

Development of maritime tourism port valorization sustainable Matahari Terbit Sanur Bali

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ABSTRACT

Tourism is the fastest growing and emerging sector after the Covid-19 pandemic ended. However, there has been no maritime tourism port specifically built in Indonesia, even though Indonesia is known as an archipelagic country and the world's maritime axis. The development of coastal areas (especially the Sunrise Maritime Tourism Port in Sanur, Bali) is very important as a tourist attraction and as a model for other areas that have coastal areas. The concept of integrating maritime education, business centers, tourism with cultural performances and the use of environmentally friendly technology but still in the corridor of maintaining environmental, social and economic sustainability so as to create a superior port. This research uses qualitative research methods, PRISMA and PICOS data analysis techniques. Develop and integrate two theories; sustainable development goals with Systematization of the development to produce the concept of Sustainable Valorization Novelty.

Keywords: sustainable development goals, Systematization of the development, ports, tourism, Sustainable Valorization.

1. INTRODUCTION

The port has become an important place as the tourism sector grows, especially after the COVID-19 pandemic was declared over. It seems that the port is an interesting place compared to terminals, airports and stations. Ports are expected to become commercially focused entities, but—at the same time—the public function and role of ports is growing, driven in large part by their increasing importance as strategic assets and the role they play in the greening of transport, industry and energy generation (Sea & Organization, 2022). However, ports are a link in global trade networks where congestion can become very visible (Komaromi, Cerdeiro, & Liu, 2022). Causing negative effects, mainly caused by overcrowding at certain points in time, especially by concentrations of tourists and ship crews (Bente Grimm, Mathis Korok, Jobst Schlenstedt, Dirk Schmücker & Wenzel, 2018). The research results of Salgado-g, Vega-muñoz, Salazar-sep, Contreras-barraza, & Araya-silva, (2022) assess that marine pollution originating from inland areas, climate change, and human behavior towards nature have the greatest impact on tourism activities. maritime. Tourism activities also result in increased beach water pollution, the increase in the number of tourists causes an increase in waste and the government pursues the economic benefits of tourism unilaterally and ignores the pollution brought by tourism activities (Sun & Liu, 2020).

International institutions (OECD) advocate an integrated governance approach that responds to the complex challenges facing the ocean by mobilizing expertise across a wide range of policy areas, spanning environmental, economic, financial and social dimensions (OECD, 2022). However, tourism activities result in Pollution from plastic, offshore oil and gas, shipping, waste, posing a significant challenge. Rapid urbanization in coastal zones is further exacerbating pollution, habitat loss and resource stress. Due to ineffective and illegal fisheries management, if this is not stopped it will have a negative impact on tourism development. The main requirement for tourism is cleanliness at all levels. Cleanliness is the main requirement for a tourist destination to be able to grow and develop sustainably (World Economic Forum, 2022). The cleanliness link between society, the environment, and economic development is the key to the concept of sustainability (Wang, Yang, Park, Um, & Kang, 2022). The cleanliness of maritime tourism ports is a requirement that must be met for sustainable development of cities and settlements as required by the sustainable development goals of the United Nations (UN, 2021; UN, 2022). Modern and superior ports are also identified with the use of environmentally friendly technology and equipment.

In this digital era, the sustainable development and competitive advantage of maritime port tourism businesses depends on their capacity to adapt to changing business needs. Although much previous research develops the link between smart ports,

technology and sustainable performance, there is an urgent need to address the issue practically among ports, especially in developing countries. The concept of "Industry 4.0" (4IR) relies on the establishment of cyber-physical production systems, where compatibility between systems, people, and the environment must enable real-time transaction and decision-making capabilities (Wolfartsberger, Zenisek, & Wild, 2020). 4IR housing is limitless, driven by the emergence of technology in full force. Using 4IR, the future of ports is undergoing a bold transformation; The competitive shipping and port logistics industry follows several attempts to achieve competitive advantage through the 4th IR and expand into new business areas (Kobyliński, 2016). Over the past decades, intelligent transportation systems have achieved great interest in making transportation systems safer, cleaner, more efficient, and innovative. Intelligent transportation systems require technology and strategies that run services, technically using a mix of technologies to monitor traffic conditions, connect with vehicles and centers, and efficiently handle and maintain traffic operations (Othman, Gazzar, & Knez, 2022). For example, the use of solar electricity and the use of all equipment located in the maritime tourism port area to optimize the maintenance process and energy efficiency to turn the port area into a ZED (Zero Energy District) (Agostinelli, Cumo, Nezhad, Orsini, & Piras, 2022).

Maritime transportation is the most important segment in the use of ships, apart from fishing, tourism and recreation the use of smaller ships cannot be ignored. The International Maritime Organization's (IMO) short-term, medium-term, and long-term targets for reducing ship carbon intensity are 20%, 30%, and 50% by 2020, 2025, and 2050, respectively (Peša & Kr̃, 2022). The use of environmentally friendly technology and equipment in port areas is very important for sustainability. The use of environmentally friendly technology can be the initial embryo for the creation of a green economy. The concept of a green economy that has entered the mainstream of policy debates does not replace the concept of sustainable development but rather encompasses it, expressing the need for an appropriate economy to achieve sustainable development (Loiseau et al. 2016; UNEP 2011). The green economy is an umbrella concept that includes elements from fields such as the circular economy and the bioeconomy. In particular, the circular economy and bioeconomy focus on resources, while according to the research results of Toubes & Ara, (2022) the use of environmentally friendly technology covers all processes and includes social dimensions, for example aspects related to local communities and ecotourism. The development of tourism ports is important to include the use of environmentally friendly technology as a systematization of development for environmental sustainability.

