



## Fishermen's Entrepreneurial Activities for Coastal Development Innovation in West Sumatra

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### A B S T R A C T

This study focuses on the role of fishermen in the development of ecotourism through entrepreneurial activities on Pasia Tiku Beach. The research aims to understand the role and contribution of fishermen in maintaining environment-based tourism. This study uses a qualitative approach with a case study method. Data were obtained through in-depth interviews, participatory observations, and documentation. The research informants consisted of local fishermen, ecotourism managers, and tourists. The results of the study show that fishermen not only play a role as environmental guardians but also as tour guides and local economic actors through entrepreneurial activities carried out. The involvement of fishermen in ecotourism activities has been proven to increase environmental awareness and provide significant economic benefits to the community. The results of this study can contribute to the development of a sustainable ecotourism model involving local communities, especially fishermen as the main actors. In addition, the results of this study can be a reference for the government and other stakeholders in formulating ecotourism development policies and strategies' or if it will change the face of the case law as it currently stands.

### INTRODUCTION

Tourism is one of the industries that has high competitiveness in the fields of manufacturing and services, so it is one of the main ways for Indonesian people to contribute to nation building (Fennell, 2007; Ferreira da Silva et al., 2022) The growth of tourism in Indonesia is huge and varied, offering a variety of attractive tourist destinations, and making Indonesia one of the top global tourism destinations (Vladimirova, 2016). In recent decades, ecotourism has emerged as a thriving sub-sector, combining recreational aspects with nature conservation and local community empowerment. Ecotourism offers a more sustainable and environmentally friendly approach to tourism (Stone, 2015). The goal is to minimize the negative impact on the environment through responsible and sustainable practices.

The definition of ecotourism was first introduced by The Ecotourism Society, stating that ecotourism is a type of tourism visit to an area that aims to preserve the environment and improve the welfare of local residents

(Arlym & Hermon, 2019; Nugroho et al., 2016). According to Nugroho, ecotourism is a tourist trip that is responsible for the preservation of nature, culture, and contains educational elements. In addition, ecotourism also involves the local community in its management so that it can provide economic benefits to the community and the local government (Nugroho et al., 2016).

The development of ecotourism is further regulated in the Regulation of the Minister of Home Affairs Number 33 of 2009 that the principles of ecotourism development include (Prideaux & Cooper, 2002; Syamsu & Putrisari, 2016): (1) compatibility between the types and characteristics of ecotourism; (2) conservation, namely protecting, preserving, and sustainably utilizing natural resources used by ecotourism; (3) economic, which is to provide benefits for the local community and become a driver of economic development in the region and ensure that ecotourism businesses can be sustainable; (4) education, which contains elements of education to change a person's perception to have concern, responsibility, and commitment to environmental and cultural conservation; (5) providing satisfaction and experience to visitors; (6) community participation, namely community participation in planning, utilization, and control of ecotourism activities by respecting

the socio-cultural and religious values of the communities around the area; and (7) accommodating local wisdom.

Ecotourism as a sustainable development strategy has received great attention in recent years, especially in coastal areas where environmental conservation is of paramount importance (Ross & Wall, 1999). Due to their rich natural resources and biodiversity, coastal villages are well-suited to benefit from ecotourism. However, the sustainability of tourism projects is highly dependent on the participation of local communities, especially fishermen. Fishermen play an important role in maintaining marine ecosystems and encouraging local economic growth through entrepreneurial activities (Zamzami, 2019a). Ecotourism can turn into a more sustainable and community-driven industry if fishermen play the role of economic actors and environmental guardians.

Indonesia has great potential to develop ecotourism in coastal areas, due to its long beaches and abundant natural resources (Zamzami, 2021). Village of South Tiku, Tanjung Mutiara District in Agam Regency is one of the destinations that has a lot of potential with the Pasia Tiku ecotourism area, but has not been widely explored. Village of South Tiku is one of the promising ecotourism destinations, located along a long coastline and rich in marine biological resources (Zamzami, 2019a). This area not only has extraordinary natural potential but is also inhabited by coastal communities that have rich maritime traditions.

