

CHAPTER I

INTRODUCTION

1.1 Background

The potential of the maritime sector plays a crucial role for the global community, particularly in the context of economic and social development, as well as being a key source for job creation. Economic globalization drives the flow of international shipping to facilitate international trade activities, which in turn increases the demand for international shipping services.¹ Maritime sector is not only viewed from the perspective of the shipping industry but also from the tourism industry, known as maritime tourism. It gained popularity worldwide and is considered one of the largest components of the tourism industry, serving as a key contributor to national economic sectors. It has become the backbone of coastal economies, contributing to economic growth and creating job opportunities.² The utilization of maritime tourism in coastal areas can serve as a form of human empowerment to support the stability of the marine environment. The agenda of maritime tourism also aligns with the implementation of Blue Economy as a means of ensuring economic sustainability in the tourism sector.

Southeast Asia has great potential for enhancing the maritime tourism sector, given that most of its land area is surrounded by the ocean. With a coastline stretching 173,000 km, Southeast Asia claims to host nearly 30% of the world's coral reefs, 35% of mangrove forests, and 18% of seagrass meadows. The

¹ Gabriel R.G. Benito et al., "A Cluster Analysis of the Maritime Sector in Norway," *International Journal of Transport Management* 1, no. 4 (January 2003): 203–205, <https://doi.org/10.1016/j.ijtm.2003.12.001>.

² Rosa Martínez Vázquez, Juan Milán García, and Jaime De Pablo Valenciano, "Analysis and Trends of Global Research on Nautical, Maritime and Marine Tourism," *Journal of Marine Science and Engineering* 9, no. 1 (January 17, 2021): 1–5, <https://doi.org/10.3390/jmse9010093>.

implementation of maritime tourism through the Blue Economy in Southeast Asia contributes a significant percentage to the region's national gross domestic product (GDP).³ In ASEAN, the application of the economic concept in the maritime tourism was formed in 2021 since utilization of islands, coasts and oceans in the Southeast Asian region into a maritime tourism sector that can increase local economic growth in Southeast Asian countries, for the more promote maritime tourism that stores biodiversity and preserves culture in Southeast Asia. By the potential that ASEAN has, it can have great opportunities to become a top international tourism destination.

Indonesia as one of the archipelagic countries in Southeast Asia has the potential for a tourism industry engaged in the maritime sector. This is in line with Indonesia's vision as the world's maritime axis. Since the empowerment of the maritime sector can be a step for Indonesia to gain a superior position and impact on regional and global economic markets, the empowerment of the maritime sector through sustainable maritime tourism should become of a fundamental the blue economy concept that supports development centered on exploration rather than exploitation. In Indonesia, the potential of maritime tourism is huge for managing of coastal areas. It aims to make coastal areas a sustainable environment, improve the quality of human resources and preserve Indonesia's nature. One of the country's main sources of foreign exchange after palm oil is tourism. When Indonesian tourism can run and

³ Rajni Nayanthara Gamage, "Blue Economy in Southeast Asia: Oceans as the New Frontier of Economic Development," *Maritime Affairs: Journal of the National Maritime Foundation of India* 12, no. 2 (July 2, 2016): 1–15, <https://doi.org/10.1080/09733159.2016.1244361>.

develop well, it will provide opportunities for the community to work and optimize natural resources in a sustainable manner.⁴

The development of tourism is inseparable from all aspects of the challenges it faces. One of the challenges faced by maritime tourism industry is the Covid-19 pandemic, which not only affects health but also for global economy. The impact of Covid-19 has made the performance of the global economy decline, one of which is Southeast Asian region. Southeast Asia region is a country whose average economy is still developing.⁵ The impact of covid-19 reduced the dynamics of community activities such as difficulty in finding work, difficulty in meeting daily needs so that they have no income, lack of employment due to massive layoffs which have led to high unemployment rates. The emergence of covid-19 has made the economic dynamics in Southeast Asian countries run negatively because each government restricts community activities through the Social Distancing protocol.⁶

The Covid-19 challenge made various countries experience unstable economic dynamics. Due to the economic crisis that occurred, every country in Southeast Asia took policies to maintain the stability of their respective economies. For instance Indonesia in responding to the economy that face pandemic is the various with economic stimulus. Indonesia has issued 3 times economic stimulus more than 700 trillion Rupiah. To beside that, Malaysia moreover it also affected by Covid-19 economy. Harmed an economic stimulus package worth more than 91 billion

⁴ Zulkifli Zulkifli, "Implikasi Kebijakan Kelautan Indonesia Dalam Pengembangan Ekonomi Maritim," *Universitas Halu Oleo, Kendari*, 2022, 1–15.

