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by I Wayan Basi Arjana

Submission date: 22-Nov-2022 01:53PM (UTC+0700)

Submission ID: 1961072424

File name: Geotourism_products_industry_element,_A_community_approach.pdf (346.68K)

Word count: 4879

Character count: 27345

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To cite this article: ²W Basi Arjana *et al* 2018 *J. Phys.: Conf. Ser.* **953** 012106

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Geotourism products industry element: A community approach

I W Basi Arjana^{1*}, N M Ernawati², I K Astawa³

^{1,2,3}Politeknik Negeri Bali

Email: wayanbasiarjana@pnb.ac.id

Abstract. The ability of a tourism area to provide products that could satisfy the needs and desires of tourists is the key to success in developing tourism. Geotourists are a niche market that has specific needs. This study aims to identify the needs of geotourists, which is undertaken by evaluating the perceptions of geotourists with respect to 6 elements which are the industrial aspects of community-based tourism products, using a qualitative approach. In-depth interview technique is used as data collection method. These products are as follows: there are five major categories of geotourism commercial elements, which include: travel services, accommodation, transportation, food and beverage, souvenir and packaging. The research results show that there are various products which are the output of the industry elements desired by tourists in Batur representing the needs of different market segments and accommodating the sustainability of nature. These needs are arised and inspired by local culture. The necessity to offer an assortment of products packages is indicated to provide plentiful options for tourists, to lengthen tourist's stay, and also to introduce various product components available in Batur. The research output could be used and contribute in providing a reference in developing geotourism products.

1. Introduction

Failure in identifying customers' needs resulted in failure in developing products that could satisfy consumers that will lead to successful tourism development. Tourism product development can be carried out more successfully with the identification of consumer's needs through a comprehensive study. It is known that geotourists are a niche tourism market which is part of the alternative tourist market that have specific needs[1,2], geotourists are motivated from within [3].

The bursting of Geotourism is relatively new globally[4]. In Indonesia, in 2012 Batur Geotourism becomes the first geopark registered[5], into the Global Geopark Network (GGN)[6]. Nevertheless, becoming a member of the GGN has not provided a significant value added in term of increasing visitor numbers. One of the ways to be able to increase the number of visits is to develop products that attract geotourists; and sustainable tourism development in return[7]. Tourism products oriented to customers' needs is crucial to increase the number of tourists for sustainability, thus retaining the status of the Geopark[8]. Tourists' satisfactions with particular products offered in geopark affect their purchase proclivity in future[9], therefore in developing geotourism it is vital to asses geotourists' perceptions in geotourism destinations[10]. The need is identified to carry out this study to identify the industrial element of community based geotourism (CBG) products that meet the needs of travellers, to balance [11] and to accommodate the elements i.e : Geotourism becomes one of the leading tourist attractions; Geotourism development can be a catalyst for community development[12]; People can feel the urgency of the geotourism area to be conserved [13,14,15]; Geotourism development can provide economic benefits[16].

Geotourism is defined as 'A combination of tourist goods, services, and infrastructures developed in a specific area in order to promote its geological and geomorphic heritage (archaeology, ecology, history etc.)'[17]. It is identified that there are three geotourism features, these include form aspect, process



aspect, and tourism aspect[18]. It is further explain that form aspect a⁸ landscapes, landforms, sediments, rocks, fossils; process aspect are tectonic activities, igneous process, weathering, erosion, and deposition; tourism aspect includes: attractions, accommodation, tours, activities, interpretation, planning & management. Thus, form aspect is geological forms; process aspect is processes that can be the main attraction of geotourism; while tourism aspect is tourism business activities, in which product is one aspect. This study focuses on examining the industrial aspect of geotourism products.

There are three vital aspects of geotourism that include: 1) facilities, 2) attractions and interpretation, 3) tourism products and services [19,17]. The third aspect is referred as industrial component[20]. This research evaluates the 3rd aspect which a⁶ 6 elements of CBT product related to the industrial element [21]. The six elements include: tour and travel services, transportation/access, accommodation, food and beverage (F & B), and merchandise; product packaging is not a commercial element, nonetheless it is a part and an essential aspect of travel services, therefore, assessed in this research.

