



Development of Sustainable Tourism Potential in Belitung

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ABSTRACT: Belitung Island is a district that has unique tourism potential. Currently it has been designated as Belitong UNESCO Global Geopark which has Spectacular Granite Views in Southeast Asia's Tin Belt. "Belitong" is the traditional name of Belitung Island, a tin-rich island with fascinating history, spectacular geology, and beautiful landscape. The formulation of a strategy to improve the quality of Belitung tourist destinations is prepared by conducting a mix method. The strategy to improve quality is prepared based on the results of the SWOT analysis. Belitung has the potential for marine tourism which has high competitiveness with the main strength of its uniqueness and diversity of marine tourism attractions. The priority strategy is to improve quality by carrying out an aggressive strategy, namely utilizing strengths to take advantage of existing opportunities by supporting aggressive growth policies based on sustainable tourism.

KEYWORDS: Tourism Development, Strategy, Belitung, SWOT, Sustainable tourism

INTRODUCTION

The high arrival of foreign tourists for nature tourism (including marine tourism) is inseparable from the condition of Indonesia which has thousands of islands with vast seas, so that it is possible to have many and varied natural tourism potentials. Nature tourism is one part of the needs of human life that must be met to provide balance, harmony, peace, and joy for life, where nature recreation or nature tourism is a form of utilization of natural resources based on the principle of nature sustainability [1].

Belitung is a tourist destination that is unique and diverse. Currently Belitung Island and its surroundings have been designated as the Belitong UNESCO Global Geopark which has Spectacular views of expanses of Granite stones in the Southeast Asian Tin Belt [2]. "Belitong" is the traditional name of Belitung Island, a tin-rich island with a fascinating history, spectacular geology, and beautiful scenery. The many interesting natural and cultural tourist attractions will be meaningless if they are not utilized and managed properly and optimally. Therefore, it is necessary to develop a strategy to improve its quality so that the desire to visit tourists also increases. The superiority of tourism potential in Belitung needs to be measured to get an overview of its current quality. An overview of community conditions, environmental utilization, and government policies related to tourism is important information that plays a role in formulating a marine tourism development strategy, especially in Belitung.

The development of tourism in the future is increasingly complex due to the influence of various strategic issues, including the demands of tourists for higher quality tourism products that refer to the environment and sustainability. Many tourists travel to see, enjoy, and learn about the remnants of the past with the aim of gaining unforgettable experience and knowledge. Educational Opportunities, namely the desire to see something new, learn about other people and/or other regions, or get to know other ethnic cultures, is the dominant driver in tourism [3].

According to Fandeli, (2009) [4], the factors that attract tourists to visit are related to the existence of tourist attractions in the area or at tourist destinations. Meanwhile, according to Spillane, (1997) [5], there are 6 factors that attract tourists to visit tourist attractions, namely: 1) Natural beauty with its various variations, 2) Climatic conditions, 3) Culture and its attractiveness, 4) History and legends, 5) Ethnicity with its ethnic characteristics, 6) Accessibility, namely the ease of reaching it.

When talking about sustainable tourism, the surrounding community must become a unified whole with the main tourist destinations that are there. Forms of sustainable tourism development include preserving culture, the natural environment, increasing the economic welfare of the community [6].



The development and utilization of regional potential based on sustainable tourism is a form of strategy for preserving the natural and cultural environment which involves local communities in its management. Preservation of natural and cultural heritage has important values for science, education, culture, history, and economic value contained in cultural heritage.

Based on the Law of the Republic of Indonesia No. 10 of 2009 [7], Tourist Attractions are described as anything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made resources that are the target of tourist visits. To improve the quality of tourism, it is necessary to develop a strategy to increase it. Measurement or assessment of the quality of potential tourist attractions is needed in tourism development planning. By taking measurements, problems will be identified so that strategies can be developed to solve these problems so that quality improvement strategies can be prepared properly and correctly. This paper will discuss the condition of Belitung Island's tourism potential and its problems which will then determine strategic steps to improve its quality.

THEORETICAL REVIEW

Development is a process or a way of making something advanced, good, perfect, and useful [8]. Several forms of alternative tourism products that have the potential to be developed, namely: cultural tourism, ecotourism, marine tourism, adventure tourism, agrotourism, rural tourism, gastronomy (culinary tourism), spiritual tourism, and others.

