A Marine Tourism Management Model Based on Community-Based Tourism and Its Role in Increasing The Income of Coastal Communities in Balikpapan City

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Abstract: This study aims to describe the management of community-based tourism in the coastal area of Balikpapan City, analyze the suitability between the assessment of interests and expectations of the community towards the implementation of CBT dimensions, and determine the effect of marine tourism development on increasing the income of coastal communities. Data analysis was conducted using Quantitative Descriptive Analysis, Importance-Performance Analysis, and Multiple Regression Analysis. The results show that the management of community-based marine tourism in the coastal area of Balikpapan City is generally in the good category. Multiple linear regression analysis shows that CBT-based marine tourism has a significant influence on increasing the income of coastal communities. Practical suggestions include increasing the protection and conservation of coastal ecosystems through the involvement of visitors and coastal communities, as well as involving the community more in tourism-related policy making.

Introduction

Equitable development is one of the main objectives of the implementation of regional autonomy, which gives local governments the right to utilize local potential to improve development and community welfare. Therefore, local governments, through Bappeda, often conduct explorations to identify regional potential, including tourism potential. According to Rusyidi and Fedryansah (2018), tourism development is now a leading program in regional development because it can encourage economic growth, create jobs, and reduce poverty.

Indonesia has unique geographical characteristics with many islands and high natural resource potential in marine and coastal areas. Previously, coastal communities relied on

fishing as the main source of income. However, with the development of marine tourism, there is an increase in income through job diversification, such as becoming managers and business actors of marine tourism. Dewi et al. (2022) stated that marine tourism, such as scuba diving, snorkelling, and wind surfing, can improve the local economy.

Balikpapan City in East Kalimantan Province has great tourism potential. The Department of Youth, Sports, Culture, and Tourism of Balikpapan City has seriously developed tourist attractions in this city. Saputro et al. (2020) stated that Balikpapan City has good water conditions and a coastline length of 45 km, with 11 marine tourism objects in 2022 (Data Balikpapan, 2023). The implementation of a marine tourism management system based on Community Based Tourism (CBT) is key in utilizing tourism potential for local community development. Hermawati (2020) emphasizes that the collective awareness of the community is very important in the development of tourist villages. Tourism development that involves local communities ensures that economic benefits are received by the community itself.

An economic problem often faced by coastal communities is the assumption that they are economically disadvantaged. Mamengko and Kuntari (2020) mentioned that coastal communities are often left behind economically, socially, and culturally compared to other community groups. Marine tourism is expected to reduce poverty by increasing income from the tourism sector. Siregar et al. (2022) added that marine tourism creates new job opportunities for coastal communities, helps reduce dependence on natural resources and reduces economic risks associated with fluctuations in the price and availability of natural resources.

