



# Adaptation of Coastal Management Policy in Sustainable Tourism with Blue Economy Principles at PPP Mayangan

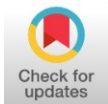
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## Abstract:

Coastal fishing ports are increasingly expected to operate not only as landing and logistics nodes but also as local growth engines; however, tourism expansion around port areas can intensify waste, habitat degradation, and unequal benefit distribution, undermining blue economy targets. This study examines how the management and development of the Mayangan Coastal Fishing Port (PPP Mayangan) align with sustainable tourism and blue economy principles, and identifies key factors shaping that alignment. Using a qualitative descriptive approach, data were gathered through direct observation, in-depth interviews, and document/literature review. Purposive sampling involved eight informants: two officials from the PPP Mayangan technical unit, two local residents, two tourism operators, and two academics; fieldwork was conducted in August–September 2025. The analysis shows that PPP Mayangan's sustainability orientation is expressed through conservation-based tourism (including mangrove-focused activities), efforts to reduce and manage waste and improve resource efficiency in fisheries-related tourism services, and collaboration among government, community, and private actors. Economically, tourism supports local value-added products and livelihoods; socially, community participation and cultural identity are leveraged to strengthen destination appeal; environmentally, conservation practices are treated as assets and safeguards. Overall, PPP Mayangan demonstrates that integrating coastal governance, stakeholder coordination, and conservation-driven attractions can operationalize blue economy principles, suggesting the need for consistent enforcement, capacity building, and integrated monitoring to sustain benefits over time for long-term coastal resilience.

**Keyword:** Blue Economy, Sustainable Tourism, Coastal Fishing Port, Stakeholder Collaboration



## INTRODUCTION

Indonesia's natural resources are abundant and diverse. These resources originate from the mountains, lowlands, and marine sectors. Indonesia is known, in particular, as an archipelagic nation surrounded by oceans. Indonesia is known by various names, including: a maritime nation, an archipelagic state, and a maritime nation

(Sari & Fikri, 2022; Amarrohman et al., 2020; Manggala, 2025). So that Indonesia does not ignore development in the fisheries and maritime sectors with a sustainable concept. Indonesia is implementing sustainable development in the fisheries and maritime sector because the potential for marine economic growth has great opportunities for community welfare (Hirawan & Abadi, 2020). This potential is crucial to regulate, direct, and monitor at every stage of its operation. The goal is to prevent damage to marine and coastal ecosystems and to maintain the sustainability of marine life, in accordance with blue economy principles.

The concept of sustainable development and economic growth in the marine sector is called the blue economy (Wenhai et al., 2019; Marwiyah & Fitria, 2022). Indonesia, with all forms of systems and concepts in sustainable development and economic growth in the marine sector, adopts the principles of the blue economy (Polanunu & Kusumaningrum, 2022). The blue economy policy is being intensively implemented directly by the government with community participation in marine economic development (Supriyanto & Fitria, 2022; Supriyanto & Fitria, 2022b).

The diversity of marine sector resources makes Indonesia a country with maritime economic potential (Kustiwa & Mokodompit, 2025). This potential is not only oriented towards fishing and transportation, but can also be used for tourism activities. Marine tourism can improve community welfare (Suhardono et al., 2023). Marine tourism even emphasizes the principles of the blue economy as a form of sustainable tourism. This means that the economic principles in marine tourism aim to attract tourists, implement marine conservation strategies, increase local community capacity, and strengthen institutions (Husein et al., 2025).

Sustainable marine tourism with blue economy principles is relevant to the Republic of Indonesia Law Number 10 of 2009 concerning Tourism. This regulation emphasizes that tourism activities in Indonesia include procedures that take into account norms, religion, socio-cultural practices, the environment, and human rights. This is reinforced by Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025. This regulation outlines the government's commitment to realizing Indonesia as a tourism destination with international standards, high competitiveness, and sustainability, while also supporting regional development and public welfare (Sheila et al., 2025).

