



Sustainable Tourism of Sawahlunto City as World Cultural Heritage Analysis (WBD)

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Abstract

The purpose of this research is to analyse and describe the implementation of *sustainable tourism* in the tourist area of Ombilin coal mine in Sawahlunto, after being designated as World HERITAGE by UNESCO Cultural category. The tourist area of Ombilin coal mine city of Sawahlunto as World Heritage, is said to be sustainable, when the aspects of *sustainable tourism* are carried out. Then it is said to be not sustainable, if there is an aspect in *sustainable tourism* there is not yet done. The research method used in this study is qualitative with a type of descriptive research. The selection technique of informant with *purposive sampling*. Furthermore, the analysis of the data obtained that the tourism area of the Ombilin coal mine city Sawahlunto as the world heritage has not been sustainable. Judging from the aspects of *sustainable tourism* of the tourist areas Ombilin coal mine city of Sawahlunto has not fulfilled 100% of these three aspects, namely environmental, economic and socio-cultural aspects. Based on the results of the research, tourism in the tourist area Ombilin coal mine city of Sawahlunto as World Heritage can be said to be not sustainable. In addition, there needs to be synergy of government with the community and business people in the development of tourism to go to sustainable tourism.

Keywords: *sustainable tourism, tourism area Taworried the coal Ombilin city Sawahlunto, World Heritage*



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1. Introduction

The Ombilin Sawahlunto coal mine was established by UNESCO as a world cultural heritage on 6 July 2019 during the 43 UN Council of the UNESCO World Heritage Committee in the Congress Centre building, Baku, Azerbaijan labeled *Ombiliiin Coal mining heritage of Sawahlunto* (Ombilin Sawahlunto coal mine as World Cultural heritage). The establishment of the Ombilin Sawahlunto coal mine as a World Cultural heritage (WBD) is the pride of the community, especially the city of Sawahlunto

and the people of Indonesia in general (Herawati, Niluh: 2015). But behind the pride, it is also a huge challenge for the community of Sawahlunto to maintain its existence and develop tourist destinations in Sawahlunto city.

The tourist area of the Ombilin coal mine in the city of Sawahlunto as a world heritage that became the attraction of both domestic and foreign tourists to visit Sawahlunto City, encouraged the city tourism office Sawahlunto to make it one of the focus of tourism potentials in Sawahlunto city in 2019. This is what will be the tourist area of the Ombilin coal mine

Kota Sawahlunto as the World Heritage become one of the flagship tourist in Sawahlunto City. To make the tourist area Ombilin coal mine city of Sawahlunto as the leading tourism in the city of Sawahlunto must be supported with the availability of facilities and access to the tourism area.

The availability of facilities and access to a good tourist area, will provide convenience to the visiting tourists. There is easy access to help visitors to visit the tourist attraction will make the tourists feel comfortable to visit. Access that is given to tourists to travel to the tourism object Ombilin Sawahlunto coal mine is very good, which takes \pm 10 minutes because it is located in the city center of Sawahlunto. Road conditions are currently very good, making the tourism area Ombilin Sawahlunto coal mine has a growing number of fans. Besides being facilitated with good access, visitors are also offered with various facilities that support visitors to enjoy the culture that is in Sawahlunto city and the beauty of the scenery of Sawahlunto city. The tourist area in Sawahlunto is designed for tourists who want to vacation because there are several places in this tourist attraction has been equipped with lodging and also dining places offered by private parties and communities. Residential facilities will provide more comfort for tourists who are on vacation.

Having access that has been given by local government, lodging facilities or rest, and places to eat offered by private parties to visitors, there are still some facilities that are not available as well as public facilities (Mushala, Toilet\WC, etc.). To overcome this problem, there is a need for improvement and also development of the coal mining tourism area in Sawahlunto Ombilin. Development or development of tourism, especially the tourism area Ombilin Sawahlunto coal mine as a World heritage requires the contribution and cooperation of *stakeholders*. According to the Womb (2012:1) There are three tourism *stakeholders* who are instrumental in the development of a tourism object namely government, private, and community. The role of *stakeholders* in the development of tourism, especially in the city of Sawahlunto becomes very important because the tourism area Ombilin Sawahlunto coal mine is a tourist area that has been established as a world HERITAGE by UNESCO, but not supported by public facilities and good management and quality of human resources

(local people) is still less professional. Therefore, it is necessary to develop sustainable tourism development (Sustainable *Tourim*) by involving various *stakeholders*.

