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Eco-Wellness Strategy for Post-Mining Land Restoration Toward Sustainable Tourism Development

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ABSTRACT

Post-mining land is one of the environmental issues that requires an integrated and sustainable restoration strategy. This study aims to analyze the eco wellness concept as a model for post-mining land restoration developed into a sustainable tourism destination in the Kaolin Lake Bangka Belitung. The research method employs a qualitative descriptive approach, with data collection techniques including in-depth interviews, field observatios, literature studies, and policy analysis. The data Sources consist of primary and secondary data. Primary data were obtained through interview with 12 informants, including local government representative, destination managers, tourism practitioners, and local communities involved in tourism destination managers, tourism practitioners, and local community involved in tourism destinations development. Secondary data were obtained from scientific journals, book, previous research report, and strategic planning documents such as RIPPARPROV Babel. SWOT analysis was used to identify internal and external factors influencing the impelementation of eco-wellness tourism programs. The results indicate that the integration of ecosystem restoration, sustainable tourism development, and local community empowerment constitutes the main strength in creating ecological, social and economic value. This study concludes that Eco-wellness has the potential to become an applicable and replicable alternative model for post-mining land restoration, particularly when supported by policies, and multi stakeholder collaboration.

Keywords: *Eco-Wellness, Sustainable Tourism Development*

1. INTRODUCTION

Indonesia has enormous potential to become a leading global tourism destination. Indonesian tourism has entered a strategic phase by establishing quality and sustainable tourism as a key development pillar in the 2025-2029 National Medium-Term Development Plan (RPJMN). Throughout 2024, the number of visits reached 86.32%. This positive trend continued in 2025, reaching 7.05 million visits, or approximately 50.36% of the annual target, [1]. The policy focus is directed at increasing added value and sector competitiveness, through strengthening destination governance, improving service quality, and optimally utilizing local economic potential, [2]. According to Kotler, Bowen and Makens, an important element of a destination that must be highlighted is creating a unique and memorable positive experience for tourists so that it influences satisfaction and pleasure in the form of experience, [3]. One of the changing tourism trends is the increasing trend of health and nature-based tourism, namely the concept of eco-wellness, an integrative approach that combines the principles of ecotourism with wellness tourism, [4]. In the context of post-mining land, eco-wellness has the potential to transform degraded areas into restorative spaces that support the physical and mental health of tourists while strengthening the ecological function of the area, [5]. Mining activities in the Babel region are a major sector, contributing to economic growth but pose a risk of significant damage, [6]. On the other hand, former mining areas have the potential to be developed into tourist areas based on their unique characteristics. This could benefit the surrounding community.

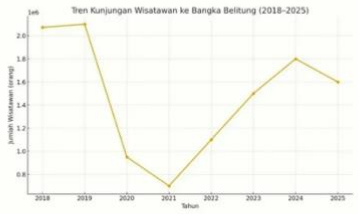
Especially in Central Bangka Belitung Regency a number of the affected area has the potential to be developed into an ecotourism and wellness tourism attraction, considering the presence of a natural phenomenon in the form of a lake landscape that contains kaolin minerals. The tourist attraction is Kaolin Lake and Pading Lake were formed from former tin and kaolin mining which have now been developed into tourist attractions as a form of environmental and economic

recovery, [7]. Kaolin lakes have the potential for attraction and beautiful and unique natural landscapes, but their management has not fully emphasized the principles of Sustainable Development which focus on the perspective of economic recovery and post-mining ecosystem restoration.

Table 1. Tourism Visit Trends in Bangka Belitung (2018-2025)

Tamu hotel bintang	42.443 orang	Okt 2024 (BPS Babel)
Tingkat Penghunian Kamar	34,79%	
Lama menginap rata-rata	1,80 malam	
Penurunan kunjungan	-21,55%	Feb 2025 (Antara Babel)

Tren Kunjungan Wisatawan ke Bangka Belitung (2018–2025)



Keterangan (Analisis Grafik) :

- Pada tahun 2018–2019, jumlah wisatawan relatif stabil di atas 2 juta kunjungan.
- Tahun 2020–2021 terjadi penurunan drastis akibat pandemi COVID-19, dengan angka kunjungan merosot hingga di bawah 1 juta.
- Tahun 2022–2024 menunjukkan pemulihan bertahap dengan tren positif, meskipun belum kembali ke angka 2018.
- Namun, awal tahun 2025 kembali menunjukkan fluktuasi negatif, terlihat dari penurunan sebesar 21,55% pada Februari 2025 (Antara Babel, 2025).

