

Enhancing Marine Tourism Management as a Blue Economy Strategy to Boost Community Welfare in Jayapura City, Papua Province

Eman Sulaeman Nasim ^{1*}

¹ Institut Ilmu Sosial dan Manajemen STIAMI, Jakarta, Indonesia

¹ emansnasim1970@gmail.com.

* corresponding author : Eman Sulaeman Nasim

ARTICLE INFO

Article history :

Received : March 12,2025

Revised : March 14,2025

Accepted : March 16,2025

Keywords:

Marine tourism;

Blue economy;

Jayapura City;

Community welfare;

Pentahelix;



This is an open access article under
the CC-BY-SA license.

Copyright (c) 2025

Majalah Ilmiah Bijak

ABSTRACT

This research aims to explore marine tourism management as a blue economy strategy in improving community welfare in Jayapura City, Papua Province. The research used qualitative methods with observation, in-depth interviews, and documentation. The results show that the potential for marine tourism in Jayapura includes 19 beach locations, such as Base G Beach and Hamadi Beach, which can become leading destinations. However, major challenges are faced, including legal uncertainty regarding land ownership, lack of public transportation infrastructure, and low quality of human resources in the tourism sector. Social factors such as the liquor culture and unsupportive behavior of local communities are also obstacles. The Jayapura City Government's efforts through human resource training, facility development, and promotion have not been successful in fully increasing tourist arrivals or the tourism sector's contribution to Regional Original Revenue (PAD). The contribution of this sector is still less than 3% to PAD. This study recommends the application of the Pentahelix collaboration model, which involves government, industry, academia, community and media, to optimize marine tourism management. In addition, the development of community-based homestays through collaboration with platforms such as Traveloka and AirBnB can increase destination attractiveness. With a more inclusive and sustainable strategy, marine tourism in Jayapura City has great potential to improve community welfare and drive local economic growth.

1. INTRODUCTION

Jayapura City is the only city out of 29 second-tier regions in Papua Province. The other 28 regions are regencies. Despite holding the role and duty as the provincial capital, Jayapura City, which has an area of approximately 940 km² or 0.30% of the total area of Papua Province, is administratively the smallest region in Papua Province.

As a level II region, Jayapura City is divided into 5 (five) districts or sub-districts. The 5 districts are North Jayapura District, South Jayapura District, Abepura District, Muara Tami District, anHeram District. Of the 5 districts, Muara Tami District is the district with the largest area reaching ± 626.7 km². The South Jayapura District or sub-district is the smallest district with an area of approximately ± 4.62 percent of the total area of Jayapura City. Of the 5 districts, Jayapura City is divided into 25 sub-districts and 14 villages.

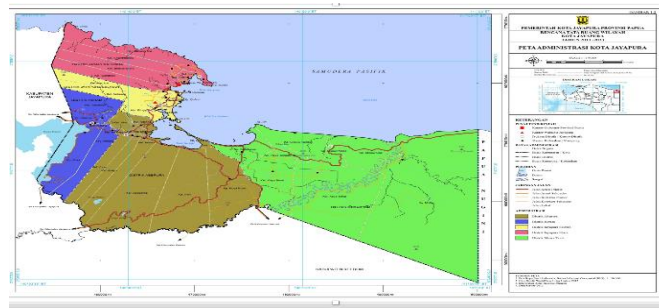
Based on the results of the 2021 population census conducted by the Central Bureau of Statistics (BPS) of Papua Province, Jayapura City has a population of no less than 404,004 people or souls, as well as being the most populous and most populous second-tier region of 29 second-tier regions in Papua Province. Likewise, with the quality of its human resources or Human Development Index (HDI), Jayapura City has the highest HDI in Papua Province, at 80.11.

The population density in Jayapura City is 307 people/km². In terms of area, Muara Tami District is the district with the largest area of 626.7 km². Meanwhile, in terms of population, Abepura District is the district with the largest population of 82,090 people. In terms of population density, South Jayapura District has the highest population density of 1,740 people/km². Throughout 2012-2016, the

highest population distribution in Jayapura City was spread in South Jayapura District, while the lowest population distribution was in Muara Tami District throughout 2012-2016.