Sustainable *tourism* is defined as a process of tourism development that is oriented towards the sustainability of resources needed for future development. The UN World Tourism Organization (UNWTO) explains that sustainable tourism is a tourism that takes into account the full economic, social, environmental and future impacts, addressing the needs of visitors, industry, the environment, and the host community. Sustainable tourism is a concept of tourism management by maintaining the originality of a tourist attraction.

The concept of tourism sustainability has now been implemented in various sectors of development, no exception to the tourism sector. The concept of sustainable development was first put forward by *the World Commission for Environment and Development (wced)*, the World Committee for Environment and Development established by the General Assembly of the United Nations (Chamdani, 2018:67). Sustainable tourism can be interpreted as a process of tourism development that is oriented towards the sustainability of resources needed for future development. The purpose of the implementation of the tourism concept is to provide a positive impact or benefit to the environment and economy of the local community, and positively impact the culture in the region. Products from sustainable tourism are expected to be carried out harmoniously with the local, community, and cultural environment. The community has a very important role in the concept of sustainable tourism, so that the community in this concept is not as an object of a development but rather a subject because of its participation in the implementation of sustainable tourism concept. After the Ombilin coal mine tourism area is designated as World Cultural Heritage by Unesco, Sawahlunto should be able to build tourism potentials in the city of Sawahlunto to become the attraction of visitors and maintain the existence of the World Cultural Heritage Icon (WBD) that has been got.

Sustainable tourism is to meet the needs of tourists and tourist destinations in the effort to save and give the opportunity to be more interesting in the future (Yoeti, 2008). From the perspective of tourism,

sustainable means related to the environment, culture, economics and social. People and tourists also have responsibility for the area that becomes the tourist destination to stay awake. In addition, there is also a challenge for sustainable tourism, namely economic, social, cultural, and environmental sustainability (Goeldner and Ritchie, 2009). Sustainable tourism aims to meet the needs of today's travelers, while maintaining the presence of culture, ecology and biodiversity to meet the economic and social needs of the future (WTO, 2009). To achieve sustainable tourism, tourism activities must be oriented towards nature such as ecotourism and nature-based tourism, because the concept of sustainable tourism directs and provides awareness for tourists who come is to protect, not to damage the area they visit (David Weaver, 2006). Sustainable tourism in this research is a systematic and organized effort in serving the needs of tourists and tourism villages while maintaining local wisdom to balance ecology, economics, and socio-cultural.

2. Research Methods

This research is conducted in the tourism area Ombilin coal mine city Sawahlunto as World Heritage (WBD), choose the location of the research because of the informant and object of this research in the area of Ombilin Sawahlunto coal mines and related agencies in the city Sawahlunto. Then for the execution time of this research will be adjusted to the time owned by the relevant informant. Data collection using purposive sampling technique by specifying the characteristics of informant which is considered able to provide information about Sawahlunto City pre and post is designated as cultured mining tourism city. The data collection techniques are obtained through participatory observation techniques, in-depth interviews as well as documentation studies obtained through historical archives of Mines and Tourism of the old town of Sawahlunto, both stored in related institutions and museums and sites that serve as part of a tourist attraction. Data processing is conducted through interactive analysis of Miles and Huberman through stages: data collection, data reduction, data production and data verification (Huberman, 1992). In this study described the phenomenon on the management of the Ombilin Sawahlunti coal mining tourism area, in accordance with the theory of management efforts to sustainable tourism with the

three principles of *Ecological Sustainability*, *Social And Cultural Sustainability*, and *ECONOMIC Sustainability* According to the WTO (2009).

