tourism sector. Five essential indicators—biodiversity, employment opportunities, environmental protection, resource scarcity, community involvement in tourism operations, and replaceable resources—must be

met, either individually or in combination, in order to develop island tourism in the Kepulauan Seribu.

The study's findings have applications in real life. First and foremost, biodiversity protection must be upheld in the development of sustainable tourism. Both tourism and the community's economy benefit from these resources. As a result, visitors must be taught about sustainability and responsible environmental conduct. In order to raise local communities' awareness and understanding of environmental preservation, stakeholders must also educate them. The second is to promote local communities' active involvement in raising the standard of tourism services in their towns. Participation and interaction of local populations in tourism operations will yield significant advantages. In order to promote sustainable community economic development, local communities must integrate tourism development with environmental conservation.

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