

Communication Model for Promoting Historical Tourism in Kupang City

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Abstract

The expansion of transportation, communication, and infrastructure has accelerated the development of the tourism sector in Kupang City in recent years. However, not all sorts of tourism are successfully established, and historical tourism in Kupang City is one of them. This is ironic because, while technology has not yet made historical tourism a viable alternative for travelers, today's promotion should be simple and inexpensive. Even though the potential for tourist visits in Kupang City is fairly large, historical tourism promotion is the subject of this study due to a lack of advertising on this sort of tourist item. Therefore, the objectives of this research are to identify promotional activities and develop a communication model for promoting historic tourism in Kupang City. The case study technique was employed in this research, and the target informants were Penta Helix stakeholders in the tourism sector, they are the government, business people, communities, academics, and media. This study found that promotional activities at numerous historical tourism sites are still poorly managed. Furthermore, the underdevelopment of historical tourism is primarily due to a lack of political will on the part of leaders, the public's lack of historical information literacy, and a lack of mass media coverage, including ineffective use of social media. The model established in this study is a promotion communication model that includes the role of all stakeholders with a focus on historical tourist assets, messages, and media.

Keywords: Communication Model; Penta Helix; Promotion; Historical; Tourism

INTRODUCTION

Tourism has grown considerably in recent years as a result of developments in transportation and information technology (Huang et al., 2023; Lussetyowati, 2015; Tu, 2020; H. Zhang et al., 2021). Some previously unknown locations are gradually becoming known for their tourism potential as a consequence of promotion, particularly through digital media. For example, one of Indonesia's regions, East Nusa Tenggara Province or NTT, has now drastically transformed in terms of tourism, which before did not attract tourists' attention. With government support, the face of tourism in NTT has now developed into a new tourist destination, or New Tourism Territory. Several large events relating to this status have been held to promote NTT to foreigners, such as the Tour de Flores, Tour de Timor, Sail Komodo and the most recent was the ASEAN Summit in Labuan Bajo in May 2023. Furthermore, to meet tourist satisfaction, tourism options are becoming increasingly broad, including nature tourism, gastronomic or culinary tourism, cultural tourism, and cultural or historical tourism (Fuchs & Weiermair, 2003; Purnomo, 2023; Urrestarazu-Capellán et al., 2022). Cultural heritage plays an important role in promoting the development of urban tourism and the sustainable development of cities (S. Zhang et al., 2023). The impact of these promotional efforts is the wide opportunities for tourism not only in the main locations where events were being held but also in other districts in NTT with their respective attractions for both domestic and foreign tourists. This situation is contributing to

positive opportunities in boosting the community's economy and regional income (Pedersen, 2020; Yasir et al., 2021).

The city of Kupang, as the capital of the Province of NTT, also improves its tourism, among others, with regulatory support from the Kupang City government as outlined in Regional Regulation no. 4 of 2019 concerning the City Tourism Development Master Plan for 2019-2025 (*Perda Kota Kupang No. 4/2019 Tentang Rencana Induk Pembangunan Kepariwisata Kota Tahun 2019-2025*, 2019). Through this document, the Kupang City Government has made a mapping of the City's tourism development area, including locations that have tourism potential for Kupang City. However, it seems that efforts to improve tourism have not been carried out thoroughly at all tourist sites. Tourists, both from within and outside Kupang City, still prefer traveling to beaches, lakes, and other natural areas that have more complete facilities for tourists to visit, such as snack centers, playgrounds, or other supporting facilities. This means a high concentration of tourists is concentrated in only a few destinations (Leccis, 2023).

Regarding promotion, not all tourist sites in Kupang City have been intensively introduced to visitors. This is ironic because if we look at the total number of foreign and domestic tourist visits in 2022, Kupang City recorded the highest number in NTT, namely 313,537 people (ntt.bps.go.id, 2023). This is understandable because, as the provincial capital, Kupang City has better facilities and access compared to other regions in NTT. Of course, this large number of tourists does not all come from one tourist destination. Tourists can have a diverse travel experience if they are provided options and supported by sufficient information, not only for nature tourism but also for other tourism services (Untari & Satria, 2019). According to Lim, one method of preserving cultural heritage is to provide qualified documentation, which entails collecting historical facts on the heritage pieces to be maintained and determining how to conserve them (Lim et al., 2023).