3. Findings And Discussion

Ombilin Coal mine tourism area in Sawahlunto City set in the World heritage

The city of Sawahlunto before it was designated as a World Cultural heritage (WBD) by Unesco has almost become a dead city. But in the year 2001 Sawahlunto has established the vision of the mission, "Memake Sawahlunto year 2020 as a tourism city of cultured mines". Sawahlunto year 2020 to be the cultured mining tourism city. Through this vision, the journey to change the face of Sawahlunto begins. The city, which, since the 19th century, was famous for its sudden mining success, changing the orientation of city development to the tourism sector. Revitalisasikota Arang appears not without cause, because it begins by the idea of a revolutionary figure who is now able to change the face of the charcoal city becomes more radiant. One of the most important role is Ir. Amran Nur, the mayor of Sawahlunto 2003-2013 period. The founder of the city's revitalizing idea has actually been proclaimed for 2001 years of the leadership of Drs. Subari Sukardi, but began to reap the results of the leadership of Ir. Amran Nur as the local prince who saw the condition of Sawahlunto city at that time (Syafri, Delmira: 2017).

Sawahlunto continues to be developed especially in the preparation as a cultural mine tourism city, work plans up to 2020 compiled in the book Sawahlunto 2020 with Community Service Institute of Technology Bandung. Several target phases are made so that the vision that has been compiled together by all elements of the City can be realized in the planned year. At the time of the leadership of Amran Nur and his deputy Fuzi Hasan was a leadership full of challenges. Because of the *first*, Sawahlunto since 2000 was hit by the crisis caused mine is no longer producing maximum as the economic mainstay of the city and community sawahlunto for more than a century. *Secondly*, The vision and mission of *Sawahlunto as culture mining tourism city 2020* which has not been established and poured into the local regulation of Sawahlunto City No. 02 year 2001 about the vision and mission of

Sawahlunto City. *Third*, the social and psychological condition of Sawahlunto society is less favorable because of the economic shock. Nevertheless, the situation of the city of Sawahlunto at the time, various results of studies and study of college and previous experts in the mayor of Drs. Subari Sukardi became the guideline and starting point of Ir. Amran Nur as mayor of Sawahlunto to bring the city of Sawahlunto out of the issue threatening Sawahlunto as "the Dead City 2017".

How to raise the spirit and confidence of every element of the city in order to go to **Sawahlunto as tourism City of mining culture 2020** He formulated in various development programs, starting from the priority of Indonesia's economy, digging authenticity and building tourism objects as an attraction with different concepts and first in West Sumatera such as the presence of water boom, animal park with the water tourism of Lake Tandikek at Resort Kandi. The potential of coal mine heritage is also seen as an invaluable heritage. Therefore, the management and utilization since the beginning of his leadership has been proclaimed as described from the various results of study and program activities that were successfully implemented. The result is the charming "Old Town" of Sawahlunto with a museum-museumnya that compiles the history of the city's journey to being established as a World Cultural heritage (WBD) by Unesco on 6 July 2019 at THE 43 UN UNESCO World Heritage Committee in the Congress Center, Baku, Azerbaijan..

After the city of Sawahlunto, especially the coal mining tourism Area Ombilin, which is the *icon* of the World Cultural Heritage (WBD), Sawahlunto should be able to preserve the existence and build tourism of sawahlunto in order to make efforts in the establishment of world heritage is not in vain. According to Mahdayani (2009:14) to realize sustainable tourism required a sense of responsibility and does not result in natural and cultural damage and respect the customs of tourist destinations. Sustainable tourism is also seen as an alternative to increase regional revenue by optimizing the potential tourism area and as well as improving the provision of services around the tourist areas (Satria, 2009). In addition to focusing on the care of the authenticity of an area (both natural and customs), sustainable

tourism can also be an alternative to increase the income of an area.

Implementation of Sustainable Tourism indicators at the Ombilin Coal mine tourism area in Sawahlunto as World cultural heritage.

