

EMPOWERING OF COASTAL COMMUNITY ECOTOURISM: THE ROLE OF CULTURAL ENTREPRENEURSHIP AMONG FISHERMEN IN WEST SUMATRA, INDONESIA

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Citation: Zamzami, L., Hasmira, M.H., Harahap, J., & Aliman, M. (2025). Empowering of coastal community ecotourism: The role of cultural entrepreneurship among fishermen in west Sumatra Indonesia. *Geojournal of Tourism and Geosites*, 58(1), 396–404. <https://doi.org/10.30892/gtg.58136-1421>

Abstract: Entrepreneurship development in the fisheries sector is important in poverty alleviation efforts. Although fishermen play a role as producers of fishery products, entrepreneurship in this field is increasingly recognized as positively contributing to reducing poverty. In addition, the integration of fishermen into the community and the local economy is increasingly seen as a significant factor in the success of entrepreneurship. This study examines the application and potential of cultural entrepreneurship in fishing communities, aiming to evaluate its effectiveness in addressing social-economic challenges and improving community welfare through the utilization of local knowledge and traditional skills. The research employed a qualitative approach, conducting interview studies, focus group discussion, and limited observation to assess the impact of cultural entrepreneurship practices among fishermen. Data collection focused on entrepreneurial activities, resource utilization, and economic outcomes. This study was conducted in Tiku Selatan Village, located in Tanjung Mutiara Regency, West Sumatra, Indonesia. Data collection was carried out through in-depth interviews with the fishing community, including fishermen and their wives, as well as local government representatives. The study employed semi-structured interviews involving fifteen men and ten women. Additionally, focus group discussions were conducted to gain insights into fishermen's experiences and their collective perceptions of cultural entrepreneurship. Qualitative data analysis was carried out comprehensively throughout the research to highlight the potential of cultural entrepreneurship in improving the socio-economic conditions of fishing villages while preserving their cultural heritage. The findings revealed that fishermen successfully leverage local resources to generate added value, resulting in improved household economies. However, several challenges were identified, including limited market access and inadequate entrepreneurial capacity, which currently hinder the full realization of cultural entrepreneurship potential in fishing community. Cultural entrepreneurship demonstrates promise as a tool for sustainable economic development in fishing communities, but requires targeted policy interventions and support mechanisms focused on developing market relations and entrepreneurial skills to ensure long-term socio-economic benefits. In conclusion, an ecotourism-oriented entrepreneurial culture has the potential to improve entrepreneurial attitudes and strengthen public understanding of innovative and creative village development. We conclude that implementing tourism with a focus on social entrepreneurship can encourage entrepreneurial attitudes and create an environment that is more concerned with the community's needs in village development.

Keywords: cultural entrepreneurship, ecotourism, coastal communities, fishermen, sustainable development

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INTRODUCTION

Coastal communities related to fishing activities have traditionally relied on conventional information and practices passed down from generation to generation (Crona et al., 2010; Pauwelussen, 2017). The community faces various socio-economic challenges, including seasonal economic instability, limited access to markets, and degradation of marine resources (Adhuri & Visser, 2007; Gillis, 2015; Missbach, 2016). In this context, cultural entrepreneurship has emerged as a promising approach to empowering fishers by leveraging their knowledge and skills rooted in aspects of local culture (Jørgensen et al., 2021; Zamzami et al., 2021). Cultural entrepreneurship offers unique opportunities to improve livelihoods, preserve cultural heritage, and promote sustainable development by integrating culture and ecotourism into economic activities. Recent studies have highlighted the role of cultural entrepreneurship in revitalizing coastal communities, demonstrating its potential to transform traditional practices into innovative economic opportunities (Eckert et al., 2018; Pfeilstetter, 2021). Fishing communities have valuable cultural capital that converts into financial capital through participatory

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and innovative strategies. The economic potential of cultural practices such as artisanal fishing techniques, traditional crafts, and local culinary traditions can help open up new income-generating opportunities. Teixeira & Ferreira, 2019 highlight that artisanal entrepreneurship contributes to the local economy and enhances the region's tourism competitiveness through cultural heritage presentation (Teixeira & Ferreira, 2019). The World Bank emphasizes that sustainable livelihoods can be promoted by preserving and commercializing cultural heritage, including traditional fisheries and related industries. Fishing communities are often economically marginalized, with limited access to modern market mechanisms.

However, recent research underscores the growing importance of community-based and participatory strategies in promoting sustainable development and poverty alleviation in these communities (Jentoft & Chuenpagdee, 2015). This strategy can open up new opportunities for value-added products and services, such as ecotourism and artisanal crafts, encouraging cultural preservation while boosting the local economy. Furthermore, we performed an in-depth review of prior studies that explored the empowerment of ecotourism among fishing communities in coastal areas, emphasizing the integration of culture-based entrepreneurship. Since 2020, we have compiled 69 research articles in the GTG Journal that examine or address tourism in coastal areas. Further information is provided in the table as follows.

