

Marine Tourism Village of Padang City, West Sumatra, Indonesia

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ABSTRACT

Tourism plays a role as a contributor to national income and has an important essence in improving people's welfare. This tourism contribution has been enjoyed by countries in various parts of the world, including Indonesia. One of the underlying reasons why the tourism sector deserves to be developed and maintained is because the availability of natural resources is limited, while the tourism sector has no time limit. Therefore, the tourism sector has become a mainstay in various countries because it can improve the country's economy and open up employment opportunities. In line with its development, one form of tourism that is currently trending is tourist villages, which also have various types, one of which is maritime tourist villages. For this reason, it is necessary to develop marine tourism villages in an effort to develop and market the tourism sector as a whole. The entire tourism stakeholder which includes the government, tourism actors, mass media, tourists, needs to work together for the development of this sector.

Keywords: Tourism; marine tourism village; marketing; community income.

1. INTRODUCTION

Currently, tourist villages are one of the drivers of the village economy. Many villages are trying to develop the tourism village concept in such a way that is based on their respective potential. Tourist village is a combination of the words village and tourism. A village is a legal community unit that has territorial

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boundaries that has the authority to regulate and manage government affairs, the interests of local communities based on community initiatives, origin rights, and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia [1].

Meanwhile, tourism is a travel activity carried out by a person or group of people with the aim of visiting a particular place for recreation purposes, personal development, or studying the uniqueness of the tourist attraction visited within a temporary period [2]. The definition of a tourist village in the Tourism Village Handbook is a village administrative area that has the potential and uniqueness of a unique tourist attraction, namely experiencing the unique life and traditions of rural communities with all their potential [3]. Tourism Villages are community groups that work in the tourism sector which includes attractions, accommodation and supporting facilities within the Village/Kelurahan area with the principle of community-based tourism. In Law no. 10 of 2009 concerning Tourism, a tourist village is a tourist destination area or also called a tourism destination, which integrates tourist attractions, public facilities, tourism facilities, accessibility, which are presented in a community life structure that is integrated with applicable procedures and traditions.

A tourist village is a village that shows the theme of its prioritized tourism products. This theme is similar to other theme choices such as industrial village, craft village, creative village, cultural village. Whereas village tourism is a tourism activity that takes a choice of village locations, and the type of activity does not have to be based on rural resources (the authenticity of natural fortresses, as well as local culture and wisdom). A tourist village concerns all the components that exist or are owned by a village that can be packaged, presented and sold to become one tourist package. The tourist village being explored is the culture that exists in the community such as natural tourist objects cultural tourism, historical tourism, culinary tourism, and artificial tourism. The involvement in a tourist village includes all village elements from the village head, village officials, RT structures and local community members who have a role in it.

A tourism village, the institution must have full support from the village government (pemdes). It is not only a matter of full funding and financing, but also must be able to increase community participation in financing tourism villages. Communities are involved in a comprehensive manner, given authority and tasks according to the potential that exists in their village. From this understanding, it can be concluded that village tourism is meaningful as tourism activities carried out at village tourism objects. So, village tourism is the object and village tourism is the activity. Both are huge potentials possessed by various villages in Indonesia which are currently vibrantly developing into the potential to improve the rural economy.

Being a tourist village means that it has to be a village that has various aspects that support the village to become an attractive tourist destination with all its supporting capacities. It is not enough for a village that only has one or two tourism objects with makeshift facilities to call itself a tourism village. Tourism

village, namely the fulfillment of all elements of tourism that have the potential to attract. Among them are natural tourism, cultural tourism and man-made tourism in a certain area supported by attractions, accommodation and other facilities. This is in accordance with the local wisdom of the community. The tourism village is fully integrated, all elements within the village to promote local uniqueness and wisdom as tourism. There are no tickets in tourist villages, However, tourists are offered tour packages to see what is inside the village. The thing that needs to be fulfilled in a tourist village is tourism facilities, which means that the tourism facilities here are that the tourist village does not charge tickets, but buys packages for tours in the village.

Developing a village into a tourist village can bring many changes to the village and differentiate between tourist villages and other villages. There are criteria for tourist villages as follows:

1. Has the potential for tourist attractions (natural, cultural and artificial tourist attractions/creative works).
2. Have a community.
3. Has potential local human resources who can be involved in tourism village development activities.
4. Has a management institution.
5. Having opportunities and support for the availability of basic facilities and infrastructure to support tourism activities.
6. Has potential and opportunities for tourism market development.

