

An Analysis of the Live on Board Phenomenon as a Form of Marine Tourism Development in Labuan Bajo, Indonesia

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ABSTRACT

This study analyzes the phenomenon of live on-board tourism as a form of marine tourism development in Labuan Bajo, Indonesia, with particular attention to its characteristics and driving factors. Employing a qualitative phenomenological approach, the research explores how liveaboard tourism has evolved into a distinctive marine-based tourism model through the interaction of destination attributes and stakeholder motivations. Data were collected through in-depth interviews with three key informant groups: maritime regulators (KSOP), liveaboard vessel operators, and tourists. The findings reveal that liveaboard tourism in Labuan Bajo is characterized by an integrated tourism system that combines transportation, accommodation, and continuous marine experiences within a single travel product. Its development is driven by strong pull factors, including exceptional marine landscapes, immersive experiential value, and digitally mediated destination imagery, as well as push factors stemming from tourists' psychological needs and the entrepreneurial responses of local operators. Triangulation across informant groups confirms the consistency and validity of these findings. This study contributes to tourism motivation literature by contextualizing push-pull dynamics within marine experiential tourism and offers insights for the sustainable governance of liveaboard tourism destinations.

Keywords: Live on Board Tourism, Push Factors, Pull Factors, Marine Tourism, Labuan Bajo

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INTRODUCTION

Labuan Bajo has experienced rapid transformation as one of Indonesia's Super Priority Tourism Destinations (Hamdani et al., 2025), particularly through the acceleration of marine-based tourism development. Its strategic position within the Komodo National Park area (Limbono et al., 2023), combined with exceptional marine biodiversity and iconic landscapes, has encouraged the emergence of alternative tourism models that extend beyond conventional land-based accommodation. One of the most prominent manifestations of this transformation is the growth of Live on Board (LoB) tourism, which utilizes vessels not only as transportation but also as accommodation and primary tourism spaces.

The expansion of LoB tourism in Labuan Bajo is closely linked to changes in tourist preferences toward experiential and nature-based tourism. Tourists increasingly seek immersive experiences that allow prolonged interaction with marine environments, flexible mobility between destinations, and a sense of exclusivity unavailable in mass tourism settings. Live on Board tourism responds to these preferences by offering integrated travel experiences that combine sailing, lodging, leisure activities, and social interaction within a single tourism product. Consequently, LoB has become a defining feature of Labuan Bajo's marine tourism landscape.

From a development perspective, the rapid growth of Live on Board operations also reflects broader structural changes in the local tourism economy. The increasing number of vessels, the diversification of service packages, and the participation of local entrepreneurs indicate that LoB tourism functions as an important economic driver for coastal communities. At the same time, the expansion of this sector raises governance-related concerns, particularly regarding maritime safety,

regulatory oversight, environmental sustainability, and inter-institutional coordination. These dynamics position Live on Board tourism as both an opportunity and a challenge within the framework of sustainable marine tourism development.

Despite its growing significance, academic discussions on Live on Board tourism in Labuan Bajo remain limited, particularly those that examine the phenomenon from a phenomenological perspective involving multiple stakeholders. Existing studies tend to focus on destination marketing, tourist satisfaction, or economic impacts, leaving a gap in understanding how Live on Board tourism is experienced, interpreted, and sustained by regulators, operators, and tourists simultaneously. Addressing this gap is essential to provide a holistic understanding of Live on Board tourism as a socio-economic and experiential phenomenon.

Therefore, this study aims to analyze the Live on Board phenomenon as a form of marine tourism development in Labuan Bajo by examining its key characteristics and the factors driving its growth. By employing a qualitative phenomenological approach and incorporating perspectives from maritime authorities (KSOP), liveaboard operators, and tourists, this research seeks to contribute empirically and theoretically to the discourse on experiential marine tourism and to inform more balanced and sustainable tourism governance strategies.

METHOD

This study employs a qualitative research design with a phenomenological approach to explore the lived experiences and meanings attributed to Live on Board (LoB) tourism in Labuan Bajo. Phenomenology is considered appropriate as the study seeks to understand how LoB is perceived, experienced, and interpreted by different stakeholders directly involved in its implementation and consumption. Rather than measuring variables, this approach emphasizes depth, context, and subjective meaning, allowing the complexity of the LoB phenomenon to be captured holistically.