Dari grafik ini dapat disimpulkan bahwa branding dan promosi pariwisata Bangka Belitung masih belum konsisten. Fluktuasi yang tajam menunjukkan ketergantungan pada faktor eksternal (misalnya pandemi, musim, dan event tertentu). Tanpa branding yang kuat dan kampanye digital yang berkelanjutan, Babel sulit menjaga stabilitas kunjungan wisatawan.

Source: Bangka Belitung Statistics Agency, 2025

Based on data from the Bangka Belitung Central Statistics Agency, the number of domestic visits in 2021 decreased due to the Covid-19 pandemic, while in 2025 it was 3.74 million, an increase of 50.34% compared to 2018-2024 of 2.49 million., Antara Babel, 2025), [8]. The development of Babel must adopt the concept of green tourism and community-based tourism to ensure sustainability, especially in the recovery of post-mining areas. So that innovative breakthroughs are needed through systematic concepts that not only highlight natural beauty, but also create unique, sustainable and educational tourism experiences, [9].

The rapid growth of this industry, which is expected to reach 1.8 billion international tourists by 2030, is driving the urgent need for a transition towards a more sustainable and inclusive tourism model, [10]. The approach to land restoration has undergone a paradigm shift, from mere physical rehabilitation to multi-functional utilization that can provide added ecological, social, and economic value. One developing approach is the use of post-mining land as a sustainable tourism area, [11].This approach is in line with, [12]. emphasizing that the development of sustainable destinations with branding advantages based on nature and culture is strategic for advancing Indonesian tourism while responding to the increasing trend of eco-wellness, [13]. Eco-wellness tourism is a form of tourism that combines wellness tourism objectives packaged in direct interactive activities with nature, and accommodates local cultural wisdom in traditional wellness practices accompanied by a commitment to environmental conservation efforts. The combination of conventional and traditional wellness treatments packaged as a tourist attraction tends to be increasingly expected by today's tourists, [14].

The development of the Eco-wellness tourism concept in a scientific context still faces significant challenges. Therefore, efforts are needed to formulate the Eco-wellness tourism concept, while also examining how the concept is implemented in the implementation realm, [15]. The development of sustainable tourism itself requires a balance between environmental, social, cultural and economic aspects as emphasized by the World Tourism Organization. Tourism that does not only pay attention to environmental carrying capacity and the involvement of local communities risks creating new degradation and conflicts of interest, [16]. Therefore, eco-wellness strategies in post-mining areas need to be designed in a comprehensive, participatory and adaptive manner to local characteristics. On the other hand, studies on the application of eco-wellness strategies in post-mining land restoration are still relatively limited,

This post-mining situation demands a more sustainable economic transformation, one of which is through sustainable development in the tourism sector. Based on these conditions, this study aims to examine eco-wellness strategies as an approach. Post-mining land restoration in support of sustainable tourism. The results of this study are expected to provide conceptual and practical contributions to post-mining destination management in Bangka Belitung Province and the formulation of sustainability-oriented tourism development policies.

2. LITERATURE REVIEW

Sustainable Tourism

The concept of Sustainable Tourism originates from the concept of sustainable development which was put forward by WCED (World Commission on Environment and Development) in 1987. Then UNWTO (The World Tourism Organization) raised the concept of sustainable tourism and explained that Sustainable Tourism is a description of tourism which prioritizes environmental sustainability, cultural and social aspects as well as the welfare effects in the surrounding area, [17].

According to McIntyre, as stated in the book Sustainable Tourism Development Guide for Local Planners

1. The tourism industry plays a role in driving economic growth through job creation, increased income, investment, and business development opportunities.