The concept of sustainable tourism is outlined in Regulation of the Minister of Tourism and Creative Economy Number 9 of 2021 concerning Guidelines for Sustainable Tourism. Marine tourism is designed for sustainability, meaning strengthening tourists' interest in returning as a crucial aspect of sustainability (Effendi et al., 2025). The regional tourism sector is delegated to the authority of the regional government. However, specifically in marine tourism or marine sector tourism, it is regulated by the Provincial Government or the authority of the Governor.

Previous research by (Airawati et al., 2023) explained that marine tourism in Yogyakarta is regulated by the Provincial Government of the Special Region of Yogyakarta. Marine tourism activities in Yogyakarta are oriented towards sustainable tourism. Other research by (Suning et al., 2023) explained that the development of the Lon Malang Beach tourism area in Sampang Regency, Madura, is implemented with a sustainable concept.

This is implemented in East Java Regional Regulation Number 6 of 2017 concerning the Tourism Master Plan. One example is the regulatory change regarding

coastal area management in Probolinggo City. Initially, coastal activities were regulated by Probolinggo City Government Regulations and Probolinggo Mayoral Regulations. However, in 2018, these regulations were revoked. This was stipulated in Regional Regulation Concerning the Revocation of Probolinggo City Regulation Number 13 of 2012 concerning Coastal Area Management.

In previous studies in other regions, the discussion focused on developing the potential of coastal and marine areas using a tourism development model based on the principles of the blue economy. The focus of the discussion was on the elaboration of strategies for the sustainable development of marine tourism destinations, diversification of tourism products, improvement of supporting infrastructure, sustainable management of natural resources, awareness raising and education, collaboration with relevant parties, utilization of technology, development of tourism human resources, and development of partnerships with the private sector. Other studies even described marketing through tourism-related media and comprehensive facilities. The research is oriented towards the quality of management in improving tourism by conditioning the blue economy.

However, the study did not discuss sustainable tourism in line with the principles of the blue economy. In addition, other studies have not linked the discussion to policy. Tourism development should be related to applicable policies and should not conflict with them. Therefore, this study describes sustainable tourism development based on the principles of the blue economy. The explanation focuses on sustainable management, economy, socio-culture, and environment. Furthermore, the discussion is reinforced by policy adaptation as the implementer of maritime tourism development policies in coastal areas, beaches, and the sea.



Figure 1. Kum-kum tourist destination at the Coastal Fisheries Port (PPP) or Mayangan beach  
Source: probolinggo.jatimnetwork.com

Currently, coastal and marine activities in Probolinggo City fall under the authority of the Provincial Government. This is stipulated in East Java Provincial Regulation Number 1 of 2018 concerning the Zoning Plan for Coastal Areas and Small Islands of East Java Province for 2018-2038. This is supplemented by East Java Governor Regulation Number 24 of 2019 concerning Location Permits and Management Permits for the Utilization of Coastal Waters and Small Islands. This regulatory change is required to adapt policies for the management and implementation of marine tourism at the

Mayangan Coastal Fishing Port. Pre-research results indicate that the Mayangan Coastal Fishing Port is home to a national maritime village, developed in several clusters, including education, security and defense, and economic clusters.

The economic cluster focuses on industrial activities, fish catching and trading, and tourism. Specifically, in the context of marine tourism at the PPP Mayangan, Mayangan District offers several tourism activities, including Kum-kum tourism, water sports, aviation, beach tourism, culinary tourism, historical tourism, traditional seafood harvesting, and more. Marine tourism at the PPP Mayangan is highly diverse and unique, attracting both domestic and international tourists.