Based on the problem formulation that has been explained in a comprehensive manner, the researcher offers the concept of "Development of the Sustainable Valorization Maritime Tourism Port of Matahari Terbit Sanur Bali", namely the process of deciding or increasing the price or value of goods, services, etc., with government action, Valorization of commodities through a branding process (Clean, Eco-Friendly, Cultural, Educational, Business Center) is very significant. This concept is different from the Resilient Ports of Garrido Salsas et al., (2022) which emphasizes the economy and society, infrastructure and ecosystem, leadership and strategy, but forgets the factors of sustainable city and residential development. The Global &

Advisory Model, (2020) which emphasizes infrastructure, demographic drivers, technology and sustainability but does not include culture. City harbors in Croatia, Kovačić, Favro, & Mezak, (2016) which only emphasizes the development of tourist ports near cities but has not yet conceptualized them as business centers. Porto Santo Harbor, Lousada, (2022) belongs to Madeira Islands, Portugal. But it has weaknesses such as short-sightedness; small economy; geographical remoteness; and scarce population, area, and lack of available resources. Research by Lu, Weng, & Chen, (2020) discusses port aesthetics influencing destination image, tourist satisfaction and tourist loyalty. However, we still haven't found the right model for developing maritime tourism ports. Port Governance Modeling by Vega-muñoz, Salazar-sep, & Contreras-barraza, (2021) which emphasizes Port Governance and Cruise Ship Tourism but does not clearly explain the concept of integrated ports with business, cultural and educational centers. Tourism and the Port-City Relationship The experience of Santos (Brazil) (Antonio & Nunes, (1980). However, this tourism port has not been integrated with maritime business and education centers. Construction Of Nautical Tourism Ports As An Incentive To Local Development (Kovačić et al., 2016), which only functions to see how the surrounding area develops but is not designed for cultural performances and does not yet have a clean port concept. The concept of the maritime tourism port development model sustainable valorization of Sunrise Sanur Bali is different from the sea commercial port business model as a way to achieve goals Sustainable development offered by Nyenno, Nitsenko, & Oil, (2017) which only focuses on targets and indicators for the development of maritime commercial ports.

2. Sustainability Development Goals (SDG's)

maritime tourism ports has at least three sustainability aspects, namely the environment, community economy and growth of the surrounding area. Environmental sustainability. Coastal, maritime and nautical tourism has become a key economic sector for countries with accessible and attractive coastlines. However cruise ships, resorts and even ecotourism are activities with critical environmental and social impacts on natural resources and local communities (Tonazzini, D., Fosse, J., Morales, E., González, A. & S., Moukaddem, K., Louveau, 2019). Additionally, oceans and coasts are increasingly becoming coveted spaces as strategic resources for countries and businesses because they support much of the world's population and the global economy. Therefore, coastal, maritime and nautical tourism, as part of the blue economy, faces emerging challenges at local and global levels that need more attention. In particular, the link between tourism and sustainability commitments such as the Paris Agreement or the 2030 Agenda and the Sustainable Development Goals needs to be studied and understood well. Governance mechanisms between and within the tourism sector must be improved to enable proper planning, monitoring and regulation, and ensure tourism's contribution to the 2030 Agenda, in particular SDGs 12 (SCP) and 14 (Marine Conservation). Dimitrovski, (2021) underlines the importance of multi-stakeholder involvement and cross-sectoral dialogue in the management of tourist port areas and new cruise ship tourism destinations for their sustainability.

Sustainability for the socio-economic community. The tourism sector is the main driver of economic growth and an engine for job creation. In recent decades, it has experienced continuous expansion and diversification and has become one of the largest and fastest growing economic sectors globally. Sustainable tourism can have a positive impact on the livelihoods of women and men, lift people out of poverty, encourage prosperity and generate economic and social benefits in destination countries. Tourism has a multiplier effect across economic sectors – such as accommodation and food services, agriculture, retail and transport – and if managed sustainably can contribute to economic diversification, enhance local culture and products, promote local businesses and support job creation (ILO, 2022). The importance of the sector for jobs, local and national economic development, culture, products and services is reflected in the Sustainable Development Goals (SDGs), particularly SDGs 8, 12 and 14, which include specific targets for tourism.

Sustained growth of the surrounding area with tourism activities. Sustainable development can be an element of tourism success if its principles are included in the strategic planning process for tourism development, and if the concept is one of the strategic development goals. Maintaining natural and social values in these sensitive tourist destinations, eliminating the negative effects of tourism, strengthening the role of residents and visitors in tourism planning and development, and initiating special and other forms of tourism should be the basis of tourism development in the region (Genov, Stani, Triši, Privitera, & Šteti, 2022). The development of tourism facilities and infrastructure must be based on environmental protection and residents must be directly involved in tourism development planning. Sustainability usually refers to the ability to maintain certain standards of human lifestyle without causing environmental, socio-economic, cultural and/or other harm (Tahiri, Kovači, & Petkoska, 2022). This benefits human well-being in addition to socio-economic benefits and contributes to environmental integrity. Sustainable tourism and its relationship to all global Sustainable Development Goals set by the UN (2015). More specifically, the case of the Sunrise Maritime Tourism Port in Sanur, Bali and its potential for sustainable tourism development. In this case, the author aims to present the potential to serve local traditions, culture, diversity and inclusivity through sustainable actions in the maritime tourism port sector. Sustainable development goals initiated by the United Nations