The problem in Balikpapan City related to the tourism sector is that the amount of PAD (Regional Original Revenue) from the tourism sector is still low, as stated in KBR.ID daily (2015) that although tourism in Balikpapan City has been intensively promoted in recent years, PAD from the tourism sector in Balikpapan City has not been significant, this fact can be seen from the proportion of tourism contribution to GDP from 2019 to 2021. Based on Balikpapan Data (2022), the contribution rate of the tourism sector to the GDP of Balikpapan City has decreased, where in 2019 the contribution rate of 1.60% dropped to 1.49% in 2020 and dropped again to 1.42% in 2021. In addition, other problems were also found, namely the low participation and contribution of local communities in the development of marine tourism in Balikpapan City. This fact is inversely proportional to the concept that the participation and contribution of local communities in the utilization of an area for tourism activities is absolutely necessary, without the participation and contribution of local communities in tourism development, it is likely that tourism development will not be sustainable due to social friction in space utilization. The low participation and contribution of local people in Balikpapan City is conveyed in an empirical study conducted by Karim et al. (2017) who conducted research related to the participation of Pokdarwis (Tourism Awareness Group) in Balikpapan City with the results in Figure 1 below.
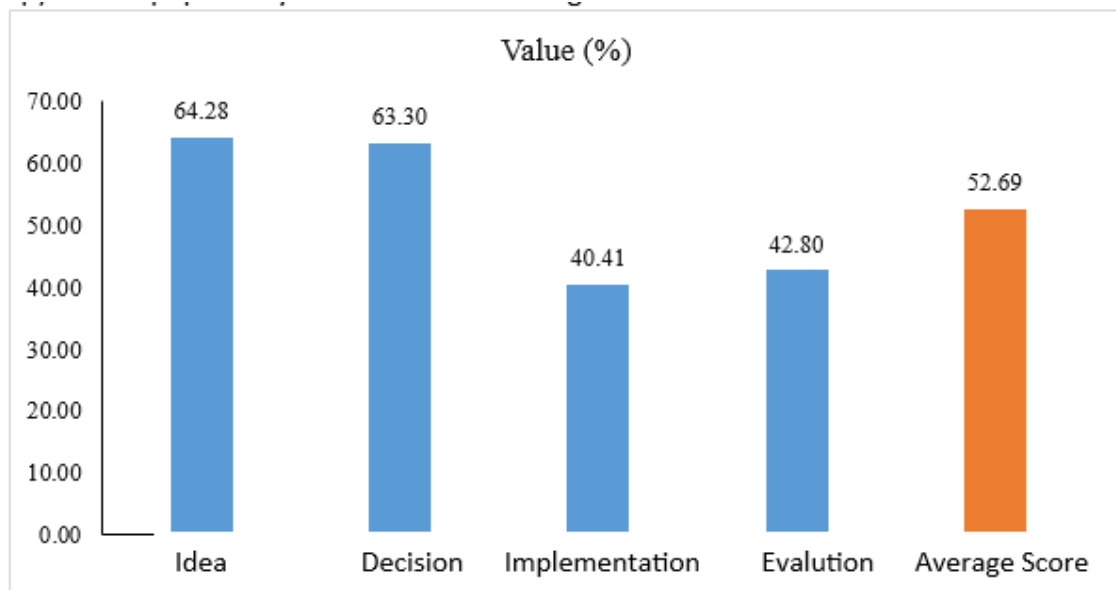
Figure 1. Weighted Level of Participation of Pokdarwis in Balikpapan City
Source: Karim et al. (2017)

Based on this data, it is known that there are two indicators of community participation in the tourism aspect that are still low, namely the implementation and evaluation indicators. According to Mamengko and Kuntari (2020), the indicator of Community Based Tourism implementation is the existence of pokdarwis, a community group that plays an active role in sustainable tourism development and provides a positive example for other communities. In this regard, the existence of Pokdarwis in the development of marine tourism in Balikpapan City can be seen from several existing groups, namely Pokdarwis Manggar Mangrove Lestari, Pokdarwis Manggar Beach, Pokdarwis Mangrove Center and Pokdarwis Kampung Pinisi. However, according to Fitria et al. (2020), active community participation in tourism development is still not optimal, as is the case with the mangrove center in Balikpapan City. Referring to some of the empirical study results, it is necessary to optimize the role of the community through the Community Based Tourism approach in the management of marine tourism in Balikpapan City.

Research Method

This research uses quantitative method with qualitative data, using cross-sectional approach. Data are collected at one specific time from one group of respondents, focusing on marine tourism management based on Community-Based Tourism (CBT) in Balikpapan City. The population in this study is in the form of Tourism Awareness Group (Pokdarwis) in Balikpapan City which consists of four main groups: Pokdarwis Manggar Mangrove Lestari, Pokdarwis Manggar Beach, Pokdarwis Mangrove Center, and Pokdarwis Kampung Pinisi. The sample size was determined purposively, with each group represented by 10 people, totaling 40 people. The snowballing technique was used to recruit participants based on the recommendation of the Pokdarwis head.

There are two types of variables used, namely independent variables and dependent variables. Independent Variable (X): The independent variable in this study is the application of CBT with four main indicators: economic, environmental, socio-cultural, and political. While the Dependent Variable (Y): The dependent variable is the income of coastal communities, measured in rupiah per month. This study uses primary and secondary data. Primary data includes the results of interviews and surveys related to CBT implementation and coastal community income. Secondary data comes from government institutional archives related to tourism in Balikpapan City.

This research was conducted through several methods. First, observations were made by direct observation of marine tourism destinations to understand field conditions and ongoing tourism activities. Second, interviews were conducted through interactions with members of Pokdarwis, a tourism awareness group, to obtain in-depth information about marine tourism management in the area. Third, questionnaires were used to collect data on the level of importance and performance of the implementation of Community Based Tourism (CBT) and its impact on the income of coastal communities. Fourth, documentation was conducted by analyzing supporting data from government archives to obtain additional information relevant to this research.