⁵ Nurul Aeni, "Pandemi COVID-19: Dampak Kesehatan, Ekonomi, dan Sosial COVID-19 Pandemic: The Health, Economic, and Social Effects" 17, no. 1 (2021): 17–21.

⁶ Azzahra Aulia Dewi et al., "PENGARUH COVID-19 TERHADAP PEREKONOMIAN DI NEGARA ASEAN," *JISIP (Jurnal Ilmu Sosial dan Pendidikan)* 5, no. 3 (July 31, 2021), <https://doi.org/10.36312/jisip.v5i3.2228>.

dollars. Maritime countries in Southeast Asia have faced considerable economic turmoil due to Covid-19. Restriction activities of the global community become one of the factors that decline economy in each country.⁷ Stabilizing the region economy requires the collaboration of the ASEAN to increase economic growth through sustainable tourism.

In responding to the Covid-19 pandemic with the tourism sector in Southeast Asia, ASEAN Tourism Forum created a framework into ASEAN as the way for Sustainable Tourism Development in the Post Covid-19 Era. In the global aspect, the tourism sector is predicted has a loss of 320 billion US dollars per June 2020. The number of unemployed people increased by almost 100.8 million people, of which 63.4 million people came from the Asia-Pacific region. In March 2020, the movement of the tourism industry had move slightly. Some countries have reopened tourism even though sometimes they close again due to the increased Covid-19 in addition, preparing tourism recovery through the implementation of health protocols in the tourism sector.⁸

Considering the impact caused by Covid-19, the ASEAN Tourism Forum strives to carry out ASEAN Sustainable Tourism which has five pillars in answering the challenges of covid-19 Firstly, sustainable economic growth, then secondly is social inclusiveness, employment and poverty alleviation, thirdly is resource efficiency,

⁷ Departemen of International Relations, Universitas Komputer Indonesia (UNIKOM), Indonesia et al., "The Impact And Response Of Maritime Southeast Asian Countries to Economic Dynamics During The Covid-19 Pandemic," *Proceeding of International Conference on Business, Economics, Social Sciences, and Humanities* 3 (December 1, 2022): 60–74, <https://doi.org/10.34010/icobest.v3i.120>.

⁸ Bernadia Irawati Tjandradewi, "Pemulihan Ekonomi Pariwisata: Tinjauan Kebijakan Dan Kemitraan Di Tiga Lokasi Dalam Konteks Pandemi COVID-19" (Jakarta: Sekretariat UCLG ASPAC, 2020).

environmental protection and climate change, lastly is cultural values and heritage and the last is mutual understanding and peace, health, safety and security.⁹ Integrating the five pillars above requires ASEAN collaboration to improve its economic standards and opportunities to promote the potential of sustainable maritime tourism.

ASEAN Tourism Forum a form of ASEAN regional economic cooperation initiative established to promote the socio-economic development of ASEAN countries that have potential in the development of their natural and human resources. ATF was established to facilitate the exchange of information and promote tourism in each of ASEAN member countries. ATF has been effective in conducting once-a-year gatherings and rotating hosts to hold the ATF. This rotation allows each ASEAN member country to promote and attract foreign tourist visits to ASEAN countries and can expand regional cooperation networks. In each meeting, ATF has a diverse agenda ranging from tourism seminars and exhibitions to business meetings and networking programs. It aims to update tourism promotion strategies, build best practices and strengthen cross-border cooperation in the region.¹⁰ ASEAN cooperation can respond to various challenges, both external and internal.

Implementing the blue economy in the maritime sector, the ASEAN Tourism Forum has a framework to enhance sustainability to combat the challenges faced. ASEAN Tourism Forum has established initiatives and programs to strengthen

⁹ Asia Southeast, "ASEAN-Framework-on-Sustainable-Tourism-Development_compressed.Pdf" (Jakarta: ASEAN, n.d.).

¹⁰ SRI WAHYUNI RASULONG, "ASEAN TOURISM FORUM DAN PENINGKATAN PARIWISATA INDONESIA, THAILAND DAN BRUNEI DARUSSALAM," *FISIP UNHAS* 3, no. 1 (2014): 12–20.

sustainable maritime tourism. One form of ASEAN Tourism Forum framework in strengthening and promoting maritime tourism is ASEAN Tourism Strategic Plan 2016-2025 (ATSP), which is an ASEAN tourism strategic plan in promoting maritime tourism by implementing the blue economy as a forum for empowering natural resources and preserving the environment as a form of environmental, economic and social sustainability of the Community.