2.1. Systematization of development

Systematization The idea was born in the 70s, and is closely related to popular education, participatory action research and similar trends that developed in the years of tumultuous change (uprisings, revolutions, overthrow of military dictatorships, etc.) in Latin America. It seems that the challenge of adapting to these sociopolitical changes and the desire to support development and social change better or more effectively motivate people involved in practice to start looking for ways to organize and communicate what they have discovered in and through practice they. And they developed what they called experience systematization, a methodology that helps people engaged in different types of practices to organize and communicate what they have learned (Hargreaves, 2020). The definition of systematization according to Selener, (1996) is a methodology that facilitates ongoing description, analysis and

documentation of the process and results of development projects in a participatory manner. New knowledge is generated through a systematic learning process, which is then given feedback and used to make decisions about actions to be implemented to improve project performance (regional development). Lessons learned are shared with others. Systematization is a process of continuous participatory reflection on project processes and results (maritime tourism port development), carried out by project staff and participants. This systematic analysis produces lessons that serve as feedback to improve the project. This is a process that strengthens the learning and organizational capacity of development organizations, which in turn, drives more effective implementation of development projects. Additionally, when project experiences are documented, they can be shared with other organizations.

The development of systematization of experience is followed by systematization of development. The strategic choice taken was the need to position the sunrise maritime tourism port, Sanur Beach Bali as different and authentic, with high quality tourism. Developing the sunrise maritime tourism port, Sanur beach Bali as a different tourist destination based on the authenticity of the offer; genuine and quality service; and economic, social and environmental sustainability. According to the Regional Government of Madeira, the systematization of development aspects is based on guidelines with four fundamental topics (Wood & Handley, 1999; Lousada, 2022). Systematization of development aspects—Structural factors consist of; Recognition of singularity in the offer, Public sector intervention in development regulations, Valorization of natural and cultural resources, Structuring of the tourism product, Maintenance of the acquired sustainable status, Consolidation of the tourism sector, Unconsolidated tourism sector. Demand Segmentation consists of; Consolidated tourism sector, Unconsolidated tourism sector, Tourists, Population. Geographic Segmentation consists of; Valorization of existing heritage offers, Increased complementary offers, Reduced costs for tourists, Management based on population growth rates. Product and Service Quality consists of; Nature and landscape, Sun and sea, Culture, Well-being, Sports.

Indonesia has a wealth of natural and cultural resources, especially those on the island of Bali. However, it has not been conceptualized in a sustainable way, so it is necessary to valorize natural and cultural resources by developing the sunrise maritime tourism port on Sanur Beach, Bali. A new strategy to change the economy of Bali's Sanur Beach must increase the potential of the internal market and the needs of citizens. The development of the Sanur coastal area into a maritime tourism port can be a good thing to encourage the economy towards sustainable growth, as long as everything is done in close partnership with stakeholders and through public-private partnerships. The conclusion of the research results of Bara & Fiorani, (2018) that is to be achieved is that regional improvement and redevelopment must be based on economic integration and tourism, which is one of the main sectors driving the economic development of various regions. It must be implemented in a sustainable manner, combining the need for the use of attractants and the protection of heritage as a valuable entity to be preserved, transmitted and bequeathed to future generations. Facing global trends with a local commitment to sustainable development, based on a strategic assessment of unique cultural resources, can strengthen the identity and

economy of local communities, create new jobs, improve the quality of life of local residents and delight visitors, improve the image and attract investors (Kristina Afric Rakitovac, 2017). The development of the Sanur Bali maritime tourism port of Sunrise shows the possibility of a model of sustainable management and assessment of certain heritage categories, which at the same time can enhance the process of urban regeneration and social revitalization. The research conducted shows the benefits of transnational cooperation in increasing capacity for sustainable use of Sanur's most valuable coastal assets. Systematization of the development initiated by Lousada, (2022)

2.2. Sustainable Valorization

Valorization is the process of deciding or increasing the price or value of goods or services. The word Valorization is more widely used in chemical research, such as Valorization of Lignin (Dhiman, Akhtar, & Mukherjee, 2020), Sustainable Valorization of Waste and By-Products from Sugarcane Processing (Ungureanu, Vlăduț, & Biriș, 2022), but along with benchmarking patterns taken from the chemical research process, Valorization is starting to be used in tourism research, for example: valorization of historical and cultural heritage: a strategy of sustainable growth (Bara & Fiorani, 2018), Valorization of Cultural Heritage in Sustainable Tourism (Kristina Afric Rakitovac, 2017). However, tourism-based value-added port valorization poses challenges to be developed using the concept of the new Sustainable Valorization model so as to create superior maritime tourism ports.

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs (Klarin, 2018). Apart from natural resources, we also need social and economic resources. Sustainability is not just about the environment. Embedded in most definitions of sustainability, we also find a concern for social justice and economic development. However, research in the field has evolved over time and now incorporates various aspects of sustainability rather than just environmental issues (Kotob, 2015). Some are limited in their view of the meaning of the term while others point out that the term can only be explained by looking at the many interconnected aspects that together define the meaning of sustainability. For example, the Operations Management literature tends to consider sustainability from an ecological perspective without including the social aspects of sustainability (Sarkis, 2001; Hill, 2001; Daily and Huang, 2001). Other studies such as Carter & Rogers (2008) look at sustainability from economic, social and environmental aspects by combining the business aspects of risk management, transparency, strategy and culture. This research found different definitions of sustainability depending on the aspect the author was trying to study. The concept of "Sustainable Valorization Maritime Tourism Port Development Matahari Terbit Sanur Bali", namely the process of deciding or increasing the price or value of goods, services, etc., with government action, Valorization of commodities through a branding process (Clean, Eco-Friendly, Cultural, Education, Business Center) is very significant. The integration of Systematization of the development with Sustainable development goals forms the new concept of Sustainable Valorization.

