# Blue Economy as a New Direction for Marine Tourism Development to Achieve Sustainable Development Goals at Tanjung Karang Beach

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**ABSTRACT**

This study aims to analyze the application of the Blue Economy concept in the development of marine tourism at Tanjung Karang Beach, Donggala Regency, and to assess how this implementation contributes to achieving the Sustainable Development Goals (SDGs). This study employs a descriptive qualitative approach, collecting data through observation, interviews, and documentation. Research informants included local government officials, tourists, and communities engaged in economic activities within the tourist area. The results show that the local government has begun to integrate Blue Economy principles through various programs, such as marine environmental education, strengthening coastal ecotourism, and monitoring marine tourism activities, to maintain the sustainability of the marine ecosystem. However, public and visitor understanding of the Blue Economy remains limited, although sustainable practices, such as preserving beach cleanliness and avoiding damage to the marine ecosystem, have been naturally adopted. Tourism development at Tanjung Karang Beach has been shown to have a significant economic impact, evidenced by increased business opportunities and community income. However, the community hopes for more intensive training and outreach regarding sustainable tourism management. Overall, the implementation of the Blue Economy at Tanjung Karang Beach has the potential to support the achievement of the Sustainable Development Goals. Collaboration among government, community, business, and tourism stakeholders is essential to achieving sustainable marine tourism development.

**Keywords:** Blue economy, sustainable development, sustainable development goals.

## 1. INTRODUCTION

Coastal areas have significant potential to support economic development through the marine tourism sector. Natural beauty, marine biodiversity, and the culture of coastal communities are major draws for both domestic and international tourists. The primary challenge in coastal area governance is striking an essential balance between economic development and environmental conservation. If governance is implemented sustainably, the Sustainable Development Goals, such as poverty alleviation, marine ecosystem preservation, and inclusive economic development, will be more readily achieved. In this context, the concept of blue economy-based tourism management becomes highly relevant (Usman et al., 2025).

The blue economy concept is among the latest calls for more holistic management of complex marine socio-ecological systems. This approach seeks to explore opportunities for sustainable ocean-based development while maintaining and protecting the environment. The Blue Economy is rapidly becoming one of the most commonly applied regional economic paradigms in coastal and maritime areas globally (Wijayanti & Ramlah, 2022).

Tanjung Karang Beach, a coastal area in Donggala Regency, offers several tourism attractions, including white sand and scenic underwater scenery. This natural tourism significantly supports economic prosperity and tourism growth in the region, positioning it to be competitive and to provide added value relative to the other areas. The Donggala Regency Government plays a significant role in the development of Tanjung Karang Beach, as evidenced by the inauguration of Tanjung Karang Village as a tourism village in Central Sulawesi Province. This enhances the appeal of Tanjung Karang Beach as a marine tourism destination (Wijaya, 2021).

Sustainable development is development that aims to maintain environmental quality, social sustainability, improve community welfare, and ensure governance that sustains the quality of life for future generations. There are seven Sustainable Development Goals targets that align with the Blue Economy concept, including no poverty, no hunger, responsible consumption and production, a healthy and prosperous life, decent work and economic growth, climate action, and the protection of marine ecosystems. Research on the Blue Economy has been conducted by Donesia et al. (2023), who examined the development of marine tourism within the blue economy to achieve the sustainable development goals. This research focuses on how the blue economy concept can help realize Sustainable Development Goals for Tanjung

Karang beach tourism in Donggala Regency (Jannah, 2024).

The Sustainable Development Goals (SDGs) are a global agenda launched by the United Nations in 2015, a universal call to action to address challenges such as poverty and environmental protection, and to achieve global sustainability by 2030. The integrated and comprehensive goals and objectives of the SDGs are comprehensive and adaptable to different countries, taking into account differences in national capacities and levels of development. The SDGs are designed to serve as a guideline for achieving global sustainability (Ayuningtyas & Prastiwi, 2025).