The development of tourist villages cannot be separated from the principles of developing tourist village products. A principle is a fundamental statement or general or individual truth that is used by a person/group as a guide for thinking or acting. The principles of developing tourist villages are as follows:

7. Authenticity: the attractions offered are genuine activities that occur among the people in the village.
8. Local community: is a tradition carried out by the community and is a daily activity carried out by the community.
9. Community involvement: the community is actively involved in activities in the tourist village.
10. Attitudes and values: maintaining the values held by society and in accordance with existing daily values and norms.
11. Conservation and carrying capacity: not destructive both physically and socially to the community and in accordance with the carrying capacity of the village in accommodating the community.

2. LITERATURE REVIEW

2.1 The Development of Tourism Villages in Indonesia

The development of tourist villages is very rapid where previously tourism villages have not been a concern of the government and now they have received

great attention and are also considered as world attractions for Indonesia and are also one of the economic drivers for Indonesian people. Indonesia has more than 80,000 villages spread from the provinces of Aceh to Papua. The Indonesian Central Statistics Agency (BPS) recorded that in 2019 the number of villages/sub-districts in Indonesia was 83,820 villages. BPS also noted that there were around 1,302 tourist villages in 2014, and this figure has jumped to 1,734 villages with the potential to become tourist villages throughout 2018.

The tourism potential of a village can in fact have a domino effect for the survival of the local community and its surroundings. This is evidenced by one of the government's efforts to revive Indonesian tourism through tourist villages. One of these efforts was carried out with the 2021 Indonesian Tourism Village Award (ADWI) agenda which raised the theme Indonesia is Rising. This theme is expected to encourage the enthusiasm of tourism and creative economy actors in tourist villages to get back on their feet after the Covid-19 pandemic. The Indonesian Tourism Village Award is expected to be able to encourage the development of a tourism village to become a sustainable tourism village. In addition, it is also able to improve the quality of tourist villages in Indonesia, as well as realizing the vision of "Indonesia as a World Class Tourism Destination Country, Competitive, Sustainable, and Able to Promote Regional Development and Prosperity". Based on the results of the agenda announced on August 19, the number of tourist villages listed in the distribution of Indonesian tourist villages is 1,831 villages. The number of tourist villages has increased again from the previous few years. This does not rule out the possibility that there are many other tourist villages that have not been registered and villages that have the potential to become tourist villages that have not been formally registered.

According to research on tourist villages conducted by the Indonesian Ministry of Tourism and Creative Economy (KEMENPARAKREF), there are 1,836 tourist villages in Indonesia, of which 573 are tourist villages on the island of Sumatra, 559 are tourist villages on the island of Java, 61 are tourist villages on the island of Maluku, 92 are tourist villages on the island of Kalimantan, 269 tourist villages on the island of Sulawesi, 221 tourist villages on the island of Nusa Tenggara and finally 21 tourist villages on the island of Papua.

There are 4 categories of tourist villages in the list of Indonesian tourist villages. The first is a pioneering tourist village. According to the Ministry of Tourism and Creative Economy, the indicators for pilot tourism villages are that tourism in a village still has potential and there are no tourist visits, the facilities and infrastructure are still very limited, and the level of public awareness has not yet grown. The number of villages in the pilot tourism village category is 711 villages. The second category is developing tourist villages. An indicator for a village that is considered a developing tourist village is that the tourism sector in a village still has potential and this has begun to be looked at for further development. There are 969 villages registered in the developing tourism villages category. The third category is developed tourist villages.

A tourist village can be categorized as a developed tourist village if the community is aware of tourism, village funds are used to develop tourism potential and the area is also visited by many tourists. The number of villages registered and in the advanced tourism village category is 159 villages. And, the last category is an independent tourism village. This category can be said to be the highest level of all tourism village categories based on the Ministry of Tourism and Creative Economy. The indicators that must be met in this category are tourism innovation from the community, tourist destinations that are internationally recognized, facilities and infrastructure that have standards and management that is pentahelix collaborative. There are only 2 villages that are independent tourist villages, namely the Pakarsari Tourism Village, Sleman Regency and the Pujon Kidul Tourism Village, Malang Regency.