2.3. Superior Port

Superior port activities contribute to local, regional,

state/provincial, and national economies by generating business revenues for companies that provide ship and cargo handling services at the terminal. These companies, in turn, provide jobs and income for individuals, and pay taxes to federal, state/provincial, and local governments. Maritime tourism is a multidisciplinary activity, which in recent years has reached a permanent level of growth. Maritime tourism, by definition, is a symbiosis of two aspects: the economically dominant tourism aspect and the maritime aspect related to navigation (Kizielewicz & Luković, 2013; Milo, 2020). Maritime tourism is closely related to tourist ports as the main support for maritime tourism, so superior ports are needed as the central point for all tourism activities both environmentally, socio-economically, business centers, culture, and the use of environmentally friendly equipment and technology.

A superior port is a competitive port of the future, a port that most effectively accommodates the development of maritime shipping while successfully adapting to developments in the interior (ITF, 2018). Maritime and coastal tourism as one of the largest segments of the maritime economic sector, as well as the largest component of the tourism industry, often generates controversy over environmental impacts and compatibility with other human activities. The application of economic and tourism concepts that are oriented towards preserving the environment and natural resources is one option to overcome this problem. The Blue Economy concept offers an economic concept based on ecosystem principles, where development will not only produce economic growth but also ensure ecological and social sustainability (R & Gurning, 2018). Apart from that, the ecotourism concept also offers tourism activities that prioritize aspects of nature conservation and improving community welfare. Information about the Port of Superior, a maritime tourism port is included because the ports of Sanur Bali and Superior share one port. Information for each terminal includes cargo handled, dock length, depth along the dock, storage, equipment, rail truck access, and connection name. Also included is information about hotel locations, cultural performances, business centers, maritime education and tourism information.

3. METHOD

This research design uses descriptive qualitative methods using PRISMA and PICOS combined with complementary qualitative methods. The design used in this research is a single case design. Single case experimental design (DEKT) is the equivalent of single case experimental design (SCED) or modified single case design (SCD). Single case design is a research design to evaluate the effect of a treatment with a single case. A single case can be several subjects in one group or the subject studied is a single one (Latipun, 2008). This design is in accordance with the aim of this research, namely the Development of the Maritime Valorization Sustainable Tourism Port of Matahari Terbit Sanur Bali.

Methodologically, DEKT is a 'true experiment' or pure experiment (Alqraini, 2017; Krasny-Pacini & Evans, 2018). The aim is 'to provide fine-grained, time-series analysis of change in a dependent variable(s) across systematic introduction or manipulations of an independent variable' (Purswell & Ray, 2014: 2) ..." to test the efficacy of an intervention ... and involve

repeated measurements, sequential introduction of an intervention (Krasny-Pacini & Evans, 2018: 164) ..." with small sample sizes" (Purswell & Ray, 2014: 2). This means that, as a pure experimental design, DEKT aims to provide a detailed analysis following a certain time series of changes that occur in a dependent variable as a result of systematically introducing or carrying out a series of manipulations on a particular independent variable... in order to test the effectiveness of an intervention involving a series of repeated measurements and the provision of an intervention sequentially.

As an experimental design, DEKT has a number of main characteristics as follows (Ryan & Filene, 2012; Alqraini, 2017; Purswell & Ray, 2014): (1) dependent variable; (2) independent variable; (3) baseline period; (4) individual/participant object as the unit of analysis; (5) operational definitions of various aspects of research; (6) measuring target objects repeatedly and systematically; (7) visual analysis; and (8) internal validity and external validity.

3.1. Sample

Research data collection methods use observation, interview and documentation techniques. In qualitative research, data collection is carried out in natural settings, primary data sources and data collection techniques are mostly participant observation, in-depth interviews and documentation (Sugiono, 2017). Basically, the use of data (after it has been processed and analyzed) is as an objective basis in the process of making decisions/policies in order to solve problems by decision makers (Situmorang, 2010). Qualitative research data is in the form of text, photos, stories, drawings, reference journals with national and international reputation, and not in the form of calculated numbers. Data is collected when the direction and objectives of the research are clear and also when the data sources, namely informants or participants, have been identified, contacted and have received approval for their desire to provide the required information. So, qualitative research data is obtained in various ways: interviews, observations, and documents. Obtaining data in various ways is called triangulation. The reason for using triangulation is that no single data collection method is perfectly suited and can be absolutely perfect. In many qualitative studies, researchers generally use triangulation techniques in the sense of using interviews and observations (Semiawan, 2010).

3.2. Measurements

Able 1. Eligibility Criteria (PICOS)

Population	Port system or port authority (only seaports and maritime ports, including ports on inland waters)
Intervention	Analysis, proposal, implementation, or evaluation of governance models that take shipping traffic into account
Comparator	A port governance model that considers to some extent tourism, cruise ship operations, or their occupants (tourists, cruise ship passengers), in their analysis, design, implementation, or evaluation
Outcome	The broad spectrum of results, surrounding port governance studies consider to some extent cruise ship traffic within the port system or port authority in the study
Study design	Quantitative, qualitative, and mixed types of studies were included.