The purpose of this research is to Analyzing the effect of the ASEAN Tourism Forum on tourism development, especially in implementing the blue economy in Indonesia as a form of sustainable economic growth with collaboration between Southeast Asian countries through various policies can have a positive impact on increasing tourism, especially the maritime sector by focusing on sustainability through implementation. the author includes the concept of Islamization as a way of looking at modern phenomena that are currently occurring, concept of environmental *fiqh* or *fiqhul bi'ah* which explains human behavior towards the environment in order to maintain human benefit on earth with the aim of keeping away from the damage that occurs. Therefore, environmental *fiqh* is a shar'i demand for ecological problems that are used to criticize human behavior that exploits the environment.¹¹ This is stated in the Qur'an Surah Al-A'raf ayat 56 which describes the damage done on earth. The application of blue economy in the ASEAN Tourism Forum is a step for ASEAN, especially Indonesia, empowering the natural environment in a sustainable manner without exploitation.

¹¹ Mariatul Istiani and Muhammad Roy Purwanto, "Fiqh Bi'ah Urgensi Teologi Al-Quran," *At-Thullab: Jurnal Mahasiswa Studi Islam* 1, no. 1 (December 19, 2019): 27–44, <https://doi.org/10.20885/tullab.vol1.iss1.art2>.

1.2 Research Question

How does ASEAN Tourism Forum effect on tourism development by implementation Blue Economy in Indonesia?

1.3 Research Objectives

This study aims to analyze the effect of ASEAN Tourism Forum on tourism development by implementation Blue Economy in Indonesia.

1.4 Research Significance

Academics Purposes

To provide knowledge and information related to the effect of ASEAN Tourism Forum (ATF) in realizing sustainable tourism through the implementation of blue economy as a form of Indonesia's sustainable economic growth and for add insight and knowledge for international relations scholars, especially those interested in the concentration of international political economy.

Practical Purposes

The result of this research are expected to be beneficial or as a policy brief that based regulation for the government and can be applied to all parties concerned with the author's problems and the what objects discussed about.

1.5 Literature Review

The first article was written by **Christian M. Rogerson** with the researched titled “*Emergent Planning For South Africa’s Blue Economy: Evidence from Coastal and Marine Tourism*”.¹² The research notes that marine-based industries are recognized as making a major contribution to the world economy and job creation. It has led to the focus on the ocean economy being widely seen as aligned with South Africa's

¹² Christian M. Rogerson and Jayne M. Rogerson, “Emergent Planning for South Africa’s Blue Economy: Evidence from Coastal and Marine Tourism,” *Urbani Izziv* Supplement, no. 30 (February 17, 2019): 24–36, <https://doi.org/10.5379/urbani-izziv-en-2019-30-supplement-002>.

2030 national development plan. The blue economy is substantial in Southern countries, including Africa, which has large marine resources. Former President Zuma's speech identified the importance of the ocean economy in boosting economic growth and job creation and addressing the triple scourge of poverty, inequality and unemployment. As South Africa is characterized by large inequalities in terms of spatial development, Operation Phakisa is seen as an initiative that will impact spatial development inequalities as it is used as a tool to assist rural economic development through a by planned investments.

Operation Phakisa in South Africa stems from Malaysia's Large Quick Results method, which aims to unlock the ocean's economic potential through strategic intervention and rapid implementation. It has attracted substantial investment since its inception and has created jobs, with positive economic prospects for the future. Nevertheless, the operation has come under criticism for prioritizing investment development and economic growth over conservation of maritime resources. As there are possible shortcomings in addressing sustainability and equitable development, the initiative's planning methods and approaches face challenges. Although South Africa's blue economy strategy, particularly through operation phakisa, is an important step towards development. Specific coastal tourism programs and initiatives are still in the approval process. However, the main focus is planing for the broad spread of impacts from tourism development. Considering the environmental sensitivity of South Africa's coastal areas, authors should carefully monitor the potential of coastal and marine tourism with sustainability issues.

The researcher concludes that while there is a strong policy framework to promote the blue economy in South Africa, there is still much to be done to turn policy into tangible benefits. There is a need for collaboration between various stakeholders and a focus on sustainable and inclusive growth. Have similarities in researching the concept of blue economy in the field of tourism. So, the author wants to complement the research from the author above in the form of collaboration of the Tourism Forum in ASEAN towards tourism development as a form of sustainable economic transformation in Indonesia.

