
Marine Tourism Management Strategy On Lanjukang Island: The Role Of Local Government Maritime Diplomacy

Diva Pancarani Arifianti¹, Seniwati¹

¹International Relations Department, Social and Political Sciences Faculty,
Hasanuddin University, Indonesia

Email correspondence: seniwati@unhas.ac.id

Abstract. *This article examines the management of marine tourism in Lanjukang Island, a tourist destination located in the Spermonde Islands, Makassar City, South Sulawesi, with a focus on the role of maritime diplomacy in increasing tourism potential while preserving marine resources. This research uses a qualitative approach with literature study methods and interviews with relevant parties, such as local governments and local communities. Lanjukang Island, with its beautiful underwater nature and beaches, faces challenges in the form of coral reef damage due to destructive fishing practices and coastal abrasion processes. Nevertheless, Lanjukang Island remains an attractive tourist destination for domestic and foreign tourists. The Makassar City Government plays an active role in promoting marine tourism through international collaboration, one of which is through the Makassar International Eight Festival and Forum (F8) event. Maritime diplomacy, which emphasizes international cooperation in marine resource management and tourism, plays a key role in facilitating sustainable tourism development on Lanjukang Island. The research found that while there is great potential in the marine tourism sector, more integrated and sustainable management is needed to support the local economy and the preservation of the marine environment. Collaboration between government, community and international partners is essential to achieve a balance between tourism development and nature conservation.*

Keywords: *Marine Tourism, Maritime Diplomacy, Lanjukang Island, Sustainable Tourism and Marine Resource Management.*

1. INTRODUCTION

Maritime tourism is a form of tourism that utilizes the unique cultural landscape and natural resources in coastal and marine areas. The development of marine cultural tourism can indeed play a significant role in transforming and improving the tourism industry, as well as contributing to the creation of modern and livable coastal cities (Juma, 2022, p. 1238). The utilization of cultural landscapes and natural resources that emphasize the importance of the cultural context in tourism development can support the local economy, can create new jobs, and improve the quality of life of local communities. The development of marine tourism that makes the industry increase in marine tourism makes a very big change to make the creation of coastal cities into places that are worthy of being a developed and modern destination.

Orams states that marine tourism is a recreational activity that involves traveling away from one's place of residence, with a primary focus on the marine environment. In this case, the marine environment is defined as waters that have salinity levels and are affected by tides. Maritime tourism includes a wide variety of exciting activities, such as diving, sailing and fishing, which not only provide an enjoyable experience for tourists, but also allow them to connect with the natural beauty of the sea. Along with the increasing popularity of these activities, marine tourism is becoming one of the key sectors in the tourism industry that

supports local economies and raises awareness about the preservation of the marine environment (Vázquez, García, & Valenciano, 2021, pp. 2-3). The marine environment as the main focus of marine tourism shows that utilizing the marine environment in creating an interesting activity is the main idea in marine resource management and makes the tourism sector a major sector in empowering coastal communities and the local economy.

The United Nations World Tourism Organization (UNWTO) links marine tourism to the 14th Sustainable Development Goal (SDG), which emphasizes the importance of sustainable use of marine resources to benefit host countries. This segment accounts for approximately 5% of global Gross Domestic Product (GDP) and contributes between 6% to 7% of total employment worldwide (Bhuiyan, Darda, Habib, & Hossain, 2020, p. 1). The sustainable development of bahari tourism in a region relies heavily on the combination of the three dimensions of sustainable development namely, social, economic and environmental aspects and ensuring sustainability through an appropriate balance of these dimensions (Bhuiyan, Darda, Habib, & Hossain, 2020, p. 3). In this context, the importance of sustainable utilization of marine resources provides enormous benefits for the country, the creation of employment is one of the things that has a good impact on a country. This also makes dependence on balanced aspects so that sustainable marine tourism continues to run well.

In addition, marine tourism is also an important cornerstone of the blue economy, which focuses on the sustainable utilization and management of marine resources. With such utilization, it can attract tourists through activities such as recreational boating, fishing, scuba diving, snorkeling, windsurfing, fishing, marine mammal watching, the shipping and ferry industry, maritime museums, sailing, motorboats and various maritime events. Such activities not only provide an exciting experience for tourists but are able to significantly boost the local economy and can contribute to the well-being of communities in coastal areas (Reddy K. d., 2024, pp. 501-502). The importance of marine tourism for the blue economy also shows the importance of sustainable management of marine resources. The diversity of activities and activities that have been described show the attraction of tourists who contribute to the local economy and the welfare of coastal communities. It is understood that responsible management of resources is key to sustainable tourism development.