The study conducted by Batrancea et al., [4] research paper titled "Sources of SMEs Financing and Their Impact on Economic Growth across the European Union: Insights from a Panel Data Study Spanning Sixteen Years" offers valuable insights into the sources of financing for Small and Medium Enterprises (SMEs) and their influence on economic growth within the European Union. This research provides a comprehensive understanding of how SMEs, which are often the backbone of local economies, secure their funding and the consequences of their financial decisions on broader economic development. One of the key takeaways from this study is the importance of SMEs in contributing to economic growth. SMEs are known for their ability to generate employment opportunities and stimulate business activity within local communities. In the context of your discussion about the tourism village program, this research can be particularly relevant. The tourism village program, as mentioned by Minister of Tourism and Creative Economy Sandiaga Uno, has been recognized for its potential to revive the tourism sector and creative economy in Indonesia. However, understanding how SMEs within these tourist villages secure their financing and manage their financial resources is crucial for ensuring the sustainability and success of such programs.

One of the natural tourism products is Snorkeling on Mekko Island. The costs required to enjoy snorkeling tourism products on Mekko Island start from IDR 50,000. Meko Beach is a stretch of sand emerging in the middle of the sea located near Meko Hamlet, Witihamo District, Adonara Island, East Flores Regency. The economic potential that arises from snorkeling on Mekko Island includes renting snorkeling equipment, serving typical Flores food and artistic and cultural performances where tourists can join directly. Snorkeling on Mekko Island is only one example of the potential for natural tourism managed to become a tourism village. The total number of natural tourism products listed in the Ministry of Tourism and Creative Economy is 1,429 units.

Other tourism products that can be presented to tourists are arts and cultural tourism products. The large amount of art and culture in Indonesia is no longer there it is no longer a secret considering that Indonesia is a heterogeneous country in one unit. The abundance of art and culture that is owned can ultimately give rise to tourism potential that has an impact on the perpetrators. An

example of art and culture that has been appointed as tourism potential is Lenggèr Selakambang Arts, Purbalingga Regency, Central Java. This Lenggèr art is in the form of a folk dance played by several female performers, which is then accompanied by Calung music, a set of gamelan musical instruments made of bamboo. The dance character is simple and depicts joy, also supported by the dynamic and lively Calung music accompaniment typical of the style of rural Banyumas people. Proof that arts and cultural tourism products are able to introduce Indonesia to a wider realm is through the film "Kucumbu Body Indahku" which represents Indonesia in the 2020 OSCAR film nomination. The film tells the story of Lenggèr dancers and how these characters develop through the art and culture of Lenggèr Dance. Generally, arts and cultural tourism products are incidental or tend to be held at certain events as a form of celebration. The number of arts and cultural tourism products registered and managed through tourist villages is 954 units. arts and cultural tourism products are incidental or tend to be held at certain events as a form of celebration. The number of arts and cultural tourism products registered and managed through tourist villages is 954 units. arts and cultural tourism products are incidental or tend to be held at certain events as a form of celebration. The number of arts and cultural tourism products registered and managed through tourist villages is 954 units.

Other tourism products are artificial tourism products. In this case, examples of artificial tourism products are educational tourism and culinary tourism. Tourist villages that present educational tourism as their tourism potential generally prioritize the concept of getting to know and learning directly with teaching aids. Langda Hamlet, Enrekang Regency, for example, manages Dairy Cattle Educational Tourism in its tourist village. Visitors gain knowledge of where milk comes from by seeing firsthand how milking occurs, how a cow works before it is milked, until it becomes milk. Visitors can practice directly according to the theory presented by the guides. It is hoped that visitors will appreciate food and drinks more. The number of artificial tourism products managed in tourist villages registered with the Ministry of Tourism and Creative Economy is 615 units.

2.2 Villages in West Sumatra and their Development

Underdevelopment, both regional and community, is a reality as well as a development problem in Indonesia. The backwardness refers to three aspects, namely natural, cultural/cultural, and structural. Natural aspects can be caused by scarcity of natural resources and unfavorable geographical positions, human resources do not support development due to low quality, cultural aspects are the result of culture and institutions that hinder the progress process, while structural aspects are the result of development policies that are not on target and not taking sides, particularly in terms of funding and infrastructure development.