The problems raised in this research are: what product elements specifically the industry aspect are needed by geotourists? The expected output of the research is the identification of the industrial elements of sustainable community-based geotourism products that can meet the needs of geotourists. Geotourism is expected to be one of the leading tourist attractions in Indonesia that can provide social a¹¹ economic benefits, and the communities understand the urgency of geotourism sites to be conserved. It is expected the research results could be used as a reference in developing geotourism products in support to sustainable tourism.

2. Methodolog³

The objective of the research is to identify the industry elements of geotourism products needed by geotourists which cover 6 aspects of CBT products. Batur geotourism area is located in Bali Province, Indonesia. Batur Mountain Caldera region has been registered by UNESCO as a member of Global Network Geopark Network (GGN) since 2012. There are 7 villages in Batur geotourism region consisting of: Kedisan Village, Batur, Buahon, Trunyan, Songan, Toya Bungkah and Penelokan. This research to identify geotourists' needs is a qualitative study using convenience samp⁶g method[22]. Data were collected by interviewing tourists who visited Batur ge¹²urism. The interviews were conducted following a semi-structured interview guidel⁵e (Table 1). Respondents are international and domestic tourists who visit Batur. The research uses 32 respondents whose profiles are presented in Table 2.

Table 1: Semi structured interview guideline.

N	Product element	Interview substance
1	Travel services	Travel arrangement; Information source
2	Transportation/Acc ess	In the villages; To the villages; Transportation mode
3	Accommodation	Types of accommodation; Facilities required; Service; Cleanliness
4	Food and Beverage (F&B)	Types of dining place; Types of food; F&B health & hygiene; Service
5	Souvenirs/ Merchandise	Types of souvenir; Size and its raw material --Labeling and wrapping; Souvenir selling technic
6	Product packaging	Length of stay; Pricing; Variation of attractions; and products/service

Data is analysed following procedures as follows: data from each informant is tabulated and classified. Subsequently, a comparison per category is made for all data obtained from 32 informants, thus, the data from each category can be identified, and the identical data that appear in different data sheets can be

removed. The next step is to identify the underpinning theme of the tabulated data; thus, all data can be classified into a category, and presented into its final table format.

Table 2: Respondents profile.

Category	Spesification	Total (%)	Category	Spesification	Total (%)
Age	≤24	38	Country	USA	13
	25-34	44		Germany	22
	35-44	3		Holand	6
	45-54	9		UK	3
	≥55	-		Spain	6
	No response	6		France	3
Profession	Management	13	Sweden	3	
	Operations	16	Australia	9	
	Professional	34	Hongkong	3	
	Others	25	India	3	
	No response	13	Indonesia	6	
Education	Primary Sc.	6	Denmark	6	
	High School	31	Brazil	6	
	Tertiary	56	No response	9	
	No response	6	Gender	Male	41
		Female		53	
		No response		6	

3. Results and Discussion

Tourism products are composed by multifaceted components not only tourist attractions but also all the supporting components of a travel experience including travel services, accommodation, souvenirs, transportation, facilities that support tourism, even the hospitality of local communities. Tourism product is defined as the total experience of tourists starting from the time of leaving home until back home again. All components are equally vital in delivering satisfying tourism products [23]. This study examined the industrial or the commercial aspect of geotourism products. The results, which are the six elements of the products identified could be used as a reference in developing the commercial elements of geotourism products in general, and spesifically in Batur. The results of the study are discussed separately in the following sections.

3.1. Travel services

Travel service is an essential element of CBT product; for the site, this could include the total management of the tourism site. For tourists, this service enables them to arrive in the premises and consume the products. Travel services comprise of travel arrangements which generally provide by travel agencies, which could also be directly undertaken by tourists.

Table 3: Results - Travel services

Product element	Interview substance	Results
Travel services	Travel arrangement	By myself: internet, friend; Travel Bureau & guide; Freelance: local people; Accommodation: hotel, homestay
	Information source	Friends; Family; Travel Bureau; Internet; Hotel

Tourists know Batur from various sources of information such as family, friends, internet, travel and their accommodation/homestay. Thus, these places and individuals should become medium when promoting and introducing Batur products. As for travel arrangements to Batur, many travelers organize their own trips or arranged by their friends; some are arranged by guides, travel organisers, by a freelance/local community, and by their host of their homestay/accommodation. This shows that the products can be channeled, and the sales network can be developed within this sphere.

