Development Strategy of Dark Tourism in Former Colonial Mine of Sawahlunto as Educational Tourism Destination

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Abstract
This study aims to identify dark tourism development strategies in the former colonial mine of Sawahlunto and analyze its impacts on the community and environment. Dark tourism, which refers to visits to locations associated with death, tragedy, or dark events, has great potential as an educational tourism destination in Indonesia. The research method used was qualitative, with data collection techniques through in-depth interviews and participatory observation. The research subjects included relevant stakeholders and local communities. The results showed that dark tourism development strategies in Sawahlunto include effective marketing and promotion, development of adequate infrastructure, and training and empowerment of local communities. The impact of this development is seen in economic, social, and environmental aspects, where increased tourist visits can drive local economic growth, but also pose challenges in cultural and environmental preservation. This research is expected to provide recommendations for tourism developers and local government in formulating sustainable policies for dark tourism development in Sawahlunto.

Keywords: Dark Tourism, Destination Development, Sawahlunto, Educational Tourism

1. Introduction

Dark tourism refers to trips taken by individuals to visit locations that have a connection to death, tragedy or dark events. The concept encompasses a wide range of destinations, from historical sites associated with war, natural disasters, to places that bear silent witness to tragic events. Dark tourism not only offers a different experience, but also provides an opportunity for visitors to reflect on the history and impact of the event. In this context, dark tourism serves as an educational tool that can raise awareness of the importance of historical and cultural preservation.

Indonesia, as a country rich in history and culture, has great potential to develop dark tourism. Various dark events in the nation's history, such as colonization, social conflicts, and natural disasters, can be used as interesting tourist objects (Prabowo & Supriyanto, 2020; Widiastuti & Setiawan, 2021). The development of dark tourism in Indonesia can not only increase tourism attractiveness, but also contribute to the local economy through increased tourist visits (Lestari, 2022; Nugroho, 2022; Sari & Rahman, 2021). In addition, dark tourism can serve as an educational tool that helps people understand and appreciate history, as well as encourage dialogue on relevant social issues.

One location that has great potential to be developed as a dark tourism destination is Sawahlunto, a city located in West Sumatra. Sawahlunto has a rich history related to the coal mining industry during the colonial period. The former colonial mines in Sawahlunto not only hold high historical value, but

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also hold tragic stories about the lives of mine workers. With historical sites such as the Sawahlunto Mining Museum and various colonial heritage buildings, Sawahlunto has great potential to attract tourists interested in history. The development of dark tourism in this area can provide economic benefits to local communities while raising awareness of the importance of cultural heritage preservation.

This research aims to identify and formulate effective strategies in developing dark tourism in Sawahlunto so as to increase tourism attraction and provide economic benefits for the community. In addition, this research also aims to analyze the impact of dark tourism development on the community and the environment, to ensure that the development is carried out in a sustainable and responsible manner. This research is expected to provide significant benefits. For tourism developers, the research can provide insights and recommendations in designing attractive and sustainable tourism programs and activities in Sawahlunto. For the local government, this research can serve as a reference in formulating tourism development policies and strategies that support historical and cultural preservation, while improving the welfare of the community. Meanwhile, for local communities, the development of dark tourism is expected to be able to provide economic benefits through increased tourist visits, as well as provide opportunities for them to play an active role in preserving regional history and culture.

2. Literature Review

2.1. Dark Tourism Concept

Dark tourism is a phenomenon that has been around for a long time, although the term has only gained popularity in the last few decades. The concept refers to trips taken by individuals to visit locations that have a connection to death, tragedy or dark events. The history of dark tourism can be traced back to ancient times, when people traveled to historical sites associated with death, such as gladiatorial arenas in Rome or historical battle sites. In the 19th century, with the rise of the modern tourism industry, interest in places with historical value and tragedy increased. For example, visits to locations associated with World Wars I and II, such as battlefields and cemeteries, became increasingly common. In recent years, dark tourism has developed into a significant industry, with many destinations specifically promoting themselves as places to experience and understand dark history (Ferrinadewi, 2019). The development of information technology and social media has also contributed to the popularity of dark tourism, where information about these locations can be easily accessed by travelers around the world.