Regional Development is an effort to improve the quality and welfare of society as a whole. Development is carried out in each region based on a sense of justice, but the problem of inequality between regions is currently a quite serious problem, especially as we are currently facing the COVID-19 pandemic. To monitor village development, the Government has established Regulation of the

Minister of Villages, PDT and Transmigration of the Republic of Indonesia Number 2 of 2016 concerning the Village Development Index (IDM).

The Village Development Index (IDM) is a Composite Index formed based on three indices, namely the Social Resilience Index, Economic Resilience Index and Ecological/Environmental Resilience Index. The indicator set developed in the Developing Village Index was developed based on the conception that towards an advanced and independent Village.

The Developing Village Index captures the development of Village independence based on the implementation of the Village Law with the support of Village Funds and Village Facilitators. The Development Village Index directs the accuracy of interventions in policies with the right correlation of development interventions from the Government in accordance with Community participation which correlates with the characteristics of the Village area, namely typology and social capital.

Villages and Nagari in West Sumatra, because based on the Decree of the Director General of Development and Rural Affairs of the Ministry of Villages, PDT and Transmigration of the Republic of Indonesia No. 395.4.1 of 2021 that West Sumatra Province is included in the category [5].

The Province is "Advanced" which is in 5th National rank for Province status based on the Classification of the Memabuild Village Index (IDM). The Developing Village Index (IDM) focuses on efforts to strengthen Village autonomy through community empowerment, so that it can become the basis for strengthening community capacity as the main basis in the process of progress and village empowerment through aspects of social resilience, economic resilience and ecological resilience. Through community empowerment, it is hoped that there will be a process of increasing quality participation, increasing knowledge and increasing community skills which will trigger genuine village creativity in an emancipatory manner contributing to village progress. The empirical investigation conducted by Batrancea et al., [6] study, "An Empirical Investigation on the Transition Process toward a Green Economy," provides valuable insights into the complex process of transitioning towards a green economy. Their research is particularly pertinent in the context regarding the Province's "Advanced" status and its efforts to promote village development based on the Classification of the Memabuild Village Index (IDM).

1. **Environmental Sustainability:** The transition toward a green economy, as highlighted in the research, is closely linked to ecological resilience. Discuss how the Province's "Advanced" status may be indicative of efforts to promote environmental sustainability. Are there specific initiatives within the Province that emphasize eco-friendly practices, conservation of natural resources, or renewable energy adoption?
2. **Community Empowerment:** The IDM's focus on community empowerment aligns with the principles of a green economy, which often stress community participation and engagement in sustainable practices.

You can elaborate on how community empowerment initiatives within the Province can contribute to the transition to a green economy by fostering local buy-in and participation in sustainable development projects.

3. **Economic Resilience:** Green economies aim to balance economic growth with environmental protection. Discuss whether the "Advanced" status of the Province is associated with economic resilience strategies that promote sustainable economic activities. This can include the development of green industries, eco-tourism, or sustainable agriculture practices that generate income while minimizing environmental impact.
4. **Social Resilience:** Social resilience, as mentioned in the IDM, is an essential component of sustainable development. Explore how the Province's efforts to strengthen social resilience may contribute to the success of green economy transitions. This could include education and awareness programs related to sustainability, community-based environmental initiatives, or social safety nets that protect vulnerable populations.
5. **Local Creativity and Progress:** The research suggests that community empowerment can trigger genuine village creativity contributing to progress. Discuss specific examples or case studies within the Province where community-driven innovation has led to sustainable practices or green economy initiatives. Highlight the role of local creativity in achieving the Province's "Advanced" status.
6. **Policy Implications:** Consider discussing any policy implications arising from the research on transitioning to a green economy. Are there lessons or best practices that can be applied at the provincial or village level to further promote sustainability and advance towards a green economy?

