

The Role of Promotional Media in Developing Sustainable Mining Heritage Tourism

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Abstract: *Open Pit Nam Salu tourist area, a Belitung National Geopark that has received recognition as a UNESCO Global Geopark, is one of the mining heritage-based tourist attractions visited by tourists from several countries from all continents of the world. For this reason, this research aims to analyze the role of promotion media in developing sustainable tourism on mining heritage. The method used in this research is descriptive qualitative using the Systematic Literature Review method, supported by interview and documentation methods. The study was conducted in Belitung, Bangka Belitung Province, Indonesia. The results show that promotional media is essential in helping the development of sustainable mining heritage tourism. The dominant promotional activities the Open Pit Nam Salu tourist attraction management carries out are advertising and digital/internet marketing. Then, regarding the sustainability of mining heritage tourism, at least three pillars must be met, starting from the environmental, social, and economic pillars.*

Keywords: *Mining heritage, promotional media, sustainable tourism development*

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INTRODUCTION

Belitung is an archipelago of many islands; Belitung Island is the largest, the second largest is known as Seliu Island, and a number of smaller inhabited islands. Belitung Island, surrounded by the sea, has extraordinary beaches and natural beauty. For this reason, several entrepreneurs are interested in building tourism support facilities in the Belitung area.

One of the tourist attractions that attract attention on Belitung Island is the existence of a mining heritage-based tourist attraction in the Geosite Open Pit Nam Salu area, which was one of the points in the designation of the Belitung National Geopark as a UNESCO Global Geopark at the 211th session of the UNESCO Executive Board in 2021 (Wahyuni, 2022). The regional

government, the Tourism Office, and other stakeholders collaborate to carry out integrated promotions through various promotional media, such as social media, direct marketing, and conventional media, which must be addressed.

In its implementation, the success of the attraction of the Open Pit Nam Salu tourist area in its development is one indication of the increasing number of tourists. So far, tourists from various countries worldwide have visited the Open Pit Nam Salu tourist attraction. The concept used in its development is towards sustainable tourism, and one of the efforts to make this happen is the need for marketing (Sheresheva et al., 2020), primarily related to the promotion mix (marketing mix).

Implementation of a sustainable approach (Mihalic, 2020; Mosalev, 2020;

Pimonenko et al., 2021), known as the Sustainable tourism development (Dunets et al., 2019; Kim et al., 2019; Sheresheva et al., 2020), is essential for the tourism industry.

Various promotional media, including social media (Islam, 2021), have been used by stakeholders in disseminating information and communicating with potential target markets. However, it has yet to be discovered how critical promotional media is in building sustainable tourism based on mining heritage in Belitung, considering that Belitung used to be one of Indonesia's largest tin mining areas. Research on the mining heritage (Conlin & Jolliffe, 2010), including in Indonesia, has its charm, considering that tin mining in Belitung was once used as one of Belitung's primary sources of economic strength.

Based on this background, a deeper study is needed regarding the promotional efforts required and the types of media used to promote the attractiveness of the Open Pit Nam Salu tourist area as a mining heritage, and an analysis of the role of promotional media in building sustainable tourism based on this mining heritage since it is considered that Belitung is one of the potential tourist destinations in Indonesia.

Theoretical Framework

A tourist attraction can have its interest because of the values it offers. A tourist attraction can have particular importance, for example, because of the historical value contained in it. Tourist or market interest can occur because of specific discounts offered by the tourist destination, tourists' intense curiosity about a particular object, and feeling satisfied or otherwise dissatisfied with what is provided by the service provider compared with the services they receive.

One of the tourist attractions

currently being developed in Indonesia is mining heritage. According to Jelen & Kučera (2017), mining heritage can be defined as "a complex of both tangible and intangible features and values whose formation was associated with the development of mining activities in the given region". Mining heritage is the remains of mining activities and mineral resource management processes with values and issues related to the mining industry and workers, making it mining heritage (Jelen, 2018; Jelen & Kučera, 2017). Mining heritage can be a tourist has the potential to be used as a tourist destination, considering the many values it can provide to tourists. This activity is called mining heritage tourism, where tourists visit post-mining sites to get deals and experiences related to mining activities and their cultures (Byström, 2022).

Mining heritage tourist attractions can be categorized as historical tourism, with its values offered to tourists (Rohaendi et al., 2022). Tourists get the deals they want and expect, match their expectations, or exceed their expectations regarding the services provided by the tourist attraction provider (Caamaño-franco & Suárez, 2020). The values that tourists can obtain are not only seeing the ex-mining site directly and seeing the natural beauty of the ex-mining land but also historical, cultural, and social values through the identity of the place, residents, and miners (Byström, 2022). Jelen (2018), in his research, said that Mining heritage can provide cultural, historical, and social value. These values can be material (holes, buildings, equipment, and miners' uniforms) or immaterial (procedures, miners' habits and traditions). object providers and related parties must convey (communicate) accurately the value they offer tourists.

Considering sustainability, mining heritage tourism has the potential to

impact the economy, society, and the environment positively. To reach this potential, recognizing the potential of mining heritage is essential in terms of the place's material and immaterial heritage, such as local cultural traditions, labor culture, religious beliefs, traditional craft, and production activities. Therefore, heritage tourism activities and projects should be embedded in the local economic, social, and cultural context to positively impact the local community and its social, economic, and environmental well-being (Murzyn-Kupisz, 2012).

In developing the sustainability of mining heritage tourism, all products offered in mining heritage tourism, including tourism products and values, must be appropriately managed by many stakeholders to attract local and foreign tourists. In this part, promotion and communication play an essential role. The market can only know a product with a promotion and communication process.