Quantitative Descriptive Analysis is used to determine the frequency distribution and average score on each observation variable. The data was analyzed using the formula described by Supratno (2016.

$$C = \frac{X_n - X_1}{K}$$

$$C = \frac{5 - 1}{5}$$

$$C = \frac{4}{5} = 0{,}8$$

Description:

C : Estimated class size

K : Number of classes

X_n : The largest observation value

X_1 : Smallest observation value

Importance-Performance Analysis is used to measure the suitability between the assessment of interests and expectations of the community towards the implementation of CBT dimensions. The data was analyzed using the formula for the respondent's level of conformity:

$$TKi = \frac{Xi}{Yi} x 100\%$$

Description:

Tki = Respondent's level of conformity

Xi = Total sum score per performance level attribute

Yi = Total summation score per importance level attribute

Multiple Linear Regression evaluates the linear relationship between independent and dependent variables. Linear regression equation models are used to determine the direction of the relationship between variables and predict the value of the dependent variable based on changes in the independent variable.

Y = a + *β*1X1 + *β*2X2 + *β*3X3 + *β*4X4 + ε

Y   = Income

a   = Constant

β   = Regression coefficient

X1 = CBT variable in economic aspect

X2 = CBT variables in environmental aspects

X3 = CBT variables in socio-cultural aspects

X4 = CBT variable in political aspect

The t test is conducted to evaluate the significance of the contribution of the independent variable to the dependent variable, using the criteria outlined by Solimun et al. (2017). With a comprehensively designed methodology, this study aims to provide an in-depth understanding of the implementation of CBT and its impact on the income of coastal communities in Balikpapan City.

Result and Discussion

Result

Community-Based Marine Tourism Management

The marine tourism management model in each Pokdarwis (Kelompok Sadar Wisata) includes an organizational structure and mechanism involving a board elected from the members, a clear division of tasks, a democratic decision-making mechanism, as well as routine activities and specific projects.
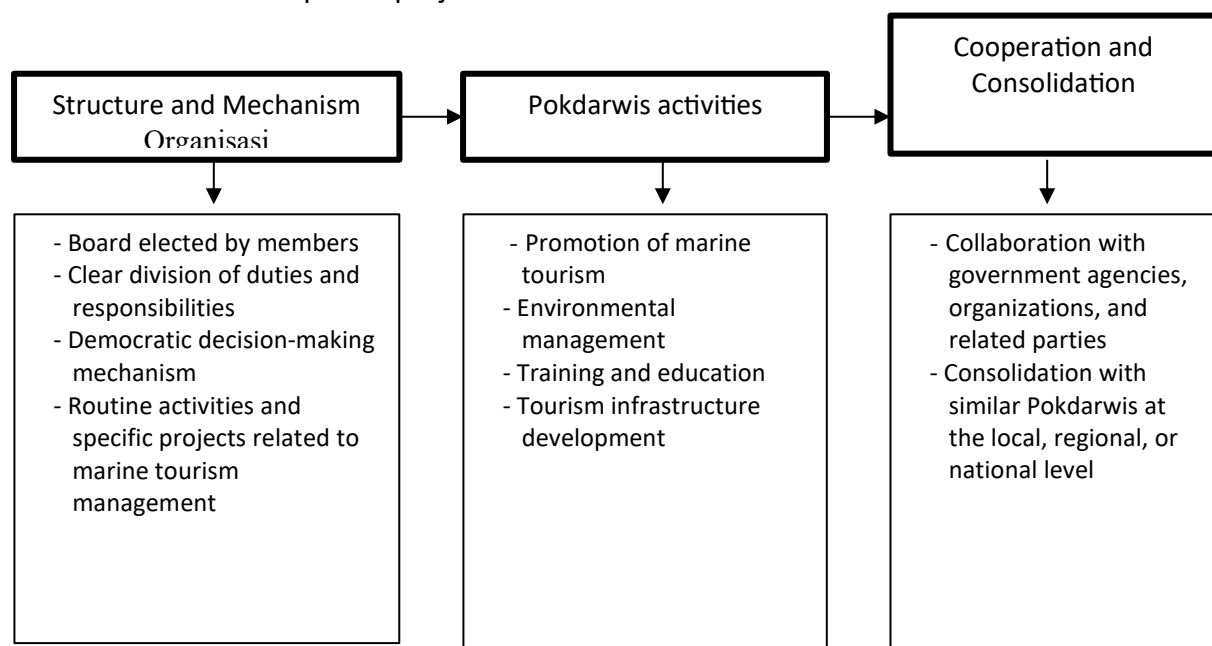

Figure 2: Management Model for Marine Tourism by Pokdarwis
Source: Data processed (2023)

CBT in Economic aspect

Community Based Tourism (CBT) in Balikpapan City has significant positive impacts in economic aspects. The concept emphasizes participation and direct benefits for local communities, creating sustainable economic opportunities and empowering coastal communities. The results on Community Based Tourism or Community Based Maritime Tourism Management in Balikpapan City in economic aspect are described in the following table.

