

# Public and Tourist Perceptions of Marine Tourism Development of Anambas Islands Regency

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## Keywords

*Perception, Tourists, Society, Marine  
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## ABSTRACT

The Anambas Islands Regency, situated within the Riau Islands province with its center in Tarempa, boasts a captivating array of marine tourism attractions, including pristine white sandy beaches, crystalline waters, and breathtaking natural scenery. Beyond surface beauty, the underwater marine ecosystem harbours significant potential for development. Notable sites include Penjalin Island, strategically positioned and directly accessible from Singapore, Malaysia, and Vietnam; Pulau Bawah, renowned for its three stunning lagoons and rich mangrove exploration; Durai Island, home to unique habitats including leatherback turtle nesting grounds; Temawan Island, offering both beachfront leisure and diverse underwater ecosystems; and Tanjung Momong Beach, boasting captivating coral reefs. This study investigates public and tourist perceptions regarding the development of these marine attractions in the Anambas Islands. Utilizing quantitative methods, data was collected via questionnaires from 250 respondents selected using the Slovin formula. Descriptive analysis employing SEM-AMOS revealed that perceptions of marine tourism development positively impact regional income, economy, and community welfare. This research underscores the significance of leveraging Anambas' marine resources for sustainable economic growth and societal well-being.

## INTRODUCTION

Marine Tourism is a series of recreational activities carried out on marine or marine media and include coastal areas, surrounding islands, and ocean areas in terms of the surface, depth, or basically including underwater ecosystems (Juansang & Preyawabit N, 2021; Phurungrit et al., 2023; Ranwa, 2022; Suhaidi, 2021; Suksanchananun et al., 2023). Marine tourism encompasses a spectrum of recreational activities set within seascapes characterized by the interplay of surface and underwater environments. These activities, including diving, surfing, and fishing, engage enthusiasts in diverse experiences, exploiting marine ecosystems' unique qualities (Cardoso-Andrade et al., 2021; Lucrezi et al., 2021; Safutri et al., 2022; Tsai et al., 2016; Ungjarean & Thalang, 2017).

Marine tourism potential in Anambas Islands Riau Islands Province is a tourism activity that utilizes natural potential as a tourist attraction and a forum for tourist activities both above the surface in the sea area with the existence of ecosystems that are rich in diversity of marine biodata types owned and found in several areas, including 1) Penjalin Island which is very strategically located and is one of the leading islands of western Indonesia that is directly eradicated with Singapore, Malaysia and Vietnam, 2). Pulau Bawah is one of the potential marine tourism that has the main attraction of three stunning lagoons amid the beauty of Indonesia's tropical islands and the exploration of mangrove forests and the diversity of ecosystems owned,3) Durai Island is one of the hidden pearls in the middle of the archipelago that offers unparalleled natural charm, by having its primary habitat is the habitat of

leatherback turtles which are one of the endemic animals in the region, 4) Temawan Island with beach potential and underwater ecosystem, and 5) Tanjung Momong Beach with alluring underwater scenery among beautiful coral reefs ( Disparbud Anambas, 2023).

Marine tourism development in the Anambas Islands has many types, including tourism based on natural beauty, culture, maritime traditions and other activities such as surfing, fishing, and marine festival-based (Disparbud Anambas, 2023). The contribution of marine tourism encourages local economic growth and employment. It can increase regional income ( PAD) to optimise fisheries and marine resources (Ministry of Marine Affairs and Fisheries 2021).

The district government of Anambas Islands, in developing and managing tourism areas, has a vision of "Anambas Islands as a leading competitive Maritime Regency", including in the development of the tourism sector, mainly marine tourism with the mission of "Developing fisheries and tourism as the basis of the maritime sector and agriculture oriented to meeting local needs with a sustainable environment". Broadly speaking, the development of marine tourism in the Anambas Islands is in the form of providing infrastructure (not only in physical form), expanding various forms of facilities owned and involving the role of other tourism business actors (Anambas Regency Government, 2023).