The Sustainable Development Goals (SDGs) are a successor to the Millennium Development Goals (MDGs), designed to build on and expand the MDGs' achievements with a broader scope and a more inclusive approach. The UN Assembly formulated the SDGs as 17 goals that cover broader issues and are designed as a global agenda applicable to all countries, both developed and developing, with the principles of universality and shared responsibility (Erlyani, 2025).

Sustainable development focuses on meeting the needs of the present generation without compromising the ability of future generations to meet their own needs, emphasizing a balance among economic growth, environmental protection, and social justice. This concept emerged in response to ecological and social crises arising from unbalanced economic growth, including ecosystem degradation, climate change, and unequal access to natural resources. The term was first widely introduced through the 1987 World Commission on Environment and Development (WCED) report, known as the Brundtland Report. In the report, sustainable development is defined as: "compromising the ability of future generations to meet their needs." This definition emphasizes that development activities are not only oriented towards economic progress but must also consider the sustainability of natural resources and intergenerational equity. Thus, sustainable development demands a balance between resource exploitation and environmental conservation efforts (Muhammad & Amory, 2025).

The principles of sustainable development emphasize three main dimensions: economic growth, environmental preservation, and social justice. This aligns with the Triple Bottom Line approach, which measures development success based on three indicators: profit (economic gain), planet (environmental sustainability), and people (social well-being). The principles of sustainable development serve as the moral and operational basis for designing development policies that favor the environment and society. By applying principles such as integration,

intergenerational equity, resource efficiency, participation, and good governance, development is expected to proceed harmoniously and sustainably. In coastal and marine tourism contexts, applying these principles is crucial to ensure that economic activities do not damage marine ecosystems and to provide long-term benefits for coastal communities and future generations (Kustiwa & Mokodompit, 2025).

Sustainable tourism is a form of tourism development that aims to meet the needs of current tourists without compromising the ability of future generations to meet their own needs. This concept emphasizes a balance between economic, socio-cultural, and environmental sustainability interests in tourist destinations. The principles of sustainable tourism development focus on the optimal use of natural and cultural resources while maintaining balance and supporting overall economic growth. This type of tourism aims to provide memorable experiences for tourists while improving the quality of life for local communities. Achieving this requires collaboration between the government, the private sector, and local communities. The Sustainable Tourism Development Framework (STDF) provides a framework for developing sustainable tourism plans by considering these factors. environmental, social, and economic factors simultaneously (Irawati & Prasetyo, 2025).

Sustainable tourism aims to develop the tourism sector responsibly, minimizing negative impacts on the local environment, society, culture, and economy. This approach focuses on creating sustainable tourism that preserves natural and cultural attractions and strengthens the well-being of local communities. By prioritizing a balance between the needs of tourists and local communities, sustainable tourism seeks to provide tangible benefits while protecting existing resources. In addition, this concept aims to improve the social and economic welfare of communities in tourist destination areas through local economic growth, job creation, and infrastructure improvements (Arman, 2025).

The blue economy is an economic development concept grounded in the sustainable use of marine resources to support economic growth, enhance community welfare, and preserve marine ecosystems. The blue economy balances economic and ecological considerations, demonstrating how the ocean can be utilized for prosperity without degrading its carrying capacity. The blue economy approach aims to create a greener economy, reduce the environmental footprint, and improve people's quality of life. By transforming investments and economic activities to be more sustainable, the blue economy strives to achieve inclusive growth, in which economic growth is measured not only by financial indicators but also by

social and environmental factors. In the context of marine tourism, the application of blue economy principles is a means of fostering productive tourism while preserving the ocean, thereby supporting the achievement of the Sustainable Development Goals (Astuti, 2025).

According to Wishanesta et al (2025) the Principles of Implementing the Blue Economy The principles applied to the development of the marine and fisheries sector with the blue economy include:

a. Integration between the economy and the environment, types of investment and production systems, central, regional, and cross-sector policies.

b. Area-based. Namely, potential economic areas and cross-border ecosystems, administrative regions, and sectors.

c. A clean, efficient production system that is waste-free, free of pollution, and does not damage the environment.

d. Creative and innovative investment, namely capital investment and business with a blue economy model. Furthermore, a balance is maintained between the economic use of natural resources and environmental preservation.