Table 1. CBT in Economic Aspect

No.	Item	Score	Range	Category
1	Family income growth	3,8	3,41 – 4,20	Good
2	House rent increased	4,1	3,41 – 4,20	Good
3	Promotion of entrepreneurial activities	4,3	4,21 – 5,00	Very good
4	Infrastructure construction work	3,9	3,41 – 4,20	Good
5	Tourism-related jobs	4,0	3,41 – 4,20	Good
6	Telecommunication infrastructure improvements	3,8	3,41 – 4,20	Good
7	Improvement of local products	3,9	3,41 – 4,20	Good
8	Increase in traffic	3,9	3,41 – 4,20	Good
9	Increased cost of living	4,0	3,41 – 4,20	Good
10	Increase in alternative livelihoods	4,0	3,41 – 4,20	Good
11	Development of local crafts	3,8	3,41 – 4,20	Good
12	Increase in accommodation or lodging	4,0	3,41 – 4,20	Good
13	Construction of recreational facilities	4,0	3,41 – 4,20	Good
14	Improved clean water supply	4,1	3,41 – 4,20	Good
15	Job transition from fishing to tourism	4,1	3,41 – 4,20	Good
16*	Increase in price of goods in coastal areas	3,9	3,41 – 4,20	Good
17	Improved infrastructure	4,1	3,41 – 4,20	Good
18	Increase in price of local goods	4,2	4,21 – 5,00	Very good
19	Increase in property prices in coastal areas	4,2	4,21 – 5,00	Very good
20	Increase in culinary business	3,9	3,41 – 4,20	Good
21	Job opportunities created	3,9	3,41 – 4,20	Good
	Average	4,0	3,41 – 4,20	Good

Description: * = Unfavorable

Source: Data processed (2023)

Referring to the descriptive results, it is known that community-based marine tourism in Balikpapan City in the economic aspect is in the category of good implementation with an average value of 4.0, these results indicate the successful implementation of CBT in the economic aspect by empowering groups that may have previously been less involved in the tourism sector.

CBT in Environmental aspect

Community Based Tourism (CBT) management in Balikpapan City plays an important role in preserving the environment, promoting environmental awareness, and promoting the sustainability of the maritime ecosystem. This concept has a positive impact on

environmental aspects by involving the community in nature conservation and maintaining a balance between tourism growth and environmental sustainability. The results on Community Based Tourism in Balikpapan City in environmental aspects are described in the following table.

Table 2. CBT in Environmental Aspects

No.	Item	Score	Range	Category
1*	General increase in pollution	4,0	3,41 – 4,20	Good
2*	Disruption of natural coastal habitats	4,0	3,41 – 4,20	Good
3	Increased protection and conservation	3,8	3,41 – 4,20	Good
4*	Increased land pollution in the form of litter	3,9	3,41 – 4,20	Good
5*	Increased noise pollution	4,1	3,41 – 4,20	Good
6	Increased environmental awareness	4,0	3,41 – 4,20	Good
	Average	4,0	3,41 – 4,20	Good

Description: * = Unfavorable

Source: Data processed (2023)

Based on the descriptive results, it is known that community-based marine tourism in Balikpapan City in environmental aspect is in the category of good implementation with an average value of 4.0. The result shows that the implementation of CBT in environmental aspect in Balikpapan City can give impact on increasing public awareness on the importance of nature conservation.

CBT in Socio-Cultural aspects

Community Based Tourism (CBT) in Balikpapan City brings significant positive impacts on the socio-cultural aspects of coastal communities. Through this approach, CBT not only promotes the tourism industry, but also empowers and respects the rich culture and local wisdom of the coastal communities. The results on Community Based Tourism or Community Based Maritime Tourism Management in Balikpapan City in socio-cultural aspects are described in the following table