2. Environment; which emphasizes the importance of managing tourism activities in a balanced manner with environmental carrying capacity, both natural resources and culture, so that sustainability is maintained.
3. Community; emphasizes community involvement in every tourism development process so that they have motivation, a sense of ownership and responsibility for decisions and the sustainability of the destination. [18]

Sustainable tourism can be defined as tourism that takes full account of its current and future social, environmental and economic impacts, addressing the needs of visitors, the industry, the environment and local communities, [19]. The principle of sustainability refers to the environmental, economic and socio-cultural aspects of long-term tourism development

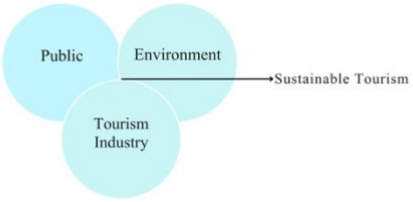


Figure 1. Three Important Elements in Tourism
Source: [18]

According toLaw No. 18 of 2025 (revised Law No. 10/2009), stipulates changes to the material of the tourism law by updating the definition and adding the concept of a holistic, sustainable and technology-based tourism ecosystem. This law emphasizes environmental protection, local community empowerment, human resource development, and the classification of tourist villages (pioneer - independent), [20]. This is reinforced that the success of the definition and practice of sustainable tourism is highly dependent on the local context, institutional adaptation and participatory governance, [21].

Eco-Wellness Concept

The combination of the NEWA concept can give rise to a new tourism concept, one of which is in the form of Eco-Wellness tourism, [15].



Figure 2. *Eco-wellness Tourism* Attractions

Figure 2. Eco-Wellness Tourism Attractions

Source: [15]

Immersive experiences, identity strengthening, and opportunities for meaningful reflection will motivate tourists to develop new, healthier and more environmentally friendly attitudes and actions, [22]. Educational narratives are key to the successful implementation of the eco-wellness tourism concept. This approach ultimately creates a more authentic tourism offering with unique appeal.

The Global Wellness Institute explains that Wellness tourism not only focuses on physical health, but also includes mental, spiritual and environmental experiences that support the holistic well-being of individuals through travel activities that reflect the increasing appeal of health-focused travel, [15].

Table 1. Eco-wellness Model

Dimensions	Component	Description
Access	Psychological Access	The ability of individuals to be and interact physically with nature
Environmental Identity	Sensory Access	The ability to feel nature through hearing, smelling or touching
	Connection	A pleasurable cognitive and emotional relationship between individuals and nature
	Protection	An individual's sense of self-confidence and ability to understand and survive in the environment

	Preservation	Individual actions or support for environmental conservation efforts
Transcendance,	Spirituality	A feeling of connection with a higher power through experiences with nature
	Community Connectedness	The feeling of being connected to others when in nature

Source: Adaptation of the Expandend Model of EcoWellness used to be developed the Reese Eco-wellness inventory, [15].

The concept of eco-wellness tourism is formulated through the adaptation of ecotourism principles into the concept of wellness tourism, by combining natural recreation and holistic health. This concept displays beautiful ecological landscapes at tourist destinations as a means to maintain adequate health, [15]. The concept of wellness tourism is expected to bring about an improvement in the quality of life of tourists afterwards,

Eco-wellness tourism combines health tourism destinations in wellness tourism with an environmental conservation orientation that characterizes ecotourism, through traditional spa activities, gastronomy, herbal concoctions. Aromatherapy is packaged in the form of tourism activities that can be enjoyed by tourists. Deep and reflective experiences in tourism trips encourage tourists to develop healthier and more environmentally friendly behaviors. Eco-Wellness as a person's appreciation, respect and admiration for nature that contributes to a better relationship with oneself and nature and produces holistic well-being, [23].