Previous studies have explored the potential and activities of marine tourism in the Anambas Islands, yet there remains a research gap concerning the strategies needed for sustainable marine tourism development in the region. Therefore, this study aims to explore novel approaches for sustainable marine tourism development in the Anambas Islands, focusing on infrastructure enhancement, stakeholder engagement, and environmental preservation, aligning with the broader vision of transforming the region into a competitive maritime destination while ensuring the well-being of local communities and ecosystems.

## **METHODS**

The author conducted a study on the perception of the public and tourists regarding developing the Anambas Islands as a marine tourism destination in the Riau Islands province. The research method employed was direct observation by researchers at various marine tourism sites, including Penjalin Island, Durai Island, Green Water Rafting Beach, and Tanjung Momong Beach. Data collection encompassed both primary and secondary data, facilitated by collaboration with the Local Government Work Unit (SKPD) operating within the tourism office and engagement with tourists and the local community. The perception of tourists and the local community serves as a key indicator and benchmark for assessing the potential development of marine tourism in the Anambas Islands. This approach aligns with a comprehensive tourism development concept in the Anambas Islands Regency, emphasizing the collaborative involvement of government entities, the community, and randomly selected visiting tourists.

## **RESULTS**

Public and tourist perception is the process of understanding or giving meaning or information to an object of tourist attraction, events or relationships with a visitor's assessment or view of something (Angelevska-Najdeska & Rakicevik, 2012; MacKenzie & Gannon, 2019; Mikulić et al., 2018; Rasulov et al., 2022; Torres-Delgado & Saarinen, 2017). Tourist perception of a tourist object and attraction, as well as infrastructure and service facilities at certain tourist attractions, is an essential thing to know because it can provide information and input for the manager of the tourist attraction in planning the development of a tourist attraction (Kumar, 2017; Ranwa, 2022; Silva & Henriques, 2021; Streimikiene et al., 2021; Wang, 2024).

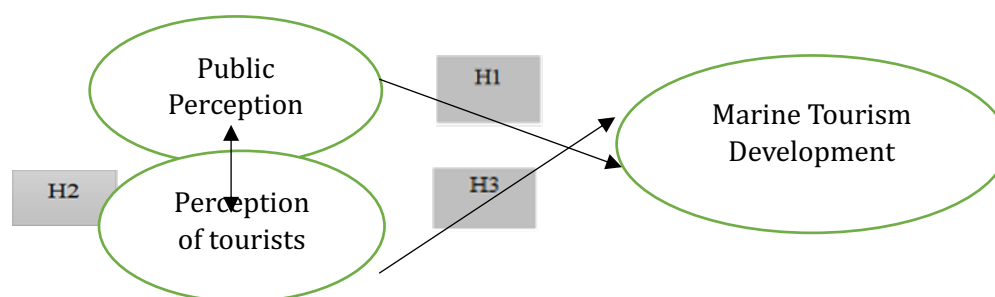
The role of the community and tourists in the development of marine tourism in the Anambas Islands is very active participation in tourism development, which can be seen from involvement in the

planning process of tourism development, management and so on. This form can be seen in actively developing tourist areas by participating in promotional activity programs, following community development through training, and implementing tourism programs that the local government and business actors have planned.

Some communities and locals have been directly involved in recent years to develop the potential of marine tourism in the region. Tourism development is also expected to provide opportunities and access for local communities for business development, such as supporting tourism. It is used to improve the welfare and standard of living of the locals by allowing them to benefit directly from tourists more economically through handicraft shops, souvenir shops, food stalls and the like so that the locals can get more direct economic benefits from tourists, which is used to improve their standard of living and welfare. Community involvement in tourism varies greatly and depends on the type of potential, experience, knowledge and expertise the individual or local community possesses.

The area of Anambas Islands Regency is a small archipelago in Indonesia, located in the South China Sea and East Malaysia, West and Kalimantan. It has the potential for marine island tourism, beaches and underwater ecosystems that are enchanting for tourists who come to visit. The Anambas Islands Regency was once known and nicknamed the Diamond city. Still, in the future tourism development, the term is planned to change to the term Marine City in one of the provinces in the Riau Islands. Because the development of the tourism sector in Anambas has geostrategic value and has become one of the enchanting marine tourism destinations with its potential, it makes Anambas one of the marine ecotourism destinations that are competitive, prosperous and sustainable in the Riau Islands Province.