Recent research indicates a dynamic growth in marine tourism globally. Higham and Lück note that this activity is experiencing a consistent increase, fueled by several factors including rising global incomes, ease of access to coastal areas, and public awareness of the importance of marine conservation (Reddy K. d., 2024, p. 504). In this context, the Sustainable Development Goals (SDGs) set by the United Nations, particularly SDG 14, emphasize the

importance of conservation and sustainable use of marine resources. Achieving these goals requires integrated ocean governance, which involves collaboration between multiple stakeholders and effective management of marine ecosystems.

This approach is expected to protect marine biodiversity and ensure long-term benefits for people and the environment, making marine tourism not only a source of income, but also an effort to conserve vital marine resources (Reddy k. d., 2024, p. 506). The dynamic growth of marine tourism signifies the increasing interest and participation in this activity worldwide. An increase in the number of tourists, good accessibility to destinations, as well as public awareness of the importance of preserving the marine environment contribute to visits to places that apply sustainability principles. Overall, this demonstrates the link between the growth of marine tourism, environmental responsibility and sustainable management of marine resources, and emphasizes the need for a collaborative approach to achieve optimal benefits for communities and ecosystems.

2. METHODS

Qualitative research is a naturalistic approach, focuses on non-numerical data and aims to understand and explore phenomena rather than simply explain or manipulate variables. This approach is contextual and interpretive, emphasizing the process or pattern of development rather than the end result of the research. Although this approach has naturalistic and interpretive characteristics, qualitative research is still carried out systematically by involving careful steps in identifying a problem, as well as in collecting, analyzing, explaining, evaluating and interpreting data (Nassaji, 2020, pp. 427-428). The method used in this article is literature study, a data collection method that can be done by studying and understanding various theories in the literature related to the research. This process involves finding sources and reconstructing information from various references, such as books, journals and existing research (Fadli, 2021). The qualitative data collection technique in this research method uses the interview method using a communication tool (cellphone) as a source to get in-depth information from the actors concerned.

3. THEORY

Maritime Diplomacy

Diplomacy is a very important tool in achieving a country's national interests. As the main means to achieve goals related to other countries or international organizations, diplomacy also helps countries build an image in the international world. Diplomacy can be understood as a form of relationship, communication and interaction between countries. Meanwhile, maritime diplomacy refers to the process of negotiation between two or more countries on issues of maritime boundaries, cooperation and defense. In Indonesia's foreign policy framework, maritime diplomacy is interpreted as an effort to lead and initiate various agendas and activities related to maritime issues (Indrayani, Pratita, & Halim, 2019, p. 122). Maritime diplomacy serves as a means to strengthen cooperation both at the regional and global levels. Maritime diplomacy can be the basis for achieving community welfare and preserving the maritime environment in a sustainable manner.

In the Maritime Diplomacy White Paper, maritime diplomacy is defined as the implementation of foreign policy aimed at optimizing maritime potential for the fulfillment of national interests and international legal norms (Dao, 2024, p. 53). Efforts to sustainably utilize marine resources are made through increased international cooperation, so that a country can strengthen its maritime capacity. Maritime diplomacy covers a wide range of activities, including the negotiation of international agreements related to maritime issues, the development of economic cooperation in the maritime sector, securing sea trade routes, and the sustainable management of marine resources. In addition, maritime diplomacy also involves defense and security aspects, with an emphasis on important issues such as piracy, illegal fishing, and marine pollution (Dao, 2024, p. 54). This requires attention and collaboration between countries to ensure the safety and sustainability of marine ecosystems and to protect each country's national interests in an increasingly complex global context.

In the midst of globalization and increasingly complex geopolitical dynamics, diplomacy is a key element in safeguarding national interests and building harmonious relations with other countries at the international level. For Indonesia, as an archipelagic country with vast territorial waters and abundant maritime potential, maritime diplomacy has a strategic role in achieving security, economic and political objectives in the sea region. The Indonesian Navy has a vital role in supporting maritime diplomacy policies, which are essential in maintaining the country's sovereignty, security and national interests. Maritime diplomacy includes efforts to establish cooperation with other countries both at the regional and global levels, protect maritime economic interests, and ensure stability and security in Indonesia's territorial waters

(Prastyawan, 2023). In the context of globalization, it is important to realize that a country cannot operate in isolation, but needs to build good relationships with other countries. Therefore, the role of the Indonesian Navy in supporting maritime diplomacy policies, especially in the security and defense aspects, is crucial to protect Indonesia's economic interests related to the management of its marine resources.

Pulau Lanjukang

Makassar is one of the cities famous for its beautiful beaches and sea, one of the islands that really attracts tourists to visit is Lanjukang Island which is located in Barrang Caddi Village, Ujung Tanah District, Makassar City, South Sulawesi. The location of this island is in the Spermonde Islands area which is the outermost archipelago among 120 other Spermonde islands. With that lanjukang island is often used as a resting place for fishermen from Makassar who want to continue their journey to find fish in the sea (Arsytours, 2023).

