

Community enthusiasm in developing Ombilin coal-mining industrial heritage in Sawahlunto, West Sumatera

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Abstract: The purpose of this research is to gain an understanding of the community's attitudes toward the development of Sawahlunto, West Sumatera, Indonesia as an industrial heritage tourism destination. This research used mix method – explanatory sequential design with a case study approach, to explore real conditions in life as well as a contemporary setting or context. Community attitudes were measured using questionnaires and deepened by interviews, observations, and focus group discussions. The finding of this study shows the enthusiasm of the local community in developing Ombilin tourism in order to preserve as well as revitalize it so that it can benefit the community. The results of this study can be important for policymakers regarding sustainable tourism development.

Keywords: community-based tourism, industrial heritage tourism, sustainable tourism, Ombilin coal-mine.

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Introduction

In the last two decades, the face of world tourism has undergone many changes. Tourism is no longer seen as a fun and hedonistic activity centered on tourist satisfaction alone, but an activity that can provide welfare to the stakeholders involved (Ardika, 2018). Tourism development carried out by various countries is currently oriented towards the concept of sustainable tourism.

Sustainable tourism is a tourism concept that fully considers the impacts arising from the tourism activities themselves from the socio-economic and environmental aspects in the present and the future. While on the same hand it can also meet the needs of tourists, industry, the environment and local communities (UNEP & WTO, 2005). This concept is increasingly being used as an approach to tourism development as awareness of responsible tourism development increases.

Improvement in tourism performance in Indonesia has encouraged the government to designate this sector as one of the country's leading sources for generating foreign exchange. This increase in performance can be seen in the following macro indicators: the increase in contribution to national GDP, namely 4.25% in 2015 to 5.25% in 2018; increase in foreign exchange, namely 175.71 trillion rupiah in 2015 to 224 trillion rupiah in 2018; and an increase in the number of workers, namely 10.36 million people in 2015 to 12.7 million people in 2018. Along with the increase in tourism performance, tourism actors in Indonesia are becoming increasingly passionate about developing their destinations. This can be seen from the emergence of various new destinations throughout Indonesia.

Sawahlunto is one of the areas in West Sumatera which is famous for its coal mines which have been owned since colonial times. Many coal mines in Sawahlunto are no longer operational and are currently a tourism destination. The specialty of Sawahlunto is the Ombilin coal mine which has just been declared a world heritage by UNESCO in 2019.

The legacy of the Ombilin coal mine in Sawahlunto is designated as a cultural heritage because it shows the exchange of local information and technology with European technology regarding coal exploitation in the late 19th to early 20th centuries. Ombilin Sawahlunto has been considered an outstanding role model as a one of a kind building, architectural work and combination of technology or landscape that depicts important stages in human history. According to Rohaendi et al. (2022), it is very crucial to do preservation and revitalization so that this historical site can be maintained.

However, development on tourism will not be fully successful if they haven't been supported by the community in the area. Understanding the habits from the population towards local tourism development is very important, sustainability and success in realizing tourism development depends on the active participation of citizens (Yoon et al., 2001). The economic solution for a country or region that can be provided is tourism, but it is important to know the aspirations of the people who are directly affected by this development (Dwyer, et al., 2004).



Source : <https://whc.unesco.org/en/list/1610/>

Figure 1. Ombilin Coal Site in Sawahlunto

Sustainable tourism itself is intended to be a form of tourism development that always pays full attention to current social, economic and environmental impacts (UNWTO, 2013). The concept of sustainable tourism focuses on balancing tourism development with people, customs and various environmental issues (Presenza et al., 2005). Sustainable development with the coexistence of tourism development and environmental quality is considered important in the tourism sector, because in the future such development can meet the needs of tourists, protect physical locations, and improve the quality of life of residents, provide opportunities to increase economic growth, increase future opportunities (Lee, 2013).

Sustainable tourism development is difficult without the support and participation of the community, local community support is a good starting point for sustainable tourism development (Zhu et al., 2017). Understanding community support for sustainable tourism development is an important factor in the successful management and marketing of community-based tourism, such support takes the form of nature-based tourism, ecotourism, rural tourism, and heritage sites (Lee, 2013).