Data collection was conducted through in-depth, semi-structured interviews with purposively selected informants representing three key stakeholder groups: maritime regulators (KSOP Labuan Bajo), liveaboard vessel operators, and domestic and international tourists participating in LoB trips. The inclusion of these three groups was intended to ensure data triangulation and to capture diverse yet interconnected perspectives on the development and operation of LoB tourism. Interviews focused on operational practices, motivational factors, experiential dimensions, and perceived challenges related to LoB tourism.

In addition to interviews, field observations were carried out at the port area and during liveaboard operations to gain contextual understanding of daily routines, departure patterns, and interactions among stakeholders. Relevant documents, including regulatory guidelines, operational records, and secondary tourism reports, were also reviewed to complement the primary data. Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña (2014), involving data condensation, data display, and conclusion drawing. Throughout the analytical process, source triangulation was applied by systematically comparing narratives from regulators, operators, and tourists to enhance the credibility and validity of the findings.

FINDING AND DISCUSSION

Table 1. Thematic Findings on Live on Board Tourism in Labuan Bajo Based on Stakeholder Perspectives

Analytical Theme	Informant 1(Discovery Komodo Tour)	Informant 2(Keren Komodo Tour)	Informant 3(Maika Komodo Tour & Diving)	Informant 4(CKF Komodo Tours)	Tourist 1(Floren Meloji)	Tourist & 2(Napoleon)	Tourist 3(Silia)	Government (KSOP)
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Characteristics of LoB Tourism	LoB offered as 2–3 day packages with full services including meals, safety equipment, snorkeling gear, and guides.	LoB operated as multi-day trips with flexible itineraries based on tourist demand.	LoB described as a floating hotel with cabins, chef, onboard facilities, and extended trips (3–5 days).	LoB developed from open boats to standard and luxury vessels with overnight accommodation.	LoB expected to be a multi-day sea journey focused on nature and relaxation.	LoB experienced as a high-quality cruise-like product with professional services.	LoB perceived as a fully organized, comfortable, and immersive travel experience.	Live on Board tourism is governed as a certified passenger vessel system requiring seaworthiness, route authorization, and sailing permits.
Pull Factors: External Attractiveness of the Destination	Labuan Bajo attractive due to multiple islands and marine destinations accessible by boat.	Uniqueness of Komodo, Pink Beach, and Padar Island drives demand.	Natural scenery, remote islands, and marine biodiversity emphasized as core attractions.	Destination uniqueness based on Komodo, underwater scenery, and island landscapes.	Attracted by marine beauty, snorkeling, and natural scenery.	Motivated by Komodo dragons, snorkeling, diving, and exceptional nature.	Drawn by island exploration, diving, and iconic landscapes.	The destination appeal of Labuan Bajo concentrates marine traffic, necessitating formal route and navigation control.
Push Factors: Internal Motivation and Economic Dynamics	Tourists seek safety, comfort, and relaxed travel; LoB supports local suppliers.	Demand driven by preference for overnight trips and perceived service value.	Tourists motivated by comfort, premium experience, and extended immersion; LoB stimulates local markets.	High prices acknowledged but demand persists due to experience quality.	Motivated by adventure, nature, and reasonable pricing.	Motivated by unique experiences and high service quality; price considered acceptable.	Motivated by adventure and convenience; willing to pay for bundled services.	Rising demand for multi-day marine experiences accelerates vessel growth and regulatory oversight.
Role of Digital Media	Promotion conducted through WhatsApp and Instagram.	Marketing relies on Instagram and TikTok.	Promotion through Instagram, TikTok, Facebook, and websites.	Promotion mainly via Instagram and TikTok.	Learned about LoB through internet and Instagram.	Destination awareness shaped by online rankings and social media.	Influenced by Instagram visuals, reviews, and guidebooks.	Digital administration via Inaportnet enhances transparency and control of vessel operations.
Service Quality & Facilities	Focus on safety, comfort, and guide-assisted services.	Basic facilities with emphasis on operational reliability.	High-end facilities including cabins, minibar, entertainment, and professional crew.	Facilities vary by vessel class.	Facilities not yet experienced but expectations are positive.	Services evaluated as professional and exceptional.	Services and facilities rated as excellent and well managed.	Service quality is regulated through mandatory safety standards, crew certification, and operational inspections.
Environmental Awareness & Sustainability	Emphasizes safety and ecosystem protection through regulation.	Highlights professionalism as a basis for sustainability.	Calls for clear regulations and responsible operations.	Focus on safety facilities to ensure sustainability.	Express concern for environmental protection.	Observes cleanliness and conservation in destinations.	Appreciates waste management and marine protection practices.	Sustainability is enforced through route regulation, anchoring control, and certification compliance.
Future Outlook of LoB Tourism	Expects continued growth with better facilities and safety.	Hopes for improved professionalism and governance.	Sees strong future potential if regulations remain clear and supportive.	Believes growth depends on government involvement and vessel quality.	Interested in future LoB participation.	Positive intention for future marine travel.	Willing to repeat similar LoB experiences.	LoB tourism shows strong prospects contingent on consistent regulation, safety enforcement, and infrastructure support.