According to Grady in [8], the criteria for tourism development must involve the local community and be able to provide benefits to the local community, not damage the socio-cultural values of the community, and the number of visitors does not exceed social capacity so that the negative impacts can be minimized. These criteria emphasize community-based tourism development and sustainable tourism development.

In the Sustainable Tourism Charter, (1995) it is stated "Tourism development is based on sustainability criteria which must be managed ecologically in the long term, taking into account the economic, ethical and social aspects of society".

"Meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to the management of all resources in such a way that is economic, social, and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems" [9].

The principles of sustainability refer to environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to ensure long-term sustainability [10]. Sustainable tourism is: 1) an integrated and organized effort to improve the quality of life through regulation, provision, development, utilization and maintenance of natural and cultural resources that are ecologically viable as well as economically viable, as well as ethically and socially just to the community; 2) is a tourism development that adapts to the needs of tourists while still paying attention to sustainability and providing opportunities for the utilization and development of natural resources for future generations.

Sustainable Tourism, which is based on the results of the formulation in Johannesburg in 2002, is characterized by the creation of social welfare, economy, and environmental sustainability through empowering residents to facilitate experiences of authentic heritage for tourists. According to World Tourism Organization, (1997) [11]: "Sustainable tourism development to provide for intergenerational equity. Equitable distribution of costs and benefits of tourism development must take place among present and future generation. To be fair to future generations of tourists and travel industry, society should strive to leave a resource base no less than on we have inherited. Sustainable tourism must therefore avoid resource allocation actions that are irreversible".

Morrison & Mill, (2009)[12] mention elements of tourism destinations with Destination Mix (DM) consisting of 1) Attractions, 2) Facilities, 3) Infrastructure, 4) Transportation, 5) Hospitality. According to Pendit, (1999)[13] tourism potential is a variety of resources found in a certain area that can be developed into tourist attractions. Tourism potential is used for economic interests while still paying attention to other aspects.

The basic concept of tourism areas is divided into two types, namely pure tourism areas and open tourism areas. A pure tourism area is an area where all land is allocated for the development and construction of tourism facilities and infrastructure. Open tourism areas are areas whose main weight is for tourism development which can also be used for other activities, such as settlements, forests, plantations, agriculture, industry [14].



Cultural Tourism is a travel activity carried out by a person or group by visiting certain places for the purpose of recreation, personal development, or studying cultural attractions by utilizing the cultural potential of the places visited. Culture is the result of human work in improving the standard of living and the process of adaptation to the environment. As a system, culture needs to be seen from the embodiment of human life related to ideas, behaviors, and materials created by human creativity, initiative, and work in which there are norms, values of social relations, and behaviors that become the identity of society [15].

Attractions. As the main element in tourism activities, it must be interesting and unique.

Amenities. Amenities are needed because tourists need supporting facilities such as places to eat and drink, accommodation as well as supporting facilities for security, safety, and finance.

Accessibility. Information on the condition of road infrastructure is needed, such as road, vehicle density of road users, as well as their morphology. This is considered important because cyclists must be able to adjust between road conditions and tourists' physical abilities.

Activity. In packaging tourism travel products, information on activities that can be carried out by tourists is very important. This activity includes activities on the way to tourist attractions, at tourist attractions, after leaving tourist attractions, and at supporting facilities (eating and drinking). Culinary is a type of tourism that prioritizes local food, which has an important role and becomes a new experience for tourists [16]. With the incessant effort to introduce traditional food and drink, foreign tourists have begun to adapt and like the typical food and drink from the tourist spots they visit [17].

METHODOLOGY

The method used is a combination of two approaches both quantitatively and qualitatively. Its use is based on the importance of the goals to be achieved in solving the problems that have been set out in this paper. The combination of quantitative and qualitative approaches is known as the triangulation approach. The combination of these two approaches is expected to provide added value or separate synergies and can minimize the weaknesses in the two paradigms. These two paradigms will support each other where the quantitative approach will help the qualitative approach and vice versa the qualitative approach will help the quantitative approach.