It can be said that based on this perspective of sustainable development, increasing their positive perception and belief in tourism, increasing benefits for local residents, reducing their costs from tourism, and awakening their attachment to the community will help increase their

support for tourism development (Zhu et al., 2017). Perceptions, attitudes and behavior of local people about the potential for sustainable tourism development in their places are very important. Tourism development potential (TDP) is a description of the existing foundations in developing tourism which is one of the assessments in predicting future tourism development. (Elliot et al., 2011).

With the global tourism industry maturing, it is important to have a better understanding of the attitudes of local people towards the factors and tourism development that influence the attitude of historical-cultural villages to compete in international markets, especially for the development of sustainable tourism (Zhu et al., 2017).

One of the important factors in the sustainability and success of tourism development depends on the active participation of citizens in carrying out local tourism development which is based on an understanding of the attitude of citizens towards the very important developers and the government. (Dwyer et al., 2004; Yoon et al., 2001).

Given the importance of impacts perceived by the people, government investment in predicting livelihoods and implementing more community activities will help villages with historical and cultural value through the support of residents to promote industries. I would really help and encourage residents to participate in these programs as they can. sustainable tourism (Zhu et al., 2017). Sustainable tourism management of these villages is a way to strike a balance between local economic development and nature conservation (Caton & Santos, 2007). Public perception of tourism impacts is an important issue that has received much attention in the tourism literature (Almeida-García et al., 2016; Nunkoo & Gursoy, 2012).

Community-based tourism is a form of tourism development managed by local communities (Rocharungsat, 2008; FACET, 2011). The population is the main stakeholder when it comes to tourism development, the perception of the population is an important determinant of whether the development will be successful or not. (Long et al., 1990). Diedrich and García-Buades (2009). Lee, 2013, argues that the reason people support tourism development is because they think the benefits generated will be much higher than the costs to be incurred. CBT provides an opportunity for residents to enhance their traditional social or cultural identity, as well as increase the social coherence of the community (Choi & Sirakaya, 2006).

Residents who value local resources and support tourism development will show more engagement with tourism (Shakeela & Weaver, 2018). Hunt & Stronza (2014) also found that non-participating residents tended to have more negative attitudes towards tourism than participating residents. Encouraging residents to participate in tourism and providing non-economic benefits can increase residents' positive attitudes (Hunt & Stronza, 2014). To achieve sustainable development of CBT, residents must be provided with natural sustainability life satisfactions such as material well-being, community well-being, emotional well-being, and health and safety well-being (Woo et al., 2015); if this is achieved, residents will then contribute to CBT sustainability. (Kim et al., 2013).

Tourism plans should be planned as thoroughly as possible. If not carefully prepared, tourism development can cause serious problems for local residents, such as pollution of sewage and water resources, and loss of biodiversity (Teh & Cabanban, 2007). If that happens, people's perceptions of tourism impacts and their attitudes towards tourism development will shift from positive to negative (Lee, 2013; Woo et al., 2018). Community views can change from time to time depending on the state of tourism development (Diedrich & García-Buades, 2009; Hunt & Stronza, 2014; Lundberg, 2015). This indicates that the potential of tourism development can directly affect people's attitudes towards tourism development, and that the potential of tourism development has a direct and large positive effect on supporting tourism development (Zhu et al., 2017).

Industrial heritage tourism is a subset of cultural tourism and refers to "the development of tourism and industrial activity in man-made sites, buildings and landscapes resulting from early industrial processes" (Edwards & Coit, 1996: 342). Industrial cultural heritage identified and repackaged as places of historical, technological, social, architectural or scientific value (TICCIH, 2003)

Turning the site into a tourist spot can help promote the value of the industrial past and can enhance the identity of the residents that make up the character of an old industrial city (Xie,

2015). The importance of industrial heritage and the function of industrial heritage tourism has received attention at all levels, from grassroots organizations to governments, and because of this, industrial heritage tourism is now a significant socio-economic phenomenon (Xie, 2006). Industrial heritage tourism creates a new territorial identity that blends local heritage with global developments, realism and romance, heritage fetishization and environmental creativity (Xie, 2015).

As stated by UNESCO (2013), industrial heritage must be viewed as an important aspect of world civilization, because industrial heritage has an inherent educational value, which can and is used to help future generations learn about history and most importantly, these industrial resources embodying a distinctive place identity and creating a source of pride for local residents (Xie, 2015).

Despite the positive reaction to tourism development which is seen as an alternative to revive the local economy, community attitudes and awareness can critically influence the reconstruction process, when tourism projects are implemented, local people become concerned about how their traditions and heritage are portrayed to tourists (Gonzalez, 2008).