3.3. Data Analysis

This research uses qualitative methods, qualitative methods place more emphasis on observing phenomena and research more into the substance of the meaning of these phenomena. The analysis and sharpness of qualitative research is greatly influenced by the strength of the words and sentences used. Therefore, Aspers & Corte, (2019) concluded that the focus of qualitative research is on the process and the meaning of the results. Qualitative research focuses more on human elements, objects and institutions, as well as the relationships or interactions between these elements, in an effort to understand an event, behavior or phenomenon (Mohajan, 2018; Rashid, Rashid, Warraich, Sabir, & Waseem, 2019). Creswell, (2013) mentions several characteristics of good qualitative research, including: a. Researchers use procedures to obtain appropriate data. b. Researchers limit research within the assumptions and characteristics of a qualitative approach. c. Researchers use a qualitative approach in their research. d. Researchers begin research with one focus. e. Research contains detailed methods, appropriate approaches in data collection, data analysis, and report writing. f. Researchers analyzed data using analysis separation into several levels. g. Researchers write persuasively, so that readers can feel the same experience. h. Research process with a qualitative approach

4. RESULTS

4.1. Management

After being inaugurated by the President of the Republic of Indonesia, Joko Widodo, Wednesday 9 November 2022, Sanur Port, which is on Matahari Terbit Beach, Denpasar, management is currently still handled by the Benoa Port KSOP appointed by the center. In accordance with the regulations of Law number 13 of 2014, the party said that This local feeder port is the responsibility of the City Government. However, Bali's Sanur Sea Port is not a local feeder port but a tourist port, this is in accordance with a release from the Ministry of Transportation after inaugurating it with President Joko Widodo, "Today we are carrying out Mr President Jokowi's mandate to ensure that Bali is a major tourist destination. The presence of the Port "Sanur will create good connectivity between regions in Bali (Sanur-Nusa Penida-Nusa Ceningan) which can become an additional tourist destination, so that tourists can vacation longer in Bali," said Minister of Transportation Budi after inaugurating the groundbreaking at Matahari Terbit Beach, Sanur Kaja Village, South Denpasar District, Denpasar City, Bali Province, Saturday (12/12). <https://dephub.go.id/post/read/pelabuhan-sanur-mulai-dibangun-bangunan-kawasan-segitiga-emas-bali>

Based on the Law of the Republic of Indonesia Number 17 of 2008 concerning Shipping, Chapter I General Provisions Article 1, in this Law what is meant by: point (60). Business Entities are State-Owned Enterprises, Regional-Owned Enterprises, or Indonesian legal entities specifically established for shipping. The Surabaya Shipping Polytechnic is a Vocational Education that specifically educates human resources in the field of shipping, the governing body is the Maritime Transportation Human Resources Development Center (Echelon II), the Transportation Human Resources Development Agency (Echelon I), the Surabaya Shipping Polytechnic study program consists of: D4 Ship Operations Engineering, D3 Nautics, D4

Ship Machinery Engineering, D3 Engineering, D4 Ship Electrical Engineering, D3 Ship Electronics, D4 Marine Transportation. Surabaya Shipping Polytechnic is a legal entity educational institution that specifically educates human resources in the shipping sector. Surabaya Shipping Polytechnic also has a Public Service Agency. Regulation of the Minister of Finance of the Republic of Indonesia Number 129/Pmk.05/2020 Concerning Guidelines for Management of Public Service Bodies, Article 5 Working Units can be permitted to manage finances by implementing PPK-BLU if they meet the requirements: a. substantive; b. technical; and c. administrative. Based on the Law of the Republic of Indonesia Number 17 of 2008 concerning Shipping and Ministerial Regulations! Republic of Indonesia Finance Number 129/Pmk.05/2020 Concerning Guidelines for Management of Public Service Agencies, the Surabaya Shipping Polytechnic can and is able to manage the tourist port of Sunrise, Sanur, Bali.

4.2. Systematization of the development of Bali's sunrise maritime tourism port

Meanwhile, sustainable tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to recognize all impacts of tourism, both positive and negative. This aims to minimize negative impacts and maximize positive impacts. Sustainable tourism is defined by the UN Environment Program and the UN World Tourism Organization as “tourism that takes into account current and future economic, social and environmental impacts, taking into account the needs of visitors, industry, the environment and host communities.” Additionally, sustainable tourism “refers to the environmental, economic, and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three dimensions to ensure long-term sustainability.

Today, waterfront revitalization is a worldwide trend, with thousands of projects being implemented in large cities, mid-sized cities, and even small towns. The waterfront offers an urban space that is particularly easy to exploit for new purposes including offices, recreation, and large-scale residential buildings due to its excellent placement at the interface between the built environment and the water, as well as its proximity to the city center (Fleming, 1989). Unlike recent projects, which have had to address complex urban development issues, early examples of historic waterfront redevelopment concentrated primarily on recreational and retail applications (Jauhiainen, 2019). The transformation from a manufacturing to a service-based economy and the increasing demand for cultural amenities in post-industrial cities ultimately made culture an important tool for waterfront revitalization. Due to the widespread use of abandoned port warehouses and factories as event venues and cultural facilities, the historic waterfront is now more attractive to tourists and has a greater local vibrancy.

The global economy benefits from the dynamic development of maritime transport. International maritime trade, transportation, and tourism are sea-based activities that are very important for the economic development of modern society (Katsanevakis, 2008). This research aims to understand the role of ports as tourism resources and how to maximize the results of a faster and more diversified maritime transportation system. Regarding the port in Sunrise, Sanur, Bali, there has been an exponential growth in the number of passengers—mostly using cruise ships—since it was inaugurated by President Joko Widodo.