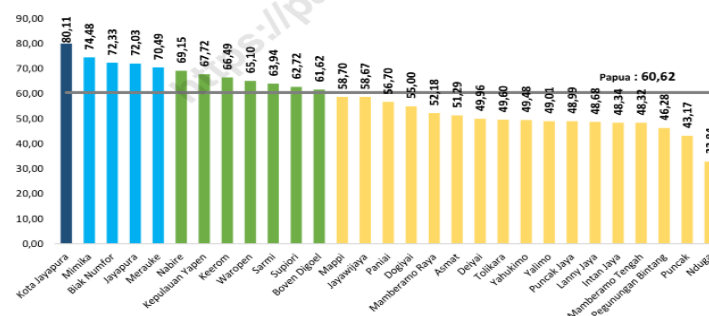
No	Distrik	2012	2013	2014	2015	2016
1	Muara Tami	11,684	11,869	12,018	12,379	12,626
2	Abepura	76,362	77,570	78,441	80,618	82,090
3	Heram	42,161	42,828	43,300	44,481	45,278
4	Jayapura Selatan	70,070	71,178	72,026	74,112	75,534
5	Jayapura Utara	68,023	69,099	69,909	71,900	73,258
Total		268,301	272,544	275,694	283,490	288,786

Geographically, Papua City is located between 130°-141° East Longitude and 1°27' - 3°49' South Latitude. In the north, it borders the Pacific Ocean, while in the east it borders the State of Papua New Guinea (PNG). While the area in the South is bordered by Keerom Regency and the West is bordered by Jayapura Regenc



Although the HDI of the people of Kota Jayapura reached 80.11 and is the highest compared to other regions in Papua Province, compared to the HDI of people in other provinces, especially Java and Sumatra, the HDI of the people of Kota Jayapura is still relatively low. This is certainly related to the level of education and welfare of the people of Jayapura City itself.

Gambar 10. Indeks Pembangunan Manusia Menurut Kabupaten/Kota Provinsi Papua, 2021



Jayapura City itself has a relatively varied topography. In addition to several lowlands and beaches, there are also hills and mountains, of which 40 percent are uninhabitable because they are steep hilly areas with a slope of 40 degrees, swampy with conservation statistics (protected forest). From this topography, lowland and coastal areas, especially those located in the North Jayapura area which borders the Pacific Ocean, and the South Jayapura area which borders Youtefa Bay, as well as Muara Tami district can be used as a Marine Tourism Area, if managed properly by the government and local communities, can open up jobs while providing additional income to improve the welfare of the people of Jayapura city. At the same time, it can also lift the people of Jayapura City from poverty and the low HDI compared to the HDI of other provincial communities, to a more prosperous community with a better HDI.

The problem is the extent to which the readiness of the government and the people of Jayapura City can manage various coastal areas in the region into marine tourism areas that can provide added value for improving the welfare of the people of Jayapura City. Which coastal areas in the Jayapura City area can be used as marine tourism areas? Then to what extent has the Jayapura City Government,

especially the Jayapura City Tourism Office, utilized the coastal area as a marine tourism destination and as part of the blue economy that can open jobs for the people of Papua City? What are the problems and efforts that have been made by the Jayapura City Government to develop and foster marine tourism areas?

This research, that related to marine tourism management and the blue economy is not the first to be conducted. Previous researches has been conducted by, among others, Ilham Junadi (2018) and Professor of Marine Affairs at University of IPB Bogor, Rohmin Dahuri (2004). The same thing has also been done by the Word Bank (2017). However, these researches and studies focus more on macro management. They pay less attention to local contexts such as cultural constraints, social interactions of local communities, and infrastructure in the application of blue economy in certain areas. In addition, they often ignore the perspectives of local communities and the role of cross-sector collaboration (Pentahelix model) in overcoming the challenges of marine tourism development. This study closes this gap by exploring the management of marine tourism in Jayapura City in the specific context of the blue economy. This research considers the socio-cultural factors, legal challenges and the quality of local human resources that influence the success of marine tourism development. In addition, this research provides Pentahelix-based recommendations, namely the need for the government, in this case the Jayapura City government and the Jayapura City Tourism Office, to involve not only the tourism industry community but also academics, local communities, and mass media people and institutions in creating sustainable and inclusive solutions. Thus, this research contributes to the enrichment of literature on the implementation of the blue economy at the local level, which has not been widely studied in previous research.

2. LITERATURE REVIEW

Maritime Tourism

This According to Ilham Junaid (2018), marine tourism is all recreational activities whose activities are carried out in marine or nautical media. Areas included in marine tourism include coastal areas, surrounding islands, and ocean areas in the sense of their surface, depth, or basically including them such as marine parks.

The concept of marine tourism is based on the view, of the uniqueness of nature, the characteristics of the ecosystem, the uniqueness of art and culture, and the characteristics of the community as its basic strength. Marine tourism is focused on the utilization of coastal areas or beaches as well as the use of waters or seas in the maritime region as the main element of this type of tourism. Marine tourism is not only activities carried out in the water but also includes activities on land, as long as they are still influenced by the marine environment. Marine tourism activities invite challenges, courage, tranquility, history, and love for the sea and its life. The types of activities in marine tourism include snorkeling and diving, fishing, boat tours, surfing, and so on.