Tourists can be varied by encouraging different types of tourism, such as historical tourism, which is distinctive in Kupang City due to its educational value. As stated by Bursiewicz, knowledge of historical sites has become an essential element of every educational trip (Bursiewicz, 2021). Although it has not been fully developed, the Kupang City government realizes that historical tourism is an important pillar of tourism, as explained by the vice mayor of Kupang City, Hermanus Man, in an interview at RRI Pro 1 Kupang on January 26, 2022 (kupangkota.go.id, 2022). Historical tourism is important not only for foreign tourists but also for the people of Kupang City. With the rapid development of the city and the influx of foreign cultures that continue to enter, historical sites become areas that are threatened in the future. This is paradoxical because historical heritage has a huge role in the improvement of internal tourism (Ismagilova et al., 2015). Therefore, to build a sense of ownership of the city of Kupang and maintain its history, it is necessary to promote historical tourism. Some of the historical sites in Kupang City are the Kupang City Church, the Concordia Fortress, and the Japanese Cave (kupang.antaranews.com, 2023).

Advances in communication today have opened up great opportunities in tourist attraction promotion activities because promotions are not only done institutionally but also personally by tourists. Personal promotion efforts like this can have psychological and behavioral influences on the traveler (Jansson, 2018; Tang et al., 2022). However, the impact will certainly be greater if there is collaboration from many relevant stakeholders on promoting tourism destinations (Ahn & Bessiere, 2023; R. Zhang & Smith, 2019). The joint role of various parties, such as the community, business groups, media, government, and academics, may be able to strengthen the

government's efforts in developing this historical tourism (Mirzakhani et al., 2021). This opportunity needs to be utilized as well as possible to maximize the potential of existing historical tourism.

By considering the above arguments, the research team concluded that a study about the promotion of historical tourism in Kupang City is precisely relevant to be carried out and able to support the development of historical sites in Kupang City. This research will not only focus on the role of the government but also on several stakeholders who are in direct contact with the development of historical tourism in Kupang City. The authors hope that the findings of this study will be valuable in improving historical tourism in Kupang City while also introducing it to tourists, which are expected to increase in the coming years. Based on the general background, the study objectives were to identify historical tourism promotion activities in Kupang City and to design a communication model for promoting historical tourism in Kupang City.

RESEARCH METHODS

This is a qualitative study that uses the case study method. In comparison to the others, Yin observed that case studies might be chosen when the key research questions are "how" or "why" inquiries, there is only a little or no control over behavioral events, and the subject of study is a contemporary reality (Yin, 2018). Creswell concluded Case studies are a type of research design used in many domains, including evaluation, in which the researcher conducts an in-depth investigation of a case, which is typically a program, event, activity, process, or one or more individuals. Cases are defined by time and activity, and researchers collect detailed information throughout time utilizing a variety of data collection approaches (Creswell & Creswell, 2018).

To collect data for this study, in-depth interviews, observation, Focus Group Discussions (FGD), and document analysis were used. In-depth interviews were conducted with representatives from historic tourism communities, local people, tour guides, and tourists. The activities of local people, visitors, and advertising symbols were observed at historical tourism sites in Kupang City. Meanwhile, an FGD was convened with tourist stakeholders, including academics (tourism observer and historian), the Kupang City government (tourism department, communication and information service, the regional technical implementation unit of the museum/ UPTD Museum), entrepreneurs (Indonesian Tour Guide Association of Kupang City), the media (Pos Kupang), and the community (Community Record City). The document analysis began with obtaining information about historical tourist attractions in Kupang City. The informant selection technique used in this study was purposive sampling, a nonrandom sample in which the researcher uses a variety of strategies to locate all potential examples of a highly particular and difficult-to-reach population (Neuman, 2014).

