Geopark Belitong : Environment Based Tourism Branding in Belitung Island

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Abstract. The Belitong Geopark is a new environmental-based tourism branding. It has been designated for 15 April 2021 in Paris. It has a meeting at UNESCO Global Geopark at the 211th session of the UNESCO Executive Council. This study aims to analyze how the perceptions of the community, tourists, and tourism actors on tourism in Belitung Island. It was establishing Belitung Island as a UNESCO Global Geopark. The study used in this paper is a quantitative study with surveys as the approach. Data collection technique by using questionnaires, interviews, observation, and documentation. The selection of the study was based on the consideration of being able to dig up more detailed information. So, an in-depth analysis could find the formulation. It is an effort to speed up the awakening of the eco-based tourism industry. It was on the island of Belitung. This study finds that the Belitong Geopark is new hope. The new hopes about the revival of Belitung Island's eco-based tourism. Another finding from this study is that efforts are needed. The effort is to maintain the uniqueness of the Belitong Geopark. It was a combination of geological, biological, and cultural aspects. While still making it a habitat for the island's flora and fauna in Belitung Island. The results of the study found hope from various parties. Expectations from the community, tourists, and tourism actors about tourist information. Information about landscapes, mystery rocks, minerals, geological processes. Other information are tectonics and the process of earth's evolution in Belitung. That's all information as a tourist attraction.

1. Introduction
Belitong Geopark is a new branding of environmental-based tourism. It has been designated as a UNESCO Global Geopark at the 211th session of the UNESCO Executive Council on April 15, 2021, in Paris France. The presence of the Belitong Geopark is a new force for the Belitung Island tourism industry. To increase competitiveness in attracting tourist visits, both domestic tourists and foreign tourists. One type of tourism that is able to attract tourists is eco-based tourism [1]. Its concern for the environment affects the intention to visit environmental-based tourism objects.

Belitung Island, which consists of Belitung Regency and East Belitung Regency. Belitung Island has established the tourism sector as one of the leading sectors in moving the regional economy. Belitung Island has felt a considerable impact due to the Covid-19 pandemic. Statistical data shows that the number of guests staying at five-star hotels in the Province of the Bangka Belitung Islands in the period January to May 2020 showed a decrease of 40.41 percent compared to the same period in 2019. In 2020 the number of guests staying was 93,424 people, while in 2019 the number of guests staying was 156,772

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The room occupancy rate in the period January to May 2020 which was only 21.92 percent, decreased compared to the same period in 2019 which reached 31.11 percent [2].

Comparison of the number of guests staying at five-star hotels in the Province of Kep. Bangka Belitung can be seen in Figure 1 below.

![Figure 1. Number of Guests Staying At Star Hotels in Belitung [2]](image)

The environment-based tourism sector is a type of tourism. That is currently being developed in two regencies on Belitung Island. They are Belitung Regency and East Belitung Regency and are currently in the growth stage. The development of environmental-based tourism is carried out in an integrated manner between the government as a policymaker together with stakeholders. There are several eco-based tourist areas on Belitung Island. Those initiated and managed by certain communities [3]. The presence of the Belitong Geopark as a Global Geopark at a time when the tourism sector was in a slump due to the Covid 19 pandemic. It is expected to be new hope for the revival of Belitung Island tourism when the Covid 19 pandemic has passed.

![Figure 2. Belitong Geopark [4]](image)

The establishment of the Belitong Geopark as a Global Geopark by UNESCO. It has made the types of environmental-based tourism on Belitung Island more varied. The Belitong Geopark is not only found in one area, but spreads throughout Belitung Island, both at sea and on land. According to Belitonggeopark.net (2021) [4] there are 7 beautiful corners of the Belitong Geopark [2]: (1) the former Juru Seberang Mine; (2) Peramun Hill; (3) Tanjung Kelayang; (4) Stone Gun; (5) Open spot Nam salu; (6) His Majesty's Stone; (7) Sharp Mountain.