Dark tourism can be divided into several categories based on the type of location and experience offered. First, there are historical sites, such as war museums, cemeteries, and battle sites, which provide insight into tragic events in history (Cohen, 2011). An example is Auschwitz-Birkenau in Poland, which was a former Nazi concentration camp and is now a memorial site. Secondly, there are disaster sites, which include locations affected by natural or man-made disasters, such as tsunamis, earthquakes or industrial accidents. A well-known example is Ground Zero in New York, the site of the September 11 terrorist attacks. Third, crime sites, which include locations associated with notorious crimes, such as mental hospitals or serial killer sites. For example, the Crime Museum in San Francisco showcases the history of crime in the city. Fourth, cultural sites, which offer experiences related to death traditions and rituals, such as death festivals in Mexico. These types of dark tourism show that dark tourism does not only focus on death, but also on a deeper understanding of the history, culture and social impact of these events.

2.2. Theory of Tourism Destination Development

Tourism destination development is a complex process that involves various aspects, including planning, marketing, and resource management. One model often used in destination development is the Sustainable Tourism Development model, which emphasizes the importance of balancing economic, social, and environmental needs. This model requires developers to consider the long-term impact of tourism development on local communities and the environment. In addition, the Destination Life Cycle model developed by Butler is also relevant in this context. This model describes the stages that a destination goes through, from exploration, development, consolidation, to decline. Understanding the destination life cycle can help developers plan the right strategies to maintain the attractiveness and sustainability of the destination.

There are various factors that influence the development of tourist destinations, both internally and externally. Internal factors include natural and cultural resources, which are the main attractions for tourists (Setiarini & Destiningsih, 2022). The availability of infrastructure, such as transportation, accommodation, and other supporting facilities, is also very important in supporting destination development. On the other hand, external factors such as government policies, market trends, and global economic conditions also play a major role in destination development. Policies that support tourism, such as incentives for investment and tourism promotion, can boost destination growth. In addition, changes in traveler preferences, such as increased interest in unique and educational experiences, can also influence the direction of destination development.

2.3. Related Studies

Dark tourism has been an interesting subject of research for both academics and practitioners in the tourism field. One of the important early studies in this area is the work of Lennon (2017), who introduced the term "dark tourism" and described this phenomenon as travel to locations with links to death, tragedy or dark events. They emphasize that dark tourism is not just a visit to such places, but also involves deep emotional experiences and reflections from the visitors. This research paves the way for a broader understanding of the motivations behind dark tourism and how such experiences can influence tourists' views of history and humanity.

Research by Sharpley (2009) also makes a significant contribution to understanding dark tourism. In his study, Sharpley identified various motivations that drive tourists to visit dark tourism sites, such as the desire to learn about history, seek different experiences, and feel strong emotions. He also highlighted that dark tourism can serve as an effective educational tool, helping visitors understand the historical and social context of tragic events. This research shows that dark tourism does not only focus on the commercial aspect, but also has the potential to increase public awareness and understanding of relevant social issues.

In addition, research by Stone (2006) raised ethical issues in the development of dark tourism. Stone emphasized the importance of sensitivity to the tragedies experienced by local communities and how tourism development in these locations should be done with caution. Visitors should be respected and reminded of the sad historical context, and that dark tourism development should consider the social and cultural impacts that may arise (Assylkhanova et al., 2024). This research provides important insights into how destination managers can design experiences that honor the memory of victims while still appealing to tourists.

Another study by Beedie & Hudson (2003) explored the relationship between dark tourism and the tourist experience. They found that visitors often seek immersive and emotional experiences when visiting dark tourism sites. This research suggests that such experiences can create a greater awareness

of the history and impact of tragic events, as well as encourage personal reflection among visitors. As such, dark tourism can serve as a means to increase understanding and empathy for dark history.

Cases of dark tourism development in other locations various locations around the world have successfully developed dark tourism with approaches that are sustainable and sensitive to the local context. One well-known example is Auschwitz-Birkenau in Poland. As a former Nazi concentration camp, Auschwitz-Birkenau has become an important memorial and educational site. The management of this site is not only focused on commercial aspects, but is also committed to maintaining historical integrity and providing an immersive educational experience for visitors. The educational programs offered at Auschwitz are designed to provide a better understanding of the Holocaust and its impact on society, and to honor the memory of the victims.

Another prominent example is Chernobyl, the site of a nuclear disaster in Ukraine. After the disaster that occurred in 1986, Chernobyl became a popular tourist destination. The development of dark tourism in Chernobyl was done with a cautious approach, where visitors were invited to understand the impact of the disaster on the community and the environment. The tours organized in Chernobyl are designed to provide accurate and educational information, while respecting the memory of the victims. Tour organizers also strive to involve local communities in tourism development, thus providing economic benefits while raising awareness of disaster risks.