RESULT AND DISCUSSION

Based on the results of the study in the form of interviews and observations at tourist sites, researchers found data that there was not much difference at each historical tourist location (14 tourist sites). The following are some research data through interviews revealed by several informants such as the local government, the surrounding community, tour guides, and visitors.

Table 1.
Historical Tourist Location

Sub-district	Urban Village	Heritage Sites
Kota Raja	Fontein	Old Regent`s Office, Old Indonesian Bank Building
	Naikoten 1	House of King Taebenu
Alak	Fatufeto	Concordia Fort
	Nunbaun Delha	Japanese Cave
	Manutapen	Tombs of King Taebenu
Maulafa	Penfui	Japanese Monument
Oebobo	Liliba	Japanese Defense Cave
	Kayu Putih	NTT`s Museum
	Solor	Pancasila Monument, Minerva Ice Factory, Old Big Movie Teater
	Lai-Lai Bisi Kopan	Kupang City Church, Lay Family Ash House

Source: Researcher team, 2022

One of the urban village government parties in Nunbaun Delha said that the promotion carried out by the Kupang City government was in the form of promotion through the official website of the Kupang City government, namely <https://kupangkota.go.id/>. However, a different statement came from the representative of Lai-Lai Bisi Kopan's urban village government, Getreda Manunbala. According to this informant, the city government and the sub-district government parties have not been able to focus on promotion because they are still focused on project maintenance periods.

The lack of promotion regarding historical tourist sites was expressed by the community around the tourist sites. Strictly speaking, Roby Lay, who dwells in and takes care of the house (Lay Family Ash House) said that there was no promotion at all, but tourists came independently probably because of word-of-mouth promotion. He plays an important role as a tour guide for this site. He added Lay Family Ash House (Figure 2.) which was built in the Dutch era around 1865 was family-owned so the promotion does not require the involvement of the local community but every year the place that known as *Klenteng* is always visited by Polytechnic students of the Tourism Department, and also the foreigners from Korea, Japan, the Netherlands, and other countries. Even if someone is Buddhist and visits Kupang, they must be worshiped in this *Klenteng*. Precisely the same with the previous informant, Rian, who lived near the old regent office sites, said that he never saw any kind of promotion sign in that location. A resident living close to the Japanese Defense Cave site, Joko, explained that as a local citizen, he and the other

people near the site have never been involved in promoting the site. Thus, he believes that visitors come to that place merely because of word-of-mouth promotion. A similar comment also came from a citizen close to the ice factory site (Figure 4.) in Solor urban village, Agus, who said there is no promotion at that historical site.

The different explanations are derived from informants from the Museum and Church of Kupang City sites where both sites have tour guides. In terms of promotion, both places are much more well organized compared to the other historical sites. According to Lexy, a local near the church, the tourists are largely students from the university, but there are also overseas visitors. The church also has cultural reserve information boards so that visitors can learn about the church's history from the tour guide. Meanwhile, the museum is a historical tourism site that is operated directly by the provincial government, so it is more organized. Despite this, a community member around the museum, Husein, mentioned that the majority of visitors were students. He affirmed that, according to his observations, very few visitors came from the public except students.

In this study, besides using data collection techniques by interviewing, researchers also performed observations at the sites and conducted focus group discussions. Among the observations are the presence or absence of promotional media at the location, the form of promotional media, the type of information listed in the promotional media, the presence of guides at tourist sites, the presence of tourist location instructions (directions), and the presence of site signboards. Based on the observations in general, at each tourist location, there was no tourism promotion using outdoor advertising. The only sign was nameplates of sites (Figure 1 & Figure 3). One of the sites is even located inside a military area, so visitors, including scholars, must obtain authorization to enter the tourist attraction. The other sites are the residence and the tombs of King Taebenu located in two different sub-districts. There are no signs or tourist information at the residence. Whereas the nameplates and short information are available in the tomb area but remain unmaintained, as shown in Figure 3. Even though the tomb has been declared as heritage preservation, as stated by one local inhabitant who declined to provide his name, even in such circumstances, visitors continue to visit the cemetery, and locals with limited expertise try to impart information about the cemetery's history.

