

Tourist Attractions of Batur Geotourism, Bali

by I Wayan Basi Arjana

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¹¹ I Wayan Basi ARJANA
Politeknik Negeri Bali, Indonesia
wayanbasiarjana@pnb.ac.id

⁸ Ni Made ERNAWATI
Politeknik Negeri Bali, Indonesia
madeemawati@pnb.ac.id

I Ketut ASTAWA
Politeknik Negeri Bali, Indonesia
ketutastawa@pnb.ac.id

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Abstract:

For the geotourism development to be success, it is imperative for management to recognise the specific needs of its market niche. This study aims at identifying geotourists' needs, particularly in the aspect of tourist attraction which is the main part of tourism products by evaluating tourists' perceptions on attraction¹¹ at Batur geotourism in Bali in Indonesia. This is a qualitative study using in-depth interview as data collecting method. The respondents are international and domestic tourists who have visited Batur, selected using convenience sampling. Based on their preference of geotourism experiences, two types of geotourists are identified: 'Professional-geotourists' prefer to explore, take more challenging tracks, enjoy nature in seclusion, accept existing facilities, enjoy local foods and mingle with locals; whilst, "Amateur-geotourists" are interested in fun-trekking choosing less challenging routes, enjoy nature with friends/families to have fun, prefer more developed facilities and variety of foods. Batur-climbing is the most popular, tourists do not know most other attractions; therefore, Batur attraction theme and image need strengthening by developing new and refining the existing attractions and communicate them through an integrated promotion program. The aspect of nature and local hospitality are identified to be preserved for locals and the authenticity of the attractions at the geotourism site. The changes expected are major¹¹ in infrastructure with a blended to nature design as preference. The identification of geotourism attractions a case of Batur could be used as a reference by Batur stakeholder in developing the products. Text of the abstract: The abstract should summarize the content and conclusions of the paper in less 200 words, focusing on what your research is about, what methods have been used, and what you found out.

Keywords: geotourists' needs; geotourism products; market niche; tourist attractions.

JEL Classification: Z32.

Introduction

Apart from the commercial purposes of offering products that could satisfy customers thus gaining profit, geotourism development has few important missions related to the sustainability of both nature and culture. The development of geopark in Indonesia has three main focuses: conservation, economic development and community development (Oktariadi 2016). Geotourists belongs to a niche tourism market that has specific needs (Claver-Corte's, Molina-Azor'n and Pereira-Moliner 2007); therefore, knowing their interests, subsequently meeting their needs are vital.

Internationally geotourism only began to receive attention¹¹ since the last ten years (Mamoon 2011). The existence of Geotourism in Indonesia is relatively new, Batur is the first geopark registered into the Global Geopark Network (GGN) in 2012 (Igan, Sutawidjaja, Abdurahman, Bachtiar, and Kurnia 2012). Thus, providing geotourism experience and managing geotourism site professionally are new ventures. One vital aspect of managing geotourism is offering attractions appeal to geotourists. This study intends to contribute to geotourism development, by identifying attractions for geotourists particularly for Batur Geotourism. It assessed tourism attractions preferred

by geotourists and supporting aspects required for the visitors to have quality geotourism experience. The results of the study could be used as a reference to assist stakeholder in developing geotourism specifically in Batur; as it is expected geotourism would become one of the leading tourist attractions that could provide social and economic benefits, promote conservation, and prevent the misuse of the mountain wild areas (Voda, Jendra, Ruki 2019, Voda, Torpan and Moldovan 2017, Voda, Moldovan, Torpan and Henning 2014).