According to the Bali Province Transportation Service (Dishub), tourists who crossed to Nusa Penida from early January to mid-July had reached 2.9 million people. In fact, the target for 2023 is only two million passengers, the average number of passengers crossing to Nusa Penida is eight thousand people per day. (<https://apps.detik.com/detik/>).

The port of sunrise, sanur, bali despite its socio-territorial and cultural dimensions presents a diversified and quality matrix, with the potential for sustainable development and sustainable tourism, with a diversity of spaces for natural, sports and recreational activities. Doing In this case, the country must rebalance its position and try to base its development on different and different tourism models (Lousada, 2022).

4.3. The relationship between sustainable development goals and the development of the Bali sunrise maritime tourism port

Sustainable Development goals and targets are integrated and indivisible, global in nature and universally applicable, taking into account different national realities, capacities and levels of development and respecting national policies and priorities. Targets are defined as aspirational and global, with each Government setting its own national targets guided by the level of global ambition but taking into account national circumstances (Nations, 2022). Each Government will also decide how these aspirational and global targets should be combined into national planning processes, policies and strategies. It is important to recognize the relationship between sustainable development and other relevant processes in the economic, social and environmental fields.

The sustainable development goals program of the United Nations states that it recognizes that there are different approaches, visions, models and tools available to each country, according to national circumstances and priorities, to achieve sustainable development; and we reaffirm that planet Earth and its ecosystems are our home and that “Mother Earth” is a common expression in a number of countries. We acknowledge that baseline data for some of the targets remain unavailable, and we call for increased support for strengthening data collection and capacity building in Member States, to develop national and global baselines where they do not yet exist. We are committed to addressing these gaps in data collection so as to better inform measurement of progress, particularly for lower targets that do not have clear regional target figures (Nations, 2022).

Bali is a popular area that attracts foreign and local tourists because of the beauty of the city. Bali is also famous for its cultural diversity and customs that are still inherent in each of its people. They really maintain the customs inherited from their ancestors. Balinese people also have high levels of socialization and are supported by developments over time, namely advanced technology and globalization. This influence has the potential to introduce and develop Balinese cultures and religions that are still little known by Indonesian society. Bali has several local wisdom values that are role models for its people. In maintaining and caring for their customs and religion, the Balinese people realize several local cultures which are still relevant and applied in the practice of their daily social life. One of the cultures that developed in Bali is Tri Hita Karana and Meyama Braya.

The existence of the port of Sunrise, Sanur, Bali, does not interfere with cultural activities that have been rooted for generations in accordance with local concepts and synergized with sustainable development goals. The development of tourism in Bali, especially at the Port of Sunrise, is a driving force for economic, social and environmental growth and preserving culture.

4.4. Sustainable Valorization addresses economic, social and environmental sustainability

The construction of the Port of Sunrise, Sanur, Bali, has brought serious threats, such as global warming, noise, cultural changes, waste due to tourist activities, marine pollution, traffic jams and shortages of fossil fuels due to increasing demand for fuel and excess population, so it requires a solution that is innovative and sustainable. Resource limitations are a fact; Therefore, the industry must increase the efficiency of their processes by improving them or finding solutions to minimize the negative impacts of sustainable tourism activities. Much of the previous research on valorization surrounding the object under study is about how to reduce and recycle waste, such as Waste Management (Gemar & Soler, 2021), Progress in waste valorization (Arancon et al., 2013).

Valorization is a practice that adds economic value to waste while reducing the volume of waste (the impact resulting from tourism activities). When reusing waste, pay attention to the following: 1) Valorization as energy (waste-to-energy), which is carried out using technology that produces energy derived from materials containing this type of waste, even though it also produces small amounts. trash that is difficult to remove. Technology will be the key, and thermochemical technologies such as incineration, gasification, pyrolysis, plasma technology, or a combination of the three will be suitable for certain waste fractions (Bosmans, Vanderreydt, Geysen, & Helsen, 2013; Gumisiriza, Hawumba, Okure, & Hensel, 2017); 2). Valorization as material (waste-to-product), where new material is obtained, or most of it is recycled, to avoid the use of new raw materials in making materials.

Special attention is devoted to the potential offered by rapidly developing sectors, which contribute to economic, social improvement and safeguarding the material environment with reduced environmental impacts, while creating new job opportunities. In this paper we will argue that a holistic approach that considers the issue of the impact of activities arising from tourism activities at the Port of Sunrise, Sanur, Bali as part of a broader Sustainable Valorization model, may provide a win-win solution that is able to minimize waste, encourage income growth and job creation, and sustainable and rapid local development. However, to enable an effective transition to an economy capable of minimizing the impact of waste, the economic, social and environmental sustainability of this new model must be properly evaluated through appropriate tools, for example through an overall Life Cycle Sustainability Assessment (LCSA) (Imbert, 2017).

The existence of the port of Sunrise, Sanur, Bali, does not interfere with cultural activities that have been rooted for generations in accordance with local concepts and synergized with sustainable development goals. The development of tourism in Bali, especially at the Port of Sunrise, is a driving force for economic, social and environmental growth and preserving culture.

4.5. Sustainable Valorization creates a superior maritime tourism port

Tourism, as a phenomenon with local to global impacts, and a complex activity with complex impacts, ranging from economic to social and, not least, impacts on the environment, determines a new way of living together between natural, anthropic and anthropogenic environments. through tourism. Its bipolar character – phenomenon and business – has given it a particular position among other categories of activity, such as generating a flow of consumers of tourism products, from the region of origin, or tourist market, to the tourist destination, including tourist attractions belonging to the natural and man-made environment, or offers primary tourism, which includes tourism infrastructure of varying size and complexity.

