

GOVERNANCE AND COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF CONSERVATION-ORIENTED EDUCATIONAL TOURISM ON ADRANAN ISLAND, TUAL CITY, MALUKU PROVINCE

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Abstract. Tourism development in the archipelago faces complex challenges related to environmental sustainability, regional governance, and local community engagement. Adranan Island, Tual City, as a conservation-oriented tourist area, needs a management model that is able to effectively integrate the role of government and community participation. The main problems in the development of this area are the lack of optimal participatory governance, institutional limitations, and challenges in maintaining a balance between the use of tourism and environmental conservation. This study aims to analyze the governance and participation of the community in the development of conservation-oriented educational tourism on Adranan Island and its implications for the sustainability of the region. The research method used is a descriptive qualitative approach with data collection techniques through field observation, in-depth interviews, and documentation studies. Data analysis is carried out interactively through the stages of data reduction, data presentation, and conclusion drawn. The results of the study show that the role of local governments as regulators, facilitators, and supervisors, as well as the active involvement of the community as direct actors in tourism, contribute positively to the environmental and social sustainability of the region. The synergy between governance and community participation forms a collaborative management pattern, although it is still faced with limitations in infrastructure, funding, and conservation awareness. The conclusion of the study emphasizes that strengthening participatory and institutional governance is the main key in realizing sustainable conservation-oriented educational tourism in the archipelago.

Keywords: *Tourism governance; Community participation; Conservation-oriented educational tourism*

I. INTRODUCTION

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Conservation-oriented educational tourism is developing as a strategic approach in responding to the challenges of sustainable tourism development, especially in archipelagic areas that have a high level of ecological vulnerability (Izzuddin & Ilahiyah, 2022). This approach emphasizes the integration between environmental protection, cultural preservation, and the responsible use of local potential as part of sustainable tourism (Djunaid et al., 2024). Global and national tourism trends show a shift towards tourism activities that prioritize learning, meaningful experiences, and nature conservation over entertainment alone (Hunt & Harbor, 2019). This condition requires tourism governance that is not only economically oriented, but also ecologically and socially sustainable.

Educational tourism or *edutourism* is a form of tourism designed to provide a recreational experience as well as learning through direct interaction with tourist attractions (Sugiarti et al., 2022). This concept combines elements of education and tourism in one integrated experience that is informal and fun, so that it can increase the knowledge and awareness of tourists (Priyanto et al., 2018). Educational tourism is also realized through a *fun-trip* approach, *experiential learning*, and *character building* that contributes to strengthening participants' *soft skills* and independence (Rudiyanto & Hutagalung, 2021). This development makes educational tourism as one of the alternatives for tourism development that is relevant to the needs of modern society.

In Indonesia, educational tourism is increasingly popular as tourists increase interest in tourism activities with educational and nature-based value (Wibowo et al., 2025). Educational tourism is one of the types of tourism interests that are in great demand because it is able to provide an informative and fun experience (Herawan et al., 2022). Data shows that the increase in interest is reflected in the increase in the number of educational tourism visits in 2021 (Rusiawan & Wijayanti, 2024). This phenomenon shows a change in

tourists' preferences for a more meaningful quality of tourism experience.

The change in tourism trends is influenced by increasing public awareness of the importance of sustainable tourism principles, which place the quality of the tourism experience above just entertainment (Riani, 2025). Tourists tend to choose nature-based and outdoor tourism activities that provide added value in the form of environmental knowledge and insight (Sundari, 2019). Education and conservation-based tourism is considered to be able to answer these needs because it integrates learning, recreation, and environmental preservation (Khairunnisa et al., 2019). Therefore, the development of conservation-oriented educational tourism is becoming increasingly relevant in the context of national tourism development.

Tourism is also a strategic sector that is able to encourage economic growth, increase people's income, and expand employment opportunities through various supporting subsectors (Bilqis et al., 2021). Tourism development that is managed in a planned and sustainable manner can increase the attractiveness of destinations while providing significant economic benefits for local communities (Hanafi & Yudhiasta, 2024). Tourism encompasses a wide range of activities, ranging from leisure travel to the provision of services and services that are integrated into the local economic system (Utomo et al., 2017). Thus, tourism has a strategic role in regional development, especially in the archipelago.

Tourism development in a region must be based on policies that emphasize the use of institutional and resource potential in accordance with local characteristics (Supriyanto et al., 2024). Tual City as part of Maluku Province develops tourism by emphasizing sustainable marine and cultural ecotourism destinations, including Adranan Island as a Regional Tourism Strategic Area. Unplanned management of tourist areas and minimal community participation have the potential to cause environmental degradation that is difficult to restore (Ardoin et al., 2015). Therefore, the study of governance and community participation in the development of conservation-oriented educational tourism on Adranan Island is important to support the sustainability of the area ecologically, socially, and economically.