The findings demonstrate that Live on Board (LoB) tourism in Labuan Bajo constitutes an integrated, multi-day marine tourism product that combines accommodation, sea transportation, and guided activities onboard. Unlike conventional marine excursions, LoB tourism enables continuous travel and overnight stays at sea, allowing tourists to visit multiple marine and island destinations within a single journey. Empirical evidence indicates that multi-day itineraries, typically ranging from two to five days, represent a defining characteristic of this tourism model, as they provide a more relaxed travel pace and facilitate deeper engagement with marine and island environments.

Onboard facilities and service quality, ranging from basic to luxury standards, emerge as central components of the LoB experience and play a significant role in shaping tourist satisfaction. In this context, LoB tourism is strongly experience-oriented, emphasizing immersion in nature, comfort, and professional service delivery. The product caters to a mixed market of domestic and international tourists, with increasing appeal among experience-seeking and higher-value segments. Operationally, coordination with the port authority (KSOP) and compliance with maritime safety regulations constitute integral characteristics of LoB tourism, ensuring that tourism activities are conducted in a safe, controlled, and regulated manner. Collectively, these attributes position Live on Board tourism as a distinctive and strategic component of Labuan Bajo's marine tourism system.

Beyond its structural characteristics, the demand for Live on Board tourism in Labuan Bajo is strongly shaped by external pull factors related to the destination's natural and experiential attractiveness. Across operators, tourists, and regulatory stakeholders, Labuan Bajo is consistently perceived as a marine destination with exceptional appeal, characterized by rich marine biodiversity, iconic island landscapes, and the unique presence of Komodo dragons. These attributes differentiate Labuan Bajo from other marine tourism destinations and function as primary attractions motivating tourist visitation. The LoB tourism model further enhances destination attractiveness by enabling direct access to multiple remote islands and marine sites within a single journey. This continuous sea-based mobility allows tourists to experience diverse seascapes, snorkeling and diving locations, and wildlife encounters without the spatial constraints commonly associated with land-based tourism. Moreover, digital media exposure amplifies these pull factors, as visually compelling representations of marine environments and onboard experiences disseminated through social media and online platforms strongly influence tourist awareness and travel decisions.

At the same time, participation in Live on Board tourism is influenced by internal motivational and economic push factors originating from tourists' personal needs and value perceptions. Tourist responses indicate that LoB tourism fulfills motivations related to adventure, relaxation, escape from routine, and the desire for immersive nature-based experiences. The multi-day structure of LoB travel enables sustained interaction with marine environments, reinforcing feelings of exploration and experiential fulfillment. Economic considerations also play a significant role, as tourists consistently perceive LoB pricing as reasonable and proportional to the quality and completeness of services received, including accommodation, meals, guided activities, and safety provisions. This favorable price–value perception reduces financial barriers and supports tourists' willingness to participate in extended marine trips. From the operators' perspective, these internal motivations translate into growing demand for comfort-oriented and experience-focused services, while regulatory oversight contributes to operational reliability. Overall, the findings confirm that Live on Board tourism in Labuan Bajo is driven by an interaction between distinctive product characteristics, strong destination pull factors, and supportive push factors rooted in psychological motivation and positive economic evaluation.

Discussion

Characteristics of Live on Board Tourism in Labuan Bajo

The findings of this study demonstrate that Live on Board (LoB) tourism in Labuan Bajo constitutes a distinctive form of integrated marine tourism, characterized by multi-day travel, onboard accommodation, and continuous engagement with marine and island environments. Unlike conventional marine excursions, LoB tourism combines transportation, lodging, and recreational activities within a single mobile setting, transforming the vessel into both a travel medium and an experiential space. This structural configuration reflects the principles of experience-based tourism,

in which value is derived from the holistic integration of services, environment, and emotional engagement (Pine & Gilmore, 1998).