Sustainable tourism development is expected to ensure sustainability or the existence of natural resources, economics and local wisdom. Sustainable tourism is a tourism development that can provide long-term benefits to the local economy without damaging the environment and still maintaining the socio-cultural aspects. The WTO (2009) revealed that sustainable development should pay attention to 3 good aspects for the current generation as well as for future generations. The 3 aspects include (a) environmental aspects, (b) Economic aspects and (c) socio-cultural aspects.

a) Environmental Aspects

Environmental balance is a challenge for tourism in Sawahlunto City in presenting its natural beauty. The natural beauty will be maintained if cleanliness is continuously improved through waste management. Based on Sawahlunto City Regional Regulation No.1 of 2019 states that the Sawahlunto City Tourism Development Master Plan, hereinafter referred to as (RIPPAR-KOT), is a regional tourism development planning document for a period of 15 years from 2019 to 2033. is based on preservation, uniqueness, beauty and value in the form of preserving regional culture and natural wealth as a tourist attraction. If you look at the RIPPAR-KOT, preservation of the environment or natural resources is the main thing. Based on the results of interviews with informants, it is known that preserving the environment will make the tourist area of the Ombilin Coal Mine in Sawahlunto City more attractive to be visited by tourists. The environmental conditions in Sawahlunto City are very beautiful and clean from garbage. The government has provided trash bins in each tourist destination consisting of 3 colors that distinguish the types of waste. The Sawahlunto City Government also provides workers to clean at each tourism destination so that the environment in the Sawahlunto City Tourism Area is very clean. Based on the results of interviews with informants, the use and management of the environment in the tourist area of

the Ombilin Sawahlunto Coal Mine as a World Cultural Heritage has been carried out by paying attention to the surrounding environmental conditions, so that the natural wealth that exists today can also be enjoyed in the future. In addition, environmental management also involves a cleanliness aspect that must be maintained.

b) Economic Aspects

Economic aspects are related to the income received directly by the community of Sawahlunto of business in the field of tourism. The sustainable economic aspect of Sawahlunto is a challenge considering that 100% of local people are involved in tourism. Based on the regional regulation of Sawahlunto City No. 1 year 2019 explaining the lines of regional tourism development strategy one of them increased the contribution of tourism sector to increase revenues, especially the middle and lower economic Community and the increase of indigenous revenue. After setting up the Ombilin coal Mine tour as a World Cultural heritage (WBD) by UNESCO. Tourism development in the tourist area of Ombilin coal mine has a positive impact that can increase the prekonomian of local communities. As a tourism city that bears the *icon* of World Cultural heritage, tourism in Sawahlunto city should be a significant improvement to the local economy with the following efforts:

- A. Empowering the community that could potentially be a *guide*, because the revenue is obtained by the direct tourist.
- B. Manage the financial system or income from the tourism sector to be evenly distributed to the entire community of Sawahlunto.
- C. Sawahlunto city government should develop and facilitate the creativity of local craftsmen, to be able to open local business opportunities.

In addition to the increasing Prekonomian local communities caused by the existence of lodging and dining established by the private sector, because

the local community was involved by becoming employees or managers of the business. With tourism can increase the Prekonomian community by creating a homestay and open a place to eat or shop daily necessities. In addition, people become maintainers, local people are also involved in the provision of accommodation or transportation for tourists, so that local community Prekonomian increases. People who are not employees or managers of the inn and have a permanent business, open business by selling on big days, school holidays, year-end holidays, and when there is an *event* (seasonal effort). When outside the day that is not crowded tourists are returning to their daily activities, namely farming (the majority of Community livelihood).

Based on the results of the interview with the informant is known that increasing local community Prekonomian is caused by lodging and eating places established by the private sector, because local people are involved by becoming employees or managers of the business. With tourism increasing the Prekonomian community by creating homestay and opening food stalls and daily necessities. In addition, people become maintainers, local people are also involved in the provision of accommodation or transportation for tourists, so that local community Prekonomian increases. People who are not employees or managers of the inn and have a permanent business, open business by selling on big days, school holidays, year-end holidays, and when there is an *event* (seasonal effort). When outside the day or a day that is usually not crowded people are returning to their daily activities, namely farming (the majority of Community livelihood).