In analyzing public and tourist perceptions of marine tourism development in Anambas Islands Regency, it is necessary to distinguish between tourists to visit the community through the socio-cultural conditions of the local community. The following is a picture of the research concept outlined in the visualization of the diagram:



**Figure 1. Research Concept**  
( Source: Processed by Researchers 2024)

The following explains the respondent's response based on the research concept framework, which is the result of processing variable data from respondents' answers through questionnaires which are described as follows:

#### **Respondents' Responses on Public Perception of Marine Tourism Development in Anambas:**

Public perceptions in the Anambas Islands Regency vary regarding tourism development in the region. They are included in the good category with a value of strongly disagreeing with 1 person, disagreeing with none, somewhat disagreeing with 2 people, neutral with 44 people, somewhat agreeing with 83 people, agreeing with 87, strongly agreeing with 33 people with a total of score of 1351, and ideal score 1750 with a percentage of 77.2%. This shows that almost all respondents agree that public perception in the Anamabas Islands Regency has its marine tourism attraction not owned by other regions in the Riau Islands. Researchers categorize research from respondents with continuous lines produced as follows:

**Table 1. Public Perception**

Indicator Community	Amount in %							(Mean)	Appreciation
	Respondent Rating Rate								
	1	2	3	4	5	6	7		
Culture	0,07	0,59	1,11	8,90	34,12	36,50	18,69	5,39	77,02
Attraction	0,00	0,00	1,10	8,50	31,87	45,71	12,82	5,46	78,00
Role & status	0,00	0,00	0,66	10,57	29,37	47,58	11,82	5,58	79,77
Shop	0,24	0,63	3,57	15,87	32,14	38,10	9,44	5,04	72,00
Economy	0,00	1,83	2,05	10,95	25,10	45,17	14,90	5,26	75,14
Average	0,06	0,61	1,70	10,96	30,52	42,61	13,54	5,35	76,39

(Source: Data Processing Results, 2024)

Table 1. describes that, on average, public perception of tourism development tends to be high, with 5.35 or 76.39 per cent. The highest indicator was dominated by role and status behaviour, with an average of 5.58 or 79.77 per cent, followed by experience with 78 per cent. Cultural indicators are in third place with 77.02 per cent, economic indicators occupy the fourth position with 75.14 per cent, and the last is the spending indicator with an average of 75.37. Based on the results of the recapitulation, it can be seen that role and status behaviour have the highest percentage; it shows that the role and status of these tourists strongly influence the actions of tourists visiting the Anambas Islands.

#### **Respondents' Responses on Tourist Perceptions of Marine Tourism Development in Anambas**

Tourists who come to visit the Anambas Islands Regency are dominated by outsiders from abroad who can interact well with the development of marine tourism in every potential tourist attraction they have, in the good category with a value of strongly disagreeing 1 person, disagreeing 1 person, somewhat disagreeing 2 people, neutral 34 people, somewhat agreeing 59 people, agree 99, strongly agree 54 people with a total score of 1412, ideal score 1750 with a percentage of 80.68%. This proves that almost all respondents agree that tourists visiting the Anambas Islands Regency come from outside (abroad) to observe the region's natural beauty and marine tourism. Researchers categorize research from respondents with continental lines as follows:

**Table 2. The Continuum of Traveller Perception**

Traveller indicators	Amount in %							(Mean)	Appreciation
	Respondent Rating Rate								
	1	2	3	4	5	6	7		
Attraction	0,07	0,14	0,42	9,63	20,89	42,07	26,77	5,65	80,68
Experience	0,07	0,43	0,67	9,19	34,84	45,37	9,86	5,40	77,08
Interest	0,00	0,00	0,66	10,57	29,37	47,58	11,82	5,45	77,82
Responsible	0,00	0,00	0,66	9,41	33,82	43,24	12,87	5,44	77,71
Value	0,00	0,00	0,22	9,63	30,63	47,26	12,25	5,48	78,34
Average	0,02	0,11	0,53	9,69	29,91	45,10	14,71	5,48	78,33