Table 3. CBT in Socio-Cultural Aspects

No.	Item	Score	Range	Category
1	Part-time jobs for young people	4,1	3,41 – 4,20	Good
2	Pride in local culture	4,2	4,21 – 5,00	Very good
3	Reduced interest of coastal communities to move to urban areas	4,1	3,41 – 4,20	Good
4*	Increase in crime and criminality in coastal areas	4,1	3,41 – 4,20	Good
5*	Deterioration of local customs and culture	4,4	4,21 – 5,00	Very good
6	Increased awareness to preserve culture	4,2	4,21 – 5,00	Very good
7	Employment opportunities for women	4,2	4,21 – 5,00	Very good
8	Better health services	4,1	3,41 – 4,20	Good
9	Awareness of cultural preservation and protection	4,1	3,41 – 4,20	Good
	Average	4,1	3,41 – 4,20	Good

Description: * = Unfavorable

Source: Data processed (2023)

Based on the descriptive results, it is known that community-based marine tourism in Balikpapan City in the socio-cultural aspect is in a very high category with an average value of 4.1. The result of the descriptive analysis shows that one of the positive social impacts of CBT in Balikpapan City is the empowerment of local communities, the involvement of coastal communities in decision-making and management of tourism destinations will increase their active role in the development and preservation of their own destinations.

CBT in Political Aspects

Community-based marine tourism management in Balikpapan City not only creates positive economic impacts, but also strengthens local capacity, promotes wider public participation, and strengthens identity and environmental awareness among local communities. The results on Community Based Tourism or Community Based Maritime Tourism Management in Balikpapan City in political aspects are described in the following table.

Table 4. CBT in Political Aspects

No.	Item	Score	Range	Category
1	The government works with coastal communities to promote tourism.	3,9	Good	Good
2	The government provides great opportunities for coastal communities in developing tourism.	4,2	Very good	Very good
3	The government uses the active role of coastal communities as local communities.	3,8	Good	Good
4	The government listens to the input of coastal communities in policy making	4,0	Good	Good
5	The government involves coastal communities in the planning process and project implementation.	4,0	Good	Good
6*	Maritime tourism has an impact on increasing corruption in tourism development	4,1	Good	Good
7	The head of the Pokdarwis conducts periodic evaluations of tourism development prospects	4,1	Good	Good
8	Coastal communities push the government for regulations to accelerate the development of marine tourism.	3,9	Good	Good
	Rata-rata	4,0	3,41 – 4,20	Good

Description: * = Unfavorable

Source: Data processed (2023)

Based on the descriptive results, it is known that community-based marine tourism in Balikpapan City in the political aspect is in a high category with an average value of 4.0, the high value on the implementation of CBT in the political aspect shows that policy and political support have become key elements to integrate CBT as an effective tourism management strategy.

Conformity of Interest Assessment with Community Expectations

The results of the analysis of conformity of interest assessment with community expectations related to Community Based Tourism or community-based marine tourism management in Balikpapan City in socio-cultural aspects are described in the following table

Tabel 5. Importance-Performance Analysis

No.	Aspect Importance-Performance Analysis	*Importance*	*Performance*	IPA *Value*
1	Availability of funds for tourism development	4,50	3,83	85%
2	Job creation	4,48	3,98	89%
3	Increase in local community income	4,65	4,15	89%
4	Improved quality of life	4,38	3,93	90%
5	Increased pride in the region	4,48	3,95	88%
6	Community willingness and readiness	4,43	3,90	88%
7	Development of cultural exchange	4,50	3,93	87%
8	Respect for different cultures	4,43	4,05	92%
9	Introduction of local culture to tourists	4,35	3,95	91%
10	Improved conservation and environment	4,65	4,15	89%
11	Waste disposal arrangements	4,48	4,00	89%
	Average	4,48	3,98	89%

Source: Data processed (2023)

Based on the results of the Importance-Performance analysis, it is known that the average result on importance-performance analysis is 89% so that it can be stated that the assessment of interests with community expectations is a very high conformity assessment.

Effect of Marine Tourism on Community Income

The analysis of the effect of CBT-based marine tourism implementation on the income of coastal communities in Balikpapan City is conducted using multiple linear regression analysis technique with four independent variables of CBT concept namely CBT in Economic aspect (X1), CBT in Environmental aspect (X2), CBT in Socio-Cultural aspect (X3) and CBT in Political aspect (X4) and with one Y variable namely Community Income from tourism. Several stages are carried out in multiple linear regression analysis, namely the classical assumption test, hypothesis testing and the coefficient of determination (R^2).