Tourism, more than any other field of activity, depends on the environment, because the environment is the main resource and factor of tourist attraction on which the development of various tourism activities and their qualities and components depends, thereby facilitating, inhibiting and even hampering these activities. development. Correlative analysis of environmental conditions, tourist facilities, and components of tourist traffic polarization can produce estimates of the impacts, which can be in the form of natural-physical, economic, and social impacts. The impact of financial control is achieved through appropriate strategy and management, information, environmental monitoring and tourism phenomena, implementation and sectoral research, etc. The relationship between tourism and the environment is complex and varies in time and space. To understand how production impacts tourism requires an analysis of environmental status and dynamic elements (increasing forms of tourism) and static phenomena. Factors controlling the impacts produced by tourism phenomena and forms of tourism manifestation. Where and how the impacts caused by tourism phenomena are realized depends on various factors, among which can be mentioned the form of tourism, tourist destinations, carrying capacity, etc. These influences even determine the intensity, duration and diversity of the impact of the phenomenon. to the tourism environment. In general, the intensity and diversity of impacts caused by tourism in its most dynamic form, in the spatial aspect of the diversity of forms and masses of tourists involved, recreational tourism, is greater than that caused by business or health travel. tourist. The impact generated by organized mass tourism is lower than the impact generated by individual mass tourism. Lower impacts are those caused by non-institutionalized tourism.

The diversity and intensity of impacts depends on the nature of the tourist destination. Tourism, more than any other field of activity, depends on the environment, because the environment is the main resource and factor of tourist attraction on which the development of various tourism activities and their qualities and components depends, thereby facilitating, inhibiting and even hampering these activities. development. Therefore, some environments (e.g. climate resorts that have urban settlement status), can support large numbers of visitors because they have adequate organizational structures to support tourists. Tourism contributes to environmental degradation in various ways: transformation of the environment for its own purposes; consumption of various resources; pressure exerted through

congestion, overload, boredom, tension, conflict, pollution, destruction; etc. If the impact does not exceed the affordability threshold, then the impact is reversible, which means that through proper management conditions can be achieved that are close to the original.

The positive impacts can be economic, social, educational and ecological. Thus, tourism participates in the sustainable development of various destinations by: increasing the viability of areas with scarce natural resources; utilization of low productive agricultural land through the implementation of appropriate tourism facilities; increasing the cash income of the population; increasing regional economic strength by obtaining new income from new regional taxes and levies; encourage, even revive traditional activities, especially those of a handmade nature and originating from small-scale traditional industry, but also from traditional ecological mountain agriculture and through the capitalization of products in the city; development of certain trades based on local craft products; enhancing cultural destinations and ecological rehabilitation of valuable landscapes based on income from tourism etc.

Accommodation and catering facilities that do not use alternative energy, recycling and use of waste water, storage and composting of waste bring considerable damage to environmental components (air, water, soil, etc.).

4.6. Empirical Sustainable Valorization Model

In recent years, the role of tourism in a country's economic development has become the focus of study and research. It is a general consensus that tourism has been of great importance in social progress as well as an important means of expanding socio-economic and cultural contacts throughout human history. Over the past few years, many developing and developed countries have considered tourism as a sustainable development option for their nations. The importance of tourism as a contributor to economic growth is so widely accepted that year after year throughout the world massive investment continues to flow into its development.

The biggest advantage of the tourism industry is that it can produce maximum employment opportunities. Tourism helps regional and economic development. Recent studies show that globalization and open economies are helping the emergence of tourism. This brings opportunities for infrastructure development. The overall development of a country mainly depends on improving roads, vehicles, communications, water supply and airports. Economic progress and industrial development depend entirely on the overall development of the country. And tourism plays a major role in overall infrastructure progress.

The tourism sector has an important contribution to the economy because it has a multiplier effect on other sectors (Masbar, 2022). This effect stimulates the economy by increasing the added value of output, income and employment (Central Statistics Agency, 2021). International tourism is recognized as being able to provide a positive impact on increasing long-term economic growth through various channels, namely (1) generating foreign exchange; (2) spur investment in new infrastructure and competition between local

and foreign companies; (3) stimulate other economic industries; (4) creating jobs and increasing income; and (5) can lead to positive exploitation of economies of scale in national companies (Brida et al., 2011). To increase national economic growth, Indonesia has made the tourism sector one of the priority development programs contained in the Medium Term Development Plan (RPJM) for the 2019-2024 period. According to the Central Statistics Agency, the contribution of the tourism sector to the Indonesian economy in 2019 was 4.97%, an increase from 2018 of 4.91%.

Economic growth is positively influenced by tourism (Habibi et al., 2018). However, the Covid-19 pandemic has harmed Indonesian tourism and had a negative impact on Indonesia's GDP (Veyadi Purba et al., 2021). Data from the Central Statistics Agency shows that Indonesia's economic growth experienced a very deep contraction in 2020Q2, namely -5.32% and put Indonesia in recession. A very deep contraction in economic growth was experienced by several provinces that rely on the tourism sector for their economy, such as Bali, the Riau Islands and West Java. Economic growth in the second quarter of 2020 in the province decreased drastically to -10.98%, -6.66% and -5.98%. It can be concluded that tourism has a very high impact on the Indonesian economy.