Table 1. Research gap of coastal tourism studies in the journal *Geojournal of Tourism and Geosites*

Indicator	Theme	Sub theme	Total
Coastal Tourism Studies	Environmental	Mangrove conservation	4
		Coral reef management	3
		Coastline	2
		Coastal environmental	6
	Management	Community-based tourism	8
		Integrated management / ICZM	3
		Tourism	6
		Service	4
	Socio-economic aspects	Community empowerment	7
		Blue economic	1
		Fishing	1
		Socio-economic adaptation	1
	Development	Resort development	2
		Tourism	5
		Coastal	5
		Waterfront	1
	Safety & security	Tourist safety	1
		Disaster	8
Destination security		1	
Total =			69

The table indicates that the distribution of tourism research, as shown in the coastal tourism studies indicator in the *Geojournal of Tourism Geosites* from 2020 to 2024, comprises five thematic categories: environmental, management, socio-economic, development, and safety security. Among the five thematic categories, there is a lack of study on coastal tourism studies that investigates the empowerment of ecotourism for fishing communities in coastal areas, particularly in relation to cultural factors that enhance entrepreneurship. This research is important to share due to its significant effect on the sustainability of ecotourism areas that do not marginalize culture in the advancement of fishing community industry.

LITERATURE REVIEW

Cultural entrepreneurship

Fishing communities often have a rich cultural capital deeply rooted in their artisanal practices, traditional knowledge, and communal values. This cultural capital is a crucial resource that, if utilized effectively, can be transformed into economic capital. Previous research from experts has shown that cultural practices such as artisanal fishing techniques, traditional crafts, and local culinary traditions not only represent the identity of these communities but also have the potential to generate substantial economic benefits if properly utilized (Teixeira & Ferreira, 2019). Previous research has generally focused on preserving cultural traditions or economic growth in coastal areas through tourism and fisheries management (Arlym & Hermon, 2019; Ausat et al., 2023; Nugroho et al., 2016).

However, cultural entrepreneurship as a framework to address fishermen's specific economic and social difficulties is still underexplored. Fritsch and Wyrwich emphasized the relevance of regional knowledge and entrepreneurial culture in developing innovative start-ups, implying that cultural elements significantly impact entrepreneurial activities (Fritsch & Wyrwich, 2018). Cultural entrepreneurship helps fishermen diversify their income while increasing social cohesion and pride in cultural identity (Zamzami, 2019). As such, this idea holds great promise to improve the well-being of coastal populations. While research has investigated the socio-economic situation of fishing villages and the importance of local knowledge in sustainable development, there is a considerable gap in understanding how cultural entrepreneurship is systematically applied to these communities (Lekgau et al., 2024).

Coastal community ecotourism

Coastal ecotourism has emerged as a potential sustainable development alternative for coastal communities

worldwide. Research in Pariaman City, Indonesia, indicates that the development of coastal ecotourism requires an integrated approach that actively involves the community, the government, and the corporate sector (Arlym & Hermon, 2019). This strategy emphasizes both environmental preservation and the enhancement of the local economy. A recent study in South Africa indicated that coastal ecotourism development through the sharing economy has significantly enhanced sustainable tourist development, generating new economic opportunities for local communities while preserving their natural resources (Lekgau et al., 2024). Studies in various countries demonstrate the significant contribution of ecotourism to the sustainable development of coastal areas.

Research on community-based tourism in Asia indicates that local community participation in ecotourism development enhances economic welfare, strengthens social connections, and protects traditional cultures (Rocharungsat, 2008). In Indonesia, studies in various areas indicate that ecotourism activities can promote rural development by diversifying livelihoods, enhancing infrastructure, and conserving the environment (Nugroho et al., 2016). These approaches have demonstrated effectiveness in establishing alternative revenue sources for coastal communities that formerly depended primarily on fishing activity. Coastal ecotourism serves as an effective framework for integrating cultural elements with business activities in the field of cultural entrepreneurship. This aligns with research indicating that crafts and cultural entrepreneurship significantly enhances regional tourism competitiveness (Teixeira & Ferreira, 2019). Coastal communities may develop many culture-based products and services, including local cuisine, handicrafts, and cultural tourism, through ecotourism. This method generates commercial value while reinforcing cultural identity and promoting the preservation of local cultural heritage (Ratten et al., 2019). Researchers emphasize the necessity of developing an entrepreneurial ecosystem that supports cultural activities, encompassing training programs, market access, and adequate governmental support (Maritz & Foley, 2018). The integration of ecotourism and cultural entrepreneurship fosters a comprehensive and sustainable development strategy for coastal areas.