1. Literature Review

1.1. Geotourism and Geotourist Attraction

Geotourism is a sub-section of nature tourism (Dowling and Newsome 2006), which receives more attention and becomes popular in the last decade (Mamoon 2011); this was triggered by the fact that tourists' interest in geotourism increases (Gray 2004). Geotourism is defined as, the provision of facilities, interpretations and other services that enable tourists to gain knowledge and understanding of the geology and geomorphology of a geotourism site, which is not solely for the purpose of appreciating beauty but also to contribute to the development of Earth Sciences (Hose 2008). Dowling and Newsome (2006, 3) discuss more specifically of the landscape and explain that geotourism attractions include: 'geology and geomorphology, and natural resources which include: landscape, landforms, fossil beds, rocks and minerals, with an emphasis on appreciating the processes that are creating and created such features. In line with the various geotourism perspectives discussed earlier, Dowling and Newsome (2006) identified three geotourism aspects that include: Form aspect: landscapes, landforms, sediments, rocks, fossils; Process aspect: tectonic activities, igneous process, weathering, erosion, and deposition; and Tourism aspect: attractions, accommodation, tours, activities, interpretation, planning and management. The first and second aspects which are geological forms and processes can become the main attraction of geotourism, while the last item is tourism business activities. This research focuses only on the attraction of geotourism.

Geosite is a specific area, where the geological heritage is located, while geopark is a large-scale area that may have other types of attractions and heritage such as archaeological, ecological, historical and cultural sites. UNESCO's Global Geoparks Network (2006) defines geopark as: a national nature reserve that includes a number of vital, rare, or aesthetically pleasing geological sites. This heritage geology site is part of an integrated concept of conservation, education and development. A geopark reaches its goal in three domains: conservation, education and geotourism. Geopark represents an effort to conserve nature. According to Farsani *et al.* (2010), the establishment of geopark is not only important for the conservation and enhancement of the quality of various geotourism activities, but also could improve the local economy by increasing employment opportunities, developing local production, and providing an alternative source of income for the region around to geopark.

1.2. Geotourist Attraction

In general, 'Travel significantly impacts individuals' personal growth broaden life perspectives and way of thinking, promote an open mind, increase knowledge and wisdom' (Hazra, Suarta, Sukmawati, Damayanti 2019). The Travel Industry Association of America (TIAA), sponsored by National Geographic (2002) conducted a study specifically on Geotourism - the new trend in travel. The study examines tourists' attitudes toward geotourism experiences and identifies 16.3 million (29.6%) tourists as Geo-savvy whose profiles are: young people, highly educated, and environmentally conscious. Whilst, Fiorello and Bo (2012) conducted a study on community-based ecotourism and identified the special needs of natural-based market segment. Mamoon (2011) in his study identifies five main geotourist intrinsic motivations that include: breaking away from the chaotic daily activities, relaxing, enjoyment, feeling of adventure, and acquiring knowledge. Whilst, the main geotourist extrinsic motivation focused on identifying and recognizing the intrinsic motivation by the individual/traveler concerned. Thus, it can be concluded that the motivation of geotourism activities primarily embedded in a person, in other words the activity is valuable for her/himself.

Mamoon (2011) explains the actions of geotourist recreational activities include exploring caves, climbing and glacier hiking. Briefly and clearly Newsome and Dowling (2010) describe geotourism as a form of nature tourism that specifically focuses on geology and landscapes to promote geotourism sites and the conservation of geological diversity and understanding of the earth sciences through appreciation and learning achieved by visiting to geological sites, geo-trails and view-points, participating geological activities, and sponsoring geosite centers. Reynard (2008) discusses a wide range of geotourism activities which include: facilities, attractions, products and services consumed by tourists in order to enjoy and understand geological forms, landscaping and the formation process from the beauty and science viewpoints.

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2. Methodology

The objective of the research is to identify tourist attractions as an aspect of tourism products needed by geotourists within the context of Batur Geotourism. Mount Batur is located in Bangli regency in Bali, Indonesia which has a caldera measuring of 13.8 10 km, wherein lied a crescent-shaped lake. Batur region has a spectacular mountain view, many hot springs, a valley of unique geological rock-outcrop that was formed during the eruptions. Batur is also rich in cultural and biological diversity that could become supporting tourist attractions. Officially, Batur Mountain Caldera region has been established by UNESCO as a member of Global Network Geopark Network (GNN) since September 2012.

There are three vital aspects of geotourism that include: 1) facilities, 2) attractions and interpretation, 3) tourism products and services (Hose 2008, Reynard 2008). This research evaluates the aspect of attraction in respect to meeting customer needs, accommodating the aspect of sustainability for both nature and culture, as well as the economic benefits gained by the locals. This research to identify geotourist needs and desires is a qualitative study using in-depth interview and convenience sampling method (Howell 2013). Respondents are international and domestic tourists who visit Batur. The number of respondents is 32 people whose profiles are presented in Table 1.