In line with the focus of this research, questions arise regarding the role of promotional and communication media in building sustainable mining heritage tourism. This means this research uses a promotion mix strategy to reach this objective.

From several decades ago, many experts have formulated the dimensions of the promotional mix. In 1993, Belch and Belch, in their book entitled "Introduction to Advertising & Promotion: An Integrated Marketing Communications Perspective (2nd Edition)", formulated four promotions mix components, which are advertising, sales promotion, publicity/public relations, and personal selling (Belch & Belch, 1993; Shannon, 1996). Other researchers like Bovee and Thill (1992), Kotler and Armstrong (1993), and Burnett (1993) have formulated dimensions of promotions mix like advertising, sales promotion, public relations, and personal selling (Shannon,

1996). So, traditionally, the promotions mix has four elements: advertising, sales promotion, publicity/public relations, and personal selling.

As time goes by and with more and more research on promotion mix, the dimensions of promotion mix are also developing and increasing. For example, in their book, Belch & Belch (2015) have added direct marketing as a new element of the promotions mix. Then, since people are living in the digital era, digital or internet marketing was also added as the promotions mix ingredients. In the modern era, there are six elements of the promotional mix: advertising, direct marketing, digital/internet marketing, sales promotion, publicity/public relations, and personal selling. Those six elements of the promotions mix were examined in this research.

Advertising is a form of non-personal communication that a sponsor must pay for regarding a product, service, organization, or idea. The paid aspect means advertising messages must purchase location, place, and time. Meanwhile, the non-personal component means that advertising includes mass media that transmits messages to a large group of individuals at the same time. Advertising can be in the form of advertisements on TV, radio, magazines, newspapers, and others (Belch & Belch, 2015).

Direct Marketing is a promotional element where organizations can communicate directly with target customers to generate responses or transactions. Direct marketing can include mail, mail-order catalogues, database management, direct selling, telemarketing, and direct-response ads (Belch & Belch, 2015).

Digital Marketing is a promotional mix element that allows interactive or two-way interaction of information where users can participate and modify

the form and content of the information they receive at that time (Belch & Belch, 2015).

Sales promotion is a marketing activity that provides added value or incentives to sales forces, distributors, or key customers and can stimulate sales quickly. Sales, specifically customer-oriented promotions, can include samples, coupons, premiums, contests/sweepstakes, refunds/rebates, bonus packs, price-offs, loyalty programs, and event marketing (Belch & Belch, 2015).

Publicity is non-personal communication about an organization, product, service, or idea not directly paid for or carried out by the sponsor. Public relations is a management function that evaluates general behavior, identifies policies and procedures of an individual or organization with the public interest, and executes program actions to gain understanding and acceptance from the community (Belch & Belch, 2015).

Personal selling is a form of personal communication where the seller guides or persuades potential buyers to buy products, services, or ideas from the company. Unlike advertising, personal selling involves direct contact between buyers and sellers, face-to-face or via telecommunications channels such as telephone sales (Belch & Belch, 2015).

In its implementation, all of the promotional mix dimensions can be carried out simultaneously to reach the market optimally. So, these dimensions can't replace each other, but all of them can be carried out simultaneously. But, of course, it will depend on the party using those dimensions.

Media and communication are inseparable concepts and intertwined with the development of communication media technology (Ernungtyas & Boer, 2023; Hepp, 2022). Promotional media is a tool used to promote ideas, products, or services to customers. In this research,

promotional media refers to the tools used in the promotional mix to encourage heritage mining tourism to tourists. Promotional media is needed not only to inform and socialize the existence of a product and its advantages to the public or target market but also to remind people about the existence and advantages of the product. Communicating and informing the market of a product requires promotional and communication media.

In building sustainable tourism, promotional media has a vital role in giving various and related information about tourist attractions to the target market (Ani, 2019; Indriastuty, 2020; Supriadi & Maharani, 2021; Hecan, 2023), so this is expected to increase market interest in this tourist attraction (Oktaviani & Fatchiya, 2019). It has been explained that, theoretically, the purpose of promotional media is not only to inform and create market interest but also to remind people of the existence of a tourism object (Raditya et al., 2020).

Researchers have revealed the significant role of promotional media in building sustainable tourism. Florido-Benítez (2022) states that promotion is essential for the tourism industry. Various types of promotional media can be used appropriately according to their intended purpose. Advertising can be done in multiple ways to obtain a broad market reach, whether through e-marketing, social media, etc. Social media can be the primary medium for attracting many tourists (Agyapong & Yuan, 2022; Chu et al., 2020; Hays et al., 2013; Islam, 2021; Karim et al., 2021; Schroeder & Pennington-Gray, 2015).

However, conceptually, conventional promotional media can only partially be abandoned. This means that using an online and traditional marketing mix is a must. Potential markets will get important information regarding this tourist attraction through one or several

promotional media. This hypothesis is based on what was stated by Firmansyah et al. (2021), Lei & Gao (2022) and Ahmed & Helhel (2022), that promotional media is important to attract tourists.

Tourism providers and related stakeholders must provide optimal service to provide appropriate information or exceed tourists' expectations regarding the destination's services. This is because the presence of tourists will impact sustainable tourism development, whether it is sustainable from an economic, social, or environmental perspective. This makes it essential to promote tourist attractions appropriately and informatively to potential tourists.