II. RESEARCH METHODS

This study uses a descriptive qualitative approach to analyze governance and community participation in the development of conservation-oriented educational tourism on Adranan Island, Tual City, Maluku Province. This approach was chosen because it is able to describe in depth the conditions of tourism area management, the role of institutions, and the involvement of local communities in the process of planning and implementing sustainable tourism. The research framework refers to the stages of tourism planning according to the WTO (2015) which includes inventory, analysis, synthesis, planning, and recommendation formulation, and is strengthened by the concept of ecotourism interpretation that emphasizes educational and conservative aspects (Fang, et al., 2023). Data collection was carried out

through field observations, in-depth interviews, and documentation studies. Observations were carried out to identify patterns of area management and forms of community participation in tourism activities. Interviews were conducted with the management, the local government through the Tual City Tourism Office, as well as local communities who were directly involved in tourism activities. Documentation studies are used to review policies, management plans, and other supporting documents. Data analysis is carried out interactively through the stages of data reduction, data presentation, and conclusion drawing to obtain a comprehensive picture of governance and community participation in the development of conservation-based educational tourism.

III. RESULT AND DISCUSSION

Governance of Conservation-Oriented Educational Tourism Development on Adranan Island

1. The Role of Local Governments in Regional Governance

The development of conservation-oriented educational tourism on Adranan Island shows that local governments have a central role in directing regional governance. The Tual City Government through the relevant regional apparatus seeks to ensure that destination management is not only oriented towards increasing the number of tourist visits, but also maintaining environmental sustainability and the interests of the local community. This role is reflected in the organizational, facilitation, and supervision functions that are executed simultaneously. The development of tourism in a region must indeed be based on policies that emphasize the use of institutional and resource potential in accordance with local characteristics (Supriyanto et al., 2024).

In the context of regulations, the local government has designated Adranan Island as part of the Regional Tourism Strategic Area that is managed in a planned manner. This determination is the legal basis for directing the use of space and tourism activities to remain within the limits of the carrying capacity of the environment. The regulation serves as a guideline for all stakeholders in carrying out tourism activities in the island area. The utilization of natural conditions and geographical location in Indonesia, including archipelago areas such as Adranan Island, can be optimized through the development of a planned tourism sector (Trihayuningtyas et al., 2018).

In addition to carrying out regulatory functions, the local government also plays a role as a facilitator in the development of educational tourism on Adranan Island. This role is realized through the provision of basic infrastructure, infrastructure support, and coaching for people who are directly involved in tourism activities. The involvement of local communities is directed so that they can obtain economic benefits while playing an active role in preserving the area. The tourism sector is able to have a positive impact because of community involvement, albeit indirectly, in tourism activities so that mutually beneficial relationships are created (Nurany et al., 2023).

Supervision of tourism activities is an important part in maintaining the sustainability of the management of Adranan Island. The local government monitors tourist activities, space utilization, and compliance with environmental conservation principles. Although supervision has been carried out, limited resources and the breadth of the management area are still challenges that need to be overcome. Nature and culture are absolute assets that are the main value in sustainable tourism management, so they require consistent protection (Nyoko & Fanggida, 2015).

From an institutional perspective, the management system of the Adranan Island area is under the coordination of the local government by involving local communities as implementers in the field. This institutional structure allows for a clear division of roles between policy makers and implementers of tourism activities. However, the results of the study show that institutional capacity and human resources still need to be strengthened so that educational and conservative functions can run optimally. Tourism is a priority sector for development in Indonesia because of its great tourism potential and its ability to absorb labor across sectors (Hamara et al., 2024).

Organized management of tourist destinations also affects the perception and experience of tourists during their visit to Adranan Island. Service quality, area cleanliness, and environmental comfort are important factors in shaping tourist satisfaction. This satisfaction has the potential to encourage tourists to revisit and recommend destinations to other parties. Intention to revisit is generally influenced by the level of satisfaction of tourists with the experience of visiting the destination visited (Sulistyan et al., 2018).

Overall, governance and community participation in the development of conservation-oriented educational tourism on Adranan Island are showing a positive direction, although they still face a number of challenges. Synergy between local governments, managing institutions, and local communities is the key to the sustainability of regional management. Strengthening governance is expected to be able to improve the quality of destinations while maintaining environmental sustainability and the educational value of the region. Good management of tourist destinations can consistently encourage the emergence of tourists' intention to make repeat visits (Anggraini & Chodidjah, 2023).



