

**Our Blue Life: The Role of the Blue Economy as an Empowerment
Strategy to Promote Tourism Excellence and Sustainability in Teluk
Sebong, Bintan Regency**



UNDERGRADUATE FINAL PROJECT REPORT

Submitted as one of the requirements to obtain Sarjana Sosial (S.Sos)

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Blue Economy is a concept of sustainable economic development by emphasizing the sustainable use of - 7/1/2025

Salsa Bila Putri Nurila

Blue Economy is a concept of sustainable economic development by emphasizing the sustainable use of marine and coastal resources to improve the economy, improve people's lives, and improve marine health. The idea of a blue economy has existed since the 1990s, but it was only popularized in 2000 in the book *The Blue Economy* by Gunter Pauli. The blue economy was discussed by the United Nations Committee for Sustainable Development, which at that time acted as a preparatory committee in highlighting the approach to adopting the blue economy which had been originally designed since 1992 so that the blue economy became point 14 and the result of the Rio+20 Summit formed SDGs 17 (Wenhai et al, 2019). Blue economy is defined as a concept based on compliance with Sustainable Development Goal 14 (Life Below Water) and has a focus on conservation and the sustainable use of oceans, seas, and marine resources. In essence, it is to realize socio-economic development and a balance of resources and a dynamic environment (Wenhai et al., 2019). From the Rio+20 Summit Blue Initiative, the economy is supported by the desired outcomes, namely improving human welfare, social equality, and significantly reducing environmental risks and ecological scarcity, low carbon and resource efficiency (Smith Godfrey, 2016). The formation of the Blue Economy has begun to be implemented by every country, including the European Union. The EU is very serious about implementing the blue economy, considering that there are great prospects in the blue economy. Indonesia, as a maritime country, has also begun to apply the concept of Blue Economy to achieve a sustainable economy in the marine sector. Data from the World Bank states that every year, the value of Indonesia's economy in the marine sector reaches USD 280 billion, but it is still focused on only two sectors.

ABSTRACT

In the last three years, from 2022 to 2024, the Riau Islands, especially the Bintan Regency, have experienced a decline in tourism visits. The decline in tourists shows the need for a more sustainable tourism development and empowerment strategy to ensure that Bintan remains a leading destination. The concept of the blue economy is one of the approaches that can be applied in emphasizing the optimal use of marine resources without damaging the ecosystem. This project is designed to provide new insights, especially to relevant stakeholders and local communities, regarding the application of the sustainable blue economy concept that can open up the sustainable development and excellence of marine tourism. The Sustainable Development Goals (SDGs) and Community-Based Tourism (CBT) theories are used as the basis for summarizing the problems in the case of this project. The two concepts are closely related, especially in realizing sustainable tourism in Teluk Sebong. Meanwhile, the method used in this extension project is the Logical Analysis Framework (LAF), as a logical and informative approach that is useful for describing in detail the activities that will be carried out, accompanied by assumptions that will occur. The findings of this project will produce strategic recommendations for related tourism stakeholders and the local community in implementing the principles of the blue economy as a strategy for empowering the maritime sector through sustainable marine tourism.

Keywords: *Bintan, Blue Economy, Community Based Tourism, Sustainable Tourism, SDG*



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Sincerely Yours,

Lourenzia

Nadia Azrina

Salsa Bila Putri Nurila

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