When tourism demand declines due to the risk of carrying out activities or tourist trips. It will endanger health, tactical steps are needed to revive the tourism industry. Including the eco-based tourism industry [5]. This study is intended to analyze public perceptions of the presence of the Belitong Geopark. Where is Belitong Geopark as a new branding of environmental-based tourism on Belitung Island. And also to revive the tourism sector on Belitung Island. This study is intended to examine the
public’s perception of the need for efforts. Efforts to maintain the uniqueness of the Belitong Geopark as a combination. Combination in geological, biological, and cultural aspects. While that making it a habitat for the flora and fauna of Belitung Island. About the need for tourist information related to the landscape, the mysteries of rocks, minerals, geological and tectonic processes, as well as the process of earth's evolution on Belitung Island as a tourist attraction.

2. Literature Review
Geopark is a national-scale protected area. It containing many important geological heritage sites. It has elements of beauty and uniqueness, as well as elements of scarcity. It can be developed in an integrated manner based on the concept. The concept of conservation, education, and can empower the economic development of local communities [6]. The presence of the Belitong Geopark is part of geotourism. It will add to the diversity of types of environmental-based tourism on Belitung Island. Geotourism will add to the principle of sustainability of the strength of the geographical character of a place [7]. The environmental resilience [8] in the tourism sector must be considered regarding the cost of maintenance. The development of environmental-based tourism facilities must pay attention to the natural aspects of existing natural conditions. Budeau revealed that if tourists choose to live with facilities. They are adapted to the environment, the sustainability of tourism objects will always be maintained. And also to reduce negative impacts that may occur [9-15].

Law of the Republic of Indonesia No. 10 of 2009 about Tourism explains that tourism is an activity related to tourism. It is multi-dimensional and multi-disciplinary which appears as a manifestation of the needs of each person and country. As well as the interaction between tourists and the community. Interaction between tourists and the government, and tourists with entrepreneurs/entrepreneurs tourist actors. There are various activities in the environment-based tourism industry. Such as tourist villages, agro-tourism, green guest houses, green hotels. It was a model of sustainable tourism and is expected to create a new economic order [16-18].

Environment-based tourism is a tourism development program. The prioritizes tourism development program is sustainability aspects and minimizes negative aspects [12]. Environmental-based tourism is an integral part of promotional. The promotional in activities, recycling, energy efficiency. And also the creation of economic opportunities for local communities. This model has a sustainable impact on the local communities who are involved in it.

Several eco-based tourism areas in the Province of the Bangka Belitung Islands were developed by the local community or community [9]. After the tourism object has developed, the government is here to pay attention to further development. These tourism objects include tourism objects related to rocks such as Pangkuan Hill in East Belitung Regency.

3. Research Method
This research is designed to be qualitative with an exploratory approach. The research focuses on the main discussion relating to the analysis of the tourism sector. Tourism sector in ecotourism Geopark Belitong. And also analyzing public perceptions of the presence of Geopark Belitong in increasing the revival of the tourism industry on Belitung Island. The data collection techniques in this study used two observation techniques. They are interviews using questionnaires, and documentation. Determination of informants using purposive sampling method determined based on certain considerations. The informant has the required information. In this case, we use six criteria. Such as tourists, the community, policymakers in the field of tourism. And also actors in the tourism industry, experts, and academics in the field of tourism. Data collection also uses questionnaires distributed to the community of 100 people. This data is processed using statistical applications that process people’s perceptions.

4. Result and Discussion
The Belitong Geopark has been designated as a UNESCO Global Geopark at the 211th session of the UNESCO Executive Council on April 15, 2021, in Paris. The presence of the Belitong Geopark will further strengthen the position of Belitung Island. Belitong Geopark is a new power for tourist
destinations in Indonesia. Belitong Geopark is an icon of environmental-based tourism. The Belitung Geopark is believed to be a new magnet in attracting tourists for local and foreign tourists. The results of the research on how the public’s perception of the presence of the Belitong Geopark in strengthening the tourism sector on Belitung Island is presented in the following pictures: 

![Figure 3. Development of Environmental-Based Tourism on Belitung Island](image)

The results showed that the majority of respondents agreed with the development of environmental-based tourism in Belitung Island. The statistic shows 69.3 percent of respondents very agreed and 27.1 percent of respondents agreed. Only 0.9 percent disagreed, while 2.7 percent were hesitant to answer. The high expectations of the community towards the development of environmental-based tourism in Belitung Island say that environmental-based tourism is a type of future tourism. In its development, environmental sustainability factors must be a priority. Geological heritage is often threatened by human activities. That have economic or commercial interests [6].