Figure 1 Form of Community Participation in Tourism Development

2. Institutional and Regional Management System

Institutions play a strategic role in supporting the effectiveness of conservation-oriented educational tourism governance on Adranan Island. The management system of this area is under the coordination of the local government through the Tual City Tourism Office by involving the relevant regional apparatus and local communities as part of the management structure. Systematically designed governance is an important foundation so that tourism development can provide benefits across generations and maintain the sustainability of existing resources (Rahayu et al., 2023). This is in line with the view that governance is a structured process that includes the formulation of goals, goal setting, and supervision mechanisms to achieve organizational goals effectively (Sahira & Zulkarnaini, 2023).

The organizational structure of the management of the Adranan Island area shows a relatively clear division of roles between the local government and the local community. The Tourism Office plays the role of the main coordinator, while the community carries out operational functions in the field according to their capacity. The clarity of this structure is an important factor in increasing the effectiveness of tourism area management to be in line with local characteristics and potential. The success of destination development is highly determined by the effectiveness of governance that is able to optimize resources by considering social, economic, and environmental aspects in an integrated manner (Sari et al., 2025).

Human resource management is a crucial aspect in supporting the sustainability of the institutional system on Adranan Island. The local government has made various efforts to increase capacity through training and coaching for management officials and the community directly involved in tourism activities. This capacity building is directed to increase understanding of the principles of sustainable tourism and quality tourism services. Tourism development carried out based on mapping available resources and paying attention to environmental sustainability has proven to be a relevant approach in maintaining the sustainability of tourist areas (Ningrum et al., 2024).

Coordination between stakeholders is an important element in the management system of the Adranan Island tourist area. Coordination is carried out through formal and informal communication between local governments, local communities, and other related parties to harmonize the interests of regional management. Without good coordination, tourism governance has the potential to run suboptimally and cause overlapping roles between institutions. Therefore, the effectiveness of governance is highly dependent on the ability of relevant institutions to build solid and sustainable coordination (Hakiki, 2022).

From an economic perspective, effective tourism management contributes significantly to improving the welfare of local communities. The development of professionally managed tourist attractions not only increases people's income, but also creates a multiplier effect that encourages regional economic growth more broadly. This condition shows that tourism can be an instrument of inclusive economic development if managed sustainably. Research shows that effective tourism management is able to

provide real economic benefits for the local community (Ridwanullah et al., 2021).

The diversity of types of tourism is a strategic potential in the development of the Adranan Island tourist area. The type of tourism develops based on the motives of tourists, locations, and visiting destinations, allowing the management of the area to be carried out in a more adaptive and contextual manner. The variety of types of tourism includes marine, cultural, natural, culinary, and religious tourism that can be developed according to the characteristics of the region. This diversity emphasizes that tourism potential needs to be managed optimally through a planned and sustainable governance approach (Bone Regency Tourism Office, 2019; Apliant et al., 2023).

Community Participation in Tourism Management

1. Form and Level of Local Community Participation

Local community participation is an important element in the management of conservation-oriented educational tourism on Adranan Island. The results of the study show that the local community is directly involved in various activities in the management of tourist areas, both in operational aspects and supporting tourism activities. This involvement can be seen through the role of the community as a provider of sea transportation services, a cleanser of the beach area, a manager of simple facilities, and a tourist companion. This pattern of involvement reflects that communities are beginning to play a role as subjects in tourism development, in line with the concept of community-based tourism that places local communities as the main actors (Kiss, 2004).

In addition to physical involvement, community participation on Adranan Island is also reflected in social roles, such as maintaining security, order, and comfort in tourist areas. This role is an important factor in creating a quality tourism experience and supporting the sustainability of the destination. Public awareness of the importance of environmental conservation as the main capital of tourism has also encouraged the growth of participation. The success of tourist destination development is highly dependent on the effectiveness of holistic governance in optimizing resources by considering social, economic, and environmental aspects (Sari et al., 2025).

Community participation as direct actors of tourism can also be seen from their involvement in economic activities related to tourist visits. The community is not only a passive beneficiary, but also carries out service and management functions in the field. This condition shows that the development of tourism on Adranan Island is starting to lead to a participatory pattern that supports community independence. Good governance of tourist destinations is an important factor in realizing sustainable tourism because it is able to contribute to the achievement of *the Sustainable Development Goals* (SDGs) and create long-term economic value (WTTC, 2021).