Table 1. Respondent profile

Category	Specification	Total (%)	Category	Specification	Total (%)	
Age	≤24	38	Country	USA	13	
	25-34	44		Germany	22	
	35-44	3		Others Europe	27	
	45-54	9		Australia	9	
	55≥	-		Hongkong	3	
	Unknown	6		India	3	
Gender	Male	41		Indonesia	6	
	Female	53		Brazil	6	
	Unknown	6		Unknown	9	
Profession	Management	13		Education	Primary Sc.	6
	Operations	16			High School	31
	Professional	34	Tertiary		56	
	Others	25	Unknown		6	
	Unknown	13				

Data were collected by interviewing travelers who have completed geotourism activities at Mount Batur, Penelokan, and the lodging. The interviews were conducted following a semi-structured interview guideline (Table 2) that could be further developed to extract more detailed and specific information.

Table 2. Semi structured interview guideline

No	Product element	Interview substance
1	Attractions	Types of attractions, variety, current attractions of Batur, prospect of new attractions, and local involvement during products delivery
2	The supporting aspects of attraction	The sustainability of culture and nature; People: hospitality, participation, benefit gains; Facilities and amenities: roads, path, toilet, sewerage, litter, health and safety, cleanliness, communications.

Data is analysed following a procedure as follows: data from each informant is tabulated and classified into 2 categories: geotourism attractions and its supporting aspects which include: sustainability, people, facilities and amenities. Subsequently, all data obtained from 32 informants was merged into two categories; followed by data sorting for the same data to be eliminated; thus, meaning can be drawn.

3. Discussion

Tourism products are composed by a complex component not only tourist attractions but also all other supporting elements of a travel experience including accommodation, services, souvenirs, transportation, other tourism supporting facilities, and surely the hospitality of local communities. The pervading elements of change and authenticity are two important aspects need to be evaluated in the products. Authenticity is required by tourists as attraction, whilst, for the local community, it is the basic element of tradition that supports the survival of a society.

Changes in society are required by local communities to adjust with the environment and in order to survive. The changes in term of infrastructure and facilities improvement, in turn benefits and provides ease and comforts for visitors. In this current study, geotourism products are studied from attraction point of view and its related aspects.

3.1. Attractions

Attractions include substance that attracts tourists to visit a tourist place that can be nature, buildings, natural phenomena, and events. The aspect of attraction in this research is assessed from 3 measurements including: the attractions of Batur, prospect of new attractions and local involvement during products delivery.

There are various tourist activities that could be enjoyed in Batur which are centered around Mount Batur. Nonetheless, only a minority of respondents enjoy and explore Batur more holistically including the areas around the mountain, the lake, the community, the dwelling, and the local life. There is a tendency that tourists know Mount Batur climbing as the only tourist attraction in Batur, therefore, there is a need to introduce the other Batur's tourist attractions, such as: the geomuseum, hot spring bath and pool, Batur Lake, Batur Temple, the landscape of geological morphology, the ancient village of Trunyan, Selfie point, Batur farming, the trekking route with various choices of challenge, cycling. There is no respondent mentions about Batur arts, tourists are more attracted to experience the nature, nevertheless, some respondents are attracted to the unique way of farming and life of local community.

Mount Batur climbing has 4 starting points; the most popular is the Pura Jati Starting Point Trek. The climb is very crowded, there are about 300 climbers every day. The climb generally begins at 4 am, in order for the climbers reaching the top of the mountain at 6 o'clock to watch the sun rise. With many participants, climbing in the early hours giving the impression of a mass tourism activity, one research participant commented on the lack of personalised element of service, it is expressed: 'do not line please with too many people and more privacy'. The diversification of Batur climbing is essential to anticipate the various level of climbers' professionalism, as well as to ease the perception of mass climbing by rerouting climbers to few different treks.