Thus, based on the findings of field interviews, historical tourism destinations are mostly promoted by word of mouth by locals and do not adequately leverage conventional media, websites, or social media. According to observations at the sites during this study, similarly as revealed by the informants, there is a lack of visitors to historical tourist sites in Kupang City. Except for the museum, there were no tourists present during the time of observation for this study. One of the facts discovered during the observation in October 2022 is the old regent's office has even been transformed into a university building.

Figure 1. Japanese Cave Nun Baun Delha

Source: primary data, 2022

Figure 2. Lay Family Ash House

Source: primary data, 2022

Figure 3. Nameplates on the tombs of King Taebenu

Source: primary data, 2022

Figure 4. Minerva Ice Factory

Source: primary data, 2022

Through FGD, the researcher discovered various reasons why the promotion was still minimally applied by the government. According to Amsi Yolah, a spokesperson from the Kupang City Tourism Office, the lack of promotion is owing to property ownership concerns and a lack of historical information or narration. Amsi added that collecting information from historical sites is the responsibility of the Education and Culture Office, not the Tourism Office. As a consequence, the Department of Tourism of Kupang City cannot provide a special budget for its management. In addition, the change in the Tourism Ministry from before, namely the Cultural and Tourist Ministry, made the focus of historical tourism as part of cultural studies shift to the Educational and Cultural Ministry. The management of the website is still facing hosting problems because the website can only be managed by communications and information services. Meanwhile, according to a representative of Kupang City Communications and Informatics Service employees, Admiral Manafe, the official website of the Kupang City Government is undergoing repairs so that it affects publication and cannot be utilized to promote tourism. Novita Dubu, a representative of the Technical Implementation Unit of the Regional Museum of the Ministry of Education and Culture of East Nusa Tenggara Province, stated that until November 2022, the NTT museum has about 7,400 collections. The museum employs a tour guide and uses social media, such as Instagram and YouTube, on a limited basis, generally to offer records of previous and upcoming visits or events.

Novemy Leo (a journalist of Pos Kupang), an FGD mass media representative, said that news collaboration on historical tourism in Kupang City is still low and has not been the primary

focus of media managers in Kupang, including online media. On the other hand, as stated by Ifana Tungga, Manager of the Record City event in 2022, the use of social media (Facebook, Instagram, TikTok, YouTube, and others) will increase the interest of visitors to come and learn more about the historical tourist attractions. This is proven by her experience leading the Even Recording City, a city archive exhibition event that her community initiated based on archives collected from Kupang City citizens, which is 2022, the second year of this event, received visits from more than 3000 people solely through social media promotion. Tungga argues that social media marketing is so easy and cheap, the problem is that there is no content intended to be promoted. She continued, stating that the history tour promotion package must include the tale behind the historical location.

The representative of tourism entrepreneurs which is part of the Indonesian Tourism Association in the city of Kupang, Martinus Tokan, stated that there is a need to create a tour package related to historical tourism periodically and continuously. He agreed with Tungga's viewpoint that historical material is essential for promotion. Human Resource support in the promotion of historical tourism is considered an essential and inseparable part, therefore, the recruitment and training of local guides in historical travel are imperative. Sarlota Sipa, a history lecturer from Nusa Cendana University stated that to be properly detailed, a historical narrative must be viewed from the perspective of time. Some historical sites even require further investigation because their current location is unknown. An author of a tourism book, I Gusti Bagus Arjana, also agreed that the tale of a historical location should be told to visitors, and more events should be held in Kupang City to promote tourism.

Discussion

Based on the findings of this study, numerous aspects of historical tourist promotion in Kupang City might be investigated. The first is that both the government and society as a whole are still doing very little to promote historical tourism. As demonstrated at the outset, promotion is critical. The promotion will assist in making people, in this case, prospective guests, aware of and interested in visiting a historical tour. This is because promotion has the potential to influence consumer affection, cognition, and behavior (Firmansyah, 2020). It is a way of communication that encourages an audience to make a buying choice about a product or service while also informing them (Haider & Shakib, 2018). When a promotion is oriented toward sales, the promotion is conducted solely to sell a product or service, however, if it is oriented toward image or reputation, it is done to improve the image or reputation of the product or company.

