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Marine Tourism Policy Connectivity in Creating Sustainable Development Goals in Banten Province, Indonesia

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Abstract

Tourism development is always linked to sustainable development, which is associated with the global framework of the Sustainable Development Goals (SDGs). The objective of this study is to determine the characteristics of integrated and synergistic tourism policy connectivity strategies between various policies and programs of the actors. This study uses a descriptive qualitative approach with a case study method. The implementation of tourism policies in the regions has not been able to create policy connectivity. Local governments have not been able to align and synchronize their tourism sector development plans with central government policies and policies in other sectors. Regional tourism policies have not been fully integrated and synchronized between the tourism, environmental, and community empowerment sectors. Although there is a Regional Tourism Development Master Plan document, its implementation has not fully reached coastal villages. Coordination between technical agencies is also still partial.

Keywords: *Tourism Policy; SDG's; Sustainable Marine Tourism Development; and Disadvantaged Areas.*

Introduction

Tourism is one of the development sectors (Butcher, 2024); (Sun, Lin, & Chen, 2023) that is currently being developed by the government, because tourism is considered to have a very important role (Bolleter, Edwards, Freestone, Nichols, & Hooper, 2022) in special development in Indonesia as one of the regional and state income sectors (Andian, 2023). Tourism in Indonesia is one of the important economic sectors. Apart from being an economic engine, tourism is considered capable of reducing unemployment (Aliansyah, 2021).

The government seeks to create a tourism industry that is not only economically profitable but also preserves the environment and local culture (Irawan, 2023). Tourism development is one of the government's priorities to support economic growth, expand employment, and increase state revenue (AlBaz, 2024); (Irawan, 2023); (Mokoginta, Poluan, & & Lakat, 2020); (Sihombing, 2021). The government invests in the development and improvement of infrastructure, such as airports, ports, roads, and other public facilities. This development aims to improve the accessibility and convenience of tourists, thus encouraging growth in the number of visits (Adedoyin, Seetaram, Disegna, & & Filis, 2023); (Laming, 2023); (Podungge, Nuna, & & Akuba, 2023); (Area, 2025).

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Sustainable Development Goals is a sustainable development program developed by UN member countries in 2015 and is expected to be achieved by 2030 (Pristiandaru, 2023). SDGs in Indonesian is defined as sustainable development goals which contain 17 goals to be achieved, the following 17 goals of SDGs or Sustainable Development Goals and their explanations:

No	Goals SDGs	Main Focus
1	No Poverty	End poverty in all its forms
2	No Hunger	End hunger and achieve food security
3	Healthy and Prosperous Life	Ensure a healthy life and support well-being
4	Quality Education	Ensure inclusive and quality education
5	Gender Equality	Achieving gender equality and women's empowerment
6	Clean Water and Sanitation	Ensure availability and management of clean water
7	Clean and Affordable Energy	Ensure access to affordable and sustainable energy
8	Decent Work and Economic Growth	Promoting economic growth and decent work
9	Industry, Innovation, and Infrastructure	Building durable and innovative infrastructure
10	Reduced inequality	Reduce inequality within and between countries
11	Sustainable cities and settlements	Making cities and communities inclusive and sustainable
12	Responsible Consumption and Production	Ensure sustainable consumption and production patterns
13	Climate Change Management	Take immediate action to address climate change
14	Ocean Ecosystem	Conserve and use marine resources sustainably
15	Terrestrial Ecosystems	Protect, restore and promote the use of terrestrial ecosystems
16	Peace, Justice and Strong Institutions	Promoting peaceful and inclusive societies
17	Partnerships to Achieve Goals	Strengthening the global partnership for Development

Table 1: Sustainable Development Goals

Source: Researcher Analysis, 2025

Banten Province occupies a strategic position for tourism development because it is the gateway for foreign tourists to enter Indonesia, in addition to bordering the national capital. The potential of tourism resources is very potential, both natural resources and artificial resources make Banten Province has a huge opportunity for tourists to visit (Statsitik, 2025). In addition, there are many tourist attractions in Banten Province (Saefudin & Islamiati, 2023). One of them is the beach, Banten Province chooses many beaches with several famous beaches including Anyer Beach, Carita Beach, Sawarna Beach, and Tanjung Lesung Beach. The province also has 6

coastal districts/cities, 37 coastal sub-districts, and 133 coastal villages, which shows that Banten Province has many areas with access to the beach.