Researchers have conducted studies on sustainable tourism development in terms of economic, environmental, and socio-cultural sustainability (Dauti et al., 2018; Tien et al., 2021). The meaning of the word sustainability is an essential concern in the tourism sector and can indicate success for a tourist attraction (Font & McCabe, 2017). The term sustainable tourism development (Degarege & Lovelock, 2019; Font et al., 2023; Pomeroy et al., 2011; Siakwah et al., 2020; Tien et al., 2021) is to provide benefits or added economic value for society and related stakeholders (Millaku et al., 2021). The term sustainable also means adding weight or a positive impact on the environment around the tourist attraction, including social and cultural aspects (Woosnam & Ribeiro, 2023). The added values that can be realized from the diversity of tourist attractions are carried out through efforts to develop and organize tourist destinations. This effort should be carried out by various related parties, especially local governments, businesses, or private parties who care about the development of the object. Tourism and community organizations or communities that intend to develop tourist attractions to create added economic,

social, and environmental value.

METHOD

This research focuses on the role of promotional media in building sustainable tourism based on mining heritage. The research location is in Belitung, Bangka Belitung Province. Tourist destination research is the attractiveness of the Open Pit Nam Salu tourist area as one of the tin mining heritage tourist attractions in Belitung. To reach the aim of this research, a qualitative research method that combines systematic literature reviews and interviews is used.

This research requires primary and secondary data types. Preliminary data was obtained from interviews with several informants relevant to this research. The technique for determining informants in this research was carried out using a purposive sampling technique or deliberate selection with several considerations. The informants selected are directly involved or are considered to have information and understanding of the Open Pit Nam Salu Tourist Attraction conditions. Information regarding the informants was obtained through one of the researcher's acquaintances living in Belitung Regency and digital media such as the Bapopnas website. The researcher then sent an official letter to the informants asking for permission to conduct interviews. Some of these letters were given directly to the informants, and some were given via media such as email and WhatsApp.

There were around 12 informants in this research. They were the Representative of the Regional Head of Belitung Regency, the Chairman of the Belitung Regency Tourism Office and her member, the Chairman of the Open Pit Nam Salu Management Agency (Bapopnas) and his member, MSMEs (around two people), tourists who are visiting the tourist attraction (around

two people), and the community around the tourist attraction (around three people). The interview was held in Belitung Regency on August 2023. The interview schedule was adjusted to the time availability of each informant. The interview session for each informant was around 30 – 45 minutes.

Meanwhile, secondary data was obtained from documents and publications from previous researchers relevant to this research. Secondary data is collected from databases collected on the internet. The database for journal articles used in this research comes from Google Scholar. The database search process uses the Google search engine.

From search results in the Google Scholar database using the keyword “role of promotional media in mining heritage tourism sustainability” from 2020 - 2023, at least two thousand articles are available. From two thousand pieces, we selected 150 articles with relevant titles to our research topic, using Indonesian or English, fully available text, and specific to the main question that is the focus of the review. Most of the article titles that appear are less relevant to our research topic (mainly, the article’s topic was only about the factors influencing tourism development and not specific about promotion media and mining tourism). We only selected articles about promotion media, its role in mining or heritage tourism development, and topics about heritage tourism sustainability). Then, from those 150 articles, further screening was carried out by reading the abstract, and only 79 articles were analyzed further because they were suitable for our research purposes. Finally, only 31 articles were selected for further analysis because the content and discussion of those articles referred to the relationship between promotional media and tourism sustainability, primarily related to heritage tourism.

The articles that were collected were then analyzed in a systematic literature review. Atlas. Ti 23 software is used to facilitate the process of screening and studying articles that have been collected in the previous process. The following process carried out is the coding process. In this process, several coding makes it easier to analyze relevant keywords in each article analyzed. The following process is word clouding. The results of this word clouding are word frequency and concept covering. The next stage is to create a network that explains the relationships between coding that have been analyzed before. The network diagram was then analyzed descriptively. Primary data obtained from interviews and available document archives were used to support the results of this systematic literature review.

RESULTS AND DISCUSSIONS

Belitung is one of Indonesia’s leading tourist destinations because of its wealth of resources and tourist attractions that continue to be developed. There are fewer than 70 tourist attractions in Belitung and at least 60 in East Belitung. Tourists from 5 continents in the world have come and visited Belitung Island. Generally, tourists who come to Belitung Island also travel to Belitung and East Belitung because national and foreign tourists who come to Belitung Island go through one airport located in Belitung Regency.

Data from the Belitung Regency Tourism Office (2023) shows that in 2018, ten countries had the highest number of tourists coming to Belitung. They were China, Singapore, Malaysia, South Korea, Japan, France, America, the Netherlands, Germany, Australia and others. However, in 2019, most tourists came from Malaysia, China, South Korea, Singapore, the Netherlands, France, America, Japan, Germany, India,

and others. In 2022, China is the country with the most foreign tourists. Second are Singapore, South Korea, India, Malaysia, America, the Netherlands, Germany, Japan, the Czech Republic, and others. From this data, it can be analyzed that the promotion of Belitung tourism must be carried out more intensively, especially in countries on the Asian and European continents. Promotional efforts via the internet and social media are the most effective because they can reach worldwide.

Various tourist attractions in Belitung are continuously being promoted to all countries worldwide. One of the rare and unique tourist attractions in Belitung is the mining heritage tourist attraction since Belitung was one of the largest tin producers in Indonesia.

The development of tourism based on mining heritage, such as the Open Pit Nam Salu Geosite area, is one of the essential things in the designation of the Belitung National Geopark as a UNESCO Global Geopark. Open Pit Nam Salu is the first open pit tin mining tourist destination in Southeast Asia (Wahyuni, 2022), so participation from various parties is needed to further introduce and promote this destination to prospective tourists nationally and internationally.