Table 1. Tourist Attraction Data in Mayangan District

Object Tourist	Tourist Activities	Description
Bee Jay Bakau Resort	Mangrove forest tourism, tourism with game and swimming rides, photo spots, and accommodation	Located in the PPP Mayangan, precisely in the entrance area
Pelabuhan Pantai Perikanan Mayangan (PPP Mayangan)	Beach tourism, culinary tourism, water sports tourism, kum-kum tourism (bathing in sea water)	Located in the area of PPP Mayangan
Fort Mayangan	Authentic historical tourism	Located outside the PPP Mayangan

Source: Kecamatan Mayangan (2024)

This is interesting to be studied in depth. Especially in the implementation of sustainable tourism at PPP Mayangan with the principles of blue economy relevant to the policy of East Java Provincial Regulation Number 1 of 2018 concerning the Zoning Plan for Coastal Areas and Small Islands of East Java Province 2018-2038 and East Java Governor Regulation Number 24 of 2019 concerning Location Permits and Management Permits for the Utilization of Coastal Waters and Small Islands. Moreover, there are findings that there is no research related to policy adaptation in sustainable tourism relevant to the blue economy.

The formulation of issues related to policy adaptation in sustainable tourism relevant to the blue economy at PPP Mayangan. How is the description of management, economy, socio-culture, and environmental sustainability at PPP Mayangan? How is policy adaptation with the AGIL dimension at PPP Mayangan? The purpose of this study is to analyze policy adaptation in sustainable tourism relevant to the blue economy at PPP Mayangan. This study aims to examine the management, economy, socio-culture, and environmental sustainability of PPP Mayangan. This study aims to examine policy adaptation with the AGIL dimension at PPP Mayangan

## RESEARCH METHOD

This study employs a qualitative approach with descriptive analysis. Qualitative research begins by determining the topic and then collecting data, while continuously refining the investigation after initial findings emerge in order to deepen the scope of the research problem. Data were obtained from both primary and secondary sources, and were processed to describe the implementation of policies and the actual conditions in

the field. The integration of interview results, observations, and literature review enabled the study to formulate conclusions as a basis for developing recommendations relevant to the research focus. (Sugiyono, 2019; Sulistyawati, 2023).

Primary data were gathered through direct observation and in-depth interviews with informants who possessed competence in their respective roles and had strong contextual understanding of conditions at PPP Mayangan. Informants were selected using purposive sampling to ensure relevance to the research objectives, consisting of two individuals from the Mayangan Coastal Fishing Port Technical Implementation Unit, two community members from Mayangan District, two tourism operators, and two academics, totaling eight informants. Data collection was conducted during August and September 2025. Interview questions explored how the management and development of PPP Mayangan aligns with sustainable tourism and blue economy principles, and how tourism practices at PPP Mayangan relate to adaptation of applicable policies. The interviews generated information regarding tourism management policies at PPP Mayangan and their connections to sustainable tourism, blue economy principles, and policy adaptation.

Field observations were then carried out by examining the on-site condition of PPP Mayangan as a tourism destination and by interacting directly with tourists, local communities, and the surrounding environment. Secondary data complemented these findings through literature studies, including documents, archival records, and scientific publications relevant to the research topic, as well as supporting documentation. Document selection was guided by East Java Provincial Regulation No. 1 of 2018 concerning the 2018–2038 Zoning Plan for Coastal Areas and Small Islands in East Java Province, meaning the archive coverage began in 2018.

To ensure credibility, data validation was conducted through triangulation, covering source, technique, and time triangulation. Source triangulation involved cross-checking information derived from multiple sources by comparing observation and interview results, contrasting general accounts with personal findings, and aligning interview statements with documents available in government offices and tourism sites related to sustainable tourism development, blue economy principles, and policy adaptation. Technique triangulation tested consistency by examining data from the same sources using different methods, particularly interviews and observations. Time triangulation strengthened validity by repeating observations across different times to account for changes in processes and human behavior. Data analysis followed the Miles, Huberman, and Saldana model, consisting of data reduction, data display, and conclusion drawing/verification (Miles et al, 2014).