In Indonesia, Mount Merapi National Park shows interesting dark tourism potential. Mount Merapi is one of the most active volcanoes in the world, and past eruptions have caused great damage and loss of life. Visitors can learn about the history of volcanic eruptions and their impact on the surrounding communities. The development of this destination involves local communities in the management and delivery of information, providing economic benefits while raising awareness of disaster risk. The educational programs offered at Mount Merapi National Park help visitors understand the dynamics of the volcano and the importance of disaster mitigation, and encourage them to appreciate the natural beauty and local culture.

These cases show that the development of dark tourism can be done in a way that respects local history and culture, and provides benefits to the community. By understanding experiences and best practices from other locations, dark tourism development in Sawahlunto can be designed more effectively and sustainably. This research is expected to provide useful insights for tourism developers and stakeholders in formulating appropriate strategies to develop dark tourism in the area.

3. Methods

3.1. Research Approach

This research uses a qualitative approach, which aims to understand complex social and cultural phenomena in the context of dark tourism development in Sawahlunto. Qualitative methods allow researchers to explore in-depth and detailed information about the views, experiences and perceptions of individuals or groups (Sugiyono, 2019) related to dark tourism. With this approach, researchers can gain a more holistic insight into how communities and stakeholders interact with and respond to dark tourism development. The selection of qualitative methods in this research is based on several considerations. First, dark tourism as a social phenomenon has emotional and cultural dimensions that are difficult to measure with quantitative methods. Second, qualitative methods allow researchers to conduct a more in-depth exploration of the local context, including the history, culture and values of the people of Sawahlunto. Third, by using in-depth interviews and participatory observation, researchers can capture the nuances and complexities of social interactions that occur in the field, which is very important for formulating relevant and sustainable development strategies.

3.2. Data Collection Technique

In this research, several data collection techniques were used to obtain comprehensive and in-depth information.

1) In-depth Interviews: In-depth interviews were conducted with stakeholders and local communities to explore their views, experiences and expectations related to the development of dark tourism. These interviews were semi-structured, where researchers used an interview guide that included open-ended questions to encourage respondents to share their stories and perspectives. The interview process was conducted in a location that was convenient for the respondents, and each session was recorded with permission to ensure data accuracy. These in-depth interviews are expected to provide rich and in-depth information regarding community perceptions of dark tourism and its impacts.

2) Participatory Observation: Participatory observation is conducted to understand the social dynamics and interactions that occur in locations that have the potential to become dark tourism destinations. Researchers are directly involved in community activities, such as cultural events, visits to historical sites, and interactions with tourists. Through these observations, researchers can record the behavior, interactions, and reactions of the community towards visitors and how they respond to the development of dark tourism. The data obtained from these observations will provide important additional context for the analysis.

3.3. Research Subjects

3.3.1. Stakeholders

The research subjects include various stakeholders involved in the development of dark tourism in Sawahlunto. These include local government, tourism site managers, tourism industry players, and non-governmental organizations focusing on cultural and historical preservation. Through interviews with these stakeholders, researchers were able to understand the policies, strategies, and challenges faced in the development of dark tourism.

3.3.2. Local Communities

Local communities are also important subjects in this research, as they are the ones most directly affected by the development of dark tourism. Researchers will conduct interviews with local residents, including those living around historical sites and those involved in the tourism industry. By involving local communities, this research aims to capture their perspectives on the benefits and impacts of dark tourism development, as well as their hopes for the future.

3.4. Data Analysis

3.4.1. Analysis Technique

Thematic data obtained from interviews, observations, and documentation studies will be analyzed using thematic analysis techniques. This process involves identifying the main themes that emerge from the data, as well as the patterns and relationships between the themes. The researcher will transcribe the interviews and record observations, then categorize the data into relevant themes. Each theme will be analyzed to understand its meaning and implications in the context of dark tourism development in Sawahlunto. This thematic analysis allows the researcher to organize the data systematically and provide a clear picture of the views and experiences of the community and relevant stakeholders.