However, to make this marine tourism potential a driving force for sustainable development, an integrated and synergistic tourism policy connectivity strategy is needed between various policies and programs of the government, local government, business actors, and the community. This policy connectivity is important so that tourism development can improve the welfare of local communities, preserve the environment, and support the achievement of SDGs, especially in terms of an inclusive and sustainable economy and environmental conservation.

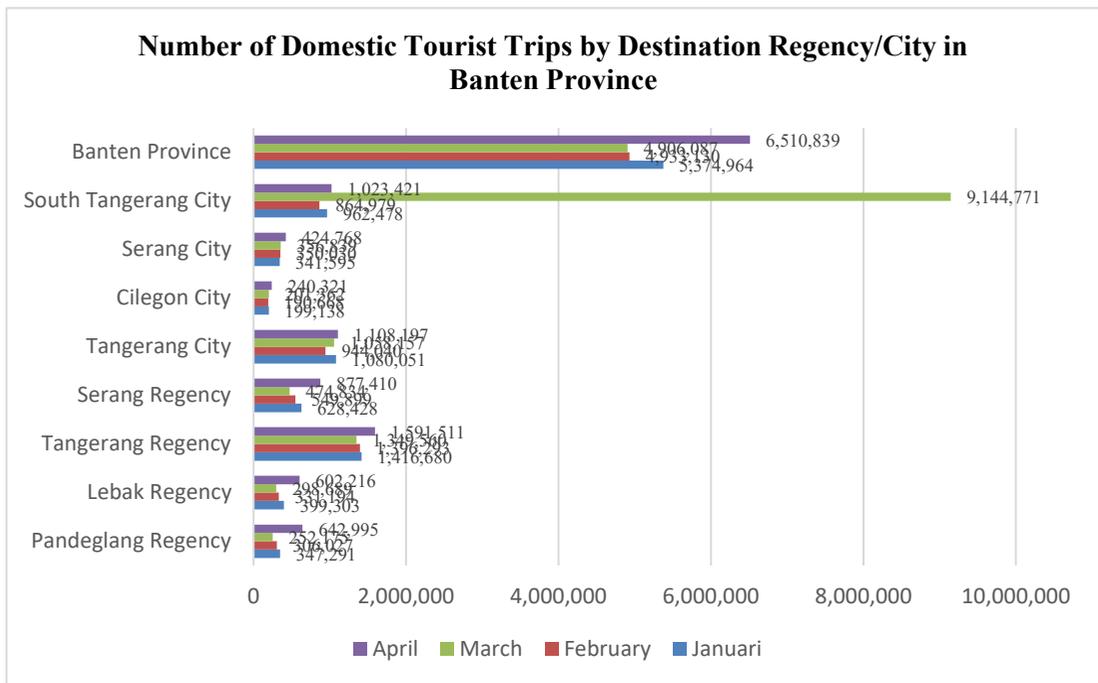


Figure 1. Number of Domestic Tourist Trips by Destination Regency/City in Banten Province.

Source: Badan Pusat Statistik, 2025.

The table displays data on the number of domestic tourist trips to various districts and cities in Banten Province during the first four months of 2025. This data confirms that Banten Province is an important tourist destination for domestic tourists with a variety of visits distributed in various regions, and there is potential for an increase that can be maximized, especially in April which shows a spike in visits (Statsitik, 2025). Taking into account the number of existing beaches and trends in tourist visits, the use of integrated management strategies and mutually supportive policies is expected to bring Banten Province into a world-class marine tourism destination that not only attracts tourists but is also socially, economically and environmentally sustainable.