The quantitative paradigm is used to see the facts that have occurred in the field in the form of what is felt by the five senses of tourists who come and have come to a tourist destination. The source of knowledge is seen to consist of two, namely rational thinking and empirical data. Therefore, the measure of truth lies in coherence and correspondence. Coherent means in accordance with previous theories (rational), and correspondence means in accordance with the reality of field data (empirical).

Julia Brannen, (2005)[18] revealed that the paradigm of quantitative research consists of two important aspects, namely quantitative research using enumerative induction and tends to generalize. The emphasis of data analysis from the enumerative induction approach is quantitative calculations starting from frequency to statistical analysis. Basically generalization is the application of the findings from the sample to all populations, but because in the quantitative paradigm there is an assumption about the similarity between certain objects, generalization can also be defined as universalization.

The qualitative paradigm uses analytical induction and extrapolation. Analytical induction is an approach to processing data into concepts and categories. So the symbols used are not in numerical form, but in the form of descriptions, which are taken by converting data into formulations. Meanwhile, extrapolation is a way of drawing conclusions that is carried out simultaneously during the analytical induction process and is carried out gradually from one case to another, then from the analysis process a theoretical statement is formulated. According to Stainback & Stainback, (1988)[19] to ensure the validity and reliability of the study data, data triangulation was carried out through several data sources, and methodological triangulation was carried out through different data collection methods.

The analytical method used to solve the problem is SWOT analysis. SWOT analysis is a form of analysis that compares external factors (opportunities and threats) with internal factors (strengths and weaknesses) [20] in [21]. The results of this analysis will provide a basic view of the strategies needed to achieve the objectives. Rangkuti in Arsyadha, (2002)[22], states that strengths and weaknesses occur more in the internal (internal) environment, while many opportunities and threats occur outside the environment. This analysis

method is based on logic whose goal is to maximize potential and opportunities but at the same time minimize obstacles and threats in the hope that it will provide output in the form of targets and actions to achieve goals [21].

The collected and validated primary and secondary data were analyzed using the SWOT matrix analysis method to formulate a development strategy plan based on elements in the cultural system in each study location [23] in [24].

RESULTS

BELITUNG ISLANDS TOURISM POTENTIAL

Belitung Island as a tourist destination has its own charm with large granite boulders scattered in various tourist locations and also the small islands that surround it. This island with a land area of only 4,800 km² is increasingly being recognized as a tourist destination from all over Indonesia and even from abroad (There are many other beauties that we can see on this island that used to be better known as the “Country of the Alligator Sebalai”. There are more than 36 tourist sites as places to visit in Belitung. [25] (see figure 1).



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Figure 1. Distribution map of Belitung island tourist destinations

THE UNIQUE TOURIST ATTRACTION IN BELITUNG

The appearance of large granite stones on small islands and in several coastal locations is a unique tourist destination in Belitung district. Some of these rock blocks have shapes that resemble various fauna and flora such as eagles, whale heads, peaches and so on, adding to the unique value of these stones as a tourist attraction.

Belitung Island is the southern tip of the tin belt (Malay belt) of the Malay Peninsula which gives rise to granite rocks aged Triassic, around 200 million years ago (ma) to 250 ma. This granite rock is S-type granite according to Pitfield, 1987; Baharudin & Sidarto, 1995; or Tanjung Pandan Granite (Baharudin & Sidarto, 1995) which contain economical tin. In addition to tin, the granite and rocks affected by its appearance also produce rare earth elements (REE) and other important minerals [2]. Granite rocks appear and form due to tectonic processes, which cause the rocks to be lifted to the surface of the earth. These igneous rocks are referred to as deep igneous rocks because they form deep within the earth's surface.