3. METHOD AND RESULTS

3.1 Sungai Pisang Tourism Village

The geographical condition of the Sungai Pisang Village, which is located on the outskirts of the coast and not too far from the famous tourism potential of the island in West Sumatra, is an opportunity for the Sungai Pisang community, especially the big fish fishermen, to improve their standard of living. Tourism is an industry capable of providing rapid economic growth in terms of providing employment, income, living rates, and in activating other production sectors in tourist receiving countries (Sari, 2011). Island tourism has now become a popular tourist attraction in West Sumatra. To enjoy island tourism, transportation services are needed that take tourists from the mainland to the island in question. Island tourist transportation services are provided by the people of Sungai Pisang as a source of income other than as fishermen at night. Each head of the family in Sungai Pisang usually has a big dipper to take tourists to various island tours around the Sungai Pisang. There are 4 island tourist destinations that can be used as destinations users of island tourism transportation services on the Pisang River, namely Pasumpahan Island, Pamutusan Island, Pagang Island, and Suwarnadwipa [7].



Picture 1. Access to Sungai Pisang Rural Area as Marine Tourism Village in Padang

Pasumpahan Island is located not too far from the Pisang River, so if biduk (sail boat) fishermen take tourists to Pasumpahan Island it only takes 10 minutes. The next island tourist destination that is no less interesting is Pagang Island, where it takes 30 minutes to reach the island. Another island tour is Suwarnadwipa where Suwarnadwipa is not actually a type of island, but is mainland Sumatra which is located around small islands and can only be accessed by sea transportation. To reach Suwarnadwipa, the journey takes around 25 minutes. For the three types of island tourism as tourist destinations, such as Pasumpahan Island, Pamutusan Island, and Pagang Island, the island management does not provide retribution to the Big Dipper fishermen for tourists brought to the island, so that the income earned by Big Dipper fishermen only comes from the Big Dipper fees charged. single tourist.



Picture 2. Area location of Sungai Pisang Marine Tourism Village

However, in reality, the opportunities from island tourism cannot provide benefits for the people of Sungai Pisang. Outside parties in the Bungus area are the ones who take advantage of this opportunity more because the location is closer to the city center. There are many Tour and Travel there that provide island tours with attractive packages with prices ranging from Rp. 250.000,- up to Rp. 350.000,-. The location of the Bungus area which is close to the city makes more tourists choose to go to island tours from Bungus by using Tour and Travel services. This is certainly detrimental to the Big Dipper fishing community on the Pisang River.

Traditional fishermen should be able to take advantage of the island's tourism opportunities by becoming biduk fishermen who bring tourists to the island which is not far from Sungai Pisang Village. However, expectations certainly do not always match reality, most of the Biduk fishermen in Sungai Pisang Village can only "bite their fingers" with this golden opportunity. Tourists from the bustling island tours can only be seen from afar by this Sungai Pisang fisherman. Most tourists prefer to use Bungus Tour and Travel services. The reality is fishermen the big dipper only brings a few tourists to island tours. Even though the price offered is much cheaper.

According to several big dipper fishermen in the Pisang River, until now there has been no role or assistance from the local government for the development of the big dipper transportation service business owned by these big dipper fishermen. Based on observations at the location, the local community, especially Big Dipper fishermen, do not yet have good knowledge about product marketing strategies. They cannot do much when the Tour and Travel business in Bungus is increasing while their income from the Big Dipper fishing business is decreasing day by day. The efforts that have been made by the Big Dipper fishermen to get tourists are by getting to know the tourists who have used their Big Dipper services and providing telephone numbers where they can be contacted. Furthermore, the biduk fishermen ask that these tourists will reuse their biduk services by calling the number and also to promote their biduk to family, acquaintances, friends who will later do island tours or what is often called a word of mouth strategy).

This strategy is quickly accepted as a reference because users usually find it difficult to evaluate services that they have not experienced themselves (Lovelock and Wirtz, 2011). But these efforts have not produced satisfactory results. Sometimes on one day no passengers are carried at all. This strategy was quickly accepted as a reference because users usually find it difficult to evaluate services that they have not experienced themselves (Lovelock and Wirtz, 2011). But this effort has not yielded satisfactory results. Sometimes in one day no passengers are transported at all. This strategy was quickly accepted as a reference because users usually find it difficult to evaluate services that they have not experienced themselves (Lovelock and Wirtz, 2011). But this effort has not yielded satisfactory results. Sometimes in one day no passengers are transported at all.