This area has extraordinary natural resources and useful biological resources. Fishermen around Pasia Tiku Beach maintain the sustainability of marine resources and inherit maritime cultural values for local identity. Pasia Tiku Beach has a long coastline (about 20 km) and is rich in marine biological resources. Various types of fish, shrimp, and other marine life can be found in these waters. The coastal community of Pasia Tiku Beach has a strong maritime tradition. For a long time, they have relied on the sea as their main source of livelihood. Their knowledge and expertise in catching fish and processing marine products are important capital in the development of the fisheries sector.

**Figure 1.** Maps of location



Source: <https://www.google.com/maps/place/Tiku>

Many of the people around the beach make a living as fishermen. Fishermen are one of the main sources of livelihood for the coastal community of Pasia Tiku Beach. They contribute to the provision of animal protein for the community and increase family income. Fishermen also have an important role in preserving maritime culture and traditions on Pasia Tiku Beach. They are the driving force of the values of mutual cooperation, cooperation, and local wisdom in coastal communities. There are obstacles faced including sustainable management and the involvement of local communities, especially fishermen, in the development and preservation of this destination. This research aims to

explore the role and involvement of fishermen in the development of ecotourism in Village of South Tiku, as well as to identify strategies that can improve ecotourism development. By understanding the role and contribution of fishermen as environmental guardians, tour guides, and local economic actors, this research is expected to provide new knowledge for the development of sustainable ecotourism models in Indonesia. The results of this study are expected to provide input for policymakers and tourism practitioners in formulating effective strategies for the management and development of ecotourism in coastal areas.

Fishermen's in-depth knowledge of the local marine environment and their ability to keep pace with tourism and conservation shows how important fishers are to developing ecotourism. In addition, the shift from conventional fishing to tourism helps alleviate poverty and diversify the economy of coastal communities by offering fishermen livelihood options. Often, these entrepreneurial ventures include businesses such as boat tours, sales of local products, and the guidance of environmentally conscious travelers. This activity not only generates income but also raises environmental awareness among visitors and locals. Writing about the role of fishermen in the development of ecotourism has been done before. Lelloltery et al., (2018) studied the development of marine ecotourism on Marsegu Island in Maluku Province. The results of the study show that the fishing community fully (100%) supports the development of ecotourism, but in terms of participation (aspects of supervision, facility development, transportation services) involvement is explained that it is still very minimal due to weak coordination with *stakeholders* and the ability of the fishing community to be able to contribute to the development of ecotourism. Zamzami (2015) examines the participation of the fishing community in the development of marine tourism culture located at Tiku Beach, Agam Regency. The results of the research show that the community is very involved in the development of marine tourism, such as involving the local wisdom of beach parties in supporting marine tourism, besides that community involvement is considered very active because coordination between *stakeholders* (government and academics) runs well and optimally. Ecotourism has been considered an effective way to encourage community-based economic development while improving environmental sustainability.

However, research is still lacking on the role of fishermen as entrepreneurs in developing ecotourism. Most research in this area concentrates on the ecological benefits of ecotourism or the role of government and non-governmental organizations in managing ecotourism activities. Less attention is paid to how fishers can help ecotourism sustainability and innovation through entrepreneurial activities in their coastal villages. By focusing on the fishermen of Pasia Tiku Beach, this study addresses these differences. These fishermen have done a lot to protect the marine environment and support the tourism economy.

Bidayani et al., (2023) stated the role of fishermen in Tanjung Binga, Belitung Regency that the involvement of fishermen is still in the exploration stage and the community is still just the purpose of the visit and does not know what to do when tourists come. Sihombing & Nugroho (2018) explained the role of the fishing community in Kedongonan Kuta Village, Bali, showing that the involvement of stakeholders has been optimal in developing tourism villages, but there are obstacles to bad habits from the fishermen themselves that worsen the development of the

tourist village, such as awareness of maintaining beach cleanliness. Janwar et al., (2022) showed the role of fishermen in the Lantebung mangrove ecotourism, Makassar City that the fishing community is able to organize itself by dividing tasks such as the public relations division, ticket division, infrastructure division, cleanliness and conservation division, tour guide division, and security division.