![Figure 4. Belitong Geopark New Hope for Belitung Island Tourism Revival](image)

The process of making the Belitong Geopark a Global Geopark is a long struggle. With the stipulation of the Belitong Geopark as a Global Geopark by UNESCO, there is new hope for the revival of Belitung tourism. This type of environment-based tourism is expected to make Belitung a new competitive tourism center national and global. The results showed that the majority of respondents agreed that the Belitung Geopark was a new hope for the revival of Belitung Island tourism. This is shown in Figure 4 that 65.3 percent of respondents very agree. That is 31 percent agree that the Belitong Geopark is new hope for the revival of Belitung island tourism. Only 0.9 percent of respondents disagreed. The results of the study show that the Belitung Geopark is a new branding. It is expected to revive the Belitung Island tourism sector which is currently in a slump as a result of the Covid-19 pandemic. The tourism
industry must create several scenarios to revive this sector [1]. One of the scenarios that can be done by Belitung Island is to create new branding.

Figure 5. Efforts Needed to Maintain the Uniqueness of the Belitong Geopark

The Belitong Geopark has a unique or distinctive characteristic compared to other Geoparks in the world. The results showed that the majority of respondents (97 percent) agreed and very agreed. The Belitung Geopark was maintained which would be an advantage in attracting tourists to visit Belitung. The uniqueness of a place becomes its strength from the tourism sector which will further benefit the community from the economic aspect [10].

Figure 6. The Need for Tourism Information Related to Landscapes, Mysteries of Rocks, Minerals, Geological and Tectonic Processes, and Earth Evolution Processes on Belitung Island

Respondents' answers about the need for tourist information related to Landscapes, Mysteries of Rocks, Minerals, Geological, and Tectonic processes, as well as the process of Earth's evolution on Belitung Island as much as 70 percent agree, 30 percent answered agree. This shows the meaning that respondents want Belitung information in one form. Respondents' answers about the need for tourist information related to Landscapes, Mysteries of Rocks, Minerals, Geological, and Tectonic processes, as well as the process of Earth's evolution on Belitung Island as much as 70 percent agree, 30 percent answered agree. This shows the meaning that respondents want Belitung information in one form.
All information will collaborate so that tourists with one click will get complete information. With the connected information, this tourism will be in the form of sustainable tourism. Knowledge and management are needed to rethink the relationship. The relationship between humans and the environment to solve the problem of sustainable tourism [7]. Environmental-based tourism in the Province of the Bangka Belitung Islands can be further developed into sustainable tourism. Sustainable tourism means that today’s development should not interfere with meeting the needs of the next generation. Less attention was paid to optimizing the existing tourism information system to create a more profitable, stable, resilient, and more sustainable entity [5]. In sustainable development must meet three aspects, economic, environmental, and social.

To emphasize the position of the Belitong Geopark as branding of environmental-based tourism on Belitung Island. Various efforts need to be made as shown in Figure 7 below:

Figure 7. Belitong Geopark as an Environmental-Based Tourism Branding

We must realize the Belitong Geopark as branding of environmental-based tourism on Belitung Island. It is necessary to establish partnerships with others. Such as with communities, communities, and associations related to the tourism sector. Another thing that needs to be done is to maintain the uniqueness of the Belitung Geopark. With maintaining its authenticity. And also making it a habitat for fauna and flora on Belitung Island. We need tourist information. It related to the landscape, the mysteries of rocks, minerals, geological processes, and tectonic. and the process of earth's evolution on Belitung Island as a tourist attraction.

5. Conclusion
The results show that the Belitong Geopark is new hope for the revival of environmental-based tourism on Belitung Island. Efforts are needed to maintain the uniqueness of the Belitung Geopark. Belitong Geopark is a combination of geological, biological, and cultural aspects. While still making it a habitat for the flora and fauna of Belitung Island. This study also found the expectations of the public, tourists, and tourism actors on the need for tourist information related to the landscape, the mysteries of rocks, minerals, geological and tectonic processes. As well as the process of Earth's evolution in Belitung as a tourist attraction.

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