Promotional Media and Its Role in Sustainable Tourism Development

Promotion and communication media have an essential role in disseminating information about the existence of the Open Pit Nam Salu as a mining heritage site and one of the tourist attractions in Belitung. Foreign tourists from 5 continents have visited this historical tourist destination.

Various media have been used to promote the existence of the Open Pit Nam Salu, including direct marketing through belitonggeopark.com and social media like Facebook, Instagram, YouTube, and

others. Through the internet, the spread of information and communication become so fast, and with a global reach, this tourist destination can be known by the world community. The interview results show that foreign and national tourists use social media and other promotional media to get information about the existence of Open Pit Nam Salu, which are also important even though they are not the primary source of information and promotion.

Not only local and national media but several media used by UNESCO Global Geopark (UGGp) from abroad help promote Belitung UGGp in their countries. UGGp's role in promoting Belitung UGGp is vital so Open Pit Nam Salu can be known worldwide. Foreign tourists who come to this tourist destination not only learn about the existence of tin mining civilization but can also study and research the rich natural resources in this area.

The central and regional governments also have an essential role in promoting the existence of this tourist destination, such as through promotional activities through exhibitions or events outside the region. This allows people outside Belitung to know the natural beauty of Belitung, such as the beauty of its mountains, beaches, the existence of 17 sites, including the charm of the Open Pit Nam Salu, which radiates from rocks that existed around 300 million years ago (Ma'arif, 2021).

Conventional promotional and communication media are also used in magazines, newspapers, etc. The existence of micro, small, and medium enterprises, through their creativity, contributes to promoting this mining heritage-based tourist attraction. This means that the presence of the community and creative industries in Belitung has contributed to promoting this tourist attraction.

The development of this mining

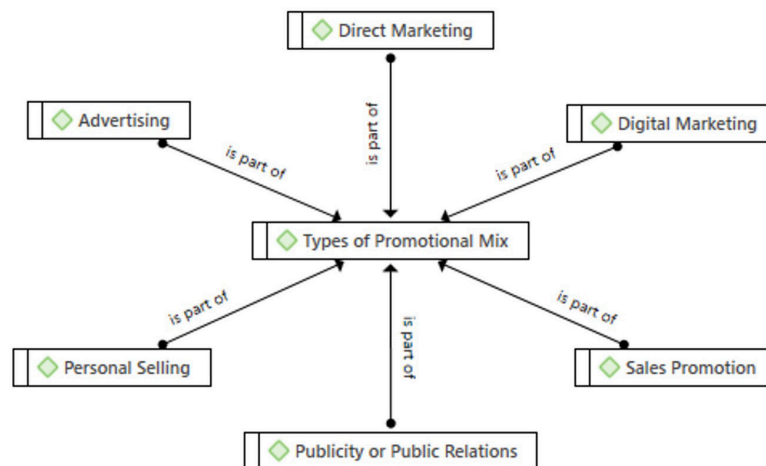


FIGURE 1. Types of Promotional Mix

Source: Belch and Belch (2015).

heritage tourism destination is also inseparable from the contribution of the management team, commonly known as the Open Pit Nam Salu Management Agency (Bapopnas), who have sincerity in managing this tourist attraction. Through their management style that uses a friendly approach, they strive to cooperate and collaborate with various stakeholders to build sustainable tourism based on this mining heritage. The following figure explains that various promotions promote the Open Pit Nam Salu tourist destination.

Each type of promotional mix used has a different contribution to helping tourism sustainability in East Belitung, especially the Open Pit Nam Salu tourist destination. Among the various types of promotions used are advertising, direct marketing, digital or internet marketing, sales promotion, publicity or public relations, and personal selling.

Several media, such as television, newspapers, and magazines, advertise the Open Pin Nam Salu tourist destination. In recent years, media such as television, newspapers, and magazines have participated in showing and introducing the beauty of this tourist attraction to society. Moreover, in 2022, the Open Pit Nam Salu became a visiting destination for members of the G20 Summit in

Belitung. Among several media that promote this tourist destination is Visit BelTim Magazine Edition 14, which the Belitung Regency Tourism Office, Kompas, Pikiran Rakyat, Pos Belitung, and many other media manage. Other media, like brochures and leaflets, are also used to promote the tourist destination.

Another promotional activity carried out is through direct marketing. Promotional activities through direct marketing are carried out through interactions via email (direct mail), direct message (DM), and comments features on social media like Facebook and Instagram. The direct interaction carried out by the Open Pit Nam Salu Instagram and Facebook account managers is by responding to questions and comments and providing important information to potential tourists regarding the Open Pit Nam Salu tourist destination. The delivery of messages carried out by social media account managers to their potential tourists is very likely to be responded to by potential tourists. In this activity, there is interaction between the tourist attraction managers and potential tourists, encouraging them to visit the Open Pit Nam Salu.

Another form of promotion carried out is through digital or internet marketing. Open Pit Nam Salu managers use Internet