## **RESULTS AND DISCUSSION**

### **1. Sustainable Tourism Management with Blue Economy Principles at PPP Mayangan**

#### **a. Sustainable Tourism Management at PPP Mayangan**

The Mayangan Tourism Office is a region with the potential to develop and organize sustainable tourism, focusing on marine tourism and ecotourism. The PPP Mayangan's sustainable marine tourism concept, oriented towards the blue economy, aligns with sustainability principles. Tourism also focuses on conservation of coastal areas, seas, waters, and coastlines, as well as the preservation of animals and plants. PPP

Mayangan's special conservation area, specifically mangrove forests, is not only a neglected area but also serves as a learning and nature tourism destination. Furthermore, the tourism concept at PPP Mayangan introduces the concept of zero waste related to waste from fish and marine processing. PPP Mayangan offers culinary tourism that utilizes all parts of the fish and marine resources, eliminating waste from fish and marine processing.

Table 2. Overview of Sustainable Marine Tourism Management at PPP Mayangan

No.	Aspect	Description at PPP Mayangan	Key Stakeholders/Actors
1	Tourism potential & focus	Strong potential to develop sustainable tourism with emphasis on marine tourism and ecotourism	Mayangan Tourism Office; PPP Mayangan UPT; Provincial & Regional Government
2	Sustainability & blue economy orientation	Sustainable marine tourism concept is blue economy-oriented and aligned with sustainability principles	Provincial Government; PPP Mayangan UPT
3	Conservation focus	Tourism supports conservation of coastal areas, seas/waters, coastlines, and protection of flora and fauna	Government agencies; local community; visitors
4	Special conservation area	Mangrove forest area functions as conservation, learning space, and nature tourism destination (not a neglected area)	PPP Mayangan UPT; community; tourism operators
5	Zero-waste concept (processing)	Introduces zero-waste approach related to fish and marine processing waste	PPP Mayangan UPT; MSMEs; culinary operators
6	Culinary tourism model	Culinary tourism uses all parts of fish/marine resources to minimize/avoid waste from processing	MSMEs; local vendors; community groups
7	Governance & management	Tourism operations managed by Provincial Government, involving Regional Government; operational responsibility under PPP Mayangan UPT	Provincial Government; Regional Government; PPP Mayangan UPT
8	Private sector involvement	Tourism development involves private actors (e.g., Bee Jay Bakau Resort/BJBR) for infrastructure and tourism development	Private sector (BJBR); government
9	Community involvement	Local communities support marine tourism through MSMEs (culinary, handicrafts) and other roles in tourism services	Local community; MSMEs; PPP Mayangan UPT

Source: Author, 2025

Key dimensions of sustainable marine tourism management at PPP Mayangan by outlining the main focus areas (marine tourism, ecotourism, conservation, and zero-

waste practices), the operational and institutional arrangements under the provincial and regional governments through the PPP Mayangan UPT, and the collaborative roles of private actors and local communities. Overall, the table shows that sustainability is implemented not only through environmental conservation particularly mangrove-based learning and nature tourism but also through a blue economy approach that reduces waste via fish-processing utilization, while simultaneously strengthening local economic participation through MSMEs and tourism services.

PPP Mayangan's tourism operations are managed by the Provincial Government, involving the Regional Government. The organization is the responsibility of the PPP Mayangan UPT. Tourism development involves the private sector to build and develop tourism, such as the Bee Jay Bakau Resort (BJBR). In addition, the implementation of tourism involves local communities to assist with marine tourism activities at PPP Mayangan, starting from the existence of MSMEs for culinary tourism and selling handicrafts, as well as many other community roles in PPP Mayangan tourism.