The results of previous research show differences in characteristics in each location and different ethnic groups. However, in this case, what needs to be considered is the coordination relationship that needs to be further built for the development and sustainability of ecotourism around the coast. The main difference between the previous research and the research conducted by the author this time is the location and ethnicity of different communities. Of course, these differences are important aspects because they are related to the socio-culture of the community in building ecotourism for the benefit of the community as well. Fisherman's entrepreneurship in ecotourism provides a unique opportunity to combine economic innovation with environmental conservation. A new study shows that community participation in tourism, especially in the form of entrepreneurship, improves environmental management and economic resilience in coastal areas. Fishermen can play an important role in the formation of sustainable ecotourism models, which will help local economic development and environmental protection.

This study seeks to demonstrate the potential of this model for wider application by looking at how Pasia Tiku Beach fishermen combine their traditional knowledge of the ocean with ecotourism entrepreneurship. This research not only emphasizes the importance of the role of fishers in developing sustainable tourism, but also provides policymakers with useful knowledge to build ecotourism strategies that benefit local communities and the environment. Research on ecotourism has been conducted thoroughly, especially on its impact on the environment, but not much research has been done on the role of fisher entrepreneurship in coastal ecotourism. Current literature usually focuses on ecotourism management or environmental conservation by larger organizations, ignoring the entrepreneurial efforts of local fishermen (Gehman & Soublière, 2017; Ratten et al., 2019; Sánchez-Hernández & Maldonado-Briegas, 2019). To fill in the gaps in this research, the study investigates how fishers contribute to the development of ecotourism, both as stewards of the environment and as key economic actors driving innovation in their coastal villages. Therefore, the writing of this article aims to find the pattern and role of the fishing community in building ecotourism in Village of South Tiku through entrepreneurial activities to achieve strategic steps for innovation in ecotourism development in the location.

## METHOD

The research was conducted in Village of South Tiku, Tanjung Mutiara District, Agam Regency. In Village of South Tiku there is an ecotourism area called Pasia Tiku Beach. The location of Village of South Tiku has an area of 31.42 km<sup>2</sup>, where this village has seven sub-village: Gasan Kaciak, Banda Gadang, Pasa Tiku, Pasia Tiku, Sungai Nibung, Kampung Darek, and Pasia Paneh. Village of South Tiku has 12,234 inhabitants, of which 6,137 are males and 6,097 are females. In 2018, the Ministry of Villages, Development of Disadvantaged Regions, and

Transmigration assessed this village as one of the 100 best villages in Indonesia (Zamzani, 2019b).

*Maelo Pukek* activities and the sale of traditional fish-based foods can be used as a form of fishermen's entrepreneurial activities to grow ecotourism areas carried out by fishermen. Visitors can witness how fishermen catch fish traditionally using trawls. Visitors can also experience directly pulling trawl lines with fishermen. In addition, visitors also experience a variety of fish-based culinary while enjoying the seaside view.

This study uses a case study method and examines the role of fishermen in the development of ecotourism on Pasia Tiku Beach through entrepreneurial activities. A qualitative approach is considered suitable for this research because it can provide in-depth insights into the social, economic, and environmental dynamics of local communities involved in ecotourism (Creswell, 2011; Neuman, 2006). As Have (2013) explains, the case study method allows for a thorough analysis of current real-world phenomena. This is especially true when the distinction between a phenomenon and a context is unclear. This makes it the perfect method to understand the various roles of fishermen in the development of ecotourism. The case study method was chosen because it allows researchers to understand the involvement of fishermen in entrepreneurial efforts and ecotourism activities. Similar studies focusing on community involvement in tourism and entrepreneurial innovation in coastal areas have made extensive use of this approach. For example, Makailipessy et al., (2018) examined the contribution of fishermen to the development of ecotourism in coastal villages using a case study method. In their research, they emphasized the unique way local actors are involved in entrepreneurship. In the same way, Rahim & Hastuti (2018) used qualitative case studies to investigate the development of entrepreneurship in coastal communities. It offers a foundation for understanding the integration of traditional livelihoods with tourism.