Despite the potential benefits, several studies have focused on how innovative and participatory strategies can transform cultural capital into economic assets within fishing communities. Most of the existing literature has concentrated on fisheries' ecological and environmental aspects or on top-down economic interventions that often ignore the role of cultural heritage in economic development (Pfeilstetter, 2021; Rocharungsat, 2008). It leaves a significant research gap in understanding the intersection of cultural capital and financial innovation within these communities, especially in participatory approaches involving communities in transforming their cultural resources.

The study intends to fill this void by studying how cultural entrepreneurship can be effectively applied to fishing communities in West Sumatra Province, focusing on its potential for economic and social change. Fishing communities in West Sumatra Province, Indonesia, play an essential role in the region's local economy and cultural identity. These communities are mainly located along the province's coastal areas, with significant populations in districts such as the Pesisir Selatan, Padang, Padang Pariaman, Pasaman Barat and Mentawai Islands. The coastal geography of West Sumatra provides rich marine resources, making fishing a significant source of livelihood for many locals. In addition, cultural and social entrepreneurship convergence has received increased attention in recent years, especially regarding community resilience and sustainable development. Okolo-Obasi et al. (2020) argued that knowing the context of entrepreneurial culture is crucial to solving the fishing community's unique socio-economic problems. This study seeks to investigate how cultural entrepreneurship can increase fishers' adaptive capacity in facing environmental and economic constraints.

Fishing communities suffer from ongoing socio-economic problems, such as fluctuating incomes, market isolation, and resource depletion, jeopardizing their livelihoods and cultural heritage. Despite their extensive local knowledge and skills, fishermen struggle to profit from these assets in the modern economy. The study aims to explain the importance of cultural entrepreneurship in coastal fishing communities while providing a framework for incorporating local knowledge and cultural practices into long-term economic development initiatives. The study helps fill the research gap by examining how cultural entrepreneurship can promote creativity and resilience in underrepresented groups.

MATERIALS AND METHODS

1. Research design

This study uses a qualitative research approach to investigate the relationship between cultural entrepreneurship and the socio-economic growth of fishing villages (Neumann, 2021; Ten Have, 2004). This method allows for a thorough understanding of the local background, cultural customs, and individual experiences of fishermen. The study collected qualitative data through semi-structured interviews, focus group discussions, and participant observations, revealing insights into the opportunities and barriers to implementing cultural entrepreneurship in these communities (Kusumastuti & Khoiron, 2019; Moleong, 2004). This methodology is supported by previous research, which demonstrates that qualitative methods are highly effective at capturing the diverse experiences and cultural contexts of underrepresented groups, such as fishing villages (Babbie, 2010; Bryman, 2016; Neumann, 2021).

The research was conducted in South Tiku Village. South Tiku Village is located in Tanjung Mutiara Regency in West Sumatra, Indonesia. The map of the research location is presented in Figure 1.

This village consists of seven sub-village, each of which has different geographical characteristics and land area: (1) Gasan Kaciak sub-village, covering an area of 1,141 hectares; (2) Banda Tower sub-village, covering an area of 724 hectares; (3) Pasa Tiku sub-village, with an area of 111 hectares; (4) Pasia Tiku sub-village, covering an area of 100 hectares; (5) Kampung Darek sub-village, covering an area of 520 hectares; (6) Pasia Paneh sub-village, covering an area of 605 hectares; and (7) Sungai Nibuang sub-village which stretches over 385 hectares. The total sub-village is four units (21%) located in coastal areas, while the remaining 15 units (79%) are located in the interior (Zamzami, 2019).

The coastal livelihoods in the region sustain approximately 2,152 fishing households, which make up 37% of the village's population. South Tiku Village is bordered to the north by Tiku V Jorong Village, to the south by Batang Gasan Village, to the west by Samudera Indonesia, and the east by North Tiku Village. The topography of South Tiku is characterized by lowland coastal land, with elevations starting from 2 meters above sea level (Zamzami, 2019). The average temperature in the region fluctuates between 26°C and 30°C, accompanied by an average annual rainfall of around 2,000 mm³. Land use in South Tiku consists mainly of settlements and rice fields, essential for irrigation and agriculture. The village offers a relatively long coastline with beautiful sea views, which are utilized for cultural entrepreneurship initiatives to improve local economic development. This arrangement provides a unique context for analyzing the use of fishermen's entrepreneurial culture for innovation in coastal villages. The findings compared to similar studies conducted in other seaside communities, such as those explored by those researching integrating cultural practices into local economic strategies, highlighting the potential for sustainable development through cultural entrepreneurship. In addition, studies have shown how coastal communities can leverage their cultural heritage to drive innovation and economic resilience, further emphasizing the relevance of South Tiku Village as a case study in this area.