The main problems in the connectivity of marine tourism policy in Banten include; first, the imbalance between the growth of visits and infrastructure. Spike in visits during the Lebaran holiday: Banten Province Tourism Crisis Center data recorded a prediction of 840,000 visits during March 31-April 7, 2025, with peaks reaching 190,000 per day. The pace of development has not kept pace: Although the Serang-Rangkasbitung toll road section I has been in operation

since 2021, sections II and III to Tanjung Lesung are still under construction. The limited access causes an imbalance in connectivity between regions. Direct impact: Lack of supporting facilities such as parking, beach rescuers (Balawista), and sanitation reflected in the adequacy of Balawista of only 200 personnel for 900 destinations makes the potential safety and comfort of tourists neglected. Second, sectoral policy synchronization is not optimal. The central government (Kemenparekraf, PUPR) has allocated Rp 32 trillion for infrastructure and cross-sector collaboration. However, the implementation at the provincial / district level is still less synergistic, as evidenced by several tourist sites whose basic infrastructure has not been integrated - for example, the management of thematic rest areas that do not favor local human resources. The development of areas such as Tanjung Lesung, which has been designated as an SEZ since 2012, has progressed slowly in terms of education infrastructure and community engagement. Third, not paying attention to the principle of sustainability (SDGs). The economic upsurge from tourism is very significant in 2022 with 61 million tourists, with tourism revenue contributing 4.34% of Banten's GRDP, but environmental penalties are seen from waste management issues and marine habitat degradation (coral reefs, mangroves). Mangrove planting programs are still sporadic, such as in Karangantu, but have not been strengthened by monitoring regulations and long-term support by cross-OPD.

Fourth, lack of local community involvement and human resource strengthening. In Tanjung Lesung, the government and developers established a tourism school and developed a tourism village, but the capacity of the local population is not yet fully prepared to accept a role in the tourism ecosystem. Fifth, the lack of indicator data to evaluate policies. BPS Tangsel reported 207,019 foreign tourist visits and 4.90 million domestic tourist visits to Banten in December 2024, but this data has not been specifically linked to social environmental impacts or SDGs goals. Monitoring of destination quality (number of Balawista, waste management, infrastructure responsiveness) is not published regularly, making it difficult to assess the contribution of policies to the goals. Based on these problems.

Research Method

This research uses a descriptive qualitative approach (Creswell, 2014); (Taylor & Robert Bogdan, 2016). This approach was chosen because it aims to describe and understand in depth the phenomenon of tourism policy connectivity in supporting the achievement of Sustainable Development Goals (SDGs) in marine tourism areas in several underdeveloped districts in Banten Province. Case studies allow research to focus on specific contexts in marine tourism areas, exploring the dynamics, processes, and policy interactions that occur in detail.

Data Collection Techniques using: (1) Interviews, with stakeholders directly related to marine tourism management and tourism policy, such as local government officials, destination managers, tourism businesses, and local communities. This interview aims to obtain in-depth information about their views, experiences, and perceptions of the effectiveness of tourism policies in supporting SDGs. (2) Field Observation, researchers made direct observations in the marine tourism area. (3) Policy Documentation Study, data collection is carried out by reviewing official documents related to tourism policies, regional development plans, SDGs documents, and other supporting literature. This documentation study is important to understand the applicable policy framework and its relationship with sustainable development goals. The informants in this study were the Banten Provincial Tourism Office, marine tourism visitors (both domestic and foreign tourists), marine tourism destination managers, and tourism business actors (MSMEs, tour operators, homestays, etc.).

The selection of the four categories of informants is important to build a comprehensive understanding of policy connectivity from upstream to downstream—from policy planners, implementers, direct beneficiaries (visitors), to local economic actors. Their perspectives complement the analysis of the relationship between marine tourism policies and the achievement of Sustainable Development Goals (SDGs) in Banten Province.

The data analysis used an inductive and interactive approach (Miles & Michael Huberman, 2014), through three main stages: Data reduction, Data Presentation, and Conclusion Drawing and Verification.