Community support in Sawahlunto has not been recorded empirically, because this tourism destination has only begun to be developed in recent years. Previously, the majority of the people of Sawahlunto worked as mining workers and also in non-service industries. Industrial tourism has not yet been studied extensively, the few studies that exist generally focus on the characteristics of visitors and the relationship with the local economy (Pavlakovič & Jereb, 2020). There is one previous study in Indonesia which examined the industrial tourist attraction of the coal mining town of Ombilin from the perspective of visitors, which stated that Ombilin's natural beauty, mining sites, museums, and architectural arts have the potential to attract tourists (Roni & Kanegae, 2020).

This study aims to get an overview of the attitude of the community in Sawahlunto towards the development of this destination as industrial heritage tourism. The results of this research will be valuable input for tourism stakeholders in Sawahlunto, especially policy makers and decision makers related to tourism development in the area in determining tourism development that accommodates people's aspirations in accordance with the principles of sustainable tourism.

Methodology

This study applies a mixed method – explanatory sequential design that combines quantitative analysis and then deepens it with qualitative analysis to explore real conditions in life and the contemporary context (Yin, 2009). Data collection was carried out through interviews, observation, questionnaires, focus group discussions, and literature review.

In-depth interviews were conducted face-to-face with several key informants from the Regional Tourism Office, local community leaders and management from the Indonesian Institute of Sciences (LIPI). Field observations need to be carried out to explore the potential attractiveness of the Sawahlunto industrial cultural heritage area, including underground coal mining pits that have been converted into educational and tourist sites, the Ombilin Coal Mining Museum, and the former PT Bukit Asam Tbk area which is now being used as the Kandi Zoo, lakes, racetrack, sports arena and several public facilities.

Questionnaires were distributed to 35 of local community directly, to obtain an overview of the community's attitude towards tourism development in Sawahlunto. The contents of the questionnaire consist of 20 statement items, using a Likert scale of 1-5. Data obtained from the results of the questionnaire survey were then processed using SPSS with a frequency descriptive analysis test to determine the distribution of respondents' answers, followed by categorization to determine the level of community support for tourism activities in Sawahlunto.

The final stage conducted a Focus Group Discussion (FGD) to capture aspirations in more depth for tourism development in the Sawahlunto Region. The FGD involved 8 related tourism stakeholders, from the local government (Tourism Office), representatives, the community, and LIPI (The Indonesian Institute of Science).

Results and Discussion

Results

The legacy of the Ombilin coal mine in Sawahlunto City, has high potential to be developed into a tourist destination. Not only historical and educational elements, but also many tourist attractions in the vicinity, both natural, cultural and artificial attractions. Some of the natural attractions around Ombilin are Polan Peak, Kelok 16, Blue Lake. Cultural and artificial attractions that are no less interesting for tourists are *Tenun* village, *Tenun* dances, *songket Silungkang*, *layak batoboh* dance, the cultural center building, the Goedang Ransoem Museum, and so on.



(Source: Authors Observation (2022))

Figure 2. Cultural Center Building in Sawahlunto (left), Sawahlunto Map (right)

As an initial research, a simple survey was conducted to the community of 35 respondents with the question "Are you aware of UNESCO's determination of the Ombilin Coal Mining Heritage of Sawahlunto as a world cultural heritage in 2019?". The result shows that only 3 out of a total of 35 respondents knew about the designation of Ombilin Coal Mining in Sawahlunto as World Cultural Heritage. The remaining 32 people did not know about this. This may be due to the lack of socialization carried out by the local government to the local, so that local residents do not know yet about the selection of the Ombilin coal site as a world cultural heritage site by UNESCO.

This simple survey is later followed by distributing questionnaires containing 20 statement items regarding tourism activities in Sawahlunto and their impact on the community. The result from the questionnaire are shown in Table 1.