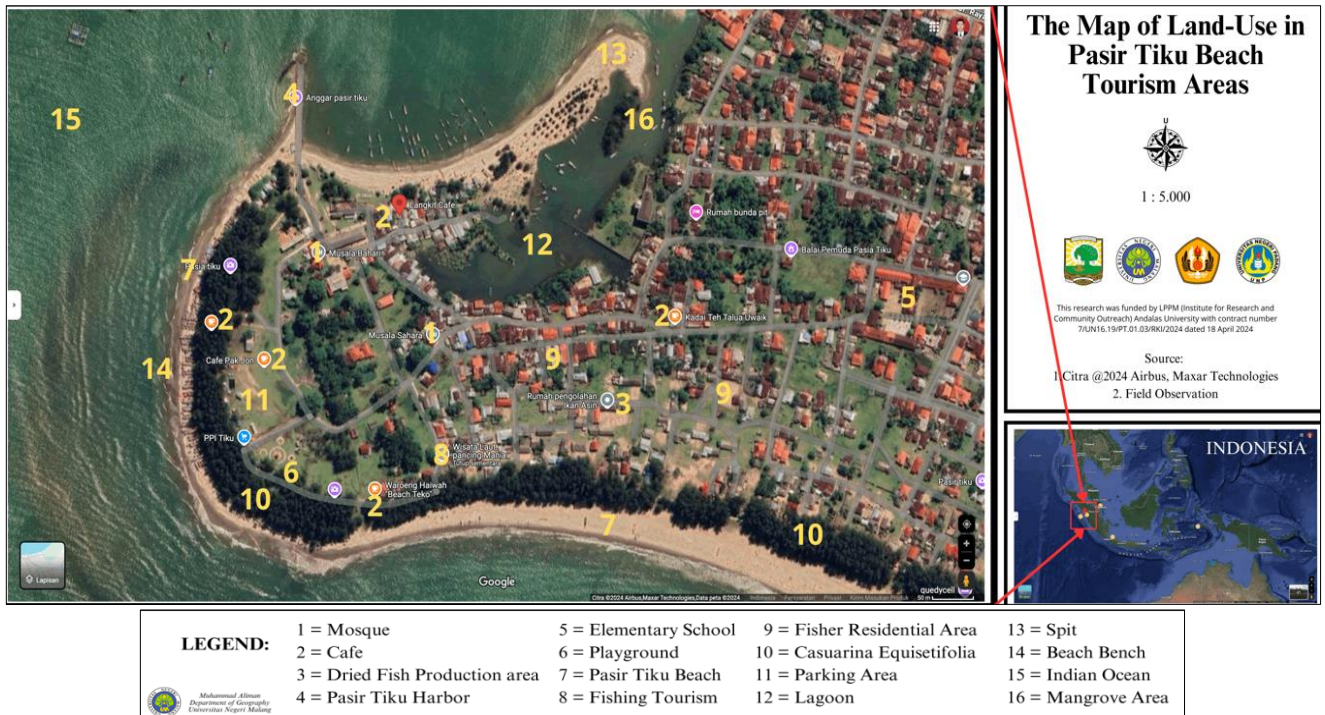


Figure 1. Map of Tanjung Mutiara District, Agam Regency (Source: Authors, 2024)

2. Data collection

The data was collected through in-depth interviews with fishing communities (fishermen and wives) and local governments. The study conducted semi-structured interviews with fifteen men and ten women. The focus group discussions were conducted to understand fishermen's experiences and collective perceptions of cultural entrepreneurship. This method facilitates dialogue and reveals shared insights among informants, thus enriching the data collected (Maritz & Foley, 2018). Observation of the surrounding environment has provided a new understanding through the fishermen's daily fishing activities and their interaction with local cultural practices. This approach aligns with the findings of Hernández & Briegas, who emphasized the importance of observing cultural practices and their economic implications (Sánchez-Hernández & Maldonado-Briegas, 2019). Questions were asked to determine the level of expertise of the informant, as presented in Table 2. Next, the interview was coded, and the results were recorded.

Table 2. Identity of informants from the fishing community in South Tiku Village (Source: Primary data, 2024)

Work	Number of Informants
Village head	2
Fisherman	13
Fisherman's Wife	5
Fish Merchant	5
Total	25

3. Data analysis

Data analyzed carried out to examine the qualitative data during the research. This strategy entails categorizing the material and finding the main themes from interviews and observations. This research aims to see trends related to cultural traditions' economic potential, fishermen's problems when applying entrepreneurial techniques, and the impact

of cultural entrepreneurship on community development. Data analysis is used in qualitative research because it allows researchers to methodically understand complex data and gain significant insights (Kaya et al., 2018).

This strategy has been used effectively in research examining the close relationship between culture and entrepreneurship, revealing the influence of cultural values in determining entrepreneurial intentions and behaviors (Ratten et al., 2019). In conclusion, the methodological approach used in this study intended to provide comprehensive knowledge about the use of fishermen's entrepreneurial culture for innovation in coastal villages. This research uses qualitative methods and theme analysis to highlight the potential of cultural entrepreneurship to improve the socio-economic situation of fishing villages while preserving their cultural heritage.