Result & Discussion

Inter-Agency Coordination

Inter-agency coordination is a fundamental aspect in creating effective and synergistic policies, especially in the marine tourism sector which involves various parties from the central, provincial, to district/city governments. Based on the data, the Banten Provincial Tourism Office admits that there is no coordination forum across OPD and stakeholders that is permanent and integrated, but coordination is only carried out when certain programs are running. This condition causes unsynchronized programs between related agencies such as Tourism, Marine, Environment, Transportation, and Bappeda which are still running sectorally. From the perspective of visitors and tourism actors, they are not even aware of the existence of coordination forums or program synchronization, so the impact of policies is difficult to feel directly. Tourism managers complain about overlapping policies in the field, which shows weak collaboration between agencies. In addition, collaboration between the central, provincial, and district/city governments also experienced a mismatch of priorities, especially in terms of budget and zoning, which resulted in central projects not always being continued in the regions. Tourist businesses feel uninvolved in project implementation, which reduces policy effectiveness.

Based on the interview data, it shows that:

1) Existence of a Coordination Forum Across OPDs and Stakeholders. The Banten Provincial Tourism Office stated that there is no permanent and integrated coordination forum involving all regional apparatus organizations (OPD) and stakeholders in marine tourism development. Coordination tends to be sporadic and carried out only when there are certain activities or programs. This indicates that the coordination pattern has not become systematic and sustainable. Visitors are not aware of the coordination forum in question, indicating that community or public involvement in the policy communication process is still very minimal. Tourism managers stated that they had never been invited to a policy forum or cross-agency meeting, which shows the weak participation of field actors in the policy formulation or evaluation process. Tourism business actors were never involved or aware of the inter-agency meeting forum, which resulted in the policy feeling distant and not grounded. The lack of an inclusive coordination forum indicates that the policy process in the marine tourism sector is still elitist and exclusive, not involving local actors as part of the policy formulation and implementation process. This is contrary to the principle of participatory governance, which is emphasized in SDGs 16 (inclusive and accountable institutions). The absence of a forum still results in no space for dialog, whereas sustainable development requires synergy between sectors and between stakeholders.

2) Program Synchronization between Related Agencies (Tourism, Marine, Environment, Transportation, Bappeda). From the Tourism Office, it is acknowledged that program

synchronization between related agencies has not run optimally and is still sectoral. The RPJMD of Banten Province has not fully integrated strategic sectors that support marine tourism in an integrated manner, such as the environment, marine, and infrastructure. Visitors do not understand how the flow of policies or synchronization between agencies affects the condition of the tourist destinations they visit. This indicates that the impact of unsynchronization is felt indirectly, through poor facilities or public services. Tourism managers directly experience the impact of unsynchronized policies, such as overlapping rules between agencies or confusion in permits and regulations. Meanwhile, businesses mentioned that they were unaware of the existence of synchronous programs between agencies, indicating weak cross-sector communication to the public and economic stakeholders. The lack of synchronization shows the weakness of policy coherence, which is an important element in realizing the Sustainable Development Goals. Tourism development that requires cross-sectors (transportation, environment, marine, spatial planning) will fail to achieve its goals if each DPO moves independently. This lack of synchronization creates inefficiency, legal uncertainty, and makes it difficult for tourism actors to play their roles. It also hinders the achievement of SDGs 11 (sustainable cities and settlements) and SDGs 17 (partnerships for goal achievement).

3) Policy Collaboration between Central, Provincial, and Regency/City Governments. The Tourism Office revealed a mismatch of priorities between the central and local governments, especially in terms of budget and zoning of marine tourism areas. For example, projects or programs launched by the central government are not always continued or adjusted by local governments, resulting in the termination of policies and programs in the middle of the road. Visitors do not feel the direct benefits of collaboration between the center and the regions, which shows that synergy between levels of government has not resulted in real public services on the ground. Tourism managers complained that projects from the center were abandoned without continuation from the regions, causing confusion, and impacting the sustainability of their operations. The same thing is also felt by business actors, who are not involved in the implementation or supervision of central and local government projects. The mismatch between central and local policies shows the lack of vertical alignment in the policy planning and implementation process. The absence of a sustainable collaboration system results in program fragmentation, budget inefficiencies, and information gaps between policy implementers and field actors. This is a serious obstacle in achieving SDGs 17 (partnership for the goals), which emphasizes the importance of collaboration across government levels and sectors.

