



HAVE THE MARINE-BASED TOURISM INDUSTRIES PROVIDED SAFETY ASSURANCE TO VISITORS?

Case Study in Banda Neira Tourism Destination, Maluku, Indonesia

This research is supervised by Dr Christopher Baker-Beall and Dr Anya Chapman

RESEARCH AIM

The research aims to **develop a Crisis and Disaster Model** that involves multi-stakeholders in the **Disaster Management Cycle** of a Marine-Based Tourism Destination, including some objectives:

(a) to investigate **the role and involvement** of the tourism stakeholders towards the disaster threat; (b) to assess **the readiness** of the marine-based tourism destination in crisis and disaster activities; (c) to develop **a plan and strategy** for crisis and disaster mitigation and preparedness in the marine-based tourism destination.

INTRODUCTION

The tourism sector in Asia and the Pacific is growing rapidly, with an average growth rate of 18.83% higher than the global trend in the last decade. This growth presents an opportunity for Indonesia to develop its domestic tourism market and attract more international tourists. Generally, marine-based tourism is all activities done in seawater areas by visitors, such as beach camping, sea kayaking, marine wildlife observation, sport fishing and sightseeing trips (Collins, 2008; Dianasari et al., 2023). Having more than 17,000 islands and a coastline of 104,000 km, Indonesia has a big opportunity to develop marine-based tourism destinations. However, located along the Pacific Ring of Fire, a geological region prone to earthquakes and volcanic eruptions, the development of tourism destinations in Indonesia has many challenges, particularly in tourist safety issues. Given the need for tourists to feel pleasant participating in tourist-related events, a host collaborating with a local agency has constant responsibilities to ensure the security of visitors. Some tourism providers are still unclear about the potential of natural disasters, which can occur at any moment, particularly in marine tourism destinations with an active volcanic feature. Therefore, this research will analyze and identify the structural and non-structural disaster management in the tourism destination, including the tourism stakeholders who get involved in the tourism activities.



Figure Disaster Cycle which consists of five stages
Sources: Alexander, 2016

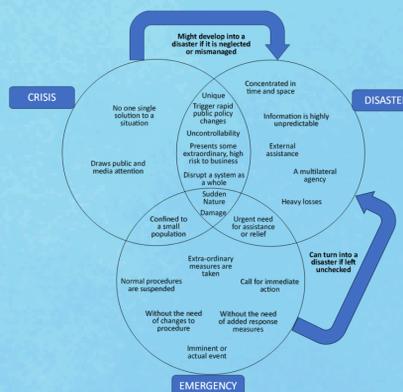
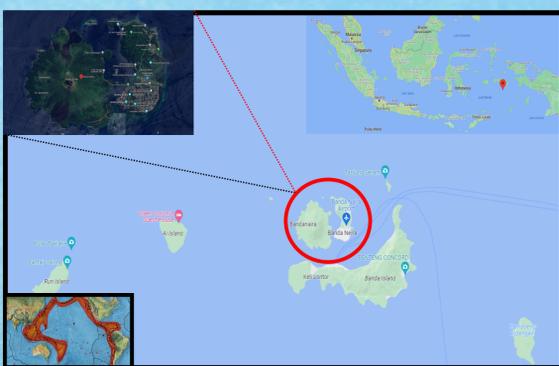


Figure Cross Analysis of Disaster, Emergency, and Crisis
Sources: Al-Dahash et al. (2016)

RESEARCH METHODOLOGY



This research will employ a qualitative approach to evaluate and analyze the **Penta-Helix tourism model** in a marine-based tourism destination, which includes Academia, Business, Community, Government, and Media (ABCGM). **Interviews** and **Focus Group Discussions (FGD)** will be applied to this research through Tourism Businesses, SMEs, Tour Guides, Labour, Local and Regional Tourism Governments, University researchers, and Media.

BANDA NEIRA, MALUKU, ID

Banda Neira is one of eastern Indonesia's coastal tourism destinations in Maluku Province and is well-known as "Little Heaven from Eastern Indonesia." This destination offers marine-based activities such as snorkeling, diving, fishing, and other seawater activities. Gunung Api Island or Active Vulcano Island is the main attraction in that place which presents the landscape and natural scenery of the mountain which the Banda Sea surrounds. The last eruption happened more than 30 years ago, in 1988, and it has become traumatic for the people living there today. Since this destination has become popular for domestic and international tourists in the last five years, **it is highly necessary to analyze the readiness of its destination in the face of disasters** that might occur at any time. Evaluating all related disasters caused by the active volcano and other potential natural disasters will be the main concern of the researcher.

THEORETICAL FRAMEWORK

A Community Engagement Theory (CET) in the Risk Reduction and Destination Resilience framework will be developed in this research to analyse each stakeholder's contribution to the pre-disaster activities in this marine-based tourism destination. Kitagawa (2017) explained that CET is based on the perspective that risk management and community development as complementary and that such an integrated approach to preparedness permits a resilient community. Five critical concepts of CET are Outcome Expectancy, Community Participation, Collective Efficacy, Empowerment, and Trust

IMPLICATION

This research will significantly contribute to the development of tourism destinations that are highly vulnerable to natural disasters, particularly those in small islands destination. The academic contribution of this research will strengthen the literature on Disaster Risk Reduction (DRR) in the tourism industry through the involvement of multi-sector stakeholders in pre-disaster process



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