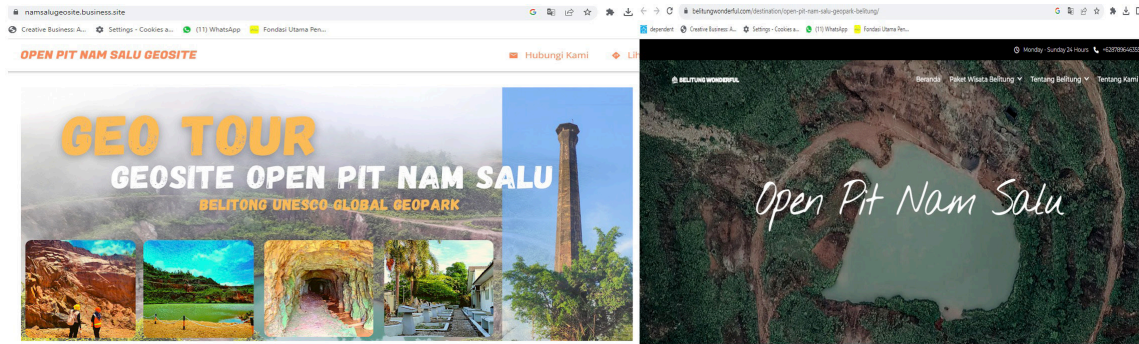


FIGURE 2. Open Pit Nam Salu Promotion Website
Source: Google Search Engine

marketing to utilize their websites and social media accounts. A website is where information is created for internet users by service providers (Belch & Belch, 2004). In this way, tourist attraction managers can generate awareness and knowledge of the society (national or international society). Internet marketing utilizes interactive media, allowing the exchange of information where users can participate and modify the form and content of information received with certainty (Belch & Belch, 2004).

Search engines, websites, and social media are effective because they allow reaching potential tourists widely, not limited by distance and time. Bapopnas and other parties, such as the UNESCO Belitong Geopark management, manage the website. Among the several websites used in this promotional media are websites governed directly by Bapopnas, such as namsalugeosite.business.site as well as websites operated by other parties, such as belitungwonderful.com,

belitunggeopark.net, and others as shown in Figure 2.

Meanwhile, social media used to promote the Open Pit Nam Salu consists of Instagram ([geositeopenpitnamsalu](https://www.instagram.com/geositeopenpitnamsalu)), Facebook (Bapopnas), and YouTube channels (i.e., Belitung Island Channel) as shown in Figure 3

Besides the types of promotion above, another type of promotion media used is sales promotion through events like Geopark Indonesia Summit & Geopark Investment Forum, Familiarization Trip (Famtrip) held by the Ministry of Tourism and Creative Economy (Kemenparekraf), Indonesia Geopark Youth Forum, and other events.

Then, regarding promotion activity using personal selling, Bapopnas offers tourist packages to visit Open Pit Nam Salu to tourists. In implementing publicity or public relations, mass media is used to bring a good image of the tourist destination. Advertising using YouTube videos also gives more information and



FIGURE 3. Social Media of the Open Pit Nam Salu
Source: Google Search Engine

TABLE 1. Promotions Mix

Types of Promotion	Media
Advertising	Newspaper
	Magazine
	Television
	Brochure, Leaflet
Direct Marketing	Email (direct mail)
	Direct message feature in social media
Digital / Internet Marketing	Email (direct mail)
	Direct message feature in social media
Sales Promotion	Events
Personal Selling	Tourist Package Program
Publicity	Exhibitions

Source: Processed Data (2023)

provides an overview of the beauty of the Open Pit Nam Salu tourist attraction. Other activities like exhibitions are also used as media to create public relations.

The types of promotion mix used by the Open Pin Nam Salu manager are summarized in the Table 1.

Promotional media has a role in disseminating information and attracting tourists to Belitung. Foreign and national tourists generally obtain information about the existence of the Open Pit Nam Salu through various promotional media. The primary promotional and

communication media is the internet, including websites, search engines, and social media. Research shows that social media is more critical in distributing news (Diniati et al., 2022; Heijkant et al., 2023).

From the result of systematic literature review analysis using Atlas. Ti 23 software promotional media is vital in enhancing sustainable tourism development. The systematic literature review was carried out by analyzing 31 journal articles from previous researchers. Among the thousands of journals related

Explore Codes	
Search Codes	
Name	Grounded
Accomodation Development	9
Attract Tourists Interest	29
Developing the Tourist Destinantion Image	10
Increasing number of tourists	35
Infrastructure Development	2
Media of interaction	6
MSMEs Development	11
Provide Infromation about Toursit Destination	39

FIGURE 4. Coding Process

Source: Secondary Data Processing with Atlas.Ti 23

to the research topic, researchers only chose 31 pieces considered more relevant to understanding the role of promotional media in tourism development.

After selecting those 31 articles, the researcher carefully read, analyzed, and synthesized the articles one by one. Researchers made several codes to make exploring the keywords discussed in each journal article easier. The regulations contain keywords related to the role of promotional media in tourism development. At least eight keywords were obtained from the reports analyzed as described in the Figure 4.

Codes used in the analysis process of this research include the role of promotional media in giving tourism information, building the image of tourist destinations, and as a medium to interact with potential tourists. Apart from that, the media also has a role in increasing tourist interest to increase the number of tourists, which will ultimately help develop infrastructure and accommodation businesses and MSMEs around tourist destinations.

The results of the literature analysis are then described through word clouding, which consists of word frequency (words that frequently appear in the articles analyzed) and concept clouding (the

concepts most discussed in the papers). The word clouding results are explained in the Figure 5.

The word frequency above explains that there are words that often appear in the articles analyzed, like *media* (medium), *wisata* (tourism), *pemasaran* (marketing), *promosi* (promotion), *wisatawan* (tourist), *berkunjung* (visit), *informasi* (information), *keputusan* (decision), and other important words. From those words, in the tourism sector, the media plays an essential role in marketing, especially promotion. Based on the phrase clouding results above, this promotional activity's main target is the tourists. Promotional media is used to attract tourist interest, influence the decision of tourists to visit the destination, and then is expected to increase the number of tourists who visit the goal. These results are relevant to the following concept clouding results as shown in Figure 6.