The biduk fisherman business undertaken by the Sungai Pisang community is still a small-scale business. Based on observations, only a few dippers have names. Most do not yet have a name for their dipper. This certainly makes it difficult for tourists to recognize the biduk that will be used as an island tourism transportation service. Apart from that, there is also a shortage of bigwig safety equipment where only a few life jackets are available and passengers rarely use them. Big Dipper is also not equipped with other equipment for island tourism needs such as snorkeling equipment.

A part from the conditions above, the low number of tourists is also exacerbated by the poor condition of the road from the main traffic road to the Sungai Pisang area (unpaved and with lots of potholes), making it difficult for tourists to reach the Sungai Pisang area using private transportation. Apart from that, there is no public transportation available, whether in the form of village transportation or motorbike taxis transportation to the Pisang River area. This triggers the minimal number of tourists who come to the Pisang River to use the island tourism dipper transportation services from the dipper fishermen on the Pisang River. While the road to the Bungus area has good roads and adequate public transportation is available.

4. DISCUSSION AND CONCLUSIONS

Forms of local wisdom of the Sungai Pisang community in managing the mangrove ecosystem are: 1). Friendly meeting regarding outreach regarding mangrove management and rehabilitation. 2) You are not allowed to cut down excessive mangrove stems. People are only allowed to take 10 - 20 stems at a specified time. 3) People are only allowed to take dead mangrove stems and branches. 4) The existence of advice conveyed by Niniak Mamak and religious beliefs and values in society. (5) Mutual cooperation by involving children and the younger generation in planting mangrove seedlings on empty land.

Local Wisdom Sanctions, Community Local Wisdom Sanctions in terms of managing mangrove ecosystems through the following stages; 1). If people are caught destroying mangroves with reasons that are not justified, they will be intercepted, photographed/documentated by the violator with evidence, 2). The violator will be brought to a deliberation forum attended by Niniak Mamak, usually sanctions for minor violations will be given a warning and advice and forced to participate in community service in planting mangrove seeds, but if the type of violation is serious, such as catching fish using a bomb, then there is no need to go through direct deliberations handed over to the authorities.

The implementation of community local wisdom in managing the mangrove ecosystem in Sungai Pisang includes; 1). In a friendly meeting on counseling and mangrove rehabilitation, only a small portion of the community attended. 2) The reality in the field is that there are still people who take mangroves more than the provisions 3) In practice in the field the community does not only take dead mangrove stems, the stems that are still strong against the waves are also used by the community as boat anchors, house fences, and others. 4) Moment

This advice and religious values have been ignored by some people. (5) In mutual cooperation the enthusiasm of the children is quite high.

5. SUGGESTION

The earnest aspiration resides in the auspicious alignment of governmental authorities, Community Empowerment Institutions, the youthful demographic, and the community itself, with regard to the extant corpus of indigenous

knowledge. This collective endeavor seeks the operationalization and fortification of said knowledge as a substantive reservoir, instrumental in the perpetuation, preservation, and stewardship of extant natural endowments.

Furthermore, it is sanguinely anticipated that the governmental apparatus, in concertation with Community Empowerment Institutions typified by the acronym LPM, as well as the venerable custodians of tradition represented by Niniak Mamak in the locale of Sungai Pisang, will assume an enhanced, resolute role in the meting out of punitive measures vis-à-vis transgressors of the codified tenets governing indigenous wisdom. Such punitive strictures are envisaged as indispensable instruments in the overarching objective of environmental conservation and the fostering of sustainable developmental paradigms within coastal environs, whilst concurrently preserving the indigenous wisdom that has evolved into a guiding precept within the daily lives of the populace.

Furthermore, it is sanguinely hoped that governmental authorities, alongside venerable traditional functionaries, the burgeoning youth cohort, and the local community dwelling in the precincts of Sungai Pisang, will embark upon a conscientious and protracted enterprise geared toward an ameliorated instantiation of extant indigenous wisdom germane to the custodianship of the fragile mangrove ecosystem manifest within the geographic confines of the Banana River. This endeavor pertains to the augmentation of custodial practices encompassing sustainable resource utilization, habitat preservation, and the conscientious regulation of human interventions therein. The resultant synthesis of millennia-old indigenous wisdom with contemporary conservationist approaches will engender a synergistic fabric, robustly fortifying the societal and ecological resilience indispensable in contending with the multifarious challenges confronting these coastal ecosystems.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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