(Source: Data Processing Results, 2024)

Table 2. explains that tourists' perception towards marine tourism development in the Anambas Islands Regency has a high average of 5.65 or 80.68 per cent. The highest attitude indicator is the attractiveness of Anambas Islands Regency, with an average of 5.65 or 80.68 per cent, followed by the attitude of tourists on the value indicator with 78.34 per cent, then interest with 77.82 per cent, in fourth position on the tourist responsibility indicator with 77.71 per cent, and the lowest is the tourist experience with 77.08 per cent. Thus, the highest indicator of the traveler perception shows the attractiveness that makes tourists visit the regency.

### Respondents' Responses on Public and Tourist Perceptions of Marine Tourism Development in Anambas

Respondents who come to the Anambas Islands Regency varied based on the inflation rate and consumer price index in the region attractive to foreign tourists and public perception included in the good category with a value of strongly disagree none, disagree none, somewhat disagree 6 people, neutral 46 people, somewhat agree 79 people, agree 86, Strongly agree 33 people with a total score of 1344, an ideal score of 1750 with a percentage of 76.8%. This proves that almost all respondents agree that the area is feasible and good to be visited by every tourist and can be developed according to the attractiveness and potential of each tourist area. Researchers categorize research from respondents regarding variable inflation rates and consumer price indices with the resulting continental line as follows:

**Table 3. Continuum of Public and Traveller Perceptions**

Indicator Public and tourists	Amount in % Respondent Rating Rate							(Mean)	Appreciation
	1	2	3	4	5	6	7		
Service products	0	0	1,34	13,69	29,39	38,39	17,19	5,37	76,80
Quality of service	0,14	0	0,87	11,01	28,24	30,85	28,89	5,52	78,91
Accessibility	0	0,15	1,14	16,68	29,19	39,58	13,27	5,27	75,37
Price match	0	0	1,12	16,48	26,22	40,45	15,73	5,34	76,28
Satisfaction	0	0	0,88	11,14	30,43	39,59	17,96	5,45	77,94
Average	0,03	0,03	1,07	13,80	28,69	37,77	18,61	5,39	76,60

(Source: Data Processing Results, 2024)

Table 3. described that public and tourist perceptions of marine tourism development in Anambas Islands Regency have a high average trend with an average of 5.37 or 76.80 percent. The indicator of service products or service quality that is perceived as high by tourists is in the dimension of service quality with an average of 5.52 or 78.91 percent, then followed by satisfaction indicators with 77.94 percent, next in the service product indicator with 76.8 percent, while in the fourth position is price suitability with 76.28%, and the lowest quality of service is accessibility perceived by tourists visiting Anambas Islands, namely destination accessibility with The average was 5.27 or 75.37 percent. The low perception of accessibility of destinations in the Anambas Islands needs to be separately evaluated so that the perception of the quality of marine tourism development in the region can increase, especially in terms of transportation and ease of reach from one destination to another. Thus, tourism players in Anambas need to concentrate on improving accessibility; while the quality of services provided is good, but nevertheless, it is necessary to remain consistent and even improve so that tourists can decide to revisit the area.

### CONCLUSION

The study delves into analysing public and tourist perceptions regarding the development of the Anambas islands as a marine tourism destination in Riau Islands Province. Through direct observation

across various locations such as Penjalin Island, Pulau Bawah, Durai Island, Temawan Island and Tanjung Momong Beach, data was collected from primary and secondary sources including the Local Government Work Unit (SKPD), tourists, and local communities. The findings underscore the pivotal role of these perceptions in steering the development of marine tourism in the Anambas Islands. Perceptions, encompassing the understanding and evaluating of tourist attractions, events, or relationships within the region, emerge as vital insights for tourist attraction managers. Notably, active community and tourist involvement in tourism planning, management, and promotion signifies a promising path towards harnessing the marine tourism potential of the Anambas Islands. Through local participation, the aspiration is to unlock significant benefits, enhance community welfare, and advance sustainable development objectives within the region.

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