In this promotion of history tourism issue, the researchers saw the communication-oriented promotion as a suitable form of promotion for developing historical tourism in Kupang City, because this activity should begin with building awareness of the public and potential tourists about the importance and attractiveness of historic tourism. Meanwhile, the activity of visiting the location of the tourist area is a long-term behavior possessed by prospective tourists. This is in line with what is expressed in the heritage cycle (May, 2020; Thurley, 2005) that in this view, by knowing and understanding cultural heritage, people will perceive history as something of value, knowing something that is of value then they will care about history. When people care about it, they will make others enjoy it and, finally, they will continue to be curious about history. Currently, the people around, even the government itself, are still not fully aware of the history of each tourist location. It is not only revealed in the field interviews and observations but also the FGD.

The government itself has yet to decide who should be held accountable for historical facts. It is like the government needs to embrace the public, the historians, and the culturists to solve this problem. As a result, based on the conditions in Kupang City, we have attempted to map out the role of each stakeholder in the development of historical tourism as shown in Table 2. Low public knowledge of the numerous historical places that surround them also has a low impact on the sense of belonging or ownership and care for the current legacy. Almost every historical tourist site explored is abandoned and unattended. Being aware of this, the first step that the government should take to save these various historical tourist sites is to give historical literature to the surrounding people and the people of Kupang City in general. The narrative that is intangible heritage (Otero et al., 2023) will ultimately connect history and create an image. This is consistent with the goal of a promotion itself.

Table 2.

The Role of Stakeholders in the Development of Historical Tourism in Kupang City

Key Stakeholders	Stakeholder Details	Implementing Unit	Role
Government	Kupang City Government NTT Provincial Government	Tourism Education and Culture Office -Department of Communication and Information - UPTD Museum -UPTD Cultural Park	-Regulation -Work Program -Official website development -Site maintenance and development -Supporting Facilities and Infrastructure
Businessman	Tourism Activist Institute	-Indonesian Tourist Association (HPI) Kupang City -Association of Indonesian Travel Companies (ASITA)	-Training Tour Guide -Event
	Tourism Entrepreneur	-Innkeeper -Culinary Entrepreneur & Souvenir Products -Transportation Entrepreneur	-Hospitality Training -MSME Development -Event Development

Community	Local People	Public Figures Indigenous People Local People	-Story Search -Increased Community Involvement -Community Economic Development
	Civic Organization	NGOs (CIS Timor, Perkumpulan PIKUL, IRGSC)	-Scientific Research -Community Assistance -Training MSME Development
	Young People/Community	-Community Recording City -Kupang Film Community -Literacy Community (LEKO, Flobamora Hamlet) -Artist Community (TAG, Bethel Lime) -Skolmus Community	-Exhibition -Event -Community Website
Academics	Institution Tourism Observer	-Universities -School -Educational Institutions / Societies	-Historical Tourism Research -Academic Publication
Media	Printed Media Electronic Media Online Media	All Media in Kupang City	-Publication

Apart from talking about literacy, the next step the government can take, as part of its promotion effort, is to package historical tourism information intriguingly before it is promoted to the public. The digital age enables promotions to be performed quickly and massively (Amali et al., 2022). Digitalization for cultural heritage management has the potential to unify people and the world by appealing to individuals interested in the history of events and cultures from various countries. Unlike traditional promotion techniques that spend a lot of money, digital-based promotion techniques can be done more economically. Social media such as Facebook, Instagram, Twitter, and Websites are some tools (Hasan & Jobaid, 2014) that can be used by the government to promote historical tourism in Kupang City. The government can work with the youth communities in the area. WOM (Word of Mouth), which is the most widely used form of promotion today, can even be well developed by the government by leveraging various features on modern media (Haider & Shakib, 2018) including social media such as stories and highlights that contain testimonials from public visitors about the attractiveness of historical tourism. The adaptation of tourism promotion is necessary since the characteristics of new travelers differ from those of previous travelers (Saefudin, 2022). Additionally, even though the digital age makes promotion easier and more cost-effective, governments can still utilize outdoor promotional media to attract prospective tourists. Outdoor advertising surrounding tourist attractions such as clear nameplates and direction information will make the historical sites more informative and even more attractive.