The benefits that a country will get from the tourism sector are enormous and can even be a source of foreign exchange income. The interest of tourists to visit tourist destinations for marine tourism purposes is the reason that marine tourism is one of the contributors to state revenue. The benefits of marine tourism include:

- a. Adding to the country's income Adding to the country's income

Maritime tourism can be a leading sector if utilized optimally. Marine tourism can be a source of foreign exchange that helps stimulate economic development and improve the quality of human resources.

- b. Contributing sufficiently to community income

In its management, marine tourism certainly involves local communities, so the existence of marine tourism will also have an impact on the income of local communities. Income earned by the community in the development of tourism by providing rental services such as providing lodging, renting photo services, selling food/drinks around tourist sites, and so on.

c. Reducing the number of unemployed

The contribution of marine tourism encourages the growth of the local economy and the absorption of a large enough workforce. In addition, marine tourism can also encourage the emergence of local entrepreneurs around tourist sites

d. Developing local culture

Maritime tourism activities are closely related to the preservation of personality values and the development of national culture through maritime culture.

e. Nature conservation education

The tourist experience of nautical activities can be improved by providing activities related to nature conservation. Providing education is intended so that tourists can increase awareness of nature conservation.

Coastal Area

According to Dahuri et al (2004), a coastal area is a transitional area between land and sea. When viewed from the coastline, the coastal area has two kinds of boundaries, namely the boundary parallel to the coastline (longshore) and the boundary perpendicular to the coastline (cross-shore). Coastal areas are certain coastal areas designated and or determined by the government based on certain criteria such as physical, biological, social, and economic characteristics to maintain their existence while marine areas are alternative types of tourism related to marine, both above sea level and activities carried out below sea level.

The marine area development plan must be associated with various fundamental interests, namely: empowerment of coastal communities. Coastal communities are communities that have a lot of knowledge about the objective conditions of the region, therefore in the development of marine tourism areas, should always start with an approach to the local community as a model of a participatory planning approach that puts coastal communities to enable sharing, improving and analyzing their knowledge of marine and coastal life, making plans and taking actions.

Community-centered development emphasizes empowerment, which views community potential as the main resource in development and views togetherness as the goal to be achieved in the development process. Coastal communities include customary law communities that live traditionally within the coastal area and outside the coastal area. Therefore, in the context of managing marine tourism areas, the basic principles that must be developed are:

- a. The principle of co-ownership is that the marine tourism area is jointly owned, therefore there are community rights in it that must be recognized but also protection that must be done together.
- b. The principle of co-operation / co-management is that joint ownership requires coastal management to be carried out together with all components of society (stakeholders) consisting of government, community, and non-governmental organizations (NGOs) that must work together.
- c. The principle of co-responsibility, namely that the existence of marine tourism areas is a shared responsibility because the management of marine tourism areas is a common goal The three principles are implemented in an integrated manner so that the function of coastal sustainability is achieved by actively involving the participation of communities around the coast. Therefore, for the community to be able to participate, it needs empowerment both economically, socially, and educationally, for this reason, the role of the government in empowering communities around the coast to improve their livelihoods through 6 principles of empowerment, namely: namely:
 - a. Social capital, which is cooperation and agreed-upon values
 - b. Infrastructure and development of progress-oriented informal community institutions
 - c. Asset orientation, namely development that relies on extracting community capabilities as a development model Collaboration, namely developing a pattern of cooperation that grows from within the community.

- d. Strategic vision and action, i.e. building a vision, mission and actions
- e. The art of democracy, which is to develop roles and participation that grow from within the democracy or the industry

The Blue Economy

Referring to Law No. 27/2007 on the Management of Coastal Areas and Small Islands. According to the law, the meaning of the blue economy is economic activities that occur in coastal areas or small islands. Meanwhile, according to the World Bank, the blue economy is an environmentally sound utilization of marine resources that can be used to support economic growth, welfare, and livelihoods while preserving marine ecosystems. The blue economy also covers quite a few sectors in it. Starting from fisheries, renewable energy, tourism, water transportation, waste management, and climate change mitigation. If some of these sectors can be managed with a sustainable concept, then each of these sectors will certainly be able to help realize a more prosperous country.

Welfare

According to (Fahrudin, 2014), welfare is defined as a condition in which a person can meet all needs and can have a good relationship with the surrounding environment. Social welfare can be seen from several aspects, namely sufficient income, education, and health that are fulfilled. This is in line with Adi's (2015) thinking that welfare is a condition in which a person is safe, prosperous, and safe from all kinds of disturbances, problems, or difficulties and so on.

3. METHOD

This type of research uses qualitative research methods, namely methods that focus on in-depth observations. Therefore, the use of qualitative methods in research can produce a more comprehensive study of a phenomenon. Data and information retrieval techniques were carried out through observation, interviews with the head of the Tourism Office, Jayapura City, and documentation in the form of secondary data support both in the Papua Provincial Government, as well as from the Papua City government.