Figure 6 explains that media is used to disseminate information relayed to the tourist destination to the potential tourists. Promotional activities through various media provide relevant and complete information about the tourist destination. For example, promotional activity is used through social media by posting interesting information, photos, or videos



FIGURE 5. Word Frequency

Source: Secondary Data Processing with Atlas.Ti 23



FIGURE 6. Concept Clouding
Source: Secondary Data Processing with Atlas.Ti 23

about the beauty of tourist destinations to attract potential tourists. Posting news, photos, and videos on social media is also used to create a ‘good image’ about the tourist destination and be a medium to interact with potential tourists through likes or comments. It is hoped that this will encourage tourists to visit these tourist destinations so it can realize the development of sustainable tourism.

Sustainable tourism development continues to be pursued, not only by the government with various policies that support the development of sustainable tourism in Belitung, but also by the participation of the various communities

like Bapopnas, society, tourists, SMEs, and other related parties, where their participation have a significant role in realizing sustainable tourism development as explained in the systematic literature review results using Atlas. Ti 23 as shown in Figure 7.

The picture above explains that in terms of achieving goals, the local government, through managers, tourism offices, and various related stakeholders, is trying to implement sustainable tourism development through promotional activities using mixed existing media. Promotional media introduces tourist destinations to potential local, national, or

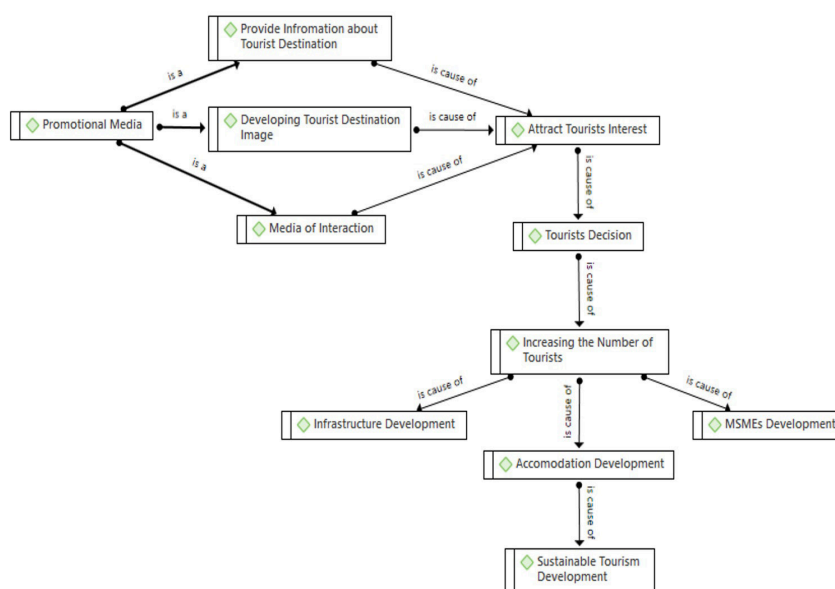


FIGURE 7. Network Diagram
Source: Secondary Data Processing with Atlas.Ti 23

foreign tourists. The results of the literature analysis show that promotional media provides information to tourists regarding tourist destinations (Larita et al., 2020; Arofah & Achsa, 2022; Salem et al., 2022; Putra et al., 2023). Studies conducted by Raditya et al., (2020) and Ramaditya et al., (2023) explained that promotional media is used to build and improve the image of tourist destinations. Promotional media is also used as a medium of interaction between tourist destination managers and potential tourists on social media (Hecan, 2023; Maghfiroh, 2022), for example, a question-and-answer interaction to provide information regarding location, accommodation, and others.

It is hoped that complete information and a good image built through promotional media can increase tourists' interest in tourist destinations (Najwati & Zaenudin, 2022). These interests ultimately influence tourists' visiting decisions (Putra et al., 2023), which is expected to increase the number of tourists (Indriastuty, 2020).

The results of the literature review analysis are strengthened by the interview results and archive database available in the field related to tourism in Belitung. Data from the Belitung Regency Central Statistics Agency (BPS) shows an increase tourist visits to Belitung from

2020 to 2022 shown in Figure 8.

Tourist visits to Belitung in 2022 will be 301,906, an increase of 63.57% from the previous year, with 184,570 tourists. This is supported by various media that promote tourist areas in Belitung, especially the Open Pit Nam Salu tourist attraction. In addition, the G20 activities held in Belitung also attract more tourists to Belitung. Then, the delegation's visit agenda to the Open Pit Nam Salu makes people get to know this tourist destination better.

Various promotional media, including websites and social media such as Instagram, Facebook, and YouTube, attract more people to Belitung, especially the Open Pit Nam Salu. Over 400 thousand search results in Google search engines show news or information about the Open Pit Nam Salu tourist destination. In addition, many YouTube channels promote Open Pit Nam Salu and have been watched by more than 2 thousand viewers. Likewise, on Instagram media, there are over a hundred hashtags #openpitnamsalu and more than 200 reviews of the Open Pit Nam Salu on Google Reviews. Through this promotional media, potential tourists obtain information regarding this tourist destination, increasing interest and the number of tourist visits. Many of them