Classical Assumption Test

Classical assumption testing in this study includes three parts: normality test, multicollinearity test, and heteroscedasticity test. First, the normality test is conducted to determine whether the residuals in the model are normally distributed. The expected result is normally distributed residuals. To test the normality of the residuals, the Kolmogorov-Smirnov test is used. The test criteria are if the probability of the Kolmogorov-Smirnov test results is greater than or equal to the significant level ($\alpha = 5\%$), then the residuals are considered normally distributed. The results of the normality test with the Kolmogorov-Smirnov test are shown in the following table

Table 6. Normality Results

N (sample)	Probability (P_{value})	Description
40 sample	0,200	Passed normality (Pvalue > alpha 5%)

Source: Data Processed (2023)

Based on the table above, the probability value is greater than alpha 5%, so the residuals in the regression model are declared normally distributed and pass the normality test.

Second, the heteroscedasticity test tests for unequal variance of the residuals between observations. Heteroscedasticity problems arise when the residual variance depends on the independent variable (Sugiyono, 2017). The results of the heteroscedasticity test using the Glejser test are shown in the following table.

Table 7. Heteroscedasticity Results

Independent Variable	Probability (Sig.)	Description
CBT Economic Aspect (X1)	0,616	Passed (Pvalue > alpha 5%)
CBT Environmental Aspects (X2)	0,649	Pass (Pvalue > alpha 5%)
CBT Socio-cultural Aspects (X3)	0,172	Pass (Pvalue > alpha 5%)
CBT Political Aspects (X4)	0,167	Pass (Pvalue > alpha 5%)

Source: Data Processed (2023)

Based on the results in the table above, the probability value is greater than alpha 5% (0.05), so the simple linear regression model in this study can be used. According to Sugiyono (2017), if the probability or significance ≥ alpha 5% (0.05), then the residuals or errors are considered homogeneous and pass the homogeneity assumption test.

Third, the multicollinearity test is analyzed through the tolerance value and Variance Inflation Factor (VIF). The multicollinearity test results are presented in the following table.

Table 8. Multicollinearity Results

Variable	Tollerance	VIF	Description
CBT Economic Aspect (X1)	0,697	1,435	Pass
CBT Environmental Aspects (X2)	0,968	1,033	Pass
CBT Socio-cultural Aspects (X3)	0,362	2,761	Pass
CBT Political Aspects (X4)	0,306	3,273	Pass

Sumber : Data Diolah (2023)

Based on the table above, this study does not show symptoms of multicollinearity in the multiple regression model so that it passes the multicollinearity test. According to Ghozali (2016), if the tolerance value is> 0.1 and the VIF value is <10, then there is no multicollinearity between the independent variables in the regression model.

Coefficient of Determination (R^2)

The coefficient of determination (R2) basically measures how far the model's ability to explain variations in the dependent variable (Ghozali, 2016) as explained in the following table

Table 9. Results of the Coefficient of Determination

R	R Square	Adjt. R Square
0,513	0,263	0,179

Source: Data Processed (2023)

Based on the table above, the coefficient of determination (adj. R2) is used to test the feasibility of multiple regression models. The value of adj. R2 value of 0.179 indicates that 17.9% of the dependent variable, namely coastal community income from tourism (Y), is influenced by the independent variables in this study, namely CBT Economic Aspects (X1), CBT Environmental Aspects (X2), CBT Socio-Cultural Aspects (X3), and CBT Political Aspects (X4). The remaining 83.1% is influenced by other factors outside the multiple regression model.

Hypothesis Test
Simultaneous Hypothesis Test (F Test)

This F test aims to test the effect together or test the goodness of fit of the model. The assessment criteria used are to compare the significance of the research results with alpha 5%. The results of the F test in this study are described in the following table

Table 10. Simultaneous Hypothesis Test Results (F Test)

Model	F	Probability (Sig.)
Pengaruh Simultan CBT Aspek Ekonomi (X1), CBT Aspek Lingkungan (X2), CBT Aspek Sosial Budaya (X3) dan CBT	3,124	0,027

Source: Data Processed (2023)

Based on the calculations in the table above, it is known that the Sig. value is 0.027 or sig value. F (0.027) < α = 0.05, the regression model includes a fit model, so it can be stated that the variable there is a significant influence simultaneously CBT Economic Aspects (X1), CBT Environmental Aspects (X2), CBT Socio-Cultural Aspects (X3) and CBT Political Aspects (X4) on Revenue (Y).

Partial Hypothesis Test (t test)

The t test is used for analysis or partial hypothesis testing of CBT Economic Aspects (X1), CBT Environmental Aspects (X2), CBT Socio-Cultural Aspects (X3) and CBT Political Aspects (X4) on Revenue (Y) with the results described in the following table.