Table 1. Questionnaire Result about Tourism Activities and Impact in Sawahlunto

Impacting Factor	Strongly...Slightly			Slightly...Strongly		
	Disagree (%)			Agree (%)		
Environmental	55	37	3	3	1	1
Economy	1	6	8	12	39	34
Social Cultural	0	0	1	2	36	61
Infrastructure Development	1	1	1	15	65	17
Support Toward Sustainable Tourism	0	0	0	0	10	90
Support Toward Destination Development	0	0	0	1	10	89

(Source: Authors calculation)

The survey results were then deepened by conducting FGDs to produce qualitative data which showed varied results. Against the first question; "Does the public know about UNESCO's

designation of Sawahlunto as a world heritage site?" some people don't know, because there was a shift in UNESCO's designation which was originally only for the mining site in Sawahlunto, but it was extended to the transportation route by train to Teluk Bayur port, but some people stated that they already knew about the UNESCO determination, but did not fully understand it.

The second question refers to the impact felt by the community from the establishment of UNESCO, most people have not felt the impact, especially those related to the economic impact. Another thing to note is the length of stay of tourists in Sawahlunto which is not optimal.

The results of the FGD on the third question regarding who initiated and fought for UNESCO regarding the designation of the Ombilin coal mine as a world cultural heritage is the establishment of the Ombilin Coal Mining Heritage of Sawahlunto as a world cultural heritage by UNESCO 2019, which is the result of the efforts of all stakeholders in Sawahlunto. These efforts yielded proud results for the people of Sawahlunto and more broadly for the Indonesian people.

From the results of data processing above, it can be seen that the UNESCO determination needs to be translated into a master plan for the development of sustainable tourist destinations such as socialization processes, community empowerment, good destination management, infrastructure arrangement, active participation of the public, private and government, as well as marketing strategies. Effective planning for the development of good tourist destinations is important because it can provide clear directions, avoid various negative risks and serve as a guide for the evaluation process (Soeswoyo & Dewantara, 2022).

Discussions

The big task is an effort to follow up on the results of the FGD, especially so that UNESCO's designation of the Ombilin Coal Mining Heritage of Sawahlunto as a world cultural heritage in 2019 will have an economic impact on the community. The spearhead of tourism in Sawahlunto is society, and community empowerment is the main focus of destination development. The community needs to increase its capacity, which turns out to have special competencies according to field conditions (Pavlakovič & Jereb, 2020). Several communities such as the jeep car community, motorcycle taxi community and culinary traders/entrepreneurs community can be used as drivers of tourism activities in Sawahlunto. Another potential tourism activity is horse racing, the Kandi arena in the city of Sawahlunto has become one of the national horse racing agendas, this activity can help make the city of Sawahlunto known, which has a historical tourism industry of coal mines. Outreach to schools as has been done by the relevant agencies is a positive effort to introduce tourism potential and instill tourism awareness from an early age. Schools can be part of the promotion of destination development, considering that the biggest visitors to historical tourism are from the education community (school children).

Marketing strategy planning for this type of industrial tourism is also important, because this type of tourism carries a lot of history. According to Vargas-sánchez (2015), several cases state that industrial tourism exploits more without providing sufficient information about history and its processes, so that it is a good opportunity to be able to answer tourists' curiosity and make them interested in visiting. For this reason, it is necessary to think about how to arrange narratives and make it seem as if tourists are involved and part of the historical process that can be the right branding (Cassel & Mörner, 2011).

Ombilin coal mining industrial tourism can be a core component of Sawahlunto which can elevate the city's identity, and especially to provide benefits to local communities. For this reason, the role of the government is needed to make policies that can protect this cultural heritage and increase its attractiveness (Price, 2021).

Conclusions

As one of the tourist destinations in Indonesia, Sawahlunto has the potential to be further developed. The unique heritage of coal mines which are still well preserved. Sawahlunto has clean environment with cool air, several ancient buildings, as well as dance arts and various culinary specialties are an interesting mix for travelers.

The results of this study indicate that the community is very enthusiastic about supporting industrial heritage tourism development in Sawahlunto, so that it can benefit local communities,

especially economically. Potentials that can be further developed are culinary and guest houses as well as souvenir shops. Training to develop this potential is urgently needed and is the main agenda so that people feel the economic impact of tourism activities. There still needs to be an annual agenda that is more attractive to tourists. The community is the main point that needs to be empowered more optimally so that it becomes the main mouthpiece for promoting tourism activities in Sawahlunto. This research still has limitations because it was carried out when the Covid-19 pandemic was still ongoing, so the in-depth interviews and FGD processes could not be carried out optimally. Further research can be carried out, including strategic planning for the development of the Ombilin coal mine tourist destination, marketing strategy plans, capacity building of local communities through MSMEs.

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