RESULTS AND DISCUSSION

Cultural entrepreneurship has extraordinary potential to improve the socio-economic conditions of fishermen. This form of entrepreneurship leverages local cultural traditions, knowledge, and practices, turning them into valuable economic assets (Gehman & Soublière, 2017). By doing so, fishers can diversify their sources of income and reduce their reliance on traditional fishing activities, which are often vulnerable to external pressures such as overfishing, environmental degradation, and fluctuating market prices. This potential aligns with broader efforts to develop sustainable livelihoods in South Tiku Village as a tourist location (Figure 2), where economic diversification is essential to build long-term resilience. By applying entrepreneurial ideas to cultural practices, fishermen in South Tiku Village can generate new income streams by maximizing their local resources, such as traditional fishing techniques, local crafts, and the sale of sea-based products in seaside restaurants (Figure 3). This activity increases the economic production of the community while strengthening its cultural identity. These findings are consistent with the work of Ratten et al., which underscore the importance of artisan entrepreneurship in regenerating the local economy and preserving cultural heritage (Ratten et al., 2019).



Figure 2. Pasia Tiku is the location of the tourist village (Source: Authors, 2024)



Figure 3. Fishermen entrepreneurs set up cafes and coffee shops on beach (Source: Authors, 2024)

Fishermen in South Tiku Village can increase their market competitiveness by incorporating cultural components into their business activities while preserving their cultural narrative (Gehman & Soublière, 2017; Ratten et al., 2019). However, this study reveals significant barriers to building cultural entrepreneurship.

Fishermen have difficulty reaching markets, negotiating regulatory systems, and obtaining capital for their projects (Crona et al., 2010). In addition, fishing family members often report a lack of entrepreneurial skills and business expertise. These limitations align with Qudah's findings, which found that inadequate management support and limited resource access hinder entrepreneurial efforts across various industries (Qudah, 2018).

Despite these hurdles, communities that receive training and collaborate with external stakeholders demonstrate a higher ability to incorporate cultural entrepreneurship into their economic activities (Jørgensen et al., 2021). The findings support the findings of Maritz & Foley, who found that connecting local entrepreneurs with external resources can significantly improve the entrepreneurial ecosystem (Maritz & Foley, 2018).

The study's findings suggest that cultural entrepreneurship may be a viable solution to the socio-economic problems faced by fishing communities. Fishermen can diversify their income and strengthen their household economies by utilizing local resources and cultural heritage (Teixeira & Ferreira, 2019). This method also helps to promote more equitable and sustainable economic growth by encouraging the participation of excluded populations and preserving local traditions. Hernández & Briegas emphasized the need to incorporate cultural factors into economic tactics, arguing that long-term entrepreneurial culture programs can promote social responsibility and community development (Sánchez-Hernández & Maldonado-Briegas, 2019). It illustrates that one business endeavor conducted by the community near this tourist destination is the opening of food stalls for visitors (Figure 4).

The figure 4 mentions indicates that the stall remains in a temporary condition. This condition requires upgrading in the quality of construction materials. The simple exterior decreases the stall's appeal, discouraging people from trying

the offered food and beverages. If such conditions persist, they will ultimately result in a decrease in collective revenue. Therefore, collaboration and cooperation are essential between the Agam district government, specifically the Tourism Office, and the Cooperatives and Small Industry Office. The findings of this study are consistent with the current literature on the benefits of incorporating culture into economic development initiatives.