The second article entitled “*Zanzibar and the Establishment of Blue Economy Strategies*” was written by **Hafidh Ali Hafidh**.¹³ The author that the Zanzibar Development vision 2050 considers the blue economy as a priority area for the next 30 years that serves as an effective and sustainable means to improve living standards and transform the country's economy. In his article, the researcher provides a comprehensive overview of Zanzibar's marine and coastal resources such as fisheries, aquaculture, tourism and marine transportation. Strategic frameworks and policies that Zanzibar has implemented to drive the blue economy. These include regulatory measures, capacity building initiatives and international organization partnerships. He identified key opportunities and challenges in building a blue economy in Zanzibar such as limited financial resources, inadequate infrastructure and the need for more comprehensive marine ecosystem data. Despite the challenges, the article highlights some opportunities such as the potential for ecotourism, sustainable fisheries and renewable energy projects.

¹³ Hafidh Ali Hafidh, “Zanzibar and the Establishment of Blue Economy Strategies,” *Journal of Resources Development and Management*, March 2021, <https://doi.org/10.7176/JRDM/74-75>.

The research includes components of Zanzibar's blue economy such as the seaweed farming industry that has provided livelihoods for many coastal communities while supporting sustainable marine practices. It also discusses the development of marine protected areas to conserve biodiversity and support ecotourism. This article provides a comprehensive overview of Zanzibar's efforts to implement a blue economy strategy. The success of Zanzibar and the future of blue economy sustainability lies in making the right policies and effective implementation and ensuring continuous monitoring and evaluation to address the challenges of the maritime sector. This research has similarities in the application of the blue economy concept in the ecotourism sector. This leads the author to make the article a glass of comparison and an example of contribution to the implementation of the blue economy in ASEAN, especially Indonesia.

Third article with research title “*Convergence of India & Australia in the Indo-Pacific: Opportunities in Blue Economy & Maritime Tourism*”. Authored by **Aishwarya Singh Raikwan** in his article states that the Asia-Pacific region has become the fastest growing tourist destination in the world over the past decade.¹⁴ India-Australia relations have evolved from a tentative and indifferent integration of two divergent worldviews during the second half of the 20th century to increasing levels of political, economic and security engagement between two strategic partners with interests in the Asia-Pacific by the end of first decade of 21st century. He also explored the convergence of India and Australia's strategies in the Indo-Pacific Region with a focus on the potential of the blue economy and maritime

¹⁴ Research Scholar, Hindustan Institute of Technology and Science et al., “Convergence of India & Australia in the Indo-Pacific: Opportunities in Blue Economy & Maritime Tourism,” *YMER Digital* 20, no. 12 (December 26, 2021): 606–617, <https://doi.org/10.37896/YMER20.12/58>.

tourism. Then he focuses on diplomacy and international cooperation, especially in the context of geopolitical dynamic in the Asia-Pacific. He discusses the impact of Covid-19 to economy and tourism sector and proposes collaborative initiatives to promote growth and stability through sustainable maritime activities.

This article highlights the need for India and Australia to enhance their strategic and economic collaboration to harness the full potential of the blue economy and maritime tourism that can lead to sustainable development and regional stability. With a deeper bilateral relationship between India and Australia focused on blue economy initiatives, India and Australia can contribute significantly to regional prosperity and ecological sustainability. Having similarities in looking at the concepts of blue economy and tourism, but what distinguishes this research and the research written lies in the implementation of the blue economy outside ASEAN countries, this article can be a recommendation for blue economy policies in ASEAN, especially in tourism Indonesia.

The fourth article was written by **Adesty Lasally** with title “*The Role of the ASEAN Tourism Forum (ATF) In Supporting Indonesian Tourism*” This paper reviews the significant impact of the ASEAN Tourism Forum (ATF) on Indonesia's tourism industry.¹⁵ ATF has contributed significantly to promoting Indonesia as a tourist destination, both domestically and internationally. This has been achieved through various roles, such as: Acting as a tourism branding “Wonderful Indonesia” brand through the ASEAN Tourism Marketing Strategic (ATMS). Serving as a platform for investment cooperation, encouraging investment in Indonesian

¹⁵ Adesty Lasally, Lutfi Handayani, and Samsul Arifin, “The Role of the ASEAN Tourism Forum (ATF) in Supporting Indonesian Tourism,” *Journal of Gastro Tourism* 1, no. 1 (February 27, 2023): 43–51, <https://doi.org/10.52465/jogasto.v1i1.147>.

tourism. Setting tourism standards, including eco-friendly hotels, food and beverage services, public toilets, homestays, ecotourism, and tourism heritage, to improve the quality of tourism services. Increase tourist visits to Indonesia by giving prestigious titles to top destinations so as to increase the prestige of the country's tourism. Organizing Travel Exchange (TRAVEX) events, which facilitate economically beneficial transactions between buyers and sellers in the tourism industry.