Table 11. t-test of the effect of CBT-based marine tourism on community income

Variable	Coefficient Regression	T -count	*P- Value*	Description
Constant (a)	-595,217	-0,739	0,465	
CBT Economic Aspects (X1)	23,409	2,674	0,011	Positive and Significant
CBT Environmental Aspects (X2)	11,380	0,703	0,487	Positive and Not Significant
CBT Socio-cultural Aspects (X3)	0,337	0,017	0,986	Positive and Not Significant
CBT Political Aspects (X4)	8,097	0,332	0,742	Positive and Not Significant

Source: Data Processed (2023)

Referring to these results, the multiple linear regression equation can be made as follows:

Y = a + $β_1X_1$ + $β_2X_2$ + $β_3X_3$ + $β_4X_4$

Y = -595,217 + 23,409 X1 + 11,380 X2 + 0,337 X3 + 8,097 X4

Discussion

Community-based marine tourism management

The results of this study indicate that the management of community-based marine tourism (CBT) in Balikpapan City is generally in the good category. This can be seen from the management of CBT-based marine tourism from economic, environmental, socio-cultural, and political aspects. This management has shown positive performance, especially in economic aspects, with significant impacts on local economic growth, business opportunities, and increased community income. Community involvement in tourism development through CBT concept in Balikpapan City is in line with Durkheim's theory of social integration. Durkheim's concept of social solidarity can be linked to the main objective of CBT to strengthen social relations within local communities through tourism development. Organic solidarity is reflected in the economic and social dependence between local communities and visitors, which strengthens positive relationships and interdependence (Yamin and Hary, 2017).

One of the striking successes of CBT-based marine tourism management in Balikpapan City is its contribution to regional economic growth. The increase in the number of tourists has stimulated local economic activities, benefited micro and small enterprises, and opened new business opportunities for coastal communities. Active participation in homestays, local tour guide services, and traditional handicraft production are significant sources of additional income (Anggarini, 2021). Positive impacts are also seen in the increase in income for coastal communities. Communities directly involved in marine tourism activities through CBT directly benefit from increased tourist visits. This additional income can be used to improve quality of life, access to education, and access to health, creating a broader positive impact. The synergy between tourism actors, local entrepreneurs, and local governments also increases demand and creates a multiplier effect that benefits the local economic ecosystem (Febrian and Suresti, 2020).

Economic sustainability also results from the maintenance of a sustainable environment. CBT principles encourage environmentally responsible tourism practices, by maintaining the authenticity and sustainability of the marine environment. Initiatives such as mangrove planting, water quality monitoring and coral reef preservation have created environmentally friendly zones (Tandilino and Meko, 2020). CBT-based marine tourism management in Balikpapan City also reflects positive structural changes in society, in accordance with Schumpeter's theory of economic development. Initiatives to reduce the use of single-use plastics, organic waste management, and recycling campaigns reflect a shift in more environmentally friendly behavior patterns, in line with Schumpeter's concept of social entrepreneurship (Bhegawati et al., 2022). Thus, CBT-based marine tourism management in

Balikpapan City not only provides economic benefits, but also generates positive structural changes, in line with the vision of inclusive and sustainable economic development.

Conformity of Interest Assessment with Community Expectations

The result of importance-performance analysis shows the average value of importance of 4.48 and performance of 3.98. This result gives a suitability value of 89%, which means that the implementation of marine tourism based on Community Based Tourism (CBT) in Balikpapan City has been in accordance with the expectations of coastal communities. The analysis also reveals that economic structuring in tourism has an impact on the opening of new jobs in the marine tourism service sector. According to Hamzah and Khalifah (2009), the development of CBT requires consideration of community needs and readiness, as well as the development of community organizations. In Balikpapan City, tourism community organizations such as Pokdarwis play an important role in local economic empowerment.

The management of CBT-based marine tourism in Balikpapan City has created positive impacts by creating direct and indirect jobs for coastal communities. Jobs such as tour guides, transportation service providers, and employees in the hospitality sector increase as the number of tourists increases (Aliyah et al., 2020). In addition, homestay owners, souvenir vendors and other service providers also benefit from the surge in tourism activities, which strengthens local supply chains and supports community economic growth. CBT also promotes social inclusion by providing employment opportunities for community groups that previously had limited access. Training and skills development for tour guides, homestay managers or souvenir artisans increases the competitiveness of local workers and creates social mobility.