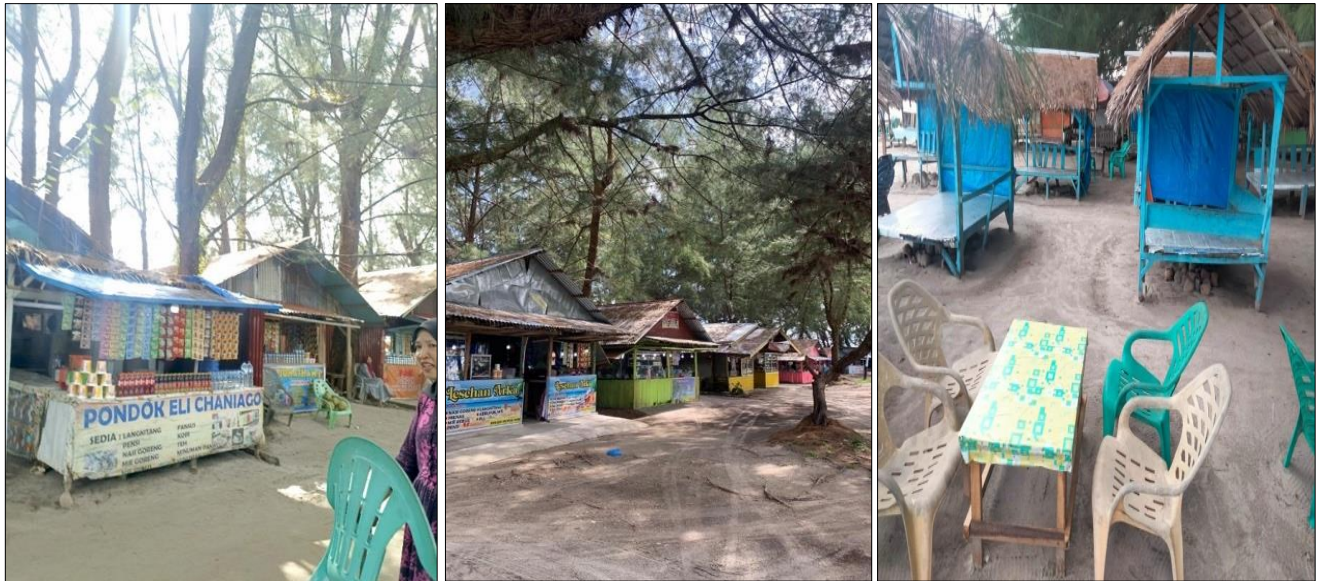


Figure 4. The condition of food and beverage stalls: a. View of drink Stalls; b. View of food stalls; c. View of place eat and drink (Source: Authors, 2024)

However, this research adds to the discipline by identifying the specific challenges and opportunities for fishermen. For example, capacity building in entrepreneurial skills and market access emphasizes the need for support networks that help people migrate from traditional jobs to cultural entrepreneurship (Okolo-Obasi et al., 2020). It is especially true in coastal communities, where unique cultural practices are used to drive economic innovation, as noted by Zamzami et al, who analyze the socio-cultural aspects that impact entrepreneurship in marginalized populations (Zamzami et al., 2021).



Figure 5. Fishermen Entrepreneurs make dried fish (Source: Authors, 2024)



Figure 6. Fish cleaning process (Source: Authors, 2024)

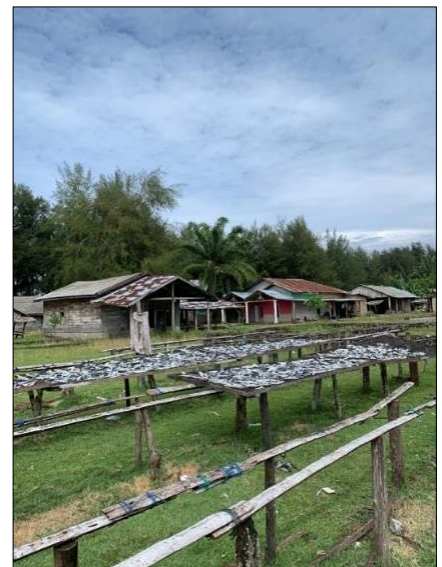


Figure 7. Dried fish as part of fisherman entrepreneurs (Source: Authors, 2024)

The findings of this study highlight the potential of cultural entrepreneurship as a transformative tool for the fishing community (Ratten et al., 2019). In this context, cultural entrepreneurship refers to individuals or groups' ability to leverage local cultural knowledge, traditions, and practices to create new economic opportunities (Gehman & Soublière, 2017). This framework not only supports economic growth but also helps in preserving the cultural heritage of coastal villages (Eckersley et al., 2018). By utilizing cultural resources such as the processing of fish products through fish drying (The activity show in Figure 5, 6 and 7), fishermen can create products or services with additional cultural value (Teixeira & Ferreira, 2019). This concept is recognized in the rural development literature as a means to foster resilience in marginalized or resource-dependent communities (Nugroho et al., 2016).

However, the process of turning cultural assets into viable entrepreneurial ventures is not without challenges (Qudah, 2018). The study reveals that fishermen in South Tiku Village often face significant barriers, including limited access to financial capital, lack of business training, and inadequate market access (Crona et al., 2010). Entrepreneurial capacity building in coastal areas is hampered by formal institutional support, and entrepreneurial ecosystems urgently require targeted interventions such as financial assistance, business skills education, and support in navigating modern markets (Maritz & Foley, 2018). In addition to overcoming implementation challenges, the ability of fishers to exploit local cultural assets plays an essential role in improving their economic resilience. By imparting their products or services with cultural meaning, fishermen can enter other market realms, such as ecotourism areas, artisanal goods, or organic seafood, which value authenticity and sustainability. It is in line with the research findings that innovation in rural entrepreneurship in South Tiku Village, especially in sectors such as fisheries, requires not only economic but also cultural innovation to adapt to global consumer trends, where traditional livelihoods threatened by overfishing, environmental degradation, and climate change, cultural entrepreneurship offers a path to sustainable economic diversification.