To get to lanjukang island, there are several boat rental places available including a pier called paotere, bangkoa wood and popsa village. The journey to lanjukang island takes approximately 2 to 3 hours using a fast boat. The population that occupies this island is only around 60 people with 15 family heads, the majority of whom work as fishermen in Makassar. This makes lanjukang island rarely touched and with the beauty of the white sand beach which is very charming, it makes many tourists curious to come to lanjukang island (Munsir, 2021).

In addition, the area of Lanjukang Island stretches from the southwest to the northeast with an area of about 6 hectares with very beautiful and airy white sand so that tourists who visit can use the field to play soccer.

Of course the underwater beauty is no less interesting, there are various coral reefs and]; also hundreds of colorful fish species that adorn the island especially with a variety of marine activities that we can do such as swimming, snorkeling, diving and also several spots such as camping spots, prayer rooms, lighthouses that have been available there.

Lanjukang Island, which is famous for its natural beauty, faces serious challenges regarding the condition of its coral reefs. Some coral reefs have been severely damaged, allegedly due to destructive fishing practices by fishermen. The beauty of the island, which is well known in Makassar and surrounding areas, is now threatened by the abrasion process that continues to erode the coastal area. Nevertheless, Lanjukang Island still has its charms with the presence of banyan and coconut trees that thrive, providing an alluring natural feel and adding to the aesthetic value of the island (Daswari, 2024).

4. ANALYSIS & DISCUSSION

The Makassar city government plays an active role in conducting international cooperation with various countries, especially in the tourism sector, with the aim of increasing tourism potential and attracting more tourists to visit Makassar City (dpmpstp, 2020). Based on interviews from the Head of the Lurah of Lanjukang Island, Barrang Caddi Village, the Makassar City Tourism Office has carried out a marine tourism improvement program and has been assigned a companion to record tourist visits to Lanjukang Island, it's just that since 2015 the companion has rarely visited Lanjukang Island, as for program planning from the government to make a business such as a Regional Company with the aim of handling all tourist destinations in Makassar including Lanjukang with the construction of facilities and docks for efforts to improve Lanjukang Island. In addition, the Marine Conservation Foundation (YKL) has provided a forum for increasing Human Resources as assistance in fishing for fishermen, namely the Octopus opening and closing program in Langkai and Lanjukang and providing knowledge for mothers in terms of managing marine products there (Interview, Makassar, November 5, 2024). In this case, the theory of maritime diplomacy becomes very relevant. Maritime diplomacy does not only involve negotiations over maritime boundaries and defense cooperation, but can include aspects of economic development and cultural preservation through tourism.

The Makassar International Eight Festival and Forum (F8) event as an event that became the Makassar Platform to introduce the potential of marine tourism to delegates from various countries (Situmorang, 2024). International activities involving important actors from various countries are one of the efficiency levels in increasing tourism promotion, especially in the Makassar city area. As well as Lanjukang Island, which is a marine tourism destination that can be shown to various foreign countries based on the objectives of a country's national interest.

Countries such as Afghanistan and New Zealand have also shown interest in investing in tourism development in Makassar. Afghanistan is interested in the restoration of historical buildings and the trade of seafood, while New Zealand offers assistance in the development of renewable energy that can support the tourism sector (Makassar, 2024). The strengthening of Indonesia's maritime diplomacy at the global level has had a positive impact on cultural preservation and economic improvement in the tourism sector. This is reflected in the collaborative efforts made by the government, ASITA (Association of Indonesian Tourism Travel Companies), and Pinisi ship businesses. An interview with the Head of Culture and Tourism at the South Sulawesi Disbudpar highlighted that this collaboration has resulted in

effective promotion, not only across various islands and cities in Indonesia, but also reaching international cities such as Berlin. This initiative demonstrates how maritime diplomacy can be a bridge to introduce Indonesia's rich maritime culture to the world stage, while driving economic growth through sustainable tourism (Interview, Makassar, November 7, 2024).

Makassar City Government is actively establishing international cooperation in the tourism sector with various countries, which is expected to have a positive impact on the local economy. Through increasing the number of tourists and foreign investment, Makassar seeks to utilize its marine tourism potential to become one of the leading destinations in Eastern Indonesia. With strong collaboration between the government, tourism industry associations, and various international partners, Makassar not only wants to attract more visitors, but also improve the city's image in the global arena.

5. CONCLUSION

The management of marine tourism in Lanjukang Island requires an integrated approach between the local government, local community and international partners. Maritime diplomacy plays an important role in raising global awareness of Lanjukang Island's marine tourism potential, while supporting the preservation of marine resources. The government's strategy in increasing tourism potential in Makassar City through international events has opened up investment opportunities for infrastructure development and renewable energy that can support the tourism sector on Lanjukang Island. However, marine tourism management is still limited and urgently needs to be improved to support the local economy and the sustainability of long-term benefits for local communities.

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