Other positive impacts are seen in mangrove planting and coral reef conservation programs, which involve both local communities and tourists. These initiatives raise awareness of the importance of marine ecosystems and support biological sustainability. The appropriateness of assessing community interests related to CBT in marine tourism can be linked to Schumpeter's theory of Economic Development, which emphasizes innovation as the main motor of economic growth. Understanding community needs and expectations can encourage the emergence of new ideas in tourism, increase local entrepreneurship, and create positive structural changes that support income distribution and local economic independence (Taghulihi and Nuria, 2020; Sedarmayanti, 2012).

Effect of Maritime Tourism on Community Income

The results of multiple linear regression analysis show that marine tourism based on Community Based Tourism (CBT) in Balikpapan City significantly increases the income of coastal communities. Of the four aspects analyzed-economic, environmental, socio-cultural, and political-only the economic aspect shows a significant effect. This shows that community participation in tourism management brings a direct positive impact on their welfare.

CBT-based tourism strengthens social solidarity within local communities, in accordance with Durkheim's concept of social solidarity. Communities actively involved in tourism create economic and social dependence on visitors, strengthening positive relationships and interdependence (Zubaedi, 2013). Equitable division of labor and participation in decision-

making creates better social integration, encouraging collaboration and dialogue among community members. This is important to manage the positive and negative impacts of tourism together (Sedarmayanti, 2012). The increase in the number of tourists visiting marine tourism destinations in Balikpapan City increases direct income for local communities. Homestay owners, souvenir vendors, and other traders benefit from the sale of goods and services to tourists, creating a significant additional source of income, reducing poverty levels, and improving the economic welfare of local communities. CBT-based tourism management also creates new jobs and supports local economic diversification. According to Dewi et al. (2022), increased tourism activities increase the demand for labor in various sectors, such as tour guides, fishermen, and workers in the hospitality and restaurant sectors.

Community participation in tourism activities opens opportunities for the development of micro and small enterprises (MSEs). Local entrepreneurs can take advantage of the presence of tourists to develop businesses such as restaurants, cafes, and souvenir shops. Increased tourist visits also increase demand for local products, allowing producers and traders to raise the prices of their goods, creating favorable economic conditions (Suhartanto, 2019). CBT-based tourism management also supports economic growth in the service sector, with increased demand for hotels, restaurants, and other facilities (Febrian and Suresti, 2020).

The influence of marine tourism on community income can be linked to Friedmann's theory of community empowerment, which includes empowering the local economy and increasing the community's capacity to manage their resources (Ramadhan, 2019). Increased tourism activity, especially if it is based on the active participation of local communities, can increase income through increased employment in the tourism sector, local businesses that support the tourism industry, and increased property values. Participation in marine tourism management and development empowers local communities by providing control over the direction of economic and environmental development in their area (Sukmana et al., 2019), in accordance with Friedmann's vision of community empowerment as agents of change (Achmad, 2022).

Conclusion

The conclusion of this research shows that the management of community-based marine tourism (CBT) in the coastal area of Balikpapan City, East Kalimantan Province, is generally in the good category. This can be seen from the economic, environmental, socio-cultural, and political aspects which all show good results. In addition, the conformity between the importance assessment and people's expectation on the implementation of CBT dimensions in the coastal area of Balikpapan City is in accordance with the people's expectation. This is reflected from the importance value of 4.48, performance value of 3.98, and importance-performance analysis value of 89%. These figures indicate that the implementation of CBT-based marine tourism has met the expectations of the coastal communities of Balikpapan City. Furthermore, the results of multiple linear regression analysis show that CBT-based marine tourism has a significant influence on increasing the income of coastal communities in the region.

The suggestions that can be given based on the results of this study are as follows. Practical suggestions are addressed to the coastal communities and the government of Balikpapan City. Environmental aspects of CBT-based marine tourism management can still be optimized through increased protection and conservation of coastal ecosystems. This needs to be conceptualized by marine tourism managers by involving visitors and coastal communities in Balikpapan City. In addition, the Balikpapan City government needs to involve more active role of coastal communities in policy making, starting from planning, implementation to evaluation of local policies related to tourism. Academic suggestions include the implication that the concept of marine tourism development through CBT approach is able to increase the economic income of the community. Therefore, the CBT concept can be implemented by optimizing the socio-cultural aspects of coastal communities. This research also shows that in the development of marine tourism, community empowerment through the optimization of organizations for collective action is needed.

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