4. RESULT AND DISCUSSION

As mentioned above, according to the World Bank, the blue economy is "the environmentally sound use of marine resources to support economic growth, prosperity, and livelihoods while conserving marine ecosystems". It includes sectors such as fisheries, renewable energy, tourism, water transportation, waste management, and climate change mitigation. If managed with a sustainable concept, each sector can help realize a prosperous Indonesia.

Thus, the utilization of the beauty of the beach and the sea and its contents in the Jayapura city area, to be used as a marine tourism area, which on the one hand can support regional economic growth and the welfare of the local community while also being able to become the livelihood of the people of Jayapura city, while maintaining its conservation, is part of the blue economy in the Jayapura city area itself.

Although Jayapura City carries out its role and function as the provincial capital, and has the narrowest area compared to the other 28 second-tier regions, as an area located on the edge of Youtefa Bay and directly facing the Pacific Ocean, the Jayapura City Government itself has realized that the area can be used as a marine tourism area which, if managed properly, will provide added value for improving the welfare of the citizens or the people of Jayapura city as well as for the Jayapura City Government itself.

According to the head of the Jayapura City Tourism Office, the Jayapura City Government has made 19 coastal areas in its territory a marine tourism area. The 19 areas consist of:

1. Base G Beach located in Kayubatu Village, North Jayapura District
2. Pasir Dua Beach located in Kayu Batu Village, North Jayapura District
3. Tanjung Swaja Kayubatu, located in Kayu Batu Village, North Jayapura District
4. Swallow Beach, located in Kayu Batu Village, North Jayapura District
5. Dok Beach located at Dok III Governor's Office located in North Jayapura District

6. Hamadi Beach, located in Hamadi Village, South Jayapura District
7. Kampung Nelayan (Fisherman Village) located in Hamadi Village, South Jayapura District
8. Ciberi Beach, located on Holtekamp Road, South Jayapura District
9. Kosong Beach located in Kayu Pulau Village in South Jayapura District
10. Tobati Village located in Tobati Village in South Jayapura District
11. Youtefa Bridge located at Hamadi-Holtekamp Highway, South Jayapura District
12. Abesu Beach located in Engros Village in Abepura District
13. Metu Debi Beach located in Enggros Village in South Jayapura District
14. Pasir Timbul Tenggelam located in Enggros Village in South Jayapura District.
15. Holtekamp Beach located in Holtekamp Village, Muaratammi District.
16. Pasir Putih Holtekamp Beach, located in Holtekamp Village, Muaratami District.
17. Skouw Mabo Beach, located in Mabo Village, Muaratami District
18. Skouw Yambe Beach, located in Yambe Village, Muaratami District
19. Skouw Sae Beach which is located in Sae Village, Muaratami District.

The 19 regions designated as marine tourism destinations in Jayapura City not only have beautiful beaches but also have other uniqueness that can lure domestic and foreign tourists to attend and feel at home in the area. This uniqueness such as bathing places, diving tours, fishing villages, Hamadi traditional markets, facilities for day boats, surfing or surfing sports, as well as mangrove forests and local community customs, and the beauty of Youtefa Bay. To support the convenience of domestic and foreign tourists who want to enjoy marine attractions conduct business transactions or for purposes in other fields, currently in Jayapura City also has 5-star hotels, 311 rooms, and 473 beds. While 21 non-star or Jasmine hotels, 520 rooms, and 590 beds. The occupancy rate of starred hotels in one year, according to data from the Central Statistics Agency (PPS) of Papua Province, reaches an average of 44.17% while the occupancy rate of non-starred hotels. averages 21% annually. The length of time guests stay in starred hotels each year is on average, 1.50 days while in non-starred hotels it is longer, namely 1.65 days in one year.

To support the consumption needs of tourists both from within and outside the country who want to visit marine tourism areas or other areas or destinations, in addition to hotels, Jayapura City also currently has both large and small restaurants as many as 60 restaurants or tomb houses. Various foods both specifically halal for Muslim tourists and non-halal are available in Jayapura City.