Figure 2 Community Participation in Tourism Potential Management

2. Social and Economic Benefits for the Community

Community involvement in tourism management on Adranan Island provides real benefits, especially in the local economic aspect. Community participation in the provision of transportation services, tourism services, and other supporting activities opens up opportunities for alternative sources of income outside the traditional sector. Although the economic contribution generated is still limited in scale, these benefits show the potential of tourism as a driver of the local economy if managed sustainably. The development of tourist attractions that are managed professionally and sustainably not only increases the income of the local community, but also creates a multiplier effect that encourages regional economic growth (Ridwanullah et al., 2021).

In addition to economic benefits, community involvement also has a positive impact on social aspects. Participation in the management of tourist areas encourages the growth of a sense of belonging to Adranan Island as a living space and a shared economic space. People become more concerned about cleanliness, safety, and environmental sustainability because they feel the direct benefits of tourism activities. This condition is in line with the view that tourism development that is managed in a planned and sustainable manner is able to strengthen the social welfare of the community through the provision of adequate tourism facilities, infrastructure, and services (Hanafi & Yudhiasta, 2024).

Community capacity building is also an important impact of involvement in conservation-oriented educational tourism management. Interaction with tourists and the management provides new experiences related to tourism services, environmental management, and social cooperation. This process encourages the increase in the social role of the community, not only as economic actors, but also as guardians of local values and environmental sustainability. In the perspective of sustainable development, the active participation of the community in tourism contributes to strengthening social and economic resilience while strengthening the commitment to environmental conservation (Kiss, 2004).

Synergy of Governance and Community Participation in the Context of Conservation

1. Government and Community Collaboration

The synergy between local government governance and community participation is an important foundation in the management of conservation-oriented educational tourism on

Adranan Island. The results of the study show that collaboration has been built between the Tual City Tourism Office and the local community in supporting the management of tourist areas. This collaboration is reflected in the involvement of the community in the implementation of field activities in line with local government policies. The management of tourism potential through the synergy of formal and social actors is considered important to ensure the sustainability of tourist areas (Junaid & Salim, 2019).

The pattern of collaboration that develops on Adranan Island is functional and adaptive to the needs of regional management. Local governments play a role in policy formulation, planning, and general supervision, while the community is directly involved in tourism operational activities. This division of roles allows for regional management to be carried out in a more contextual manner because the community has local knowledge about social and environmental conditions. Governance carried out through the division of roles reflects a systematic organizational process in achieving common goals (Sahira & Zulkarnaini, 2023).

From the perspective of conservation tourism management, the collaboration of the government and the community on Adranan Island shows the direction towards an inclusive management model. The community not only plays a role as an implementer, but also as an area guardian and social supervisor of tourism activities. This collaboration strengthens the legitimacy of management policies and increases the sense of shared responsibility for environmental sustainability. The concept of educational tourism that combines non-formal learning with tourism activities is an important foundation in strengthening this collaborative pattern (Hayatri & Prasetyo, 2021).

2. Challenges in the Implementation of Participatory Governance

The implementation of participatory governance in the development of conservation-oriented educational tourism on Adranan Island still faces various structural and operational obstacles. One of the main challenges lies in the limited infrastructure to support the management of tourist areas. The inadequate condition of facilities and infrastructure affects the effectiveness of tourism activities as well as conservation efforts carried out. In fact, tourism development is ideally based on resource mapping while still paying attention to environmental sustainability as the main principle (Ningrum et al., 2024).

In addition to the infrastructure aspect, limited funding and weak supervision systems are also significant challenges in participatory governance. The management of tourist areas requires sustainable budget support for operations, strengthening the capacity of human resources, and environmental monitoring. The results of the study show that limited funding has an impact on the suboptimal supervision and guidance of the community. This condition shows that governance as a systematic process that includes goal formulation, goal setting, and supervision has not been fully effective (Sahira & Zulkarnaini, 2023).

The next challenge is related to the uneven level of community conservation awareness. Although some people have shown concern for environmental sustainability, there

are still groups that view tourism solely as a short-term economic resource. Differences in social and economic backgrounds also affect people's views on regional conservation. In fact, the success of tourist destination development is highly dependent on the effectiveness of holistic governance by considering social, economic, and environmental aspects in a balanced manner (Sari et al., 2025).

Coordination between stakeholders is also an important challenge in the implementation of participatory governance on Adranan Island. Working relations between local governments, communities, and other related parties are still informal and have not been fully institutionalized. This limitation of coordination has the potential to hinder the effectiveness of decision-making and supervision in the field. This is in line with the view that governance cannot run effectively without good coordination between institutions in carrying out their roles and functions (Hakiki, 2022).