3.4.2. Data Validation Process

The data validation process is essential in qualitative research to ensure the accuracy and credibility of the findings. In this study, several steps will be taken to validate the data obtained. First, researchers will conduct data triangulation, which is comparing information obtained from various sources, such as interviews, observations, and documents. In this way, researchers can ensure that the findings are consistent and reliable. Second, the researcher will conduct member checking, where the results of the initial analysis will be submitted back to several respondents for feedback. Respondents will be asked to review and provide opinions on the researcher's interpretation of the data they provided. This process not only helps in validating the findings, but also provides an opportunity for respondents to add information or clarifications that may have been missed. Third, the researcher will maintain transparent and systematic records throughout the research process, including field notes and interview documentation. This will make it easier for the researcher to track the analysis process and provide evidence that supports the findings. With these validation steps, it is expected that the research results can be trusted and make a meaningful contribution to the development of dark tourism in Sawahlunto.

4.   Results and Discussion

4.1.   Research Results

This research identified several strategies that can be applied to develop dark tourism in Sawahlunto, which include marketing and promotion, infrastructure development, and community training and empowerment. The following is a further explanation of each strategy:

4.1.1. Marketing and Promotion

Marketing and promotion are crucial first steps in attracting tourists to dark tourism destinations. In the context of Sawahlunto, the marketing strategy should emphasize the uniqueness and historical value of the city, especially related to the legacy of the colonial mining industry. The use of social media and digital platforms can be an effective tool to reach a wider audience. Engaging content, such as documentary videos, blog articles, and interesting photos of historical sites, can be used to tell the interesting stories behind these locations. In addition, collaboration with travel agents and tour organizers is also considered important. By establishing partnerships, Sawahlunto can offer attractive tour packages, including educational tours that combine visits to historical sites with interactive experiences. Through proper promotion, Sawahlunto can increase its visibility as an interesting and educational dark tourism destination. One of the tour operators stated, *"We need to utilize social media to tell the interesting stories behind the historical sites in Sawahlunto."*

4.1.2. Infrastructure Development

The development of adequate infrastructure is essential to support tourist visits. Good infrastructure includes not only physical accessibility, such as good roads and efficient public transportation, but also supporting facilities such as parking lots, toilets, and tourist information centers. Improved accessibility will make it easier for tourists to reach historical sites, thereby increasing the number of visits. In addition, the development of comfortable and tourist-friendly accommodation facilities also needs to be considered. Hotels, inns, and restaurants that offer local experiences can increase the attractiveness of Sawahlunto as a tourist destination. By providing adequate infrastructure, Sawahlunto can create a pleasant experience for visitors, which in turn can encourage them to recommend this destination to others.

An interview with a local resident, Mr. Ahmad (45 years old), revealed, *"We hope the government can improve the roads to historical sites to make them more accessible to tourists."*

4.1.3. Community Training and Empowerment

Training and empowering local communities is a key strategy in the development of sustainable dark tourism. Local communities have rich knowledge and stories about the history and culture of their area, and involving them in tourism management can create a sense of ownership and responsibility for cultural heritage. Training programs can include skills in interacting with tourists, delivering historical information, as well as managing tourism-related small businesses, such as homestays or culinary enterprises. By providing appropriate training, local communities can become competent tour guides who are able to convey interesting stories about Sawahlunto to visitors. In addition, community empowerment can also be done through the formation of community groups that focus on tourism development. These groups can serve as a bridge between the government, tourism managers, and the community, thus ensuring that all parties are involved in the process of developing and managing dark tourism.

A foreign tourist, Mr. Wesley (28 years old) from the UK, revealed, *"I am concerned about the environmental impact of the large number of visitors. It is important to keep the site clean and preserve the nature around the site."* Another tourist, Mrs. Maria (35 years old) from Malaysia, added, *"I really enjoyed my visit to Sawahlunto, but I wish there was more effort to protect the environment and ensure that these sites remain clean and well-maintained."*

4.2. Discussion

The strategies identified in this study are highly relevant to the local context of Sawahlunto, which is known as a historical city with a legacy of colonial mining industry. Effective marketing and promotion are key to attracting tourists with an interest in history and culture. By utilizing social media and digital platforms, Sawahlunto can highlight its uniqueness and historical value, and tell interesting stories behind its historical sites. Through well-planned marketing campaigns, the city can increase its visibility as an educational and engaging dark tourism destination, encouraging more tourists to visit. The development of adequate infrastructure is essential to improve accessibility and convenience for visitors. Good infrastructure, including proper roads, efficient public transportation, and supporting facilities such as parking lots and information centers, will make the tourist experience more enjoyable. In addition, training and empowering local communities is also a crucial aspect of tourism development. By involving the community in the process of management and information delivery, they can actively contribute and feel responsible for the preservation of cultural heritage. This will not only enrich the tourist experience, but also strengthen cultural identity and improve the welfare of local communities.