Policy Planning Integration

Policy integration in regional development planning is very important to ensure the continuity and sustainability of marine tourism destination development. The data shows that although marine tourism policies have been included in the Banten Province RPJMD document, integration with other planning documents such as the RTRW and Renstra is still very limited. Visitors, tourism managers and business actors also do not get information related to these documents and are not involved in the planning process. Sustainability principles have begun to be included in destination development plans, but have not yet become a real standard of implementation in the field. Managers and businesses admit that there is no specific training or guidance for the implementation of sustainability principles, and they have not received guidance from the government regarding environmentally friendly practices. Economic aspects are still the main focus of policy with social and environmental implementation that is not yet optimal, so that positive impacts on society and the environment have not been widely felt.

Based on the interview data, it shows that:

1) Marine Tourism Policy is Connected to Regional Development Planning (RPJMD, RTRW, Renstra). The Banten Provincial Tourism Office stated that the marine tourism policy has indeed been included in the RPJMD (Regional Medium-Term Development Plan). However, integration with the RTRW (Regional Spatial Plan) and Renstra (Strategic Plan) is still not optimal and tends to be partial. This shows that although the planning aspect has touched on marine tourism formally, in practice it has not fully become a cross-sectoral reference. Visitors are generally unaware of the existence of these planning documents, which indicates a lack of transparency and public communication on the direction of regional tourism development. Tourism managers stated that they never had access to the RTRW or Renstra documents, so they could not align their management plans with regional policies. Business actors were also never involved or asked for input in the planning process, which shows a weak participatory approach in policy governance. These findings indicate weak policy connectivity between regional strategic planning and actual implementation in the marine tourism sector. The role of the RTRW and Renstra should be to provide technocratic guidance that brings together aspects of space, development and sustainability, but the disconnect between the documents and actors on the ground has resulted in policies losing effectiveness. The low participation of local stakeholders in the planning process indicates that the principle of inclusive planning as required by SDGs 16 (inclusive and accountable institutions) and SDGs 11 (sustainable urban planning) has not been fulfilled.

2) Inclusion of Sustainability Principles in Marine Tourism Destination Development. The Tourism Office claims that the principle of sustainability has been included in planning documents. However, implementation in the field has not been consistent. This can be seen from the recognition of visitors who do not find real sustainability practices while at tourist sites. For example, there is no waste management system, coastal area conservation, or environmental education. Tourism managers also admit that they do not have technical guidance or training that explains how sustainability principles are practically applied. Similarly, tourism businesses do not receive support in the form of training or technical guidelines on environmentally friendly practices. This results in a large gap between the values written in policy documents and the reality of implementation on the ground. This condition shows that the principle of sustainability has not yet become an operational foundation in the development of marine tourism in Banten. Sustainability is still symbolic, without real transformation at the technical level. In fact, to achieve SDGs 12 (sustainable consumption and production), SDGs 14 (marine ecosystems), and SDGs 8 (decent work and economic growth), the principle of sustainability must become a core principle in all aspects of tourism destination management—from infrastructure, economy, social, to culture.

3) Integration of Economic, Social, and Environmental Aspects in Policy. In terms of policy, the Tourism Office recognizes that the integration of economic, social, and environmental aspects is still limited to concepts in planning. Policy implementation is still very much dominated by economic aspects, especially in terms of achieving the target number of tourists and regional income. Social and environmental aspects have not been prioritized or measured with clear indicators. This is felt by visitors who do not see any alignment or education towards the preservation of local culture and the environment. Tourism managers also mentioned that the main orientation is to increase visits, without considering the carrying capacity of the environment or social sustainability. Business actors consider that policies have not provided sufficient space for small actors and have not paid attention to the ecological impact of tourism

that continues to grow.