The three main methods of data collection for this study are documentation, participatory observation, and in-depth interviews. This method produces rich and detailed data. Researchers can capture the lives of local fishermen and their role in ecotourism with this method, namely semi-structured interviews conducted with key informants, such as local fishermen, ecotourism managers, and tourists as many as 30 people. The focus of the interview was to find out how fishermen see ecotourism, their entrepreneurial ventures, and the economic and environmental impact of their involvement. Similar studies on community-based tourism and fisherman's involvement in entrepreneurial activities have shown that this method can collect qualitative data well (Clark & Creswell, 2008; Moleong, 2002). A total of thirty informants were interviewed, and the interviews lasted between forty-five minutes to an hour. All interviews are recorded, transcribed, and analyzed thematically to find important patterns and themes related to the research objectives.

By spending time with local fishermen during their daily activities, both in fishing and ecotourism, the researchers conducted participatory observations. This method provides a deeper understanding of how fishermen carry out their business and environmental stewardship roles. In ecotourism research, participatory observation has been widely used to provide context for social interaction and practical activities of community members (Nugraha et al., 2019). Fishermen do things like guide visitors, sell local goods, and help preserve the environment. To ensure

consistency, detailed field records are kept, and observation data is cross-referenced with interview data.

Different types of documentation are collected and analyzed in addition to interviews and observations. It includes local government reports on ecotourism development, promotional materials for ecotourism activities, and a record of community-based initiatives related to fishermen. Following the qualitative research standards outlined by Creswell (2011), document analysis provides additional context and helps corroborate the results of observations and interviews.

**Table 1.** List of Informants Successfully Interviewed by Category

No.	Category Informan	Total
1	Fisherman	10
2	Fisherman's Wife	5
3	Ecotourism Manager	5
4	Tourists/Visitors	7
5	Local Government	3
Total		30

Source: Primary Data, 2024

## RESULTS AND DISCUSSION

The geographical location of West Sumatra Province is in the coastal area of Sumatra, bordering the Provinces of North Sumatra, Riau, Jambi, Bengkulu, and the Indian Ocean. Because it is located in a coastal area, quite a lot of people use the sea as a source of income as a potential tourist and livelihood such as fishermen. According to Law No. 31 of 2004 paragraphs 10-11, fishermen are people who have a livelihood by fishing and small fishermen are people whose livelihood is fishing to meet their daily needs. One of the tourist destinations of West Sumatra beaches that is quite crowded with locals and immigrants is Pasia Tiku Beach which is located in Village of South Tiku (*Picture 1*).

Pasia Tiku Beach is a beach located close to a fairly dense urban area in Village of South Tiku, Tanjung Mutiara District stretching from Village of Gasang Gadang, Padang Pariaman to the Lubuk Basung Border. Because it is located close to the city, and is close to the main road of the beach can be easily accessed, then the activities of fishermen on the beach that can be seen by tourists who come to visit make tourists interested. Not only selling beauty, but Minang culinary specialties such as leak crackers, longan, and pensi are also sold as an attraction for tourists (*Picture 2*).

**Figure 2.** Pasia Tiku is ecotourism location



**Figure 3.** Pasia Tiku beach



Because it is located in a coastal area, many local people choose to make a living as fishermen. According to Law No. 07 of 2016 article 1, it is explained that fishermen are people whose livelihood is fishing. Traditional fishermen are fishermen who fish in waters which is a right of Traditional Fisheries that has been used for generations in accordance with local culture and wisdom. Fishing activities in free waters can be carried out in various ways and by any means that use ships to load, transport, store, cool, handle, process and preserve them. In Village of South Tiku, the fishing community has a group and is a member of the group, where one of them is in Pasia Tiku, which has three to four groups of fishermen, this village is a thematic village that is characterized by *maelo pukek activities* by fishermen in the Pasia Tiku Beach area.