**b. Economic Sustainability in PPP Mayangan Tourism**

The Mayangan Marine Tourism Development Center serves more than just a center for fishing, processing, and packaging of fish and marine products. Currently, PPP Mayangan is undergoing transformation and innovation in developing a local economy based on sustainable tourism and the blue economy. Economic sustainability at PPP Mayangan is a key element in ensuring that the benefits of marine tourism are felt today and have long-term impacts for the future. The local economy is strongly based on the PPP Mayangan's tourism sustainability model. Marine tourism, in particular, emphasizes the Blue Economy pillar.

Tourism integrates environmental conservation with social development and economic growth. PPP Mayangan Tourism aims to empower local entrepreneurs. PPP Mayangan's tourism development involves local communities in establishing businesses. These include opening restaurants serving Probolinggo's signature dishes, particularly those made with fish and seafood, such as grilled fish, snapper head soup, petis tofu, chili paste, fish bone chips, mackerel crackers, and more. Local residents can also sell handicrafts such as shell ornaments and marine batik. The community can also rent boats for sailing and fishing, and provide accommodation. This means that tourist activities circulate within the local economic ecosystem.

The main attraction of PPP Mayangan Tourism is the natural activities of coastal communities. The tourism concept uses an educational model, starting from observing fish auctions and tourists can buy fresh fish. In addition to purchasing fresh fish, tourists are also served typical processed fish dishes, including salted fish. Tourists can also buy smoked and steamed fish that can be consumed directly or processed into other dishes, such as smoked fish pecak (smoked fish pecak) and steamed fish can be made into pelas (steamed fish with leaf spices).

Tourists can also enjoy grilled fish, fish head soup, squid, shrimp, and crab cooked with special spices while enjoying the views of the sea and mangrove forests. Tourists even bring home souvenirs such as fish bone chips, mackerel crackers, and even processed fish and seafood into seasoning products, including special petis (shrimp paste) and shrimp paste. These products increase the added value of the fish and seafood catch obtained by fishermen. Fish can be sold raw or fresh, as well as processed

into dishes and products for purchase by tourists. Thus, it can increase profit margins for fishermen and sellers.

Economic sustainability is also evident in the creation of job opportunities. This automatically improves the welfare of the Mayangan District community. Marine tourism, which attracts tourists and becomes a circular economy, will align with an improvement in the quality of life of the Mayangan District community. The growing popularity and attractiveness of PPP Mayangan tourism will impact the surrounding environment and the communities who earn a living in the tourism sector and operate businesses within the PPP Mayangan tourism area.

Economic sustainability is also linked to broader and more diverse job opportunities. The construction of the Bee Jay Bakau Resort (BJBR) as an ecotourism destination with game tourism, photography, and nature education will create employment opportunities for local residents as employees. Other attractions at PPP Mayangan include the Kum-kum (bathing) area and water sports during high tide. During low tide, it becomes a place for shellfish hunting and beach tourism. The area also serves as a restaurant selling fish dishes. Consequently, the area requires workers as tourism managers, tour guides, cleaners, security personnel, and accommodation providers. This means that the port tourism area opens up formal and informal employment opportunities for local people.

c. Social and cultural sustainability in PPP Mayangan Tourism

Marine tourism in the Mayangan Coastal Tourism Village (PPP Mayangan) continues to prioritize community values, including religious beliefs, cultural values, and other community values. The success of marine tourism, which is closely connected to the local community, is linked to the integration and respect for the socio-cultural life of the Mayangan District community. Social and cultural sustainability in the Mayangan Coastal Tourism Village (PPP Mayangan) involves the participation of the Mayangan District community, who play a key role in preserving customs, ecology, and cultural heritage. Tourism serves as a means of strengthening local identity, fostering pride, and fostering social harmony in the coastal areas of Mayangan District.

The preservation of indigenous culture and distinctive traditions of coastal communities is a draw for both domestic and international tourists. Furthermore, Probolinggo City boasts a distinctive culture known as Pandalungan culture, a blend of Javanese and Madurese cultures. Similarly, the PPP Mayangan is steeped in the culture, language, and customs of Pandalungan culture, representing a unique and distinctive local wisdom. Sustainable tourism in the PPP Mayangan embraces traditions and culture as key assets that must be preserved and promoted.