In addition, to get the most out of the message, all stakeholders must be involved in its delivery (Vani et al., 2020; Yasir et al., 2021; Yuningsih et al., 2019; R. Zhang & Smith, 2019). Coordination among local governments, social organizations, businesses, and academics can begin with the development of a consistent and effective message, the selection of communication media, the identification of target audiences, and the anticipated effect. As affirmed by Nagarjuna, good cooperation among all stakeholders in the development of tourism will increase community awareness, sense of ownership, and involvement, particularly among the local community (G, 2015). In terms of ownership, it appears that some of the historical sites in Kupang City are not totally under the control of the government because some sites are privately owned by members of the public. According to a previous study (Thatcher, 2018), this subject is frequently disputed, especially in Southeast Asia (Miura, 2022). It requires special attention and is sought for the best solution so that historical assets are not neglected and can be managed professionally.

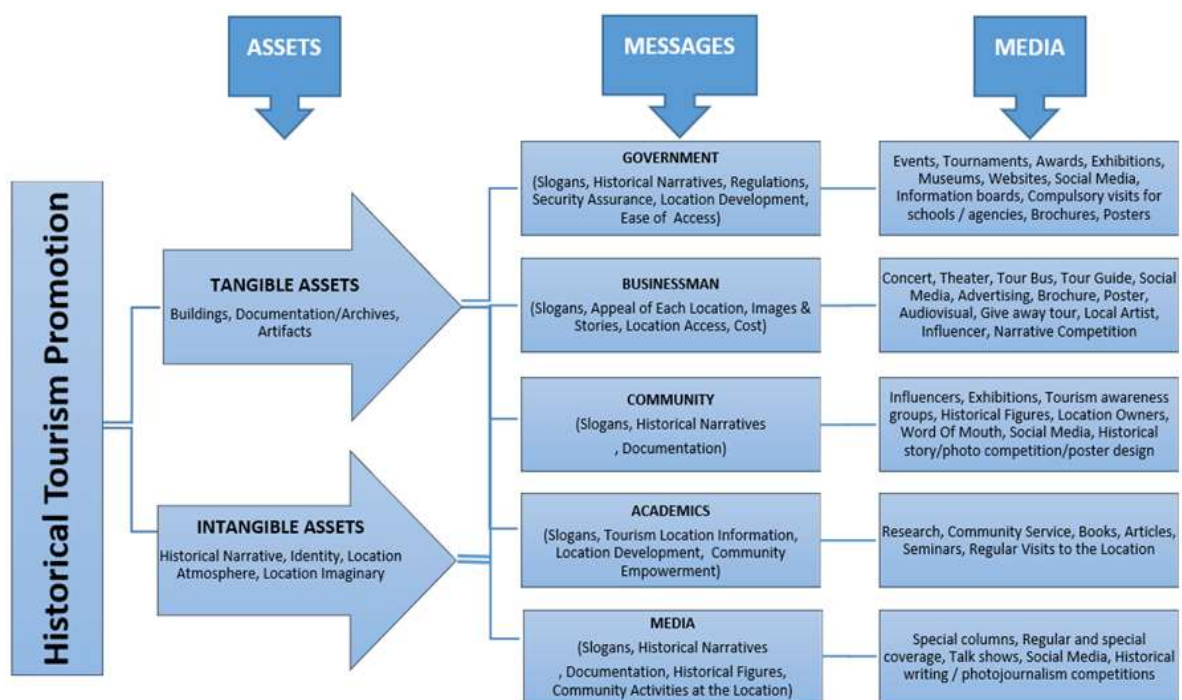
The role of each stakeholder in the development of historical tourism in Kupang City is shown in Table 2. Each of the parties concerned will play a role based on their knowledge and capability. Every stakeholder, whether government, industry, society, academia, or the media, is involved in Penta Helix collaboration. Each stakeholder's working unit has its roles that complement the job of the major stakeholder. The listing in this table demonstrates that developing historical tourism in Kupang City is both a task and a cross-sectoral responsibility. As a result, if each party fulfills its tasks correctly, there will be no overlapping responsibility, and the primary purpose of growing historical tourism will be met.