In developing the tourism potential of kaolin lakes, a sustainable approach is still needed to restore environmental damage, local culture, and ensure long-term benefits for the local economy, [24]. So the presence of the eco-wellness concept that combines fitness tourism activities with an environmentally friendly tourism orientation, [14]. The combination of the concepts of fitness tourism and ecotourism in their implementation will complement each other and support the success of each. Eco-wellness focuses on holistic well-being obtained through a connection with nature, [15]. The combination of the psychological benefits of ecotourism activities with health care and maintenance efforts will result in well-being while fostering a deeper personal relationship between tourists and nature, [16].

3. METHOD

This study uses a qualitative approach with exploratory descriptive research aimed at understanding in depth the eco-wellness development strategy in post-mining land restoration towards sustainable tourism, [24]. The study was conducted in a post-mining land area that has the potential for tourism development, with research objects including ecological conditions, environmental restoration practices, management policies, and the potential for developing eco-wellness activities, [26].

The data sources consisted of primary and secondary data. Primary data were obtain directly through in-dept interviews with of 12 participants, consisting of 3 representatives from local government, 3 destination managers, 2 practitioners, and 4 members of the local communities involved tourism destination development. In addition, field observations were also conducted to directly examine the physical condition of the area, tourism activities, supporting facilities, and interaction between manager and tourists.

Meanwhile, secondary data were obtained through literature studies from various relevant sources, such as scientific journals, books, previous research reports, government policy documents, and strategic planning documents such as RIPPARPROV Babel. This collection data aimed to obtain comprehensive and in-depth information regarding the internal and external conditions of the tourism destination.

The collected data were then analyzed using SWOT Analysis Techniques, by comparing internal factors in the form of strengths and weaknesses, as well as external factors consisting of opportunities and threats to the Kaolin Lake of Bangka Belitung tourist attraction and its surrounding areas.

4. FINDINGS AND DISCUSSION

Central Bangka boasts several tourist attractions built on former mining land, including Kaolin Lake. Its management is still focused on nature and relaxation-based perception, and has not yet developed into a holistic wellness experience encompassing physical, mental, and spiritual health. However, its natural appeal, serene atmosphere, authentic culture, and local wisdom are key assets for the development of sustainable eco-wellness tourism.

Integration of Ecosystem Restoration and Eco-Wellness development

The concept of post-mining land restoration is an effort to restore degradation due to mining activities so that it can again have ecological, social and economic functions sustainably. This process includes activities such as; 1) Identification of land conditions, which includes analysis of soil structure, organic content, pollution levels and local ecosystem conditions, 2) Planting appropriate vegetation; with natural conditions

being a key step in the restoration of post-mining land. Planting native trees is also very important to restore biodiversity and support the recovery of the ecosystem as a whole, 3) Restoration of ecosystems and biodiversity; restoration of post-mining land must also include the restoration of the wider ecosystem by introducing various species of local plants and fauna that support biodiversity, 4) Empowerment of local communities; is an integral part of the restoration process. Communities living around post-mining areas are often the most affected by environmental damage and lack access to the economic potential of the area, [28].

The combination of Eco-wellness and Kaolin Lake is a valuable alternative tourism and promotes Back to Nature, so that in principle it helps preserve nature and encourages local community participation in economic, social and cultural aspects, triggering alternative tourism.

The Role of Sustainable Tourism in Empowering Local Communities

Sustainable tourism has become a key strategy for driving inclusive regional economic growth in various regions of Indonesia, including Bangka Belitung Province. Tourism activities can be considered sustainable if they can provide a significant economic impact. Kaolin lake management can improve community welfare through tourism activities. One example is through homestays and MSMEs engaged in handicrafts and snack products as souvenirs. However, their management still requires intensive guidance to independently improve the community's economy.



Figure 3. Eco-Wellness Tourism Attractions
Source: [15]

The potential attraction based on the basic elements contained in the Kolin Lake tourist area has the potential to be developed as a wellness tourism destination due to its kaolin mineral content, which can be processed into wellness products such as body scrubs and relaxation. Meanwhile, the blue and green lake landscape has the potential to be a meditation spot and natural yoga space. Therefore, the eco-wellness concept is a new alternative in the development of the Kaolin Lake tourist attraction. This approach not only maintains ecosystem sustainability but also increases local income sustainably through ecotourism. The success of this concept is greatly influenced by the active involvement of local communities in decision-making and the support of the local government.