The annual traditional sea offering tradition is the Petik Laut (sea harvesting) tradition. It is a key tradition in preserving the culture of fishing communities. It symbolizes the community's togetherness in working with nature. Petik Laut Mayangan is a ritual or a form of gratitude for the abundance of marine resources enjoyed by fishermen and coastal communities. This tradition also serves as a way to ask the Creator for safety while working at sea and for protection from disasters. The Petik Laut tradition in Mayangan District experiences an acculturation of ancestral values, culture, and Islam. The offering of offerings is well-symbolized, without wasting food or other ingredients. This sea-picking tradition is not only participated in by fishermen and the Mayangan

District community but is also open to the public, including tourists from other cities and internationally. The sea-picking tradition is eagerly awaited, especially by international tourists, especially when cruise ships are docked. Tourists can witness the sea-picking tradition in its entirety, from the dances and communal meals to the parade of decorated ships sailing out to sea. Tourists can even board the ships to experience the thrill of sailing together. Sea-picking tourism is exciting and engaging, while remaining spiritually relevant. This fosters cultural sustainability within the PPP Mayangan tourism area.

Sociocultural sustainability is also achieved through the introduction of the port's history, the science and technology of fishing community life, and the introduction of superior fish commodities. Cultural sustainability extends beyond the local community. Tourists who experience history and hands-on practice are more likely to be impressed by the passing on of local wisdom. Community social life has improved through active involvement in marine tourism development, from planning and implementation to evaluation. Furthermore, social sustainability is evident in tourism awareness. The community has developed a strong awareness of local tourism, focusing on cleanliness, safety, and tourist friendliness. This has resulted in improved quality of life and the social environment in the PPP Mayangan marine tourism area.

d. Environmental sustainability in PPP Mayangan Tourism

The management of marine tourism at the Mayangan Marine Park is closely aligned with the principles of the blue economy. Maintaining the sustainability of marine, coastal, and aquatic ecosystems is crucial. Marine tourism is closely linked to the marine environment. The clean, safe, and ecologically healthy environment at the PPP Mayangan attracts tourists. Marine tourism at the PPP Mayangan demonstrates that economic activities are aligned with the preservation of marine biota and the marine environment. Tourism activities are oriented towards preserving natural heritage, wisely utilizing resources, and managing waste with a zero-waste concept.

Environmental sustainability through the conservation of natural heritage through the conservation of mangrove forest areas. Mangrove forests are not just beach decorations and green fences. The function of mangrove forests is to protect the coast from erosion, prevent seawater intrusion, provide habitat for marine life, and absorb maximum carbon dioxide. The natural heritage of mangrove forests protects coastal areas from being hit by waves. Furthermore, mangrove forests attract tourists. Tourists want to experience living on the beach, close to nature, and enjoy the shade of the mangrove forest. The Bee Jay Bakau Resort (BJBR) mangrove forest tourism in the PPP Mayangan area is a form of nature conservation integrated with marine tourism. The forgotten and considered dirty mangrove forests are transformed into beautiful natural tourist attractions and even become natural barriers in coastal areas.

Environmental sustainability in marine tourism emphasizes the effective and efficient use of natural resources and energy, particularly in balancing increased fishing activities, port industries, and marine tourism. Sustainability is achieved through the use of environmentally friendly fishing gear. Trawl fishing is no longer permitted. Furthermore, tourists' littering habits are reduced by providing trash bins and using environmentally friendly food containers, such as banana leaves for food plating.