c) Socio-cultural aspects

Socio-cultural sustainability is an aspect that must be considered because it is closely related to culture that includes the daily life of local people such as agriculture systems and plantations. Socio-cultural aspects have an important role in the development of sustainable tourism, because maintaining the socio-cultural aspects will increase the value of tourism. It is supported by the lines of tourism development strategy in Sawahlunto City Regulation No. 1 year 2019, namely to maintain and develop the local culture of Sawahlunto city which is diverse as a tourism asset of the region, in accordance with the values and

institutional that is gradually practiced and maintained. Based on the information that has been done by researchers, local community social activities, especially agriculture, mutual assistance, religious activities, and customs are still maintained and carried out well although the tourism area Ombilin City of Sawahlunto coal mine has been visited by many domestic tourists and foreign tourists, it is supported by research Subadra and Nadra (2006).

The efforts made by the Government of Sawahlunto are continuing to socialize the preservation of local cultures to the public in order not to disappear even though tourism is growing as modernization and globalization can also affect the use of modern agricultural equipment. Culture or local wisdom is a cultural heritage that must be preserved in every generation. Another effort that can be done to maintain the sustainability of cultural socialization in Sawahlunto is empowering and coaching local farmers to manage the existing natural and cultural potential so that it is expected to maintain socio-cultural relations and support the successful management of the development of tourism in Sawahlunto city.

There is a show or event or festival held by the local government, will later become a means of performances about the cultural culture such as regional dance, Wayang, Randai and Songket carnival. Judging by the study of Delmira Syafrini et al (2020), according to some visitors we interviewed when they visited the multicultural Festival, various art attractions from Sawahlunto, such as Wayang, Randai and Songket carnival as well as traditional regional art of Sawahlunto, drew them to visit the city.

Principles to be observed in *Sustainable Tourism*

In addition to paying attention to aspects, sustainable tourism also has some principles to do. The principles in sustainable tourism are participation, involvement of the *stakholders*, local ownership, sustainable development of resources, Community objectives, support, monitoring and sustainability, accountability and training. These principles are to be observed so that the city of Sawahlunto can be said sustainably. Participation is the involvement of *stakeholders* including society, government, and the private sector in conducting sustainable tourism development both in the provision of facilities,

regulators, and management. One informant said that by far the parties who participated in the development of tourism in the city of Sawahlunto specialized in the tourism area Ombilin coal mines are government, private, and community. These parties include local governments (Tourism Office, Department of Culture), then private or business people (*Homestay* owners and culinary venues), and community involvement. Every related party or *stakeholder* in tourism development in Ombilin coal mine tourism area has been involved. Each party certainly has its own role in the development of the Ombilin coal mine tourism area.

According to the informant, all parties have been involved in developing tourism in the Ombilin Sawahlunto Coal Mine tourism area. The parties involved include the public, private sector and government. Each party involved in or participating in the development of tourism potential in the Ombilin Coal Mine tourism area has not played a maximum role as in providing facilities to meet the needs of tourists while on vacation are not in accordance with what tourists need. Apart from the private sector, government, and society, there is also a role from the Indonesian Hotel and Restaurant Association which is involved in developing tourism in the Ombilin Coal Mine tourism area, including the development of existing Human Resources (HR).

The involvement of the actors is the involvement of the related parties, in this case in sustainable tourism, in accordance with the roles of each actor. The informant stated that the participation of actors or elements of tourism development in the Ombilin Coal Mine tourism area consists of providing supporting facilities for tourist activities and management of tourist facilities. The role of the local government is in the form of providing facilities in the form of cottages, art stages, and cleaning facilities which are still under construction. The private sector provides accommodation and dining facilities. The community acts as the manager and employee of the resorts provided by the private sector. Each related party or stakeholder has been running well, each element has been involved in accordance with their respective duties. So that it can encourage the implementation of the principles of sustainable tourism in the tourist area of the Ombilin Sawahlunto Coal Mine. In managing and developing tourism in the

tourist area of Sawahlunto City, the construction of facilities and facilities takes into account the availability of land and considers its environment. So far, the use of natural resources has been adjusted to the needs in development while maintaining the preservation of existing nature. The use of natural resources in developing tourism in the tourist area of Sawahlunto City has not paid attention to the overall natural conditions. Like the case, in the development of facilities or development there are still people who exploit nature excessively. Then for the development of human resources, which is still minimal, it causes the community to be less professional in responding to tourism development. In terms of accommodating the objectives of the community, the informant conveyed that the community must be involved in the planning process for tourism development in the tourist area of Sawahlunto City. The community is involved in the preparation of regional development plans, especially in the tourism sector, at the time the development planning deliberations (*musrenbang*) are held once a year. So that the community participates in the preparation of regional development plans.