An important component of a sustainable tourism ecosystem that focuses on providing benefits to the community and ensuring the sustainability of local resources. The integration of ecosystem restoration and eco-wellness development is a sustainable development model that combines the restoration of damaged environments with nature-based health tourism. The role of local communities in innovation by managing visitor facilities and providing amenities as a form of empowerment, managers involve local communities, including the younger generation, as local guides at the kaolin lake tourist attraction. On the other hand, there is a Women Farmers Group (KWT) which is a forum for empowering the local economy of the kaolin lake which is engaged in agriculture and MSMEs, the women participate in collaborating in improving the quality of agricultural products and handicrafts.



Figure 4. Handicrafts
Source: [data processed by researchers]

Table 2**.** SWOT Analysis

Internal/External Factors	**Opportunities**	**Threats**
Strengths	SO Strategy (Strength-Opportuties) 1. Developing nature-based eco-wellness destinations for the global Health tourism trend 2. Integrating ecosystem restoration programs with wellness tourism packages	ST (Strength-Threats) Strategy 1. Implementing the principles of sustainable tourism 2. Strengthening ecosystem restoration management

	3. Utilizing the former mining landscape as an environmental educational tourism attraction	
Internal/External Factors	**Opportunities**	**Threats**
Weaknesses	WO Strategy (Weakness - Opportinites) 1. Improving human resource capacity through training 2. Taking advantage of government policy support 3. Develop environmental education programs for local communities	WT Strategy (Weakness-Threats) 1. Monitoring and evaluation of the post-mining land 2. Diversify tourism products to keep destinations attractive

Source: [data processed by researchers]

Based on table 2 SWOT analysis, the SO (Strength-Opportunities) Strategy generally emphasizes that the main strengths of the destination ca be optimized to respond to global health tourism trends through the development of neture- based tourism, the integration of ecosysyem restoration with wellness packages, and the utilization of former mining landscapes as environmental education attraction. This indicates an innovation development direction with high added value.

Meanwhile, the ST (Strength- Threats) Strategy highlights the importance of maintaining sustainability through the implementation of sustainable tourism principles and strengthening ecosystem restoration management to address various threats, such as environmental degradation and destination competiton.

On the other hand, the WO (weakness-Opportunities) strategy shows that existing weaknesses, particulary in terms of human resource capacity and management, can be addressed throught training, government poliy support, and the development of environmental education programs for local communities.

Table 3. IFAS Matrix (Internal Factors)

No	Internal Factors	Weight	Rating	Score
Strength				
1	Potential for post-mining land restoration	0.12	4	0.48
2	An innovative, nature-based Eco-wellness concept	0.11	4	0.44
3	The former mining landscape has become a unique tourist attraction.	0.10	3	0.30
4	Availability of herbal and agricultural resources	0.09	3	0.27
5	Traditional food has a close relationship with the principles of health in local culture.	0.08	3	0.24
Total Strength			0.50	1.73

No	Internal Factors	Weight	Rating	Score
Weakness				
6	Soil conditions & ecosystems are still vulnerable	0.11	2	0.22
7	limited tourism infrastructure	0.10	2	0.20
8	low compliance with environmental regulations	0.10	2	0.20
9	lack of environmental education	0.10	2	0.20
Total Weakness		0.50		1.00

Source: Data processed by researchers

Table 4. EFAS Matrix (External Factors)

No	External Factors	Weight	Rating	Score
Opportunities				
1	Global growth of wellness tourism	0.13	4	0.52

2	Government support for mine restoration	0.12	3	0.36
3	Potential for collaboration with the private sector	0.10	3	0.30
4	Nature & Fitness Tourism Trends	0.09	3	0.27
5	Development of ecosystem restoration research & innovation	0.08	3	0.24
Total Opportunities			0.52	1.69
Threats				
6	Risk of ongoing environmental damage	0.12	2	0.24
7	The impact of climate change on ecosystems	0.10	2	0.20
8	Competition with other tourist destinations	0.10	2	0.20
9	investment or economic instability	0.08	2	0.16
10	Potential conflicts of interest in land use	0.08	2	0.16
Total Threats		0.48		0.96