A defining characteristic of LoB tourism is its multi-day duration, which enables prolonged interaction with natural settings and facilitates deeper experiential immersion. Extended time at sea allows tourists to experience destination landscapes gradually, fostering a sense of continuity and relaxation that is rarely achievable through short-duration trips. From a phenomenological tourism perspective, such sustained exposure enhances the formation of meaningful travel experiences, as tourists do not merely visit destinations but temporarily inhabit them.

Another key characteristic identified in this study is the central role of onboard facilities and service professionalism. The provision of sleeping cabins, meals, safety equipment, and guided marine activities positions LoB tourism at the intersection of hospitality and experiential travel. The vessel functions as a floating accommodation unit, where service quality and crew professionalism significantly influence tourist perceptions and satisfaction. This finding aligns with service-dominant logic in tourism, which emphasizes co-creation of value through continuous interaction between service providers, tourists, and the physical environment.

The characteristics of LoB tourism in Labuan Bajo are also shaped by operational governance and maritime regulation. Compliance with safety standards, vessel certification, and port authority clearance illustrates that LoB tourism operates within a structured and formalized institutional framework. The involvement of the port authority (KSOP) underscores the importance of safety oversight and regulatory control as inherent characteristics of LoB operations, distinguishing them from informal or recreational boating activities.

Furthermore, LoB tourism exhibits a strong experience-oriented orientation, where the onboard environment becomes a social and experiential setting. Shared spaces, limited passenger capacity, and prolonged interaction contribute to a more personalized and intimate tourism experience. This characteristic reinforces the interpretation of LoB tourism as a form of niche marine tourism that prioritizes experiential depth over visitor volume. In summary, the characteristics of Live on Board tourism in Labuan Bajo can be understood as the integration of multi-day marine mobility, floating accommodation, experiential service delivery, and regulatory governance. These interrelated characteristics position LoB tourism as a mature and strategically significant component of Labuan Bajo's marine tourism system, capable of delivering high-quality experiences while operating within a controlled and sustainable framework.

Pull Factors – External Attractiveness of Live on Board Tourism in Labuan Bajo

The findings of this study indicate that the external attractiveness of Labuan Bajo constitutes a dominant pull factor shaping the demand for Live on Board (LoB) tourism. The destination's marine biodiversity, iconic island landscapes, and the unique presence of Komodo dragons collectively form a set of tangible and symbolic attributes that distinguish Labuan Bajo from other marine destinations. From a theoretical standpoint, this aligns with destination attractiveness theory, which conceptualizes natural and cultural resources as core elements influencing tourists' destination choice and perceived value.

The empirical results further demonstrate that the LoB tourism model amplifies destination attractiveness by enabling direct and continuous access to multiple marine and island sites within a single journey. Unlike land-based tourism, LoB tourism reduces spatial and temporal constraints, allowing tourists to experience diverse seascapes, snorkeling and diving sites, and wildlife encounters in an integrated manner. This supports the concept of spatial mobility in tourism, where the ability to move seamlessly across attractions enhances the overall appeal of a destination and strengthens its competitive advantage.

From the perspective of Urry's tourist gaze theory, the external attractiveness of Live on Board tourism is not only rooted in physical landscapes but also in the way these landscapes are visually framed and consumed. The study shows that digital media exposure—particularly through social media and online travel platforms—plays a significant role in constructing the destination image of Labuan Bajo as an exclusive and exotic marine tourism destination. The visual representation of marine life, island panoramas, and onboard experiences reinforces tourists' expectations and intensifies the perceived uniqueness of LoB tourism.

Moreover, the findings suggest that the attractiveness of Live on Board tourism extends beyond natural features to include the experiential setting of the sea itself. Staying onboard while navigating between destinations transforms the marine environment into a lived space rather than a passive backdrop. This characteristic resonates with experiential tourism theory, which argues that tourists are increasingly drawn to destinations that offer authentic, immersive, and sensorial experiences. In this context, the ocean, islands, and onboard setting function collectively as experiential resources that elevate the attractiveness of LoB tourism.

Importantly, the study also reveals that the external attractiveness of Live on Board tourism is reinforced by institutional credibility and controlled access. The involvement of port authorities in regulating vessel operations and ensuring safety contributes to tourists' perceptions of reliability and professionalism. From a destination management perspective, such governance mechanisms enhance destination attractiveness by reducing perceived risk and increasing trust, particularly in marine tourism contexts.

In summary, the pull factors of Live on Board tourism in Labuan Bajo are shaped by a convergence of exceptional natural assets, enhanced spatial accessibility, mediated destination imagery, immersive marine settings, and institutional assurance. These external attributes collectively strengthen Labuan Bajo's positioning as a high-value marine tourism destination and explain the strong appeal of Live on Board tourism within the broader tourism system.