## 2. DATA SOURCE AND DATA COLLECTION TECHNIQUES

The data sources required in this research were collected directly in the field conditions. They included several data points from the results of observations required for the research, namely, primary data from the Donggala Regency government and tourist visitors. Tanjung Karang Beach and the surrounding community's economic activities. Secondary data includes prior research, books, documents, journals, websites, news sources, and other relevant sources of information for the study under discussion.

The data collection technique used in this study was direct observation at the research site to assess Blue Economy-based tourism development at Tanjung Karang Beach, Donggala Regency, in support of the realization of the Sustainable Development Goals. The researcher also conducted direct interviews with several informants, namely employees of the Donggala Regency Tourism Office. Tourists to Tanjung Karang Beach and local residents engaged in economic activities. In qualitative research, data generated from observation and interviews is supplemented by document studies. Documentation techniques in this research are needed to collect all information related to the development of Blue Economy-based tourism and its contribution to achieving the Sustainable Development Goals.

## 3. DATA ANALYSIS TECHNIQUES

This study employs a qualitative descriptive approach to explore the potential, challenges, and strategies for developing blue-economy-based marine tourism in Indonesia. Descriptive qualitative research aims to describe or explain in depth the conditions or phenomena observed and occurring in the field so that others easily understand them. The primary focus is the Central Sulawesi region, specifically the Tanjung Karangg coastal area in Donggala Regency, as a concrete example of a marine tourism destination with high ecological and economic value.

## 4. DISCUSSION

Tanjung Karang Beach is one of the leading marine tourism destinations in Donggala Regency, Central Sulawesi Province. This location is known for its captivating marine beauty, with clear waters, stretches of white sand, and a pristine underwater ecosystem. In addition to being a tourist destination, the area provides livelihoods for the local community, the majority of whom work in fisheries, maritime transportation, and services. Tourism. The Tanjung Karang coastal area is also a major attraction for both domestic and international tourists.

Tanjung Karang Beach has become an icon of Donggala's marine tourism and contributes to annual increases in tourist visits. However, the local government emphasizes that tourism development must adhere to principles of environmental sustainability, including the preservation of marine ecosystems and the empowerment of coastal communities. The government views the Blue Economy concept as a relevant approach to integrating economic growth with the sustainability of marine natural resources, so that tourism potential is not only a source of short-term income but also sustains the environment for future generations.

The local government has begun to integrate Blue Economy principles into several strategic tourism sector policies and programs, including the Marine Environmental Education Program for the community and tourism businesses, the Coastal Ecotourism Strengthening Program, which encourages community-based eco-friendly tourism, and Marine Tourism Activity Monitoring, to ensure tourism activities do not damage coral reefs or marine ecosystems. This program demonstrates that the local government is beginning to implement the Blue Economy as a sustainable development approach aligned with the Sustainable Development Goals (SDGs), particularly SDGs 13 (addressing climate change) and 14 (marine ecosystems).

Most visitors reported being unaware of any specific sustainability programs or policies implemented at Tanjung Karang Beach. However, they did acknowledge the efforts of the tourism management and the local community to maintain the cleanliness of the beach area. This indicates that sustainability concepts are being implemented in practice, even if they haven't been formally communicated to visitors. The majority of visitors were unfamiliar with the term "blue economy." However, after the explanation, most respondents stated that marine tourism activities should balance economic and social benefits with marine environmental conservation. Visitors believed this concept was crucial to maintaining long-term appeal for tourism.

Since tourism development at Tanjung Karang Beach, the local community has experienced significant economic growth. As the Tanjung Karang beach area continues to develop into a marine tourism destination, residents have begun to shift or expand their livelihoods. by opening service and trade businesses, such as food stalls, snorkeling equipment rentals, tour boat services, and simple accommodations. The community acknowledges that tourism provides new economic opportunities and creates jobs for local residents. However, they also note that income remains volatile, depending on tourist arrivals.