In addition, the study shows that the role of external support networks - such as government initiatives, non-governmental organizations (NGOs), and private sector partnerships - is critical in promoting long-term economic success for fishermen (Jørgensen et al., 2021; Okolo-Obasi et al., 2020). External support can provide fishermen with the necessary resources, technical assistance, and market access they may not achieve independently (Crona et al., 2010). Partnerships between local entrepreneurs and external organizations can improve the sustainability of entrepreneurial activities by providing ongoing mentorship, funding opportunities, and connections to larger markets (Crona et al., 2010). It suggests encouraging collaboration between fishers and external stakeholders is vital to addressing coastal communities' isolation (Zamzami et al., 2021). The potential for cultural entrepreneurship as a tool for innovation is also closely related to the ability of fishing communities to adapt to change (Gehman & Soublière, 2017; Ratten et al., 2019).

Fishermen in coastal villages are often vulnerable to fluctuations in fish stocks, environmental disasters, and the impacts of climate change (Pauwelussen, 2017; Sumarmi et al., 2020). By diversifying their income streams through culturally rooted businesses, fishermen can reduce their reliance on fishing, making them more adaptable and resilient to economic and environmental pressures (Teixeira & Ferreira, 2019). Entrepreneurship in the traditional sector must continue to evolve to meet changing social, environmental, and market demands (Neumann, 2021). Innovation through new technologies, creative business models, or culturally inspired products is essential to maintaining competitiveness and sustainability in these communities (Ausat et al., 2023; Sánchez-Hernández & Maldonado-Briegas, 2019).

This research has explored the dynamics of cultural entrepreneurship in various contexts, focusing on the interaction between internal community-driven initiatives and external support networks (Maritz & Foley, 2018; Ratten et al., 2019). Understanding how these elements interact can provide a more nuanced picture of what drives long-term economic success in coastal villages (Crona et al., 2010; Lekgau et al., 2024). In particular, the study has had to describe a mechanism by which external support, such as government funding programs or NGO partnerships, can empower local entrepreneurs while maintaining the authenticity of their cultural products (Gehman & Soublière, 2017).

In addition, research can investigate the scalability of cultural entrepreneurship models in different geographic or cultural settings and the specific policy frameworks needed to encourage this type of entrepreneurship at the regional or national level (Fritsch & Wyrwich, 2018). While cultural entrepreneurship has great promise for improving economic resilience and cultural preservation in fishing communities, its success depends on the availability of external support, innovative adaptations, and a strong foundation in local cultural knowledge (Eckersley et al., 2018). As these communities navigate the complexities of modern economic systems and environmental challenges, cultural entrepreneurship offers a unique and valuable pathway to sustainable development (Neumann, 2021).

Another challenge is the lack of entrepreneurial capacity in the fishing community (Sumarmi et al., 2020). Fishermen in South Tiku Village may not have the business skills, financial literacy, or technical knowledge necessary to commercialize their cultural assets effectively (Qudah, 2018). Capacity-building programs, including business training and access to economic resources, are essential to empowering fishers to succeed as cultural entrepreneurs (Okolo-Obasi et al., 2020). Investing in human resources through education and skills development is a crucial factor in driving entrepreneurial innovation and ensuring the long-term sustainability of these initiatives (Ausat et al., 2023).

In addition, cultural entrepreneurship can promote equitable and sustainable development by distributing economic benefits evenly within society. Traditional fishing, often characterized by a narrow economic base, concentrates wealth among a few people (Crona et al., 2010). In contrast, cultural entrepreneurship can involve members of the wider community, including women and the younger generation, in entrepreneurial activities related to cultural preservation (Teixeira & Ferreira, 2019). This inclusive approach can lead to a more equitable distribution of income and opportunities, promote social cohesion, and reduce poverty in fishing villages (Lekgau et al., 2024). Regarding sustainability, cultural entrepreneurship encourages the use of environmentally friendly practices (Sánchez-Hernández & Maldonado-Briegas, 2019). Cultural entrepreneurs can promote ecologically responsible practices by emphasizing the cultural value of traditional fishing methods, such as sustainable or artisanal fishing (Kaya et al., 2018). It contributes not only to the conservation of marine ecosystems but also to the long-term survival of the fishing industry itself (Pauwelussen, 2017). Thus, cultural entrepreneurship aligns with the broader goal of environmental sustainability, ensuring that economic development does not come at the expense of ecological degradation (Nugroho et al., 2016). Based on the results and discussions above, this study aims to present a conceptual model of the development of coastal community ecotourism integrated with coastal community cultural entrepreneurship. The model is shown in Figure 8.

The figure demonstrates the potential for cultural entrepreneurship in coastal areas. It implies that success in this field requires a strong support system to address the challenges. The relationship between responses and problems indicates that having cultural value simply is insufficient. The combination of business training, governmental assistance, NGO collaborations, and infrastructure enhancement is crucial for establishing sustainable ecotourism. The success of cultural entrepreneurship relies on diversifying beyond conventional fishing practices, thereby establishing a more robust economic base for coastal communities while preserving cultural heritage and fostering coastal tourism.