“The world-class geological heritage of Belitong Geopark is the TOR granite landscape. The formation of the TOR granite is characterized by the presence of massive granite that has a low proportion of joints on the surface. The morphological parameter of the TOR granite is associated with the marine environment, which may reflect the occurrence of intrusions when the Belitung Island is at this level. This formation can be found in the north western part of Belitung Island throughout the coastal plains. These groups of rocks of TOR granites form the small islets which can be visited by boat. These rocks can show the excellent sampling of rocks



to attract the visitors to capture the image. These important geological features of NamSalu primary tin deposit in Kelapa camp can be identified from the parameters of the mineral structure. The deposit has been recognized as the most important deposit in the Southeast Asian region. The information can explain the economic mineral occurrences. This site offers opportunities for underground adventure, education, history, and culture to attract tourists. The open ramp can be used for educational purposes, and visitors can see the exposed rocks that represent the oldest rock on Belitung Island. These rocks can show the evolution of the ancient phenomenon which can be followed from the fossils, mineral contents, rock properties and other important elements. Tektites are very rare elements that can be recognized as a heritage of international geological importance. They were discovered on Belitung Island, which is part of the Australian Scrub Field, and are distributed in about 18-19% of the world (McCall, 2005)” [2].

The existence of starfish / star fish that can be seen on the sandbar, which is called the sand island, is one of the unique tourist attractions in the Belitung Islands. This sandbank is in the middle of the sea which appears at low tide in the morning and will be covered with water in the afternoon. While the type of starfish (*Protoreaster nodosus*) has characteristics such as having dots like horns on the top. This type of starfish is rarely found in other areas and this sandbar is the home of this starfish habitat. Apart from this sandbar, starfish can also be found at several points in the coastal areas of Belitung Island, including on its small islands.

QUALITY OF MARINE TOURISM DESTINATIONS IN BELITUNG REGENCY

The assessment of the quality of Belitung tourism is carried out on 5 elements of marine tourism destinations in Belitung, namely attractions, amenities, accessibility, ancillary, services. The 100 respondents who participated were limited to tourists visiting at the time the survey was conducted. The assessment uses 3 levels of the Likert scale, namely agree, neutral, and disagree.

Table 1. Respondents' opinions of the 5 elements of marine tourism destinations in Belitung Regency

Variable	Code	Statements	Disagree	neutral	Agree
Attractions	A1	The coastal scenery is attractive	0	2	98
	A2	The view of the sea surface is attractive	0	2	98
	A3	Interesting underwater scenery	0	13	87
	A4	Has a variety of tourist attractions	15	24	61
	A5	Has a variety of tourist activities	11	19	70
	A6	It has a diversity of endemic flora and fauna	4	20	76
	A7	Has a unique tourist attraction	11	15	74
	A8	The tourist destination environment is clean	7	6	87
	A9	The tourism environment is sustainable	4	9	87
	A10	Travel safety is guaranteed	11	4	85
Amenities	B1	Hotel/Lodging at the destination is sufficient	9	8	83
	B2	Restaurants at the destination are sufficient	9	17	74
	B3	Souvenir shops sufficient	17	11	72
	B4	Places of worship in tourist destinations are adequate	13	15	72
	B5	The tourist information center is sufficient	22	11	67
	B6	The tourist area is well organized	11	22	67
	B7	Availability of signposts and adequate warning	17	22	61
	B8	Availability of adequate health facilities	22	26	52
	B9	Availability of clean water in tourist attractions is sufficient	24	15	61
Accessibilities	C1	The quality of the road network is good	5	5	90
	C2	The availability of ground transportation is sufficient	23	7	70



	C3	The availability of inter-island sea transportation is sufficient	23	9	68
	C4	The quality of inter-island sea transportation is good	18	9	73
	C5	The frequency of inter-island sea transportation as needed	20	5	75
	C6	Information on sea transportation routes and schedules is available	30	15	55
	C7	Adequate power grid	18	9	73
	C8	Adequate telecommunication network	10	22	68
Ancillary	D1	Good management of island tourism destinations	15	12	73
	D2	HR skills in tourist destinations are good	18	7	75
	D3	Availability of lifeguards is sufficient	25	20	55
Services	E1	Transportation services to destinations are good	25	2	73
	E2	Local transport services at destinations are good	30	2	68
	E3	Accommodation service is good	18	2	80
	E4	Good tour / travel services	10	15	75
	E5	Good tour activity service	8	4	88
	E6	Tour package service is good	13	14	73
	E7	Local transport services at destinations are good	18	12	70

Attractions. All respondents agreed that they stated well with the 10 statements on tourist attractions, especially on statements related to coastal views, sea level and underwater. Opinions that disagree arise on the diversity of attractions, the diversity of activities, and the uniqueness of tourist attractions. Even though the number of those who disagree is small (11-15%), it still needs attention. Meanwhile, for the diversity of endemic flora and fauna, 20% of respondents stated that they were neutral. This value is large enough, so it needs attention too.