Environmental sustainability in marine tourism is also evident in the management of processed fish and marine waste, as well as marine pollution. Processed fish waste,

in particular, is managed using a zero-waste model. Fish bone waste can be processed into fishmeal and chips, while food scraps can be composted. Even shrimp shells and heads can be processed into seasoning powder and compost. Meanwhile, regarding marine pollution from ship waste, port waste controls have been implemented. This control is implemented through strict regulations for every ship owner and crew to not discharge liquid waste (oil, fuel) or solid waste (garbage) into the sea. This is visibly evident in the absence of any disturbing seawater pollution at the Mayangan Port. Furthermore, the minimal pollution can be felt or smelled from the port, which does not emit a foul or fishy odor.

## **2. Adapting Sustainable Marine Tourism Policies at PPP Mayangan with Blue Economy Principles**

### **a. Adapting Tourism Management Policies at PPP Mayangan**

The principle of adaptation in the marine tourism management policy at PPP Mayangan demonstrates compliance with every applicable policy and its ongoing relevance to maritime, social and cultural environmental conditions as well as the fulfillment of basic needs and community welfare. Macro-adaptive policies by taking into account the regulations of East Java Provincial Regulation Number 1 of 2018 concerning the Zoning Plan for Coastal Areas and Small Islands of East Java Province for 2018-2038 and East Java Governor Regulation Number 24 of 2019 concerning Location Permits and Management Permits for the Utilization of Coastal Waters and Small Islands.

The government establishes policies for the development of marine tourism by adapting the principles of sustainability starting from blue economy activities, local community participation, mangrove forest conservation, and fish processing management with a zero waste model. This policy is a legal basis or formal foundation that supports the development of environmentally friendly marine tourism infrastructure and certainty of minimizing the exploitation of biota and environmental resources.

Improving policy adaptation in managing marine tourism at the PPP Mayangan to ensure its relevance to sustainability and blue economy principles, while ensuring tourism safety. The government is taking active steps to implement marine tourism at the PPP Mayangan. Technical regulations are in place for vessels operating for fishing and tourist transportation. The East Java Provincial Regulation and the East Java Governor's Regulation detail regulations for coastal areas to prevent illegal activities and curb unwise exploitation.

### **b. Goal Attainment of PPP Mayangan Tourism Management Policy**

The Goal Attainment principle demonstrates that the social system and structure of marine tourism management at the PPP Mayangan is achieving its primary objectives effectively and efficiently. In PPP Mayangan tourism, goal setting is based on intensive social interaction and an understanding of the needs of the local community. The goal of PPP Mayangan marine tourism is not only to increase regional income but also to become an economic center based on blue economy principles, improving the welfare of coastal communities, and preserving marine ecosystems.

The achievement of shared goals is achieved through relevant programs for all stakeholders. Routine and periodic communication is implemented within the PPP Mayangan marine tourism pentahelix. Harmonious work programs are also implemented

across all stakeholders to avoid overlapping implementation or conflicts of interest. PPP Mayangan marine tourism can be enjoyed by all parties effectively and wisely. The PPP Mayangan Marine Tourism has demonstrated a harmonious policy implementation. One of the objectives achieved is environmental sustainability tourism. First, the Provincial and Regional Governments carry out their regulatory and facilitator functions properly and appropriately by prohibiting tourism activities that damage mangrove forest conservation areas.

**c. Integration of PPP Mayangan Tourism Management Policy**

The principle of integration relates to the strength and capability of the system within the PPP Mayangan marine tourism management structure. Policy integration is intended to regulate and manage the relationships between all parties and elements. It demonstrates certainty in solidarity and alignment of the penta helix roles in PPP Mayangan. Functional integration is an absolute requirement in the system, with coordination and the achievement of goals in a unified and uniform manner. Achieving integrated goals in PPP Mayangan Marine Tourism management by creating harmony and unity among all stakeholders.

Policy integration prioritizes routine and ongoing cross-sector communication and coordination. Marine tourism infrastructure development policies must be aligned with Environmental Impact Analysis (AMDAL) and social impact assessments, mutually agreed upon by all parties, including the government, community, and private sector, and analyzed by academics. This integration is supported by strong emotional bonds. Management of the PPP Mayangan marine tourism area must be based on a sense of responsibility and concern for the natural and cultural heritage of the PPP Mayangan area.