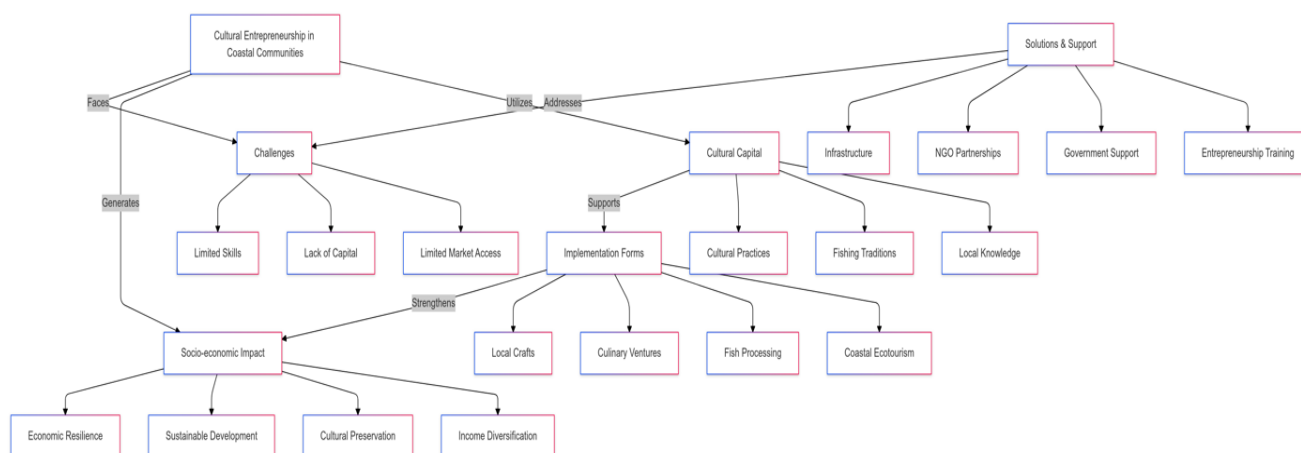


Figure 8. Conceptual model of coastal community ecotourism development integrated with cultural Entrepreneurship (Source: Author analysis, 2024)

CONCLUSION

This study shows that cultural entrepreneurship presents a promising solution to the socio-economic challenges faced by fishers in coastal communities. Fishing communities often experience economic instability due to declining fish stocks, environmental degradation, and market fluctuations. By applying entrepreneurial techniques to their cultural traditions—such as traditional fishing practices and fish drying innovations - fishermen can create unique and culturally enriched products and services that add economic value and strengthen their cultural identity.

This approach allows fishers to diversify their income streams, reduce dependence on the volatile fishing industry, and potentially increase their long-term economic resilience.

One of the key insights from the study is that cultural entrepreneurship allows fishers to maximize their local resources. It means transforming traditional knowledge, skills, and practices into marketable offerings. For example, fishermen can develop ecotourism activities, artisanal seafood products through drying, or locally branded crafts that highlight the unique cultural assets of their communities. Thus, they not only generate additional income but also contribute to the preservation of the intangible cultural heritage of their territory. This dual benefit of economic improvement and cultural preservation makes cultural entrepreneurship an attractive strategy for sustainable development in coastal areas.

Apart from these benefits, the study also highlights some challenges for cultural entrepreneurship to reach its full potential. One of the most significant obstacles is limited market access. Coastal communities are often geographically isolated, and their products may struggle to get a broader market. In this case, external support, such as partnerships with NGOs, government programs, or private sector actors, is crucial in helping fishers connect with a broader consumer base. Digital platforms and e-commerce can also play an essential role in overcoming these geographical barriers, providing new avenues for fishermen to sell their unique cultural products domestically and internationally.

Author Contributions: Conceptualization, L.Z., M.A.; methodology, L.Z. and M.A.; software, L.Z., M.A. and M.H.H.; validation, L.Z. and M.A.; formal analysis, L.Z., M.A. and J.H.; investigation, M.H.H. and J.H.; data curation, L.Z. and M.A.; writing - original draft preparation, L.Z. and M.A.; writing - review and editing, L.Z. and M.A.; visualization, L.Z. and M.A.; supervision, M.H.H.; project administration, J.H. All authors have read and agreed to the published version of the manuscript.

Funding: The research funded it with contract number 7/UN16.19/PT.01.03/RKI/2024 dated 18 April 2024.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: Informed Consent Statement: The data from the informants has been confirmed by them and the data is used for public use.

Acknowledgments: The authors are grateful to the main contributors of this study, including the LPPM (Institute of Research and Communities Outreach) of Andalas University. The author thanked the village government stakeholders for their time, expertise, and support.

Conflicts of Interest: The authors declare no conflict of interest.

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