Amenities. Most of the respondents stated that they agreed well with the 9 statements submitted. Respondents who disagreed were 22% and 26% neutral. The highest percentage that disagreed was seen in the statement that "Tourist information centres are sufficient" and "availability of adequate health facilities" with a total percentage of 22% each. This shows that there are still quite several tourists who do not get tourist information and also find health facilities. Amenities that are considered sufficient are hotels/inns and restaurants.

Accessibility. From the 8 statements regarding accessibility elements, in general respondents agreed that facilities and infrastructure related to accessibility were good, adequate, or adequate. Especially on the quality of the road because 90% of respondents said they agreed it was good. In the statement "Information on sea transportation routes and travel schedules is available", 55% of respondents agreed. Even though the percentage was above 50%, 30% of respondents said they disagreed. This shows that there are still quite a lot of tourists having difficulty getting information about the availability of sea transportation routes and trips. As a result, it will make tourists hesitate to travel between islands and the worst consequence is that some potential tourists can cancel their plans to come to visit tourist destinations in Belitung district. This might happen because the main tourist destination in Belitung Regency is marine tourism so that the ease of inter-island transportation is a very influential indicator.

Ancillary. Respondents stated that they agreed that they were good and sufficient for the 3 closed statements on the Ancillary element. 73% of respondents stated that it was good for managing island tourist destinations and 75% agreed that HR skills in tourist destinations were good. Meanwhile, for the availability of lifeguards, only 55% agreed that they were sufficient, 25% disagreed, and 20% were neutral. This can be interpreted that the coast guards at tourist destinations still feel the need to add to provide a sense of security to tourists who are traveling.

Services. Regarding transportation services to destinations, 73% of respondents agreed that they were good, and 68% agreed that local transportation services were good. However, there are quite a lot of those who disagree, namely 25-30%, so there is a need for



an increase in transportation services. For accommodation services, tour/travel services, tourism activities, tour packages are declared good with a percentage that agrees 70-88%. Tourism activity services are stated to be the best.

STRATEGIC TO IMPROVE THE QUALITY OF BELITUNG ISLAND TOURIST DESTINATIONS

To improve the quality of Belitung Island tourist destinations, strategic steps will be prepared. in formulating it will use a SWOT analysis. This analysis will look at existing strengths and weaknesses that will be used in taking advantage of opportunities and against existing threats. The results will be compiled in tabular form which divides Strengths and Weaknesses as Internal Factors while Opportunities and Threats as External Factors (see Table 2).

Table 2. Internal and External Factors Destination Tourism of Belitung Island.

Internal Factor	
Strengths	Weaknesses
<ul style="list-style-type: none"> - The beauty of the beach, sea level and underwater scenery is very interesting. - Hotel accommodation facilities, lodges and restaurants are adequate. - Good road quality - Management of island tourist destinations is good - Tourism activity services are very good. - Community acceptance of tourists - Stakeholder involvement in the management of the natural and socio-cultural environment. 	<ul style="list-style-type: none"> - Diversity of attractions, diversity of activities, uniqueness of tourist attractions is still lacking - The quality of the information center is still lacking - The availability of health facilities. - Information on sea transportation routes and travel schedules. - The availability of safety facilities at sea (lifeguard). - The existence of banking services (ATM) is still lacking in tourist areas - The quality of employee skills is still low - Coast Guard Vigilance.
External Factor	
Opportunities	Threats
<ul style="list-style-type: none"> - Belitung's status as a Belitung UNESCO Global Geopark - Travelers love the diversity of attractions and activities - Concern for stakeholders (community, government, managers, academics) towards environmental sustainability - Increased tourist confidence in security and safety in traveling - Stipulation of local government regulations on tourism management - Rapid technological development - Continuous infrastructure development. 	<ul style="list-style-type: none"> - Tourist activities disturb environmental sustainability - Tourist activities can have a negative impact on the socio-cultural life of the community - Construction of facilities in tourist destinations that are not environmentally sound - There are many similar tourist destinations that continue to grow.