Physical and Digital Connectivity

Physical connectivity such as adequate basic infrastructure determines the convenience and accessibility of marine tourism destinations. However, many tourist destinations in Banten Province still lack facilities such as roads, clean water, sanitation and docks. This condition is felt directly by visitors who find some locations uncomfortable, and managers who have difficulty providing these important facilities. Businesses also have to cultivate their own facilities due to the lack of government support. Public transportation access to tourist sites is still limited and not managed in an integrated manner, so tourists experience difficulties and high costs, especially to reach small islands. Integrated digital information and tourism promotion systems are also not optimal. Although there are promotional platforms, the coverage is not maximized and tourism actors rely more on private social media rather than official government platforms, making it difficult for visitors to find official information.

Based on the interview data, it shows that:

1) Availability of Basic Infrastructure (Roads, Clean Water, Sanitation, Docks). The Banten Province Tourism Office recognizes that most marine tourism destinations in the region still do not have adequate basic infrastructure. The infrastructure development process is carried out in stages and has not reached all tourist sites. Visitors feel the direct impact of the lack of facilities such as sanitation and clean water which makes the tourist experience less comfortable. Meanwhile, tourism managers experience operational difficulties due to limited clean water supply and poor sanitation conditions. Businesses even mentioned that they have to bear the cost of providing basic facilities themselves due to the lack of support from the government. The low availability of basic infrastructure shows that physical connectivity to and within marine tourism areas is still a major obstacle to sustainable tourism development. The unavailability of basic facilities such as sanitation and clean water not only reduces the quality of tourism services, but also has the potential to cause environmental damage and hamper the achievement of SDGs 6 (clean water and sanitation), SDGs 9 (infrastructure), and SDGs 11 (sustainable cities and communities). In the long run, infrastructure underdevelopment can reduce destination competitiveness and widen the development gap between regions.

2) Adequate Public Transportation Access to Tourist Sites. The Tourism Office stated that public transportation access to tourist destinations has not been managed in an integrated manner and there are still many areas, especially in the islands, that cannot be reached by public transportation modes. Visitors complain about the lack of transportation options and the high cost of reaching locations, especially to small islands. Tourism managers also said that many tourists complained about difficult access, which in turn reduced interest in visiting. This was also felt by tourism businesses, which experienced a decline in visits and revenue due to poor transportation connectivity. Limited access to transportation is one of the main obstacles to the development of inclusive and sustainable marine tourism areas. The absence of integrated transportation limits visitor mobility and local economic distribution. This shows the weak integration of the transportation sector with tourism policy, which directly contradicts the principles of SDGs 11 (accessibility of cities and settlements) and SDGs 8 (inclusive and sustainable economic growth). Strengthening the integrated transportation system is important to increase tourism attractiveness and strengthen the local economic chain.

3) Integrated Digital Information System and Tourism Promotion. The Tourism Office has

developed several digital promotion platforms, but their utilization is still not optimal and does not cover all marine tourism actors and destinations in Banten. From the visitor side, official information about tourist destinations is difficult to find; most information is obtained from personal social media or unofficial parties. Tourism managers must independently conduct promotions through social media, without any guidance or coordination from related agencies. Tourism businesses also stated that they rely heavily on private social media because there is no formal promotional support from the government. The lack of an integrated digital information and promotion system indicates a weak digitization strategy for the tourism sector in Banten. This has an impact on the limited visibility of destinations, low engagement with tourists, and market potential that is not optimized. The disconnect between tourism actors and the government in digital promotion efforts also shows the weakness of public-private collaboration. This condition is not in line with the principles of SDGs 9 (innovation and infrastructure), SDGs 17 (partnership for purpose), and SDGs 8 (employment and economic growth), where digitalization should be a tool for tourism transformation towards inclusiveness and efficiency.

Local Stakeholder Participation

The participation of local communities and tourism businesses in the policy-making process is very important so that policies are more responsive and have a positive impact. However, the current stakeholder engagement program is still minimal and tends to be top-down without a formal participatory mechanism. Visitors are unaware of the existence of participatory planning, while managers and business actors feel that they are only implementers and have never been invited to formulate policies. Ease of access to training, assistance, and licensing also remains an obstacle. The Tourism Office conducts limited training programs that are unevenly distributed, while managers and business actors consider training to be rare and licensing procedures bureaucratic and difficult to access. The existence of a community forum or coastal tourism community as a forum for communication and advocacy has also not been strongly established at the local level, making it difficult for managers and businesses to build networks and get support.