Existence the ATF's influence is particularly in the post-COVID-19 era, as it has helped Indonesia's tourism sector recover. The article also highlights the importance of safeguarding natural resources for sustainable tourism. This study concludes that the ATF has positively contributed to Indonesia's tourism development and promotion. This suggests that Indonesia should continue to utilize the ATF to increase its international profile and economic benefits. Therefore, the author complements the research from the author by applying the concept of blue economy and regionalism that ATF as a forum for ASEAN countries, especially Indonesia, in improving the tourism sector.

The last literature of the paper **Md. Khairul Islam** with title “*Blue Economy of Bangladesh: Opportunities and Challenges for Sustainable Development*”.¹⁶ The blue economy includes all economic activities related to oceans, seas, coasts such as fisheries, marine transportation, tourism and marine biotechnology. He enters Islamic values highlighting sustainability practices to ensure the long-term viability

¹⁶ Md. Khairul Islam, Mahbubur Rahaman, and Zobayer Ahmed, “Blue Economy of Bangladesh: Opportunities and Challenges for Sustainable Development,” *Advances in Social Sciences Research Journal* 5, no. 8 (August 1, 2018): 168–176, <https://doi.org/10.14738/assrj.58.4937>.

of resources. Bangladesh has a rich marine biodiversity with potential to increase fish farming production. Tourism being one of the blue economy sectors in Bangladesh is recognized as the most profitable business and key to global trade.

Bangladesh has an open door and tremendous ability to transform into a tourism-based country. Although there are many opportunities for Bangladesh in maritime optimization, there are many challenges faced by Bangladesh in preserving the ocean such as environmental degradation, climate change, marine regulatory and governance issues, limited financial resources, and the need to improve the marine environment.

In responding to the challenges above, policy recommendations are needed to face the challenges of stabilizing the sea by means of integrated coastal area management by maintaining the security of Bangladesh's coastal areas, lack of a combination of political leadership, efficient bureaucracy and a real entrepreneurial attitude and innovative development, building marine-friendly infrastructure for marine tourism, and utilizing biodiversity economically and sustainably. What distinguishes this research from the author is the collaboration of ASEAN region to enhance maritime tourism development with the blue economy to maintain the sustainability of natural resource.

1.6 Conceptual Framework

Regionalism

International relations theories about regionalism as forming international cooperation. A region is a geographical form that develops through integrity based on common interests. The development of study in the of European Union has made

the sub-discipline of international relations to manifest regionalism. Regionalism is a political process that leads to increased integration of each region.¹⁷ Regional cooperation means the implementation of several countries joining together in a cooperative bond based on political authority to solve common problems related to economic, political and security issues. The presence of existence regionalism is motivated by external and internal factors. In external factors, regionalism is a form of response to globalization and a reaction to global processes. In the internal perspective, the region is influenced by the main actors of the region, both internal and external.¹⁸

The study of regional formation and development initially focused only on one actor, that is the state. However, there was a dramatically change in dynamics of the constellation of international relations, encouraging the developing and developed world to reaffirm its existence. The end of cold war and the emergence of globalization made the decade gave rise to a broader and more complex acceleration of regional cooperation. The emergence of new regionalism is a form of criticism of old regionalism that leans on the state as the main actor. The beginning of new regionalism approach in Western Europe was marked by the end of Second World War.¹⁹ The mapping of old regionalism studies is still based on institutions between countries in the region and state security. In contrast, new regionalism emphasizes the dynamics of social values, the role of markets and civil actors are significant for the flow of capital, trade and people. Hurrell's approach categorizes

¹⁷ Edward D. Mansfield and Helen V. Milner, "The New Wave of Regionalism," *International Organization* 53, no. 3 (1999): 589–627, <https://doi.org/10.1162/002081899551002>.

¹⁸ Yustika Citra, "Regionalisme Menjawab Human Security (Studi Kasus ASEAN Dalam Permasalahan Human Security)," *JURNAL TRANSFORMASI GLOBAL* 3, no. 1 (n.d.): 66–68.