*Elo Pukek* or trawl in Indonesian is a traditional way of fishing that has existed for a long time and is still preserved by local fishermen. *Maelo pukek* in the Minang language means to attract trawls, this is done in groups of 10 to 30 fishermen to attract *pukek*, fishermen can *maelo pukek* 2-3 times depending on the weather. Fishermen will spread trawls into the sea up to a distance of 1200 meters from the beach using boats, then fishermen will return to the beach and wait for 30 minutes before the trawl is pulled together to the beach. When waiting for the trawls, fishermen who pull trawls will prepare a trawl from a cloth tied to the waist to pull the trawl from the beach. The results obtained by fishermen from going to sea will be given to agents to be sold in the market and the results will be shared.

The results of this study show that fishermen play an important role in the development of Pasia Tiku Beach ecotourism. In particular, fishermen are not only responsible for environmental management but also participate in entrepreneurial activities that boost the local economy. Both of these roles have resulted in several important outcomes that are in line with the sustainable ecotourism goals.

### 1. Condition of Tourist Visit and Fishermen Participated

Tourist visits to Pasia Tiku in Village of South Tiku, Tanjung Mutiara District, Agam Regency, increase significantly throughout weekends and holidays, particularly on Saturday and Sunday. This inflow of visitors significantly boosts the local economy, supporting vendors and small businesses in the tourist district. On average, the site location receives about 1,000 visitors each day, with a considerable increase during holiday periods, as seen by Tiku Beach ticket sales. The attraction attracts both local

tourists from West Sumatra and visitors from other regions, like as Riau and Java, as indicated by the out-of-town license plates on many vehicle. This increase in tourist numbers demonstrates Pasia Tiku's growing appeal and status as a top travel destination.

The real activities that fishermen do in site location involved as a tours guides to take care of the ecotourism environment and attract local tourists. They are using their extensive knowledge of the coastal and marine environment, offering visitors a great understanding of the biodiversity and traditional fishing techniques of the area. Fishermen improve the tourist experience by sharing their ecological knowledge and cultural heritage.

Fishermen at Pasia Tiku Beach run small-scale businesses such as boat tours, sell locally made products, and hold fishing demonstrations for tourists (Picture 3). Fishermen have reduced their reliance on conventional fishing through alternative sources of income offered by this initiative, which has also boosted the economic growth of the community. Similar findings have been found in other coastal villages, where tourism ventures increase economic diversification and livelihoods. Fishermen in other regions of Indonesia have successfully switched to tourism-based businesses, using their traditional abilities to offer exceptional tourist experiences while making money. The involvement of fishermen in ecotourism has a significant economic impact. The study shows that the living standards of local fishermen and their families have improved as a result of increased income from tourism entrepreneurship. In addition, this economic activity has had a positive impact on society as a whole as it has created new job opportunities and encouraged local businesses. Other research shows how community-based tourism can help the economic resilience of coastal villages.



**Picture 3.** Food Shop in Pasia Tiku Beach

The results of this study show that fishermen, as environmental managers and economic actors, are very important in developing a sustainable ecotourism model. These results encourage broader discussions on community-based entrepreneurship and ecotourism, and offer valuable insights for policymakers and stakeholders looking to encourage sustainable tourism practices.

The involvement of fishermen in ecotourism ensures that conservation efforts are based on local knowledge and that the economic benefits of tourism are shared with those most affected, as shown by the many literatures that emphasize the importance of local community involvement in the development of ecotourism, especially those with a direct relationship with the environment. Combining entrepreneurship and environmental management has proven to be crucial for the success of ecotourism projects in other coastal areas. Similar studies show that fishermen are well-positioned to diversify their income through tourism

while maintaining their traditional livelihoods. This is in accordance with entrepreneurial activities carried out by fishermen on Pasia Tiku Beach. Fishermen can create unique tourism experiences that attract environmentally conscious tourists and contribute to the sustainability of the tourism industry by leveraging their ecological expertise and cultural heritage.