3.2. Transportation/Access

Transportation/Access consists of access to tourist destinations which may be land, sea and air travel; as well as modes of transportation in the destinations; CBT usually prefer an environmentally friendly mode of transportation. In general, Batur could be accessed from outside by transportation provided by travel agent/guide, freelance/driver, motorcycle/car rental as well as taxi. For transportation in Batur many tourists choose 'walk'.

Table 4: Results - Transportation/Access

Product element	Interview substance	Results
Transportation/ Access	Transportation in the villages	Driver or guide; Car; On tours; Hiking; Walking; Motorcycle/scooter
	Transportation to the villages Transportation mode suitable in the area	Hotel transport; Driver/Guide; Taxi; Car; Motorcycle Car and driver; Motorbike/scooter/motorcycle/trail Motorbike; Walking; Taxi; By car; Helicopter

Walking and hiking are sustainable modes for going around Batur to support green tourism, it is also highly feasible considering the area of Batur is not too wide. Another option is to follow a tour with a driver or a guide. Riding a motorcycle is also a good choice but to be able to ride comfortably and to enjoy a ride on a motorcycle needs to avoid the sand mining trails that use large trucks and spread a lot of dust.

3.3. Accommodation

Accommodation can be a lodging with or without services, which ranges from economy to luxury class accommodation.

Table 5: Results – Accommodation.

Product element	Interview substance	Respondent's response
Accommodation	Staying over in Batur	No; Yes (only 3)
	Types of accommodation suitable for the place	Villa; Homestay; Resort; Nothing
	Sufficient lodging available in Batur	Yes; Don't Know/Not yet; No; Not near lake
	Facilities that should be available in lodging in Batur	No; ATM; Toilet/Better Toilets
	Services in the accommodation	Yes, ok: Batur has beautiful view / landscape (only 3 respondents stayed in Batur); Not Available
	Cleanliness in the accommodation	Yes, Not applicable

The majority of respondents come to Batur only to make the climb, only a few who stay overnight in the area of Batur. These tourists want to see Batur, not only come at dawn for climbing and leave immediately after finish. For accommodation in Batur travelers suggest to provide villas style, homestays and resort hotel, but some consider accommodation is not necessary in Batur. Each option represents the needs of different market segments. Budget travelers prefer homestays, tourists who want accommodation and luxurious facilities in the wilderness choose resort hotel, however, for investors to invest in a resort hotel in Batur are exposed to a high enough risk as Mount Batur is still active[24]. There is a note from an informant argue that accommodation should not be built around the lake because it will disturb the natural nuances of Lake Batur. Lastly, the majority of respondents satisfy with the cleanliness and the services in the accommodation.

3.4. Food & Beverage

Food & Beverage include meals and drinks ranging from those provided in luxurious amenities in large restaurants to street food vendors. Tasting local culinary is a unique experience for tourists, nevertheless, the health and hygiene of food and drink served are critical issues associated with community-based tourism.

Table 6: Results - Food and Beverage (F&B).

Product element	Interview substance	Results
<i>Food and Beverage (F&B)</i>	Meals arrangement	Restaurants; Hotel; Travel Bureau/Tour Guide/Arranged Trip (Breakfast); Buy in local Restaurant; Eat out warung; Tea on the top very good; Going eat in town; Self arranged
	<i>Types of dining place</i> expected to be available in Batur	Vegan Reastaurant; Restaurant; Warung; Relaxation place for dining/pub; Hotel; None
	<i>Meals provided by homestay - host</i>	No (8 responses); Yes (7); Only breakfast
	<i>Types of food</i> expected to be available in Batur	Balinese food/Local Foods/ Traditional; Vegan; Lobster; Nasi Campur; Hamburger; Lunch; Not applicable
	<i>Food safety and Hygiene</i>	Yes (the majority); Not Sure; Don't know yet; Sometimes
	<i>Services in the restaurant</i>	Yes (good service), helpfully, nice; Not applicable; Don't know yet