¹⁹ Edward D. Mansfield and Etel Solingen, "Regionalism," *Annual Review of Political Science* 13, no. 1 (May 1, 2010): 145–63, <https://doi.org/10.1146/annurev.polisci.13.050807.161356>.

regionalism into five, such as regionalization, regional concerns and identities, cooperation between countries in a region, state-activated regional integration and regional cohesion.²⁰

One popular of new regionalism approach is owned by Bjorn Hettne. Which identifies five characteristics of a region: a region is a geographical unit, a region is a social system that has translocal and transnational relations between state and non-state actors, a region is characterized by organized cooperation in the economic, political, social and military, a region becomes a community of civil society when the organizational framework accommodates and promotes communication through social values in a region, and a region can emerge collectively or through international actors with different identities, different actor capabilities and levels of legitimacy and policy-making structures.²¹ The concept of regionalism is constantly undergoing renewal as well as a sense of ownership in each region to achieve the level of commonality it seeks to achieve.

This sense of belonging is what becomes a collaborative region to exchange ideas and opinions. ASEAN Tourism Forum in its program to achieve the implementation of a sustainable blue economy in the form of ASEAN Tourism Forum Strategic Plan has included the characteristics of the five Regions according to Bjorn Hettne which identifies the Region as a social system that has translocal and transnational relations between state and non-state actors, the Region is characterized by organized cooperation in the economic, political, social and military fields, the Region becomes a community of civil society when the

²⁰ Fredrik Söderbaum, "Introduction: Theories of New Regionalism," in *Theories of New Regionalism*, ed. Fredrik Söderbaum and Timothy M. Shaw (London: Palgrave Macmillan UK, 2003), 1–21, https://doi.org/10.1057/9781403938794_1.

²¹ Yusnarida Eka Nizmi, "Perkembangan Teorisi Regionalisme: Kerjasama Regional Dalam Konteks Komparasi Regionalisme Lama dan Baru," 2006.

organizational framework accommodates and promotes communication through social values in a Region.

Blue Economy

Blue Economy is a form of thought or paradigm that gives birth to a new concept in order to generate a flow of economic growth by ensuring the preservation of resources and protecting the environment or marine ecosystems and fisheries. *blue economy* is a concept that no longer relies on development with destructive nature and overexploits natural and human resources. It can be interpreted as a new way of understanding by encouraging changes in development patterns and structures through environmental utilization so that it can be a stepping stone in improving the economic conditions of the community.

Define blue economy as a sustainable, resilient and inclusive form of utilization, governance, management and conservation of oceans and marine and coastal resources and ecosystems for economic growth in sectors such as fisheries, aquaculture, marine transportation, renewable energy, tourism, climate change and research and development while enhancing human well-being and social equity.²² The goal of the blue economy is to recognize the ocean as the frontline of economic development, which is basically a strategy to explore the ocean's potential in the form of resources and livelihoods. The economic development model has two main elements. First, sustainable development, blue economy considers the sustainable use of marine resources because a healthy and resilient ocean is an important

²² Rajni Nayanthara Gamage, "Blue Economy in Southeast Asia: Oceans as the New Frontier of Economic Development," *MARITIME AFFAIRS: JOURNAL OF THE NATIONAL MARITIME*, 2016, 2–11, <http://dx.doi.org/10.1080/09733159.2016.1244361>.

element of the long-term economy of the country and non-state stakeholders. Secondly, technological developments play an important role in enhancing the potential of the blue economy and facilitating the sustainability component. For example, marine biotechnology efficiently exploits the high levels of marine biodiversity for the production of medicines and other goods. Marine technology can address ocean problems such as oil spills, wastewater treatment and other environmental issues.²³

The application of blue economy can be done from various aspects such as aquaculture, maritime logistics and transportation, marine tourism, maritime industry to energy. This makes the blue economy has the potential and contribute greatly to sustainable economic development by creating jobs, food, and energy security. Blue economy is a concept that offers an experiment to build a sustainable economic system based on natural and local principles. The concept was proposed by Gunter Pauli in 2010 with his book titled “*blue economy-10 years, 100 innovations, 100 million jobs*”. Pauli also describes the different paradigms as described in his book, namely the difference between *red*, *green* and *blue economy*. The red economy is a human economic perspective that is based on the exploitation of resources without considering the reciprocity of nature, this can be concluded as the cause of bankruptcy, crisis and natural damage in the world. The green economy discusses the need for a lot of investment from companies with high payments to consumers to produce environmentally friendly products, but it is quite difficult to