The strategies generated in the SWOT analysis [26], include: 1) SO Strategy, using strengths to take advantage of opportunities available in the external environment; 2) WO strategy, used to improve internal weaknesses by taking advantage of opportunities from the external environment; 3) ST strategy, using strength to minimize the impact that will occur from the external environment; 4) WT strategy, aims to minimize internal weaknesses and reduce external challenges.



Table 3. SWOT matrix of strategy to improve the quality of Belitung tourism.

SW	STRENGTHS	WEAKNESSES
OT	SO strategy	WO strategy
OPPORTUNITIES	1. Take advantage of access quality (roads and ship) to tourist destinations by taking advantage of government regulations on tourism, rapid technological advances, and continuous infrastructure development.	1. Improving the quality of tourist attractions and activities by utilizing stakeholder concern for environmental sustainability to provide satisfaction for the wishes of visiting tourists.
	2. Increase the security and safety of tourists in tourist destinations by utilizing the trust of tourists in traveling.	2. Improving the quality of banking services (ATM) in tourist areas by utilizing technological developments.
	3. Take advantage of good service quality to maintain tourists' preference for the variety of tourist attractions and activities in Belitung.	3. Improving the quality of skills and alertness of coast guard employees by taking advantage of the opportunities provided by the local government through the Tourism Regional Regulations.
		4. Increase the availability of restaurants (Belitung's special food) and health facilities by utilizing tourists' preferences for food and cultural diversity.
		5. Create and publish monthly events and showcase local culture by taking advantage of Belitung's status as a UNESCO Global Geopark and advances in IT technology.
	ST strategy	WT strategy
TREATS	1. Take advantage of the quality and uniqueness of Belitung's tourist attractions to face competition in the development of similar tourist destinations.	Improve the quality of employee skills, the alertness of the coast guard, and waste management to avoid the bad impact of tourist activities.
	2. Increase stakeholder involvement in the management of the natural and cultural environment to address environmental sustainability disturbances and adverse impacts on the socio-cultural life of the community as a result of tourist activities.	
	3. Increase stakeholder involvement in environmental management to address infrastructure development in tourist destinations that are not environmentally sound.	
	4. Improve the quality of various tourist attractions and activities to face competition in the development of similar tourist destinations.	

Looking at the current development of tourism, which is more towards sustainable tourism, in implementing the steps the chosen strategy must be based on sustainable tourism. In Indonesia, the concept of sustainable tourism development is revealed in the Minister of Tourism regulation no. 14 of 2016 concerning guidelines for sustainable tourism destinations by dividing the pillars contained therein into 4 pillars, namely: 1. Management of sustainable tourism destinations 2. Economic use for local communities 3. Preservation of culture for the community and visitors 4. Preservation of the environment [27].

DISCUSSION

In general, the development of tourism in Indonesia has been formulated through planning in accordance with existing programs, including in Belitung. But the implementation stage is not in accordance with the program that has been set. Therefore, the strategy for developing marine tourism in the future should prioritize which among other things, on aspects of strengthening destinations,



strengthening human resources, optimizing infrastructure development including optimizing integration between islands as marine tourism destinations, focusing on developing marine tourism which can have an economic impact on society. local. These priorities lead to the development of sustainable marine tourism.

Efforts to strengthen destinations are still not seen as optimizing potential, human resources, and supporting facilities to support the development of marine tourism. In the development of marine tourism, sectoral egos of each party are still visible. The government has socialized marine tourism development programs, but it is still not in accordance with the wishes of entrepreneurs and the public.

There are still tourism HR who do not fully understand tourism, especially those related to services, hospitality, and related to the field of work profession. Furthermore, in terms of inter-island connectivity, there were also problems related to safety, ship departure schedules, the supply of ships, especially regular ships, was still lacking.