The choice of tourists on dining place is quite varied; it ranges from a classy hotel, restaurant, and pub for dinner with a relaxed or luxurious atmosphere up to a simple dining at a food stall. Tourists who love stalls say that she always chooses a busy shop crowded by many local people because it shows the decent quality of food sold in the place. It is confirmed that many tourists like Bali traditional food. The need for special food such as vegetarian/vegan is also expressed although the market size could not be identified, nevertheless, it is important for restaurants and food stalls to provide non-meat dishes. There are also tourists who claim that Batur does not require a place to eat or drink, maybe this is expressed by tourists who come to Batur just to climb, and have their rest and refreshments outside Batur.

For the item regarding the choice of 'food provided by homestay owners', there is a balanced response between 'yes' and 'no', there is also a statement 'only breakfast' from a respondent. This shows that homestay has an opportunity to provide food and drink services. The majority stated that food is clean and safe, although some said they are unsure regarding the matter. This shows that food hygiene and

cleanliness are adequate, nevertheless, food and drinks providers need to be cautious and careful regarding food hygiene and cleanliness.

3.5. Souvenirs/Merchandise

Souvenirs/Merchandise is a valuable keepsake for tourists that reminds them about the places that have been visited. Souvenir purchased by tourists can be a source of income, creating job opportunities for local residents, preserving the craftsman skills. Selling souvenirs in a persuasive way can be a medium of communication for tourists and the local community.

Table 7: Results - Souvenirs/ Merchandise

Product element	Interview substance	Results
<i>Souvenirs/ Merchandise</i>	Souvenir is important	Yes, Its nice; No, Not Important; It can brrr... our finance
	<i>Souvenir should be made of material</i>	Wood; Gold and Stone; Yes, volcano rock, local materials, handicraft - unique hand made by locals with nature ingredients; No, About Experience; doesn't matter, (we can take wood/food)
	<i>Size of souvenirs</i>	Size not important, doesn't relate to size small, no, because every size has their own uniqueness; Size is important: small saries to take home, small size, cause off luggage in plane, small size, because back packing
	<i>The importance of labeling and wrapping</i>	No (7 respondents) good looking is everything; Yes (8 respondents): because souvenir reminds about the destinations; shows what the souvenir made from; because, it makes me feel that gifts were belongs to me; shows where you get from
	<i>Souvenir selling technic</i>	Gift Shop, store, discretely; Not Pushy, When We Asked For, With Hospitality, stop hassle, be nice; Local sellers; Yes, because is better cheap; Don't know bubble plast

Some participants stated souvenirs are important, and some said it is not necessary. And there is one participant who claimed that buying souvenirs can disrupt their financial situation. Some countries have rules that restrict certain materials to be brought into the country. However, there are countries that do not limit the bringing of food or goods made of wood to the country. Respondents suggest souvenirs are handicrafts made from local materials, e.g. volcanic rock. Some respondents want small souvenirs to be light and could easily be carried in the trunk for example in the form of scarves. However, some assume size does not limit because each size has its own uniqueness. Associated with souvenir labels, most participants expressed that labels are important for different reasons, such as: knowing what are the goods made from, where are they made, sometimes the immigration officers at the airport need to know the information. Some stated label is not important because a souvenir will show its own essence. In selling the souvenirs, various expressions shown, these for example: souvenirs should be offered in a polite manner and no coercion. Some suggested that souvenirs should be sold in stores and a respondent said they should be sold at a low price.

3.6. Packaging

Product packaging provides an economic value and delivers consistent quality for tourists, a source of differentiation with other products, and brings benefits to product providers. A Valuable package is a well coordinated, planned, attention to detail, and a harmoniously combined product component, which could include: major attractions, accommodation and transport.