²³ Makmur Keliat, *Prospek Ekonomi Biru bagi Pemulihan Ekonomi Indonesia* (Jakarta Timur: Laboratorium Indonesia 2045, 2022).

implement in times of crisis and has an exclusive price. Then, blue economy offers a different concept between the red and green economies.²⁴

In the blue economy concept, the author includes Maritime Eco-Tourism as one part of the integration or implementation of the blue economy in supporting the marine-based tourism sector, encouraging economic growth in coastal areas, and strengthening the underwater environment to continue to be managed without over-exploiting it for tourism destination activities. The main focus of blue economy is the sustainable utilization of marine resources for Maritime Eco-Tourism, which is marine-based tourism that preserves the environment²⁵ Maritime-Eco Tourism is part of the Blue Economy in preserving the maritime tourism environment.

According to Lekakou & Tzannatos Maritime Eco-Tourism involves activities undertaken at sea, such as swimming, fishing and boating with a focus on exploring the marine environment. Coast Tourism involves activities carried out in coastal areas, such as walking, cycling, and enjoying the scenery This tourism connects land and sea. Land-Based Tourism is the center of land-based activities related to culture, cuisine, and pilgrimage, involving tourist attractions such as cultural sites or places of worship. Maritime Eco-Tourism is part of developing tourism product diversification in enhancing maritime tourism market innovations that combine

²⁴ Deasy Damayanti, *Blue Economy Development Framework for Indonesia's Economic Transformation*, 1 1 (Jakarta: Ministry of National Development Planning/National Development Planning Agency, 2021).

²⁵ Said Muhammad Zulfitri, M. R. Khairul Muluk, and Hermawan Hermawan, "Scenario Planning for the Development of Maritime Eco-Tourism Object," *Bisnis & Birokrasi Journal* 22, no. 2 (April 25, 2016): 88–99, <https://doi.org/10.20476/jbb.v22i2.5710>.

three types of tourism.²⁶ In this paper, the author implements *Maritime -Eco Tourism* in supporting the concept of a sustainable blue economy in the tourism sector.

The implementation of the blue economy must be in line with the policies carried out so that it runs sustainably and continues to evaluate the blue economy in the tourism sector, one of which is maritime tourism, the maritime tourism industry is a promising industry for coastal areas through the development of community social development towards employment after Covid-19. From the explanation above, the concept of blue economy provides an overview of marine preservation through tourism without exploitation, considering that ASEAN countries are countries filled with seas making the sea a place to open up jobs and livelihoods for people affected by the tourism sector, the ASEAN Tourism Forum with a sustainable framework for optimizing marine resources with the ASEAN Tourism Forum Strategic Plan becomes a forum for collaboration in providing innovation in implementing the blue economy in the ASEAN region without exploiting natural resources, making the ASEAN region a top international destination.

1.7 Hypothesis

ASEAN Tourism Forum regional collaboration has a positive influence in improving the economy of the ASEAN region, especially Indonesia. The ASEAN Tourism Forum is an ASEAN regional forum that focuses on the development of ASEAN maritime tourism within the framework of the ASEAN Tourism Strategic Plan program to be able to promote ASEAN maritime tourism at the international

²⁶ Noverita Dian Takarina, "Potential Spots for Developing Maritime Ecotourism Destination in Blanakan Coast, West Java," *Bali International Tourism Conference*, n.d., 51–53.

level. With the abundance of natural resources and cultural diversity, ASEAN must collaborate and innovate to develop maritime tourism. This regionalism forum makes a forum for exchanging opinions, ideas and ideas because Southeast Asia is a regionalism group that has a sense of common ownership with one common goal. The development of maritime tourism is inseparable from all the challenges and opportunities faced by ASEAN countries. The Southeast Asian region is dominated by waters rather than land, this makes the tourism sector able to empower coastal and maritime areas to become top destinations. The application of the blue economy concept is a source of economy by increasing welfare and creating jobs, but the implementation of the blue economy itself has many challenges in its application. The influence of the ATF together with the ASEAN Tourism Strategic Plan program provides a form of maritime tourism development for Indonesia and how Indonesia as a maritime country can implement the blue economy and empower it to become an opportunity for economic improvement.