To support, so that the coastal area and other tourist objects in Jayapura City can be used as marine tourism and part of the blue economy that can lure domestic and foreign tourists to come and visit as well as feel comfortable so that they can stay longer in the region, the Jayapura City Government through the Tourism Office, according to the resource person has made various efforts. The efforts made by the Jayapura City Government include:

1. Structuring tourism objects through the construction of supporting tourism facilities and infrastructure such as toilets. Until 2022, the Jayapura Tourism Office has provided 33 toilets spread across various marine tourism areas in the region. In addition, it also builds gazebos shelters / or stops for hikers. Until 2022, 25 shelters or gazebos have been built in 19 marine tourism objects in Jayapura City. In addition, the Jayapura City Tourism Office has also built as many as two performance stages, souvenir kiosks, and cages in mangrove forests in Jayapura City.
2. Facilitate the construction of clean water networks for marine tourism objects and other tourism objects in the Jayapura City area.
3. Procurement of sea transportation facilities such as tourist boats, speed boats, and ketingting boats in various marine tourism areas of Jayapura City area
4. Construction of a bridge connecting Youtefa Bay
5. Conduct meetings and good communication with the community of customary rights owners in various tourist attractions in the Jayapura City area in the context of structuring tourist attractions.
6. Conducting various promotional and socialization activities for various marine tourism objects in the Jayapura City area using various social media.
7. Conduct training for the community and tourism sector workers to improve the quality of human resources (HR) in the field of the tourism sector to welcome and provide services to tourists both

from within and outside the country who come either just visiting for a few hours or staying and staying for several days in the marine tourism area in the Jayapura City area.

8. Conducting various events in various marine tourism objects to foster as well as preserve culture and promote tourism.
9. Collect and establish relationships with communities in the tourism sector both in the Papua City area and outside the Papua City area to participate in various events and tourism promotion activities in the Jayapura City area, Papua Province.
10. Facilitate tourism business licenses through one-stop service licensing.

Especially for training, to improve the quality of tourism human resources in the Jayapura City area, according to the resource person, it has conducted training in the field of cultural tour guides, in 2019 as many as 50 times in. Training for culinary tour guides 50 times in 2019 and 40 times in 2020. Destination Management Training as many as 200 times in the 2019-2020 period. Homestay or tourist lodge management training 40 times in 2021. Digitalization training 40 times in 2022. Tourism business and marketing governance training 40 times in 2021. Tourism village management training 40 times in 2022. Training on improving culinary hygiene innovation in Jayapura city tourism destinations, 40 times in 2021. Training and certification of outbound guides/facilitators, experiential learning (Fasel) 40 times in 2021, recreational tour guide training 40 times in 2020, historical and cultural tour guide training (Geopark) 40 times in 2020, tourist village training 40 times in 2021, Security training, safety in tourist destinations/tourist attractions, 40 times in 2021.

The Jayapura City Tourism Office has also conducted training on environmental cleanliness, sanitation, and waste management in tourist destinations 40 times in 2021, homestay/tourist lodge management training 40 times in 2022, and training on digitalization of tourism object marketing branding 40 times in 2021.

Although the efforts mentioned above have been made by the Jayapura City government, especially the Tourism Office, to increase tourist visits from outside Jayapura City both from within and outside the country to visit and enjoy various destinations and marine tourism objects in Jayapura City, these efforts have not produced the expected results. As a result, various marine tourism objects in Jayapura City are still quiet from tourist visits and arrivals. Destinations and marine tourism objects in the city of Jayapura still cannot be utilized as much as possible so that they can provide added value for improving the welfare of the people of Jayapura and for increasing the revenue of Jayapura City's local revenue (PAD). This can be seen from the small contribution of local revenue from the tourism sector, which is only 3% of the total revenue of Jayapura City.

According to the author's analysis based on the study of data obtained from the Tourism Office, the results of interviews with the community around the marine tourism area, migrants in Jayapura City, as well as secondary data issued by the Papua Provincial Government and the Central Bureau of Statistics of Papua Province, several factors cause the development of marine tourism objects in Jayapura city itself is still not optimal so that it has not invited many tourists from within and outside the country to come and visit. These factors become problems and obstacles to the development of marine tourism in Jayapura city.

The factors that become obstacles include:

- a. There is no legal certainty in terms of land ownership that can be used as a means of developing tourism objects or supporting facilities such as hotels, restaurants, and others. So far, if there are investors who want to own land to be built into tourist facilities or tourist support objects such as hotels and restaurants, they are constrained by customary or customary rights. Not a few, investors have made purchases of the land to the heirs or legal owners of the land, but sometime later, various community groups come claiming to be the owners of customary rights to the land so that they ask for repayment. Although the investor already has a certificate issued by the local National Land Agency (BPN). Let alone to build a hotel or tourist support facilities by the investor who is subject to levies or payments by several community groups claiming to be the owner of customary rights to the land, the Jayapura City government that paved the road on land that has long been used as a highway / public road, as well as the installation of electricity or telephone poles alone, was asked for payment by the local customary community group. Whereas paving the road and installing

electricity poles or telephone poles on the side of the road is to open up the area so that it is more open and easily visited by tourists, not for the benefit of local government officials or apparatus. It is still being funded by members of the community or a group of people who claim to be the legitimate owners of the customary rights of the land.