Based on these data, there is a significant gap between the policies formulated by the government (Tourism Office) and the implementation in the field, especially in terms of waste management, sustainable tourism education, and environmental protection. Existing policies are still more conceptual and not concrete in implementation and supervision. The incomprehension and lack of information received by visitors, managers, and business actors show that socialization and education about sustainability have not been effective and evenly distributed. This weakens the role of all stakeholders in supporting sustainable tourism in accordance with the SDGs. The lack of synchronization between marine conservation policies and tourism development contributes to frequent zoning violations, reflecting a lack of cross-sector coordination and minimal field supervision. The lack of indicators of SDGs achievement and training for managers and businesses makes it difficult to measure the success of marine tourism as a contribution to sustainable development goals.

In terms of policy, the Tourism Office has included the principle of sustainability in the planning document, but limited regulations and real incentives make implementation in the field not optimal. This indicates the need to strengthen clear regulations and technical support for tourism managers and businesses. Tourism managers and businesses are the spearhead of the implementation of environmental management and visitor education, but they still lack support from the government in the form of training, educational materials, and environmentally friendly

management guidelines. Visitors, as the end users of the destination, show a lack of awareness and education about sustainability principles, so behaviors that harm the environment are still common. This suggests that sustainable tourism education and campaigns should be more intensive and target visitors directly. Coordination between related agencies in terms of marine protected area management has not been maximized, so zoning regulations are often violated. This indicates the need for improved coordination and stricter law enforcement in maintaining conservation areas while developing marine tourism. Finally, the SDGs as a global framework have yet to be translated into clear operational programs at the local level, and training related to the SDGs needs to be expanded to all stakeholders so that marine tourism can truly contribute to sustainable development in the Banten Province.

Application of Sustainability Principles (Sustainable Development Goals - SDGs)

The application of sustainability principles is the main pillar in realizing sustainable development goals through marine tourism. However, the practice of waste and waste management in tourist areas is still very dependent on the initiative of managers and has not been supported by strict regulations or incentives. Visitors witness a lot of garbage and a lack of education about environmental management. Sustainable tourism education is also not yet a priority program of the government and is only done sporadically. As a result, visitors do not get enough information about conservation or responsible tourism behavior. Protection of marine protected areas and coastal ecosystems still faces challenges in the form of unsynchronized policies and zoning violations that have the potential to damage ecosystems. In addition, the role of marine tourism in supporting the SDGs, particularly on targets such as SDGs 8 (Decent Work and Economic Growth), SDGs 11 (Sustainable Cities and Settlements), SDGs 12 (Responsible Consumption and Production), SDGs 14 (Life Below Water), and SDGs 17 (Partnerships to Achieve Goals), is still less measurable and there are no clear indicators of achievement. Most visitors, managers, and businesses do not understand the concept of SDGs and have not been given training or information on this matter.

Based on the interview data, it shows that:

- 1) **Waste and Waste Management Practices in Marine Tourism Areas.** The Banten Provincial Tourism Office acknowledges that waste management in marine tourism areas is still not standardized and only depends on the initiative of each manager. The absence of special regulations and government incentives causes waste management to not run optimally. This was confirmed by visitors who saw firsthand the dirty condition of the tourist environment and the lack of education related to waste management. Tourism managers also admit that they do not have an integrated waste management system, and rely more on self-help or mutual cooperation. Meanwhile, tourism businesses are not aware of any regulations or waste management standards that they must implement. Low institutional capacity and the unavailability of clear technical guidelines have led to a lack of uniformity in environmental management. This condition shows that the principles of SDGs 12 (sustainable consumption and production) and SDGs 14 (marine ecosystems) have not been achieved, because tourism activities have the potential to worsen environmental conditions without a good waste management system.
- 2) **Sustainable Tourism Education to Visitors.** According to the Tourism Office, sustainability education programs have not been a top priority and are only done sporadically. Visitors themselves claim to have never received any education on sustainable tourism; they come solely for recreation. Tourism managers also do not have structured educational materials, and businesses claim not to know how to convey sustainability messages to their customers. The