The carrying capacity in the Ombilin Coal Mine tourism area already has a good nature, socio-culture, and facilities such as adequate lodging. Having a beautiful nature makes the stakeholders only need to repair and beautify their respective cottages. The availability of facilities that support tourist activities such as homestays, toilets, art stages, and facilities that are being carried out this year are one of the improvements in facilities from the government. The tourist area of Sawahlunto City is rich in history and has been blessed with beautiful nature, this means that there is no need for many changes to the existing nature. The existing nature still needs to be repaired or beautified to increase the beauty of the tourist area, thereby increasing the selling value of the Ombilin Coal Mine tourism area. The availability of supporting facilities for tourist activities is currently being improved and improved to provide a sense of comfort to tourists on vacation. Monitoring is an activity aimed at providing information about the causes and effects of a policy that is being implemented, then evaluation is an activity to assess the level of performance of a policy. For monitoring and evaluation in tourism development in the tourist area of Sawahlunto City.

The informant conveyed the monitoring and evaluation carried out by the local government in the form of deliberations on development plans or outreach to the community. During the socialization to the community, the local government conducted monitoring and evaluation of the implementation of policies in tourism development in the previous Sawahlunto City. In developing tourism in the tourist area of Sawahlunto City, pay attention to the surrounding environment by not exploiting nature excessively. Apart from not overexploiting nature, it also pays attention to and considers factors that do not damage the environment, such as sanitation. By paying attention to natural conditions and taking care of the environment can have an impact on the preservation of the Ombilin Coal Mine tourism area in the future.

4. CONCLUSION

The implementation of sustainable tourism aspects in the Ombilin Coal Mine tourism area in Sawahlunto City has not yet been implemented in accordance with the sustainable tourism aspects that must be fulfilled, namely environmental aspects, economic aspects, and socio-cultural aspects. The unfulfilled aspects of sustainable tourism are caused by the un-integrated coordination among stakeholders. The weak understanding of some of the stakeholders regarding the significant values of the site results in low involvement or participation in the tourism conservation action of the Ombilin Coal Mine in Sawahlunto City. Inadequate facilities and infrastructure to increase tourism development. Based on this, it can be said that the tourist area of Sawahlunto City is not yet sustainable or has not fulfilled the term sustainable tourism when viewed from its aspects. With the fulfillment of the sustainable tourism aspects, the economic and socio-cultural aspects must be continuously improved.

To achieve sustainable tourism, the Sawahlunto City government faces challenges and efforts made to maintain the balance of nature, such as preserving nature as a tourist attraction with activities oriented towards nature conservation and carrying out waste management. In the socio-cultural field, namely maintaining local culture which includes the life or daily life of local communities such as agricultural and plantation systems as well as challenges in

empowering and fostering local farmers to manage natural and cultural potential so that it is expected to maintain socio-cultural relations and will support the successful development of tourism towards tourism sustainable. In the economic aspect, namely empowering people who have the potential to become tour guides, opening more home stays or inns, collaborating with travel on the results of tour packages, and opening local craft business opportunities and culinary spots.

The government of Sawahlunto City needs to maintain and improve the management system for the

management of tourism development in Sawahlunto City, make improvements and additions to infrastructure, improve the quality of local human resources and tourism exporters in order to highlight the theme of mining as a World Cultural Heritage (WBD). In addition, the government can create awareness of the public and tourists so that activities related to tourism still pay attention to the balance of nature, socio-culture and economy in order to achieve sustainable tourism by preserving local ecology and culture.

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