- b. Not only is the land controlled by local customary leaders, but even the sea and lakes have been divided into lots belonging to several groups of indigenous people. So that anyone who crosses the beach or sea or lake area must pay a fee.
- c. Security factors. The existence of armed groups (KKB) that often disrupt security in other parts of Papua by attacking security forces and law enforcement, ends in gunshot wounds or casualties both from the KKB and from the Indonesian government's law enforcement and security forces. Coupled with several kidnapping cases which were later exposed by various domestic and foreign mass media, it creates an image and image that the entire Papua region is not a safe area. So domestic and foreign tourists are still reluctant and wary when visiting Papua. However, in reality, the condition of Jayapura City is relatively much safer than various parties imagine.
- d. The character of some Papuans who still like to drink alcoholic beverages that end up with drunkenness and extortion of some visitors or tourists as well as members of the public who pass by or are not far from where members of the Jayapura city community who are drunk or drink alcohol. This has left people visiting the city of Jayapura traumatized and with a bad experience when visiting the city of Jayapura or other areas in Papua Province. As a result, when the tourists return to their respective regions, they tell this to their relatives and friends. So that there is an impression that Jayapura City is not an area worthy of being a tourist destination. According to the information we received, the Tourism Office has often given an appeal to reduce the culture of drunkenness or if drunk, there is no need to take the action of extortion to residents and visitors or tourists who come to the marine tourism area in Jayapura City. However, the action until the culture and habit is still being carried out.
- e. The low quality of human resources in the field of tourism, especially marine tourism. As a result, members of the public outside the city of Jayapura who come to enjoy the beauty of the beach scenery and other marine tourism objects in Jayapura City are less comfortable. So as not to extend the time of his visit. This can be seen from data from the Central Bureau of Statistics of Papua Province which states that the average tourist visit to Jayapura City and other areas is only 1.60 days. The Jayapura City Tourism Office itself does not remain silent in seeing this reality. According to the Head of the Jayapura City Tourism Office, during the 2019-2022 period, his party has held training in various fields to improve the quality of human resources of the people of Jayapura City, including tourism sector workers, to be more alert in providing the best service for visitors or tourists in the marine tourism area in Jayapura City. Unfortunately, when the training took place, the community members who were trained were obedient. However, after the training passed, community members who participated in the training returned to their old habits.
- f. Lack of public transport facilities and infrastructure. Every tourist who visits or visits various marine tourism objects in Jayapura City, of course, needs transportation facilities that can take them anytime to the place or tourist destination they want to go to or provided by the Jayapura City government. Both land transport and water transport. It is very rare for tourists to bring their four-wheeled vehicles, considering the location of the Jayapura City area from other regions, both in Sulawesi, Sumatra, Kalimantan, let alone Java is very far. Air travel from Jakarta to Jayapura city alone takes 5 hours in the air and about 2 hours on land. For this reason, when arriving in Jayapura City, tourists need comfortable and safe public transportation facilities both on water and on land.

The author's observation is that in Jayapura City there are no safe and comfortable public transportation facilities either by land or by water that can deliver tourists to visit tourist attractions in Jayapura both on land and in water safely. In response to this, the Head of the Jayapura City Tourism Office explained, that for water transportation, which can connect one area to another that is divided by water, the Jayapura city government often gets assistance in the form of speed boats or water vessels. Both donations from the Navy and the Ministry of Transportation. However, by the Jayapura City government, the management is handed over to the local village management. By the

Village Management, it is handed over to certain people who can operate and maintain the public transportation facilities. Unfortunately, a few weeks after handing over the means of transport to trusted people, the vehicle or means of public transport was no longer considered public property but was considered its property. So that its management or use no longer belongs to the public or the community but to the manager. However, for vehicles or means of mobility on the water, almost all communities living around the coast or bay in the Jayapura area have two boats on average. One boat is specifically used for fishing. Another boat is used for shopping or picking up children from the boat owner's family or for other purposes.

- g. The absence of cheap homestays. Not all tourists who want to enjoy the fresh air or have a holiday in the marine tourism area in Jayapura City have thick pockets that can stay at star hotels in Jayapura City. Not a few tourists whose money is mediocre want to stay long in the marine tourism area of Papua and buy souvenirs in the form of handicrafts produced by the Papuan people. Or not a few tourists who want to unwind and fatigue life with a holiday and stay in the marine tourism object area in Jayapura City which is still natural. For that, they want to stay in the beach area or in the marine tourism destination area itself. Unfortunately, the beach which is a marine tourism object in Jayapura City does not provide lodging such as a homestay. So that tourists after holidaying and enjoying the atmosphere of the beach or bay in the marine tourism area must return to a starred or non-starred hotel which is located far from the marine tourism area itself.