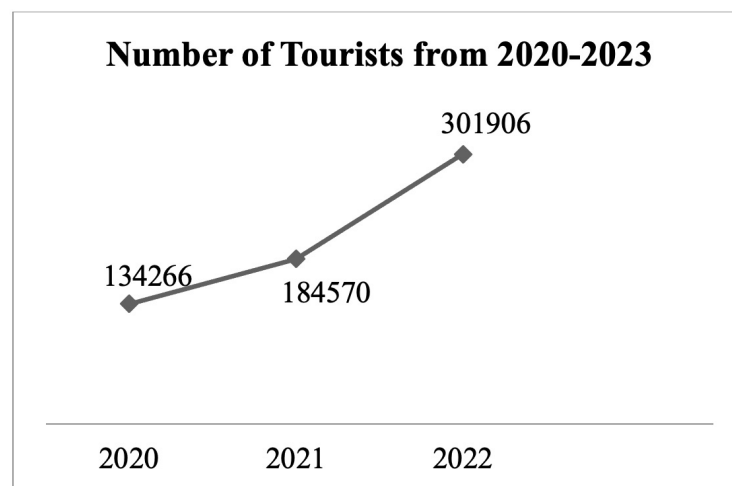


FIGURE 8. Number of Tourists in Belitung 2020-2022
Source: BPS Data 2020-2023

Types of Promotional Media

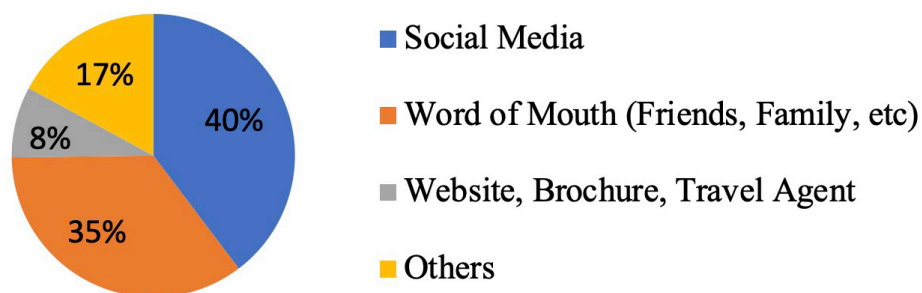


FIGURE 9. Types of Media that Attract Tourist Interest to the Open Pit Nam Salu
Source: Khoirunnisa et al. (2021)

undertake tour trips as educational tours of former mining areas.

The role of social media in increasing the number of tourists to Belitung, especially to the Open Pit Nam Salu tourist destination, is supported by research conducted by Khoirunnisa et al. (2021), which states that tourists who visit Open Pit Nam Salu obtain information regarding this tourist destination from various media as explained in the following Figure 9.

The data above aligns with interviews conducted with the Open Pit Nam Salu management, who stated that social media is the leading promotional medium in increasing tourist visits.

The increase in the number of tourists positively impacts sustainable tourism development, which can be seen from various aspects. By this sustainable concept, development is directed at the impact of mining heritage-based tourism on social, economic, and environmental elements. In terms of financial sustainability, with the existence of this tourist attraction, many parties are expected to get positive economic impacts, especially the people associated with this tourist attraction in Belitung, as explained in the Network Diagram in Figure 7. above.

One of the economic impacts can be seen from the tourism sector's

contribution to local revenue (PAD). In addition, the economic impact can also be seen from the increasing number of MSMEs, which is growing along with the rising tourism in Belitung. 2022 there will be around 20,452 MSMEs, an increase from the previous year, around 21,105 (Nurmalitasari, 2022). But this number still can't guarantee the economic sustainability in the future. The other impact is related to the increasing infrastructure supporting tourism in Belitung, especially infrastructure towards the Open Pit Nam Salu tourist destination (Aprilyanti, 2022; Budi, 2022). Likewise, the accommodation business has increased along with tourism development in Belitung (Valeriani & Putri, 2020).

Then, environmental sustainability provides a positive impact by converting an old and poorly managed former tin mining land into a tourist area. Since the Open Pit Nam Salu as a mining heritage has been recognized as a UNESCO Global Geopark, the environment will be better managed.

As the Network Diagram in Figure 7 explains, promotional media increases sustainable tourism development in Belitung, especially in the Open Pit Nam Salu tourist destination. Like the other tourist destination areas, the mining heritage-based Open Pit Nam Salu, as

one of the Belitung National Geoparks, is expected to be more developed to help realize sustainable tourism in Belitung.

Mining Heritage Tourism Sustainability

Realizing mining heritage sustainability is not only about increasing the number of tourists visiting. There are so many things to be achieved to realize this objective. According to the World Tourism Organization (WTO) in 1993, at least three main dimensions of sustainable tourism development are economic, social, and environmental/ecological. A balance must be established between these three dimensions to guarantee long-term sustainability (UNEP & WTO, 2015).

Referring to those three pillars or elements, several things must be fulfilled to achieve sustainable mining heritage tourism. The first thing relates to the environmental pillar, where ecological resources must be utilized optimally, accompanied by efforts to preserve nature and ecology. For the second pillar, the socio-cultural values of the community need to be held. Those values might be in the form of cultural heritage and traditional values the surrounding community maintains. Then, for the economic pillar, the stakeholders need to create long-term economic prosperity and provide socio-economic benefits to all stakeholders involved, starting from alleviating poverty for residents, creating employment opportunities, and giving social services for communities around the Open Pit Nam Salu (UNEP & WTO, 2015). All stakeholders must be involved and work together on the same mission to realize this sustainable tourism development (Amerta et al., 2018).

In 1991, Tourism Concern, in association with the Worldwide Fund for Nature (WWF), gave ten principles for sustainable tourism: using resources sustainably, reducing over-

consumption and waste, maintaining biodiversity, integrating tourism into planning, supporting local economies, involving local communities, consulting stakeholders and the public, training staff, marketing tourism responsibility, and undertaking research (Our Planet, 1999). These principles are to be observed so that the Open Pit Nam Salu can be said sustainably.