Source: Data processed by researchers

Based on the SWOT matrix above, the total strengths score is 1.73, indicating that the kaolin lake has significant potential for developing eco-wellness integrated with local culture. Key strengths include post-mining ecosystem recovery, the beauty and uniqueness of the lake's landscape, and the availability of herbal and agricultural resources relevant to wellness tourism. Meanwhile, the total weaknesses score is 1.00, indicating several challenges that need to be addressed. Key weaknesses include the lack of a fully attractive and comfortable environment, and limited infrastructure that also hinders optimal development.

The IFAS results show that the kaolin lake has a great opportunity to strengthen its position as an ecotourism and culture-based wellness tourism destination by leveraging existing strengths and addressing weaknesses through sustainable eco-wellness strategic management.

Furthermore, the Opportunities score was 1.6, highlighting significant potential to support eco-wellness development in the kaolin lake. Key opportunities include the growth of global wellness tourism and government policy support for mine restoration. Meanwhile, the Threats score was 0.96, indicating several external challenges that require careful management. The biggest threat is misplaced expectations from tourists who lack an understanding of the concept of ecotourism and cultural wellness tourism. Another risk is investment or economic instability.

The EFAS analysis results indicate that the kaolin lake presents greater opportunities than threats, suggesting that eco-wellness development strategies have good prospects if managed appropriately. At the same time, managing threats is necessary to maintain its sustainability and cultural authenticity.

Eco-Wellness as an Alternative Model for Post-Mining Land Restoration

Tourism potential, such as lakes and beautiful landscapes, is being developed as wellness tourism, offering natural healing experiences like retreats, yoga, and traditional massage. This approach strengthens environmental sustainability while opening up natural business opportunities.

Eco-wellness strategies in post-mining areas have great potential to support environmental restoration emphasizing the development of sustainable tourism, but their success depends on proper ecosystem management, policy support and the involvement of stakeholders and local communities. In line with the mining policy in accordance with Law 3 of 2020, there are several regulations to create a balance between fulfilling the environment that prioritizes higher environmental standards by emphasizing environmental maintenance and more efficient management of natural resources, [28].

The eco-wellness development strategy proposed for the Kaolin Lake tourist attraction aligns with the results of the SWOT analysis, indicating strong and measurable development. Based on the main strengths of the unique post-mining lake landscape and the potential for wellness tourism, which are utilized through the provision of safe and environmentally friendly access (Access), such as trekking trails, safe zones, and nature-based relaxation areas. Weaknesses such as limited facilities and environmental risks are addressed through area planning, safety education, and the development of integrated eco-wellness facilities. Meanwhile, based on the significant opportunities from health and ecotourism trends, these are utilized through strengthening environmental identity and transcendence, such as environmental restoration storytelling, conservation activities (planting voluntourism), and the development of yoga, meditation, and healing retreat activities.

Thus, the eco-wellness strategy focuses on three main aspects: 1) optimizing ecological access, strengthening environmental awareness and engagement, and creating a holistic and sustainable tourism experience, thus maximizing opportunities and minimizing risks of development in the kaolin lake.

5. CONCLUSIONS

The development of the Kaolin Lake area demonstrates strong potential as a post-mining eco-

wellness tourism destination. The rich landscape, serene environment, and local wisdom are key assets for developing a holistic wellness experience (physical, mental, and spiritual).

The integration of ecosystem restoration and eco-wellness development has been proven to create sustainable ecological, social, and economic value. The SWOT analysis (IFAS-EFAS) shows that strengths and opportunities outweigh weaknesses and threats. This indicates that the eco-wellness development strategy has good prospects, especially if supported by human resource development, infrastructure strengthening, and sustainable government policies.

Overall, the success of its implementation depends heavily on the synergy between the Government, local communities, and stakeholders in maintaining a balance between environmental preservation and improving the local economy.

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