Overall, these challenges show that participatory governance on Adranan Island still needs to be strengthened. Efforts to improve infrastructure, funding, monitoring, and conservation awareness must be carried out in an integrated and collaborative manner. With smart and adaptive governance, tourism development not only provides benefits for the current generation, but also ensures the sustainability of benefits for future generations (Rahayu et al., 2023).

Implications of Conservation-Oriented Tourism Development

1. Impact on Regional Sustainability

The development of conservation-oriented educational tourism on Adranan Island has a significant impact on the sustainability of the region, especially from environmental and social aspects. The application of conservation principles in area management encourages the growth of community collective awareness of the importance of protecting the environment as the main asset of tourism. Targeted and participatory management helps to reduce the potential for environmental degradation due to uncontrolled tourism activities. This condition is in line with the view that the development of conservation-based educational tourism is a sustainable tourism strategy oriented towards increasing knowledge and environmental preservation (Khairunnisa et al., 2019).

From the perspective of environmental sustainability, tourism governance that emphasizes educational values encourages changes in the behavior of managers and communities in utilizing natural resources. The use of space and resources is carried out more carefully by considering the carrying capacity of the area. This approach strengthens efforts to protect the environment while maintaining the quality of tourist areas in the long term. This is in line with the concept of educational tourism which is designed to provide a recreational experience as well as learning through direct interaction with tourist attractions (Sugiarti et al., 2022).

Social sustainability is also an important implication of the development of conservation-oriented educational tourism on Adranan Island. Community involvement in the management of the area fosters a sense of belonging and shared responsibility for the sustainability of tourist destinations. This participation strengthens social cohesion and creates more harmonious relationships between the community, the

government, and tourists. The integration of education and tourism activities through a fun approach also supports strengthening the social capacity of local communities (Rudiyanto & Hutagalung, 2021).

The resilience of regional management is reflected in the ability of the governance system to respond to tourism challenges and dynamics. Synergy between the government and the community allows for a more adaptive distribution of responsibilities and decision-making. This inclusive management strengthens the region's resilience in the face of environmental pressures and socio-economic changes. With smart and targeted governance, tourism development is expected to be able to provide sustainable benefits for current and future generations (Rahayu et al., 2023).

2. Relevance for Tourism Development in the Archipelago

The development of conservation-oriented educational tourism on Adranan Island has strategic relevance for the development of tourism in the archipelago. The results show that the integration of tourism planning, effective governance, and community participation is key in managing areas with vulnerable ecological characteristics. This approach helps prevent excessive pressure on the environment while maintaining the sustainability of the area's social functions. Tourism development in the archipelago needs to be based on policies that emphasize the use of institutional and resource potential in accordance with local characteristics (Supriyanto et al., 2024).

From a policy perspective, the findings of this study confirm the importance of strengthening regulations that support conservation-based tourism management. Local governments can use the results of research as a basis for formulating more adaptive and participatory policies. Policies that provide space for collaboration between stakeholders are considered to be able to increase the effectiveness of tourism area management. This is in line with the view that tourism potential needs to be managed optimally through the role of government institutions and community organizations formed by the community (Junaid & Salim, 2019).

In addition to policy implications, the conservation-oriented educational tourism development model on Adranan Island has the potential to be replicated in other archipelago regions. The integration between governance, community participation, and conservation principles can be a reference for destination management with similar characteristics. Replication of this model requires adjusting the local context to remain relevant and effective. Tourism management that is carried out professionally and sustainably has been proven to be able to have a positive economic impact on the local community (Ridwanullah et al., 2021).

In terms of academic and practical contributions, this research enriches the study of conservation tourism in the archipelago. The findings of the study provide a new understanding of the relationship between governance, community participation, and the sustainability of tourist destinations. Practically, the results of the research can be a reference for policy makers and regional managers in designing sustainable tourism development strategies. Effectively managed tourism development not only increases the income of local communities, but also encourages

regional economic growth through a multiplier effect (Ridwanullah et al., 2021).

IV. CONCLUSIONS

This study shows that the development of conservation-oriented educational tourism on Adranan Island, Tual City, is highly determined by the effectiveness of governance and the level of participation of local communities. The role of local governments as regulators, facilitators, and supervisors is an important foundation in ensuring that the management of the area runs in line with the principles of sustainable tourism. On the other hand, the involvement of the community as direct actors in tourism strengthens social and economic sustainability and fosters a sense of belonging to the region. The synergy between the government and the community forms a collaborative management model that supports environmental protection as well as responsible use of the area. However, challenges in the form of limited infrastructure, funding, monitoring, and conservation awareness still require serious attention. Therefore, institutional strengthening, community capacity building, and policy consistency are strategic steps to realize sustainable and relevant conservation-oriented educational tourism for the development of tourism in the archipelago.

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