Since there are many principles to be observed, in line with the research objectives, this research was only focused on the “marketing aspect”, which is promotion activity to help develop sustainable tourism since it has also had a crucial impact on the concept of sustainability. The terms of promotion activity in the principle of sustainable tourism are not only related to how to introduce the beauty of tourist destinations. The promotion activity is not only related to how to present the natural beauty of tourist attractions but also has a broader meaning, instilling a sustainable concept among tourists. Promotional content must highlight aspects of sustainable tourism that the Open Pit Nam Salu tourist attraction wants to achieve. This promotional activity must also instill sustainable behavior in tourists, such as preserving the nature and the biodiversity of the tourist attractions and helping maintain the cultural heritage values of the surrounding community. This promotional activity is expected to increase tourist satisfaction by providing relevant information regarding tourist attractions.

According to Mazilu (2010), there are four components of a tourist destination that need to be informed to the tourist: attractions, facilities and services, access routes, and image of the goal. From the several promotional media and contents used to promote the Open Pit Nam Salu, there is still a lack of information about those destination

components. Hence, more attention is needed to improve the promotional content for each promotional medium. In their promotional media, tourist destination managers usually post more photos and videos related to tourist activities while visiting tourist attractions. Many things can attract tourists' intention like the natural elements (physical geography, landscape, river, lake, natural resources, climate, atmosphere, etc.), peripheral elements (like the entertainment facilities, accommodation, food facilities, transport, infrastructure, etc.), culture elements (historical and cultural heritage like people, lifestyle, folklore, museum, etc.), architecture elements (historical and modern architecture), industrial elements (post-mining sites, miners, mining activity, etc.), social attractions (the way of life of local people, language, culture, etc.), and sport attractions (like rock climbing, etc.) (Mazilu, 2010). Those tourist attractions should be adequately informed to attract interest and enhance tourist satisfaction. From the findings of this research, especially in terms of promotional aspects, many things need to be developed further to support the achievement of sustainable tourism.

Regarding sustainable tourism development, focusing on increasing the number of tourists is not enough. More efforts are needed from all stakeholders to realize this sustainable concept. Moreover, three pillars must be learned to make the Open Pit Nam Salu tourist attraction more sustainable in the future.

Regarding social sustainability, the creation of sustainable mining heritage tourism refers to the preservation of cultural and historical heritage and the values of local communities. Through the museum, the management needs to maintain the authenticity of the history of the formation of this post-mining tourist attraction, not just provide entertainment for tourists. Local community

involvement is necessary when planning sustainable tourism. For example, regarding the history of mining activities at that location, the participation of former miners and local communities is needed to provide information related to mining activities, culture, mining activities that occurred, and the values held by the local community. This is necessary to maintain the authenticity of history itself. In his research, Cole (2004) said that 'cultural identity, in particular, is often seen as a prime precondition to creating sustainable heritage tourism.

Regarding environmental sustainability, the mining land landscape is one of the tourist attractions, with its unique characteristics. Mining land is an unusual example of industrial heritage because its traditionally peripheral location places heavy industry in a rural area with its natural beauty. This mining heritage attraction provides a tourism offering by incorporating natural history features.

Then, related to economic sustainability, in the past, the closure of mining areas hurt the economy by increasing unemployment, depopulation, and even damage to buildings. However, using former mining land as a tourist location can be a unique tourist attraction. If relocated appropriately and promoted effectively, the regeneration of ex-mining land into tourism can attract investment and tourists, which is expected to bring positive economic impacts to the community. Since tourist visits to ex-mining land are usually only carried out during the day, this tourist activity attracts day visitors rather than overnight stays. The economic income from lodging accommodation may be less than other tourist attractions where tourists usually stay overnight. So other attractions are needed to increase tourist satisfaction, such as museums, food facilities, souvenirs, and exciting events

or activities not far from ex-mining land (like culture festivals, etc.). Improving the image of heritage tourism in former mining locations and tourism promotion activities can be an opportunity to utilize cultural heritage to enhance the regional economy (Cole, 2004; Hospers, 2002).

CONCLUSION

Tourist attraction comes from the uniqueness that can attract tourists to come and visit tourist destinations while enjoying the beauty of nature and learning about its natural resources. Belitung is an area rich in natural resources, has a wealth of tourist attractions, and is one of Indonesia's most popular tourist destinations. Belitung is a unique tourist attraction. Since Belitung previously had a large mining area, especially in mining, a wealth of resources it currently has is the mining heritage with high mining civilization value. This area has become a historical tourist spot and an object of learning and research with high value for tourists. The collaboration among various stakeholders in developing this mining heritage-based tourist attraction makes the role of the media important in promoting and communicating the existence of this mining civilization to the world's tourist community.

Various promotional and communication media have been used to inform the world about the tourism potential in Belitung, including the Open Pit Nam Salu tourist area based on mining heritage. Not only national tourists have visited this tourist attraction, but foreign tourists from all continents of the world have also visited Belitung. Promotional and communication media are essential in building sustainable tourism based on mining heritage. However, promotional efforts through direct marketing, including social media, should also be optimized to obtain a comprehensive and effective market reach without ignoring

the role of other promotional media.

After discussing the three pillars of sustainable tourism for mining heritage tourism, it is confirmed that promotion is one of the essential aspects to support the realisation of sustainable mining heritage tourism. Achieving sustainable tourism at the Open Pit Nam Salu still requires a long way. But promotional media is one of the essential steps in making it happen.

Increasing the number of tourists is not the primary objective. Many things still need to be studied and developed more deeply, especially regarding achieving sustainability from an environmental, social and economic perspective. Much effort is required to preserve nature, culture, history, and values held by local communities and improve the image of heritage tourism destinations, including increasing promotional activities that effectively attract investment and tourist visits.

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