## 2. Contribution to the Sustainable Ecotourism Model and Policy Implications

The development of a sustainable ecotourism model at Pasia Tiku Beach is supported by the participation of fishermen in entrepreneurship and environmental conservation activities. These findings support the conclusion that successful ecotourism ventures are those that allow local communities to take over tourism operations. This model ensures that ecotourism is economically viable and ecologically sustainable by integrating fishers as key actors in tourism. Additionally, the results of this study support the idea that community-based tourism models are more resilient to economic and environmental problems because they create a sense of shared responsibility to maintain local ecosystems. The results of this study have significant consequences for stakeholders and policymakers involved in ecotourism development. The success of fishermen's entrepreneurship at Pasia Tiku Beach shows that a similar model can be applied elsewhere on the coast where local communities are very close to the marine environment. To support these initiatives, governments and non-governmental organizations should consider providing entrepreneurship training and sustainable tourism practices

## 3. The Role and Contribution of Fishermen in Ecotourism Development at Pasia Tiku Beach

The fishermen around Pasia Tiku Beach have contributed their various roles and contributions in the development of ecotourism. One of them is the application of sustainable fishing techniques. This technique includes an in-depth understanding of the life cycle of fish and the avoidance of fishing during the spawning season. This practice is urgently needed to keep fish populations stable and marine ecosystems balanced. Through an interview with one of the fishermen, it was found that the fishermen understood that catching fish during the spawning season could damage the fish population, so they refrained from fishing during this period. This practice not only maintains the balance of the marine ecosystem, but also ensures that marine resources remain available for the long term.

In addition, fishermen also participate in maintaining the cleanliness of the beach and sea. This cleaning activity is very much needed in ecotourism, because beach cleanliness is the main attraction for tourists. Fishermen routinely collect garbage that is carried away by the sea currents or abandoned by visitors. This activity not only keeps the beach clean and beautiful, but also shows the fishermen's commitment to the environment. The cleanliness of this beach is one of the factors that attracts tourists to come and enjoy the natural beauty of Elok Pukek Park, at the same time fishermen also often act as informal tour guides. They provide tourists with insights into their lives and daily activities at sea. One of them is, fishermen show how to catch fish using traditional tools such as trawls and payang, which is an attractive attraction for visitors. These interactions not only provide an educational experience for tourists, but also

strengthen the relationship between fishermen and visitors, through sharing their knowledge and skills, fishermen help tourists understand and appreciate maritime life, as well as how to practice sustainable fishing.

In addition to direct involvement in fisheries and ecotourism activities, fishermen also run various other economic enterprises. Many of these fishermen trade or open coffee, food stalls near the beach, and dried fish activities for sell (Picture 4). These stalls are not only a resting place for tourists, but also provide an additional source of income for fishermen. These economic ventures help improve the welfare of fishermen and reduce their dependence on fishing as their only source of income. With economic diversification, fishermen can be more financially stable and contribute more to the development of ecotourism.

The Joint Business Group (KUBE) is one of the associations of the local fishing community that helps and organizes the activities of local fishermen, the researcher was healed by interviewing and observing the activities of the chairman of this group and its members, this group is also proven to play a role in supporting fishermen. Such as providing education, borrowing money, and other ecotourism-related activities. Several other groups were also found to be active in supporting the development of ecotourism working together to increase fishermen's income through various economic activities in the Los market, but there were also some independent fishermen who did not participate in any group. KUBE itself, helps fishermen market their catch, provide training, and provide access to capital. This support allows fishermen to increase their efficiency and productivity, as well as open up new economic opportunities. Infrastructure development such as public roads has also helped improve accessibility and attract tourists to Pasia Tiku. Better access allows tourists to visit the region more easily, which in turn increases revenue from the ecotourism sector.



**Picture 4.** Dried Fish Activities as Fishermen Entrepreneurship

#### 4. Obstacles Faced in Ecotourism Development

Although the role and contribution of fishermen to the development of ecotourism in Pasia Tiku is very significant, there are still a number of obstacles that must be faced. One of the main problems is the misuse of government assistance, which is often not on target. The capital assistance provided to fishermen is not always used optimally, and the facilities and infrastructure provided are sometimes misused. For example, some fishermen use the assistance for purposes unrelated to fishing or ecotourism activities. This abuse reduces the effectiveness of aid programs and can harm overall ecotourism development efforts. Therefore, stricter

supervision and education are needed for fishermen so that the assistance provided can be used optimally and on target.