According to information we obtained from the Jayapura City Government Tourism Office, it has tried to involve people who own several houses in the marine tourism area, so that their houses are used as homestays for tourists who want to take a holiday and stay in the tourist area. To run the program, the Jayapura City Tourism Office has involved the management of star hotels in Jayapura City to manage several houses that are used as homestays. So, even though the place is a resident's house, the services and facilities remain hotel facilities. In addition, community members who own houses and residents of marine tourism areas have also been given training on how to manage homestays. Unfortunately, according to the Head of the Jayapura City Government Tourism Office, when the training was held, the homeowners and community members were involved in the training. After the one-week training, the homestays were running well. But after one week, passed, the homestay program was not running. This was because the owners of the houses used as homestays wanted big money and fast money. The homeowners preferred to ask for money directly from tourists who came and stayed at their homes, rather than waiting for payment from the star hotel management who helped manage the homestay.

As a result of all these factors, Jayapura City is still not an investment destination, including investment in the tourism sector. This is because Jayapura City and the Papua Provincial Government have not been able to create an investment climate that is considered favorable to investors. This condition can be seen in the ICOR value in each region including Jayapura City. ICOR which tends to be greater than 4 points. and experienced an average increase in the interval 0.15% - 14% per year during the period 2013-2017. So the overall ICOR of Papua Province was 5.13 in 2017 and experienced an increase of around 0.25% per year when compared to 2014. ICOR of 5.13 means that to create a GRDP value of 1 rupiah, an additional investment of 5.13 rupiah is required (RPJMD Papua Province, 2015-2023).

ICOR itself is the Incremental Capital Output Ratio, which is the ratio between additional output and additional capital that can be used as a determining indicator of success in increasing investment competitiveness. With this indicator, the compilers of economic development plans can find out how much investment is needed for the economy to grow following predetermined targets. Economic experts usually use a moderate ICOR value between 2 - 4 points as an indication that the investment climate in a region is favorable.

There are still few investors who invest in building various factories to produce various production equipment for daily needs including various household appliances and building various public transportation facilities and infrastructure, making the various equipment needed by the people in Papua much more expensive than in other regions. As a result, the cost of living in the Papua region, especially Jayapura City, has become more expensive than in other regions. This is one of the

considerations and other reasons why the domestic tourist community rarely visits the Papua region, especially Jayapura City. So various marine tourism areas that have been provided by the community and the government of Jayapura City become deserted visitors. So the existence of marine tourism areas in Jayapura City has not had a positive impact on both improving the welfare of the people of Jayapura City and the original revenue of the region itself.

5. CONCLUSIONS

Jayapura City, Papua Province, is an area bordering the Pacific Ocean as well as on the shores of Youtefa Bay and has many coastal areas. The condition of the area can be utilized as a blue economic area. One of them is managing the sea and beaches into a marine tourism area. If the marine tourism area in the Jayapura City area is managed with a collaboration system between the Jayapura City government and the Jayapura City community, especially those who live or are in the marine tourism area itself, it will provide great benefits for the people of Jayapura City itself. In addition to creating jobs for the people of Kota Jayapura of course this will have an impact on improving the welfare of the citizens or the people of Kota Jayapura itself, who are currently still living in poor and underdeveloped conditions. It can also increase local revenue for the Jayapura City government.

The Jayapura City Government itself realizes the benefits and importance of making its coastal areas a marine tourism area. For this reason, through the Tourism Office, the Jayapura City Government has made 19 coastal areas into marine tourism areas, in Jayapura City. To support the successful development of 19 marine tourism areas, namely with many visitors from within and outside the country as well as attracting various investors to invest in the tourism industry while supporting the success of marine tourism development in the Jayapura City area, the Jayapura City Government has built various facilities and infrastructure that support the successful development of tourist areas while ensuring the comfort and safety of tourists who come and vacation in the area.

In addition to road construction, the construction of electricity and telephone networks and the construction of more hygienic bathing and washing facilities. In addition, with the help of the Navy and the Ministry of Transportation, public transport facilities are being prepared, especially water transportation that can facilitate tourists to visit various water attractions in the Jayapura City area.

Equally important is preparing human resources from communities around marine tourism areas, who are more qualified and ready to become marine tourism industry players by conducting various training and coaching. At least in the 3 years 2019-2021, hundreds of trainings have been held. Unfortunately, the Jayapura City government's efforts to develop a blue economy through the development of marine tourism in 19 marine tourism areas in the Jayapura City area by involving the participation of communities around marine tourism areas and the management of international hotel chains that already exist in Jayapura City have not produced the expected results. The number of tourists both from within and outside the country who visit the marine tourism area in the Jayapura City area is still quiet or rare.

In addition, facilities and infrastructure that support the creation of ideal marine tourism such as security and comfort, the availability of homestays or accommodation in marine tourism areas that are safe and comfortable, and the availability of public transport facilities both water and land that can escort or accompany tourist mobility is still lacking.