Looking at these facts, the concept of developing marine tourism prioritizes strategies for optimizing human resources, connecting between islands, and those related to synergies, especially in the aspects of coordination and communication. This means that the strategy must be formulated jointly between the government, entrepreneurs, and the community, so that the parties concerned for the development of marine tourism have one perception for implementing it. This is important in addition to equalizing perceptions as well as minimizing conflicts of interest which have been difficult to find a solution to.

After the concept of destination strengthening strategy, it is also important to formulate the promotion strategy concept. The promotion strategy must develop into digital media to adapt to the rapid development of IT technology. However, conventional promotions should not be abandoned because they are still effective in certain locations and situations. Digital marketing has the advantage of conveying messages that are more personal, cheaper, and have a wider scope.

Aspects that are important in digital marketing so that it is attractive and has a persuasive effect, the contents of the message in the form of pictures and sentences are made professionally. This means that the images displayed in full contain pictures of the potential for natural beauty, cultural diversity, uniqueness, and local wisdom that cannot be found in other areas.

Messages in the form of sentences can present a complete presentation both in terms of information and persuasive aspects. In terms of information, messages in digital marketing contain information related to the location of tourist destinations, accessibility, accommodation, information about prices and other information as a carrying capacity to become an attraction for potential tourists. While persuasive information is also very important for potential tourists to know, especially those related to local wisdom, as well as information that contains philosophical content such as stories about tangible and intangible legends.

Strategies related to positioning, especially setting a clear target market, need to be considered in the development of marine tourism in Belitung. The global trend is to put more emphasis on quality tourists, even though tourist arrivals are small, it turns out that the amount of expenditure is greater, so that it will contribute to the local economy.

Economic impact is a multiplier effect, namely direct effect, indirect effect, and follow-up effect. These three effects are used to calculate the economy which is then used to estimate the economic impact at the local level. The concept of the direct economic impact of tourism activities comes from economic activities that occur between tourists and the local community business units at the tourist location. Meanwhile, the indirect economic impact comes from the workforce working in business units in these tourist destinations. The definition of continued economic impact is the economic impact obtained based on the expenditure incurred by the local workforce in the tourist destination. These types of expenses include consumption costs, children's school fees, electricity costs, daily necessities costs, and costs for transportation purposes.

CONCLUSIONS AND RECOMMENDATIONS

The problem of developing marine tourism is quite complicated, both in terms of infrastructure, amenities, and even regulatory aspects. Therefore, formulating the concept of developing marine tourism in the archipelago, as a future development strategy, needs to be accelerated.

The formulation of the strategy concept that was made in principle aims at the formulation of a sustainable marine tourism development strategy. The fact is that sustainable tourism has not been fully seen at its implementation stage, such as the lack of



maintenance of the natural, social, and cultural environment. In the perspective of economic benefits to the community, only a few enjoy them, and most people do not feel the optimal economic impact related to the development of marine tourism.

SWOT analysis produces 4 strategies, namely SO, ST, WO, and WT strategies. In this case an analysis of strategic priorities was not made because the four strategies are equally important so that in formulating follow-up policies all four are equally influential. The most crucial fact is that its development is still mass tourism, even though the characteristics of the Belitung tourist destination are more focused and accurate in its development as an alternative tourist destination, whereby looking at the facts a development concept is needed with construction that is more on a careful pattern, and more towards aspects conservation. So that later the arrival of tourists will not have a negative impact on beauty and environmental preservation, especially related to the maritime environment.

In general, side effects that need to be considered as a supporter of marine tourism development facilities, among others, due to the lack of integration aspects of connectivity between islands, the lack of tourism human resources, and the weak coordination between the government, private sector, and the community (stakeholders). Observing these facts, the concept of a marine tourism development strategy will be better formulated in a focused manner by looking at the facts on the ground, as well as utilizing the results of studies or research results.

Follow-up recommendations are:

- Implementing Sustainable marine tourism development policies.
- Increase socialization of local policies related to marine tourism development to the community.
- Involve the community in the development of marine tourism, both from the concept formulation process, planning, implementation, and in the evaluation process.
- Carry out maximum coordination with competent parties to overcome obstacles in the field.
- Implementing the development of supporting facilities for marine tourism based on priority scale, but not eliminating local aspects, as regional characteristics added value related to uniqueness and authenticity aspects.

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