**d. Latency of PPP Mayangan Tourism Management Policy**

The latency principle in PPP Mayangan tourism management policy emphasizes the capacity of the local social system to maintain and regenerate cultural values, motivations, and behavioral patterns rooted in local identity and wisdom. In this context, environmental sustainability is closely tied to marine conservation values that are inherited across generations, ensuring that conservation practices are not merely technical programs but also part of the community's cultural continuity. This latency dimension also highlights social authority and collective responsibility, where environmental preservation becomes a shared norm reinforced through local cultural values. The strengthening of these values supports community motivation to protect coastal resources and encourages consistent pro-environmental behavior in tourism activities, aligning daily practices with long-term sustainability goals.

In practice, environmental preservation at PPP Mayangan is reflected in the sustainability of mangrove ecosystems, including routine planting of mangrove seedlings in barren coastal areas and ongoing monitoring through activities such as cleaning coastal waste that can disrupt mangrove growth. Cleanliness of marine and coastal areas is further supported through the enforcement of regulations that prohibit dumping waste into the sea, complemented by the implementation of a zero-waste program within the PPP Mayangan marine tourism area.

## **CONCLUSION**

The findings indicate that PPP Mayangan has been developing a sustainable marine tourism model that is strongly aligned with blue economy principles, not only by expanding marine tourism and ecotourism activities, but also by embedding coastal and marine conservation (especially mangrove-based learning and nature tourism) and a zero-waste approach in fish and marine processing so that tourism growth does not automatically translate into higher ecological pressure. Governance is structured through the roles of provincial and regional authorities and the operational responsibility of PPP Mayangan UPT, while collaboration with private actors and local communities helps strengthen tourism services and supports the sustainability of destination management. In practice, this means sustainability is not treated as an “add-on,” but as an operational logic that shapes how the destination is managed, how conservation spaces are positioned as tourism assets, and how resource use is directed toward efficiency and minimized waste.

From the perspective of local development, PPP Mayangan demonstrates that economic sustainability can be built through a tourism ecosystem that increases the value-added of fisheries products, expands small businesses, and creates broader employment opportunities in both formal and informal sectors, so that benefits are distributed to coastal communities rather than concentrated in a single actor. At the same time, the study shows that socio-cultural sustainability is supported through community participation and the protection of local identity and traditions where coastal cultural expressions and rituals become part of the tourism experience without detaching them from community meaning so that tourism strengthens social cohesion and local pride rather than eroding it. Environmental sustainability is reinforced by conservation practices (including mangrove maintenance and waste control) and by encouraging consistent pro-environmental behavior among stakeholders, positioning environmental quality as a core determinant of destination attractiveness and long-term competitiveness.

Finally, the policy dimension confirms that sustainable tourism at PPP Mayangan is not only a managerial initiative, but also a process of policy adaptation that aligns tourism development with the governing framework of East Java coastal management, particularly through compliance with zoning and licensing provisions that guide the utilization of coastal waters and small islands. Using the AGIL lens, the study highlights how adaptation is expressed through sustainability-oriented rules and technical arrangements, goal attainment through shared objectives that combine welfare improvement with ecosystem protection, integration through routine coordination among pentahelix stakeholders and alignment with impact assessments, and latency through the maintenance of community norms and motivations that sustain conservation behavior across time.

Therefore, PPP Mayangan can be concluded to represent a governance pathway where blue economy-oriented tourism development is feasible when regulation, cross-sector collaboration, and local cultural-environmental values are treated as interconnected pillars; future strengthening should prioritize more consistent enforcement, continuous community capacity building, and integrated monitoring to ensure that tourism expansion remains compatible with ecological limits and policy commitments.

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