Although Sawahlunto has many opportunities to develop dark tourism, there are some important issues to be addressed. Maintaining a balance between increasing the number of tourists and preserving the local environment and culture is a major challenge. While an increase in tourist visits can be economically beneficial, if not managed properly, it can damage historical sites and the surrounding environment. Therefore, it is imperative to create a plan that not only increases the number of visitors but also preserves the existing environmental and cultural heritage. It is crucial for communities to be more aware and understand the importance of sustainable tourism management. For local communities to understand the benefits and responsibilities associated with tourism development, they must be involved in the process. With the right approach, the development of dark tourism in Sawahlunto can be an opportunity to improve the local economy and strengthen the cultural identity

of the community. Through collaboration between the government, tourism managers, and the community, Sawahlunto can create a sustainable tourism model that benefits all parties involved.

There are many similarities and differences in the development of illicit tourism in Sawahlunto. For example, the increase in illicit travel at Auschwitz-Birkenau and Chernobyl shows that management that takes into account historical and cultural context is essential. Both sites attracted tourists by offering excellent educational experiences and involving local communities in management and data distribution. Auschwitz managers concentrated on education and respect for the victims, designing programs to increase understanding of the Holocaust. This matched the desire of the Sawahlunto community to involve local people in telling the history of the mine. Tour organizers at Chernobyl ensure that visitors understand the consequences of a nuclear disaster and the importance of reducing risk. This also applies to Sawahlunto, where the community should be aware of the impact of tourism development on the environment. However, there are differences in the methods used. Dark tourism development in Sawahlunto is still very new and has yet to utilize all of its potential. At the same time, places like Auschwitz and Chernobyl already have more sophisticated infrastructure and programs to encourage tourism. As a result, Sawahlunto can learn from the experiences and best practices applied elsewhere, while implementing strategies that are appropriate to its context. In addition, the issues that Sawahlunto faces when developing dark tourism also mirror those faced by many other destinations. For example, environmental sustainability issues and the social consequences of increased tourist numbers are common issues in many dark tourism locations. Therefore, it is imperative for developers and stakeholders in Sawahlunto to create a plan that increases visitor numbers while preserving the local culture and environment.

5. Conclusion

This research has found several strategies that can be used to improve dark tourism in Sawahlunto. These strategies include effective marketing and promotion, development of adequate infrastructure, and training and empowerment of local communities. The study shows that Sawahlunto can improve its reputation as an attractive illicit tourism destination by using social media and digital platforms. Good infrastructure development will also improve convenience and accessibility for visitors, and local community training will ensure that they are involved in tourism management. The development of dark tourism in Sawahlunto can benefit the local economy and strengthen the cultural identity of the community, although maintaining a balance between increasing tourists and preserving the environment and local culture remains a challenge.

The implications of the results of this study suggest that the development of dark tourism in Sawahlunto not only has the potential to increase economic revenue, but can also serve as a tool for education and historical awareness. By involving local communities in the development process, they can feel responsible for the preservation of cultural heritage and the environment. This research also highlights the importance of sustainable tourism management, which can serve as a model for other regions looking to develop dark tourism in a sensitive and responsible way.

There are some recommendations for tourism developers in Sawahlunto are advised to focus on developing interesting and educational tour packages, which combine visits to historical sites with interactive experiences. In addition, it is important to utilize digital technology in marketing, such as social media and websites, to reach a wider audience. Developers should also collaborate with local communities to create authentic and educational experiences for visitors.

Further, local governments need to provide support in the form of policies that support sustainable tourism development, including investment in infrastructure and supporting facilities. In

addition, the government should involve communities in tourism planning and management, and provide training to improve community skills in interacting with tourists. Thus, the government can ensure that tourism development provides maximum economic and social benefits for local communities.

Future research is recommended to explore more deeply the social and environmental impacts of dark tourism development in Sawahlunto. Research could also include comparative studies with other dark tourism destinations in Indonesia or in other countries to understand best practices and challenges faced. In addition, further research could examine tourists' perceptions of dark tourism experiences and how this influences their decision to visit these locations. Thus, future research can provide a more comprehensive and in-depth insight into the development of dark tourism in Sawahlunto and its impact on the community.

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