Push Factors: Internal Motivation and Economic Dynamics

The findings of this study indicate that participation in Live on Board (LoB) tourism in Labuan Bajo is strongly shaped by internal motivational forces and economic evaluations originating from tourists themselves. From the perspective of push motivation theory (Crompton, 1979; Dann, 1981), LoB tourism responds to tourists' intrinsic desires for escape, relaxation, novelty, and adventure. The multi-day structure and onboard living arrangement allow tourists to temporarily detach from daily routines and engage in a continuous leisure environment, thereby fulfilling psychological needs for rest and self-renewal.

The immersive nature of Live on Board tourism further intensifies these internal motivations. Unlike short-duration marine activities, LoB tourism enables prolonged interaction with natural settings and sustained social engagement onboard. This finding aligns with experiential consumption theory, which suggests that tourists increasingly seek emotionally engaging and memorable experiences rather than functional services alone. In this context, the confined yet comfortable onboard environment facilitates deeper personal involvement, enhancing tourists' sense of exploration and experiential fulfillment.

Economic dynamics also play a critical role as push factors influencing tourists' decisions to participate in LoB tourism. Although Live on Board tourism is commonly positioned as a premium product, the findings reveal that tourists perceive the pricing as reasonable and justified by the bundled services offered, including accommodation, meals, guided activities, and safety provisions. This perception supports perceived value theory, which posits that tourist decision-making is driven not by absolute price levels, but by the balance between perceived benefits and monetary costs. The integrated nature of LoB tourism reduces the need for multiple separate expenditures, strengthening tourists' willingness to invest in longer-duration trips.

From a behavioral economics perspective, the findings also suggest that the predictability and transparency of LoB package pricing reduce financial uncertainty, thereby lowering psychological barriers to participation. This economic reassurance functions as an enabling push factor, particularly for tourists seeking high-quality experiences with clearly defined costs. Operators' emphasis on service quality and professionalism further reinforces tourists' confidence in the value proposition of Live on Board tourism.

In summary, the push factors driving Live on Board tourism in Labuan Bajo are shaped by a combination of intrinsic motivational needs and favorable economic perceptions. The convergence of psychological drivers, experiential intensity, and positive value assessments explains tourists' willingness to engage in multi-day marine travel. These internal and economic dynamics not only stimulate demand but also contribute to the sustained growth of Live on Board tourism as a high-value segment within Labuan Bajo's marine tourism system.

CONCLUSIONS

This study concludes that Live on Board (LoB) tourism in Labuan Bajo has developed into a distinctive and integrated form of marine tourism, characterized by multi-day travel, onboard accommodation, and continuous engagement with marine and island environments. Live on Board tourism functions not merely as a transportation-based activity, but as a comprehensive tourism product in which mobility, lodging, services, and experiences are delivered within a single floating setting. This configuration differentiates LoB tourism from conventional marine excursions and positions it as a strategic component of Labuan Bajo's marine tourism system. The findings further confirm that the growth of Live on Board tourism is driven by the interaction of external pull factors and internal push factors. The exceptional natural attractiveness of Labuan Bajo—manifested through marine biodiversity, iconic landscapes, and the presence of Komodo dragons—serves as a dominant pull factor that shapes destination appeal. At the same time, tourists' internal motivations related to adventure, relaxation, escape, and immersive experiences, combined with favorable perceptions of price–value balance, function as strong push factors encouraging participation in multi-day marine travel. Importantly, the study highlights that Live on Board tourism in Labuan Bajo operates within a structured governance framework, where maritime safety regulations, port authority oversight, and operational compliance play a crucial role in sustaining tourism activities. The convergence of perspectives from regulators, operators, and tourists through source triangulation strengthens the validity of the findings and illustrates that LoB tourism is shaped by the dynamic interplay between experiential demand, entrepreneurial responses, and institutional control. From a theoretical perspective, this research contributes to tourism motivation and experiential tourism literature by contextualizing push–pull dynamics within a marine-based, experience-oriented tourism model. Practically, the findings suggest that the sustainable development of Live on Board tourism in Labuan Bajo depends on maintaining experiential quality, strengthening safety and regulatory governance, and balancing economic growth with environmental responsibility. Overall, Live on Board tourism emerges as a high-value and strategically important form of marine tourism that holds significant potential for supporting sustainable destination development in Labuan Bajo.

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