absence of a systematic education program reflects the government's weak efforts to build ecological awareness among all stakeholders. This has the potential to exacerbate environmental degradation as the behavior of tourists and tourism actors is not geared towards sustainability principles. This gap shows that marine tourism has not functioned as a social transformation tool that supports the achievement of SDGs 4 (quality education) and SDGs 11 (sustainable cities and communities).

3) **Protection of Marine Protected Areas and Coastal Ecosystems.** Marine conservation policies managed by the government are not synchronized with tourism development plans. This has led to frequent zoning violations. Visitors do not know where the conservation area boundaries are, while tourism managers and businesses also do not have enough information about the location and applicable regulations. This lack of understanding indicates weak socialization and coordination between agencies related to conservation area management. The lack of synchronization between conservation and tourism development policies indicates a lack of integration across sectors. The absence of information and zoning controls means that coastal and marine areas are under threat from over-exploitation. This is a serious obstacle to the achievement of SDGs 14 (conserve marine life) and SDGs 17 (partnership to achieve goals), which require synergy between stakeholders.

4) **The role of marine tourism in supporting SDGs 8, 11, 12, 14, and 17.** The Tourism Office states that the tourism sector has been directed as a driver of the achievement of the SDGs. However, this recognition is not supported by clear and measurable performance indicators. In contrast, neither visitors, tourism managers, nor business actors understand what the SDGs are, let alone their relationship with tourism activities. They have also never received training or information related to the sustainable development goals. There is a big gap between the policy-level and the implementation-level. The discourse on SDGs is not accompanied by educational strategies, training, or measurement indicators. As a result, all actors in the tourism sector are running without direction in line with global sustainability goals. This indicates that the tourism sector in Banten is not ready to become a real driver of SDGs 8 (economic growth), SDGs 12 (sustainable production), and SDGs 17 (strategic partnerships).

Overall, the results of the study indicate that the application of SDG principles in marine tourism policies and practices in Banten Province is still weak, sporadic, and unstructured. The absence of strong regulations, lack of training, and minimal understanding among tourism actors have resulted in sustainability principles becoming mere policy jargon without concrete realization in the field. From the above discussion, it is evident that the connectivity of marine tourism policies in Banten Province still faces several key challenges in the areas of inter-agency coordination, policy integration, infrastructure and information connectivity, local stakeholder participation, and the implementation of sustainability principles aligned with the SDGs.

Conclusion

The conclusion of this study confirms that connectivity between tourism policies at the central, regional, and local levels has a very important role in creating sustainable tourism in the marine tourism areas of underdeveloped districts in Banten Province. The integration of Sustainable Development Goals (SDGs) principles in tourism policy is able to have a significant positive impact, both from the socio-economic and environmental aspects. Regions such as Pandeglang Regency and Lebak Regency with abundant marine tourism potential, such as Tanjung Lesung Beach, Umang Island, and Ujung Kulon, have a great opportunity to become a driver of local development that not only increases income and employment, but also serves as a driver of

marine ecosystem conservation.

However, there are still various obstacles that pose major challenges, such as the inadequate condition of basic infrastructure, the disconnection of cross-sectoral policies, and the limited capacity of local human resources. These obstacles hinder the development of effective, inclusive and sustainable tourism. Therefore, strengthening collaboration between various parties, including the government, local communities, and the private sector, is key to the successful implementation of tourism policies that support the achievement of SDGs. The community-based ecotourism development model is a relevant approach because it places local communities as the main actors in the management and utilization of the tourism economy, while preserving the environment.

Thus, integrated and collaborative tourism policy connectivity is the main foundation for realizing sustainable tourism development and providing optimal economic, social and environmental benefits for disadvantaged areas with marine tourism potential.

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