Research results indicate that the community has received limited official training or outreach from the government on the Blue Economy concept or sustainable natural resource management. However, they have learned about sustainability practices through experience and daily habits, such as maintaining clean beaches, managing waste, and refraining from destructive fishing practices in tourist areas. Some respondents hope that local governments can provide training and education in sustainable tourism management, marine conservation, and the sustainable utilization of environmentally friendly marine economic potential, in line with the principles of the Blue Economy.

The results of this study align with sustainable development theory, which emphasizes the importance of balancing economic growth, environmental sustainability, and social welfare. Communities, as local economic actors, play a crucial role in maintaining the sustainability of marine tourism through environmental awareness and active participation in resource management. By strengthening collaboration between the community and the government, the development of Tanjung Karang Beach can serve as a concrete example of implementing the Blue Economy to support the achievement of the Sustainable Development Goals.

## 5. CONCLUSION

Tanjung Karang Beach has great potential as a sustainable marine tourism destination. Its natural beauty, marine biodiversity, and strategic location make it a key attraction for Donggala Regency's marine tourism. In addition to attracting domestic and international tourists, the area provides significant economic benefits to the local community, particularly those engaged in tourism, trade, and fisheries. The Blue Economy concept is beginning to be integrated into regional government policies. The Donggala Regency Government has demonstrated its commitment to sustainable tourism development by implementing various programs, including environmental education. Marine, Coastal Ecotourism Enhancement, and Marine Tourism Activity Monitoring. These efforts represent the first step in implementing the Blue Economy principles, which combine economic growth with marine ecosystem preservation and coastal community empowerment.

Public and tourist awareness and understanding of the Blue Economy remain limited. Most visitors and residents don't formally understand the term Blue Economy. However, in practice, they have adopted sustainable behaviors such as keeping beaches clean, avoiding damage to marine ecosystems, and supporting eco-friendly tourism activities. This demonstrates that sustainability principles have begun to emerge naturally within the community, despite inadequate outreach and training.

Tourism has a positive economic impact, but it needs to be balanced with education and sustainable management. Communities have seen increased income and business opportunities since the development of the tourism sector. However, they still face challenges, including dependence on the visiting season and a lack of skills in managing tourism businesses professionally and sustainably. Government support through training and empowerment programs is needed to ensure sustainable economic benefits without compromising environmental quality.

The implementation of the Blue Economy supports the achievement of the Sustainable Development Goals (SDGs). Blue Economy-based marine tourism development efforts at Tanjung Karang Beach contribute to the achievement of the SDGs, particularly goals 8 (Decent Work and Economic Growth), 13 (Addressing Climate Change), and 14 (Marine Ecosystems). Collaboration among local governments, communities, businesses, and tourists is essential to achieving a balance among economic growth, environmental preservation, and social welfare.

Based on research findings on the application of the Blue Economy concept to marine

tourism development at Tanjung Karang Beach, it is recommended that the local government strengthen its outreach and education efforts regarding sustainability principles for the community, businesses, and tourists. The limited public understanding of sustainability programs and the Blue Economy concept demonstrates the need for effective information dissemination.

More systematic efforts should be made, including through training, information media in tourist areas, and community empowerment activities. Furthermore, the government and tourism managers need to enhance the quality and effectiveness of marine conservation programs, including marine tourism monitoring and coral reef protection, to ensure that tourism's positive impacts do not cause long-term ecological damage.

For local business owners, it is crucial to continuously raise awareness and participation in environmental management, while encouraging them to develop environmentally friendly business innovations to maintain sustainable tourism attractions. Tourists are also expected to play an active role in supporting responsible tourism practices by maintaining cleanliness and respecting the marine ecosystem. For future research, it is recommended to broaden the scope of participants by including local governments, business actors, and environmental organizations, so that the analysis of Blue Economy implementation can be more comprehensive and address policy, economic, and ecological dimensions in greater depth. With these steps, Tanjung Karang Beach has the potential to become a model for sustainable marine tourism management that aligns with the achievement of the Sustainable Development Goals.

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