Most respondents stated they stayed for half a day in Batur, some stated 1 day and some others stated 2 days. Ideally, they declare: only to climb 1, 2, 3 and 4 days as an option. Sometimes tourists are limited by the length of their visas; as tourists often visit Batur or Bali as part of their long journey to visit various

regions and countries. Nevertheless, in general the availability of rich and various tourist attractions will extend the length of stay of tourists. Respondents mention some attractions that can be developed for the purpose, these include: activities in the open space associated with nature such as flying fox, horseback riding; the other activities suggested are cooking class, however, there are respondents who consider the activities do not need to be added.

Packaged products are preferred as an option because the price is fixed and the product becomes cheaper. Those who choose un-packaged product argue that sometimes in packages there are components that are preferred and disliked; as tourists come from different places and have different preferences.

Table 8: Results - Product Packaging

Product element	Interview substance	Results
<i>Product Packaging</i>	<i>Length of stay in Batur</i>	Half day; 1 Day; 2 days
	<i>The ideal length of stay</i>	Just for climbing, 1 day, 3 Days; 2-3 days; 4 days
	<i>Activities to do for a longer stay</i>	Yes, such as City Life ; Yes, such as more outdoor activities, riding horse, Natural Activities such as fly fox; Yes, such as Cooking class; No
	<i>Products being packaged and priced</i>	No, not tailor, package, because not to get overpaid and more visible price; Yes, tailor made, because if the package there are several destinations that liked and some are not; the tourists is not only from international. But also from domestic people; Booth, better to have the option Yes, depends on what activity want to join
	<i>Variation of attractions and products/service</i>	Ye, that is enough (6 responses); No, not really (4 responses), Not sure

There are tourists who suggest to provide both packed and taylor made to give tourists the choice. For the variation of tourist attractions in the package, respondents' answers vary: some stated that there are enough variation, some said need more variation, and some are in doubt, therefore in deciding the variation of attractions in the package need to consider other supplement information.

In general, eventhough industrial element is regarded as supporting facilities, it actually could also become an attraction of a tourism site. This was expressed, in which staying overnight in a luxurious hotel amid the wildemess of the nature is an attraction. This might also be resulted from the efforts exert by luxurious hotels to keep the guests entertained and occupied during their stay [25]. Similar with food and beverage, local culinary is tourist attraction of the place which is an authentic experience which stays in the memory of the travellers[26].

Batur has several places to eat that serve delicious food, these for example: Floating restaurant, Puri Bening, but there are some places that offer food which standard needs to be improved. Therefore, the request of tourists about a place to eat and relaxing such as a pub that provides delicious food at affordable prices, a place to relax in the afternoon/evening is answered.

4. Conclusions

In regards to tourism products/services ² which are the output of the industry elements could be summarised as follows: for travel service, many travelers organize their own trips or arranged by their friends; some are arranged by guides or travel organisers, by a freelance/local community, and by their host of their homestay/accommodation. Three types of accommodation are identified: homestays, villas and resorts which represent a variety of market segments. For transportation, while some express a preference for driving around with cars and motorcycles, there are many who have a preference for eco-

friendly mobility modes: walking, hiking and trekking. For a place to dine, similar with the choice of accommodation, the preference of dining place ranges from a simple place such as food-stalls, in the homestay to luxury in the restaurant/pub and hotel. There are many who are fond of traditional Balinese dishes, nevertheless, some express the needs of western dishes such as burgers, vegan/vegetarian food is also requested to be provided. For souvenir, respondents suggest they are handicrafts made from local material and should be offered in a polite manner.

The research results show that there are various products which are the output of the industry elements desired by tourists in Batur representing the needs of different market segments and accommodating the sustainability of nature. These needs are arisen and inspired by local culture. The necessity to offer an assortment of products packages is indicated to provide plentiful options for tourists, to lengthen tourist's stay, and also to introduce various product components available in Batur.

Observing the results of the study, it is recommended to introduce and promote Batur holistically in a web-site or brochure. Up-grading and establishing the industry element and organize appropriate facilities and infrastructure to support geotourism tourism are imperative.

ACKNOWLEDGMENT

The research is funded by Kemenristekdikti through the research scheme of Developing Applied Product. It is a pleasure to express our thanks and gratitude to P3M of Bali State Polytechnic. We also would like to express our deepest appreciation to all those who contribute us in order to complete this research within the given time.

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