1.8 Research Methodology

Research Design

This study use a case study approach that according to Robert Yin is an emprical research that investigates contemporary phenomena in depth and in the context of real life, especially when the boundaries between phenomena and context are not visible. Case study research can approach a level of detail and understanding of a phenomenon and can be used for descriptive, explanatory and exploratory purposes.²⁷ This research uses one of the countries that continues to implement the blue economy, namely Indonesia in tourism development as a form of sustainable economic

²⁷ Umar Suryadi Bakry, *Metode Penelitian Hubungan Internasional* (Yogyakarta: Pustaka Pelajar, 2019).

transformation of Indonesia. This research will analyze the influence of the ASEAN Tourism Forum in tourism development in terms of implementation, procedures, contributions, opportunities and challenges. In addition, researchers will examine the cause and effect relationship of two variables, that is the influence of the ASEAN Tourism Forum on tourism development and the implementation of blue economy as a form of sustainable economic transformation in Indonesia.

Research Object and Limitation

The object of research focuses on the influence of ASEAN Tourism Forum through opportunities and challenges faced together to develop ASEAN maritime tourism and the implementation of blue economy as a form of Indonesia's sustainable economic growth.

Data Collection Technique

In this study, researchers will use data collection techniques that are in accordance with the research objectives including literature studies to obtain relevant information. Literature study includes data collection from various sources such as journals, books, websites, report books, and other official documents. Researchers author collect data from nu official documents and reports related to the ASEAN Tourism Forum. After the data is collected, author process and select data which is grouped based on the stages of discussion.

Data Analysis Technique

In this study, researchers used secondary data analysis techniques, which are basically not only data collected by other researchers, but also official statistics collected by government agencies. Secondary analysis is used to describe various analytical practices using existing data, both data collected by other researchers and

those collected by government agencies, either to examine new research questions or to re-examine the main researcher's questions for evidentiary purposes.²⁸

This research also refers to an analytical method that is descriptive in the sense that it interprets secondary data and explains related events based on theoretical frameworks or concepts. Descriptive method is a method to explain the reality and situation based on theories and concepts, the application of this method has no limits on data collection and compilation and data interpretation. In contrast, the descriptive method is a way to answer questions related to who, what and how much happened in the implementation of data reporting in the form of facts. The data analysis method uses normative law with doctrinal, case-based and conceptual approaches, where information is obtained from documentary or literature studies conducted through examination of library materials such as books, journals, articles, journals, articles and bulletins. and websites related to the written object.

1.1 Writing Systematics

CHAPTER I: INTRODUCTION

As an opening chapter, it explains the background of problem which reads a brief description of the problems that will be examined in the discussion, problem formulation, research objectives, research benefits, hypotheses, research methods, and theories and concepts used in writing this research. This chapter briefly explains the meaning of ATF and its influence on the maritime tourism development sector and then implied through the blue economy that realizes Indonesia's sustainable

²⁸ Janet Heaton, *Reworking Qualitative Data* (London: SAGE Publications Ltd, 2004).

economic transformation. In this chapter, there is previous research as a basis for strengthening the author's research.

CHAPTER II: ASEAN TOURISM FORUM AS A REGIONALISM FORUM IN ENCOURAGING BLUE ECONOMY FOR TOURISM DEVELOPMENT

In this chapter, researchers will write the agenda of the ASEAN Tourism Forum towards the development of the blue economy through the tourism sector as well as the programs carried out by the ASEAN Tourism Forum towards tourism development so that it can face challenges, especially after Covid-19. Researchers will also include the ATF's contribution to the development of the tourism sector which is seen from two sides, namely the positive side and the negative side. Finally, the researcher includes the ATF as a regionalism forum that collaborates on tourism development that makes Southeast Asia the main destination for the international community, the author also includes Islamic values through cooperation even though different religions, ethnicities, races and languages but have a sense of equality and a sense of existence.

CHAPTER III: EFFECT OF ASEAN TOURISM FORUM ON TOURISM BY IMPLEMENTING BLUE ECONOMY IN REALIZING A SUSTAINABLE ECONOMY IN INDONESIA.

In this chapter, researchers will write the results of the research. First, regarding the implementation of the ASEAN Tourism Forum on programs carried out by Indonesia to develop maritime tourism which is seen from the promotion strategy session, the development of natural or human resources, and the development of infrastructure and facilities for tourism. Second, the influence of the results of the implementation of the ATF on Indonesia's work program as seen

from the indicator of the number of tourist visits of various countries both regionally and specifically for Indonesia. The closing of chapter 3 outlines the concept of Islamization based on the economic concept of ocean empowerment in a sustainable manner.

CHAPTER IV: CLOSING

In this chapter, the researcher will conclude from the finding of the researchers who have examined the influence of ATF through the development of maritime tourism through the implementation of the Blue Economy in realizing sustainable economic growth and provide suggestions for further research.