Bali Island is a tourist destination that is famous for its culture. The island of Bali is one of the tourism centers in Indonesia which is able to improve the economy of the Balinese people, a region in Indonesia, so it is not strange that the wider community gives the nickname Bali as a tourist island. As a tourist destination, Bali has one mainstay that can be excellent for tourists, namely its people and culture. Finally Bali was dubbed the island of culture. The island of Bali is increasingly being filled with visitors who are very interested in the variety of cultures that contain a lot of local wisdom and are imbued with Hindu spiritual characteristics. Basically, local wisdom is not an independent identity. The culture of a society is greatly influenced by the environmental conditions in which that community is located. Geographical conditions, climate, natural potential and natural challenges greatly determine the form of culture. The diversity of livelihoods, lifestyles and cultural aspects that are born subsequently, from physical culture to societal ideology, are greatly influenced by natural factors. Therefore, culture is said to be a human strategy for adapting to their environment, because different natural conditions have great potential for the formation of cultural diversity in the communities that inhabit it (Poerwanto, 2000). With the noble culture and hospitality of the Balinese people, most of whom are Hindus who believe in Ida Sang Hyang Widhi Wasa, the island of Bali is never devoid of Hindu religious ritual activities with various very sacred Hindu religious ceremonies. In the arts and culture aspect, Balinese traditional people have shown their abilities, producing various cultural works of art of high value, which amaze foreign tourists. This can improve the economy of the Balinese people. This can improve the economy of the Balinese people. The attractiveness of Balinese arts and culture is even an asset for the development of cultural tourism (Mudana, 2018).

Studies of the social and cultural impacts of tourism must first pay attention to an understanding of the two terms "society" and "culture". The study of society as a concept specifically falls within the field of sociology, because sociology consistently pays

attention to the assessment of society, with the main target being people in groups, their interactions, attitudes and behavior, while culture is a concept and/or related part of society. and includes observations of how people relate through social interactions, social affairs, and materials of historical interest. The categorization of tourism impacts is said to be negative if the tourism impact adds to the disorder of elements of society, and if the impact leads to improvements in important elements it is said to have a positive impact (Türker & Öztürk, 2013). According to Sirmons, (1988), positive social impact is the social contribution or impact of tourism on the welfare of the host community and these positive impacts are listed below.

Business and Employment Opportunities, According to Lee, Kim, and Kang (2003), when the number of tourists increases, the number of trade/commercial activities also increases and this in turn opens up business opportunities for local residents, while Sharma et al. ., (2008) also added job creation.

Increasing Demand for Public Goods and Services, Public goods and services are goods whose consumption by one person does not affect their consumption by other people, for example health, electricity, firefighting. When society opens up to mass tourism, the number of tourists will increase and this will result in an increase in demand for public goods and services. **Infrastructure Development,** Tourism comes with infrastructure development and this infrastructure includes parks, hotels, ports and beaches. This infrastructure is provided by the state or private sector and sometimes public-private partnerships to increase tourist arrivals and income. Providing infrastructure development also benefits the surrounding community.

The dynamic development of the tourism industry has a number of positive and negative impacts on the development of tourist destinations. Tourism is more dependent on the environment than other activities, because only a clean and unpolluted environment can be the basis for successful tourism. Apart from that, tourism is also a major user of the environment because almost all tourism activities (walking, diving, fishing, etc.) are based on the use of the environment and of course have quite a big impact on the influence of tourism, the regional environment is undergoing transformation, which can have an impact. positive or negative. In this regard, the literature most often mentions the positive impact of tourism on the region: renovation and restoration of existing historical sites, buildings and monuments, transformation of existing old buildings and places into tourist facilities, protection of natural resources, implementation of various administrative and planned measures for protection certain areas, increasing the availability of space and creating new tourist spaces, building awareness of the environment, etc. 3 Likewise, the following negative impacts: tourism on the environment include: area pollution due to the construction of tourist facilities and equipment, air and water pollution and land, reduction of natural agricultural land, destruction of flora and fauna, degradation of landscapes, cultural and historical monuments, spatial density, various forms of geological degradation, spatial redistribution of population.

This fact shows that there is a danger if tourism development is not controlled, on the one hand it can result in environmental damage, and on the other hand, environmental degradation in such a way will have a negative impact on tourism development. Therefore, the prerequisites for tourism

development are, first of all, good environmental quality and environmental sustainability, namely a healthy living environment.

Sustainable Valorization has an impact on the economic growth of the Balinese people, especially around the Sunrise Harbor in Sanur, Bali, developing culture, raising the social level of the community and keeping the environment sustainable.

5. DISCUSSION AND IMPLICATIONS

The development of the tourism port of Sunrise, Sanur, Bali is important to improve the economy of the Balinese people, especially those in the port area, raising the social and cultural status of the Balinese people so that they remain sustainable and the environment remains free from water, air and waste pollution due to tourism activities. Management of the Port of Sunrise, Sanur, Bali should not only be a tourism activity but also as a center for education and training in the shipping, maritime and port sectors. In particular, the tourism port of Matahari Terbit, Sanur,

6. CONCLUSION

Bali is used by the Surabaya shipping polytechnic as a Teaching Factory about Indonesian shipping. This can confirm that Indonesia is the world's economic center. Of course, port management is in accordance with related bodies in accordance with the law, the Surabaya shipping polytechnic is an alternative for managing the Surabaya sunrise tourist port. The development of the tourism port of Sunrise, Sanur, Bali is an example for the development of other ports in Indonesia so that the tourism sector, especially maritime, is further improved and developed in each region close to the coast. Future research will emphasize the impact of tourist port development on cultural continuity and foreign tourists who stay in Bali for a long time.

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