The COVID-19 pandemic also has its own impact on fishermen on Pasia Tiku Beach. Many fishing boats are damaged and have not been repaired, hampering fishing activities. The pandemic has caused a drastic economic downturn, and assistance from the government to repair fishing boats has still not materialized. This situation makes it difficult for fishermen to continue fishing activities normally. This damage to maritime infrastructure reduces fishermen's capacity to catch fish and hampers their productivity towards ecotourism. Late or insufficient assistance from the government exacerbates the situation, given that many fishermen rely on adequate equipment and infrastructure to carry out their daily activities.

In addition to technical problems and government assistance, counseling or training specifically held for fishermen. Counseling or training on sustainable fishing practices is urgently needed by fishermen to ensure that fishermen are not only dependent on government assistance but are also able to develop their own abilities to improve their welfare. Lack of counseling or training can lead to fishermen not understanding the importance of sustainable practices and ultimately damage marine ecosystems. Weak law enforcement is also a problem, as without strict enforcement, fishermen may be tempted to break the rules for short-term gains. Therefore, the government must be more proactive in providing counseling or training and ensuring strict law enforcement to protect marine ecosystems and support sustainable fishing practices.

Infrastructure and supporting facilities are also the next obstacle for the development of ecotourism on Pasia Tiku Beach. Although infrastructure development such as public roads has helped improve accessibility and attract tourists, there are still many facilities that need to be improved. For example, proper fish landing sites and adequate storage facilities are indispensable to support the economic activities of fishermen. Adequate infrastructure not only helps fishermen in their daily activities but also increases tourist attractions. Good facilities give a positive impression to tourists and make them more comfortable and interested in visiting the area. Therefore, improving infrastructure and supporting facilities must be a priority to support the development of ecotourism.

In addition, there are also obstacles in terms of coordination and collaboration between various stakeholders. Effective ecotourism development requires cooperation between fishermen, the government, entrepreneurs, and local communities. Lack of coordination can hamper development efforts and lead to conflicts of interest. Such as, without good coordination, there may be overlap in aid programs or initiatives that are not well coordinated, thus reducing the effectiveness of development efforts. Therefore, it is necessary to develop effective coordination mechanisms and facilitate dialogue between various stakeholders to achieve common goals.

#### CONCLUSION

Through their role as entrepreneurs and environmental managers, this study shows how important fishermen are in developing Pasia Tiku Beach ecotourism. Fishermen protect the environment by leveraging their in-depth knowledge of the local marine ecosystem. They are also entrepreneurs in the field of tourism, such as leading tourists and running small-scale businesses. In addition to

generating significant economic benefits for fishermen and the wider community, these efforts have increased environmental awareness among tourists and local communities. The study also shows that fishermen can use entrepreneurship as an alternative livelihood, reducing their reliance on conventional fishing and driving more sustainable economic growth. This research adds to the literature on community-based tourism and offers a model for integrating ecotourism with fishers to spread economic benefits evenly.

For policymakers and stakeholders involved in ecotourism development, this research is very important. It is evident that the active involvement of fishermen in entrepreneurship and environmental conservation is essential for the success of sustainable ecotourism models. Encouraging local communities, especially fishermen, to take over the tourism industry ensures that ecotourism ventures are financially profitable and environmentally sustainable. Therefore, governments and non-governmental organizations should consider providing training and assistance to fishermen in an effort to improve their entrepreneurial skills and encourage sustainable tourism.

The results show that fishers can play an important role in developing sustainable ecotourism models that benefit the local economy and the environment. They can help coastal ecotourism initiatives survive by combining entrepreneurship and environmental stewardship. By prioritizing the involvement of local communities, especially fishermen, as key stakeholders in the tourism sector, this research provides valuable insights for the development of ecotourism strategies and policies.

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