Based on the research findings, the research team developed a communication model to promote historical tourism in Kupang City by involving all stakeholders as shown in Figure 5. In this model, the promotion of historical tourism focuses on the historical assets, messages, and potential media being carried out by major stakeholders. Historical assets consist of tangible and

intangible assets (Otero et al., 2023; Whyte et al., 2012). The tangible and intangible assets stand out in this model because they are both typical historical tourist assets, which are quite different from other types of tourism assets. In the case of historical tourism of Kupang City, tangible assets already exist but are not properly managed, so there is a need for reconstruction. Intangible assets are an asset that needs to be dealt with seriously because the historical promotion capital on this type of asset is very minimal, even virtually nonexistent. Most of the historical buildings or monuments are just objects without a historical story. Relevant findings from Ireland (Offaly County Council & Failte Ireland, 2021), declared that historical narrative could be expressed in three ways, they are storytelling, heritage told via characters and people, and using unique methods and objects to communicate the story. The narrative of history also becomes important considering that each location has its own story and the important characters at each location do not necessarily exist at the moment. Therefore, the struggle to build a narrative will rely heavily on the collection of documentation of the past, as initiated by young people through the exhibition of city recordings. One thing to bear in mind while creating a narrative about a historical area is to include people who have links and associations with the location. Understanding the values linked with the location of inheritance entails connection or commitment with others who possess such values. If the value of heritage was previously viewed as expert-based and derived solely from the research and understanding of experts, the practice of good heritage now requires direct engagement with stakeholders (Myers et al., 2009).

Figure 5.

Penta Helix Communication Model in Historical Tourism Promotion in Kupang City



Source: Researcher team, 2022

Messages in historical tourism promotions are presented differently by considering the capacity of each stakeholder. Regarding regulation, for example, the government has become the most appropriate spearhead to communicate a message about historical tourism regulation. What needs to get important attention from the historical tourist brand side and should be done together is the use of the same slogan by the Penta Helix stakeholders so that it is easier for prospective tourists to remember or consider historical tours when visiting Kupang City. The responsibilities of tourism stakeholders regarding the messages can be classified based on the functions they perform (Todd et al., 2017).

Meanwhile, following the different messages, media is divided into promotional materials for each stakeholder (Pedersen, 2002). From the media side, promotions can be done through a variety of media and still involve all stakeholders. Due to the reach of each media being different from all media needs to be used to acquire attention from all levels of society. Conventional media, social media, outdoor media, and programmed events can become compulsory media by targeting potential locations such as airports, ports, online taxis, schools, campuses, hotels, and so on. The implementation of MICE (Meeting, Incentive, Conference, and Exhibition) concepts (Fathimath, 2015) such as promotions through events, seminars, and exhibitions, as described in the beginning section of this article should be continued to enhance tourist diversity in historical tourist sites.

CONCLUSION

There are some conclusions to be drawn from this study's findings. To begin with, neither the government nor the inhabitants surrounding the site have done their best to promote the historical tourism destination of Kupang City. Word of mouth is the most common form of historical tourism promotion in this city. Second, historical tourism in Kupang City has not been well developed due to a variety of factors. A lack of government political will, a lack of cooperation between sectors, existing regulations that are not being well implemented, no events that become a historical tour icon, a lack of a certified tour guide, a lack of a package of the historic tour, a lack of narrative packaged in all historical locations, a lack of massive use of media, including new media, as well as no publication, particularly for those who live in historic trip regions are the obstacles in promoting historical sites in Kupang City. To overcome these issues, all stakeholders involved in promoting this kind of tourism should play a role based on their capacity. The model created by the research team is a communication model for historical tourism promotion that involves Penta Helix stakeholders with a focus on the tangible and intangible assets of the historical site and the messages and media used

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