The main cause of the failure is not due to unpreparedness or indifference or not optimal from the Jayapura City government, especially the Tourism Office itself. The main problem lies in the character of the Papuan people, especially the people of the Jayapura City marine tourism area itself, most of whom are not ready to accept change. In addition, the culture of the Papuan people and Jayapura City in particular such as customary rights in the field of land ownership and other objects such as beaches and the sea. This complicates the development of the marine tourism area itself. In addition, the professionalism and skills of the people of Jayapura City in the field of tourism, so that the goal of managing and developing the blue economy through the marine tourism development sector in the Jayapura City area has not yet reached the expected goal, namely improving the welfare of the people of Jayapura city.

Recommendations

To be able to develop the blue economy through the development of marine tourism in the Jayapura City area, especially the 19 marine tourism areas that have been prepared by the Jayapura City Tourism Office, to achieve the goal of creating employment opportunities and improving the welfare of the people of Jayapura city, especially the community around the marine tourism area itself, we provide the following recommendations or suggestions:

1. The Jayapura City Government must provide facilities and infrastructure that support the mobility needs of tourists while on holiday while creating a safe and comfortable atmosphere and conditions for tourists to visit the area, without having to be disturbed by criminal acts in the form of extortion by the people of Jayapura city who still like to drink alcohol so that they get drunk, lose consciousness and ultimately extort tourists both from within and outside the country who are on holiday in the marine tourism area of Jayapura City.
2. To improve the quality of human resources (HR) of the people of Jayapura city so that they can become actors in the tourism industry, especially marine tourism, it is not enough for the government to provide training for a few days and then be released. Instead, the government must create a mentoring program with a long duration so that it can continue to guide the community of tourism industry players in Jayapura City to be able to serve tourists with a minimum service standard of national standard even though it is not yet of international standard. For this purpose, the Jayapura city government can build a penta helix program that involves cooperation between the government - the tourism industry travel agencies - universities - marine tourism communities, and the mass media.
3. In the Pentahelix Cooperation, the Jayapura City government can involve cooperation with the RedDoorz, AirBnB, Oyo hotel chains, and Traveloka. Thus, residents' houses in the Jayapura City marine tourism area can cooperate with the AirBnB, RedDoorz, Oyo, and Traveloka hotel management networks. Later, the management of AirBnB, RedDoorz, Oyo, and Traveloka can provide continuous guidance to residents who are willing to turn their homes into economical, safe, comfortable, and hygienic homestays complete with payment methods. These methods have been applied in various regions such as DI Yogyakarta Province, West Sumatra, and other regions.

Pentahelix Flow of Thought
Jayapura City Maritime Tourism Development Papua Province



REFERENCES

- Adi, I. R. (2015). Kesejahteraan Sosial. Jakarta: PT Raja Grafindo Persada
- Adi, Fahrudin. 2014. Pengantar Kesejahteraan Sosial, Bandung: Rafika Aditama
- Carolina, Adriana Helena. *Provinsi Papua Dalam Angka 2022*. Badan Pusat Statistik Provinsi Papua.
- Dahuri Rokhmin, dkk. 2004. *Sumber Daya Wilayah Pesisir dan Laut*. Jakarta : PT. Pradnya Paramita.

- Ilham Junaid. 2018. *Pariwisata Bahari: Konsep dan Studi Kasus*. Makassar: Politeknik Pariwisata Makassar.
- Jussac M. Masjhoer. 2019. *Pengantar Wisata Bahari*. Yogyakarta: Khitah Publishing.
- Muhamad Yamin Sani, H. Munadjir Suni. 2019. *Wisata Bahari: Ragam Budaya dan Pembangunan Berkelanjutan*. Makassar: Yayasan Gema Rakyat Semesta.
- Pemerintah Kota Jayapura. *Perubahan Rencana Pembangunan Jangka Menengah daerah (RPJM) 2018-2022*. Pemerintah Kota Jayapura.
- Pemerintah Provinsi Papua. *Peraturan Daerah Provinsi Papua Nomor 3 Tahun 2019 Tentang Rencana Pembangunan Jangka Menengah Daerah (RPJMD)*. Tahun 2019-2023
- Undang – Undang (UU) No. 27 Tahun 2007 tentang Pengelolaan Wilayah Pesisir dan Pulau – Pulau Kecil. Lembaran Negara Republik Indonesia Nomor 4739.
- World Bank. (2017). *The Potential of the Blue Economy*. *The Potential of the Blue Economy*. <https://doi.org/10.1596/26843>
- <https://www.bkpm.go.id/id/publikasi/detail/berita/ekonomi-biru-solusi-kesejahteraan-berkelanjutan-untuk-indonesia>