Some participants consider there are enough tourist attractions in Batur, however, some tourists suggest to provide more option for a better variation and mix of tourist attractions. The unique opinion is that some tourists think star-hotel in Batur is an attraction. It indicates that staying somewhere in the wild is an attraction, a comfortable even luxurious stay in the wild not just a functional - modest lodging to spend the night.

The participation of Batur local community in tourism activities especially at the aspect of attraction management, the majority of informants stated local involvement is high in their tourism activities. Even though, some participants stated that their trip to Batur is not organised by local, however, almost all the climbs to Mount Batur is escorted by guides who are members of local community. Local involvement is not only for the benefit of local, local expertise and knowledge contribute in delivering the aspect of authenticity in the product.

3.2. Amenities

Amenities and the supporting facilities form the environment wherein tourism products are provided, which preferably a home-like amenity needed when tourists are not at home. Support facilities are usually government facilities provided at the tourist site, for example: toilets, reminder and notice boards, shopping spots, roads, information centers, telecommunication and emergency facilities.

In general, some respondents stated the facility is decent. The element that is critical and drawn many comments is toilet. There were respondents who stated that it is necessary to build more toilets, especially in some locations along the climbing route. The toilets to be bright-clean is also an emerging topic. But there are some who claim the availability of the toilet is sufficient. Related to other facilities, there are respondents who suggested to build paths and pave the track, this shows that tourists intend to do hiking and not climbing; professional climbers appreciate nature as it is. The need for ATM machines for banking purposes is indicated by respondents, it is necessary to get the attention of the CBT managers to follow-up for the banking facilities to be available in Batur.

3.3. People

People's awareness is also an environment wherein tourism attractions are provided, a positive attitude of tourists and local community who have both direct and indirect contact that creates a conducive to tourism atmosphere. For the residents' hospitality, there is a valid response that locals are friendly which is conveyed by various expressions. The opinions of tourists about the local community are generally well articulated with various expressions such as: friendly, kind, helpful, family, and hardworking.

3.4. Authenticity

Authenticity is an experience searched by travellers, therefore needs to be maintained and preserved. In the context of tourist destination, authenticity is the genuineness that reflects the local culture that is shaped by man-made in a form of traditional buildings, rituals and traditions, as well as the natural environment. The substances identified by most respondents to remain authentic that show the essence of Batur include: the nature and the hospitality of the local people; as expressed: 'don't make for tourist', 'the hospitality of local people and the coolness of atmosphere', 'don't ruin the countryside'.

3.5. Sustainability

The main aspect of authentic identified that need to be preserved are the natural environment as well as the hospitality of the local community. The natural of Batur that exist at the present time needs to be maintained, and the existence of various impermanent buildings that give the impression of scruffy look in various places need to be tidied up, to keep Batur natural. The tourism supporting facilities required should be built, centralized and zoned at some strategic locations which are easily accessed by tourists or public, but matching and supporting the natural beauty of Batur.

The expected changes are in the areas of facilities and infrastructures such as roads, walkways, bathrooms and toilets, resting points, more attention to hygiene, cleanliness; but there are respondents who say that everything is enough. For technology, although there are 1 respondent who does not agree with the use of technology, but most argue that the use of technology is a natural thing, which usage needs to be managed. The attraction of the lake should be developed but with a thoughtful planning in order not to damage the landscape and the atmosphere, these for example by devising an integrated structure for a lake viewing, fishing, and selfie point. Keeping in mind that tourists who love nature are tourists who avoid crowds, therefore, the landscaping design should include the availability of 'pockets' and 'slots' that provide a seclusion and 'privacy' for visitors to enjoy the lake, the mountains, and the valley in peace and to build that connectedness with nature. The attractions should also include substantial activities for visitors.

Geotourism attractions should highlighted one strong theme and detailed with activities to do and to see for visitors. In case of Batur this would be Batur climbing with its detailed: the viewing of the sun rise, the magical smoke and cave, the flora and fauna, and having breakfast atop the mountain. The main theme needs also to be enriched to provide various and plentiful options for guests; in case of Batur, these could be: walking around the village, biking around and exploring the rock and landscape, or simply enjoy the tranquil of Ulun Danu Temple and Batur lake or fishing, dining at the lake side restaurant while enjoy the view, immerse in the life of local and observing the unique way of Batur farming. Above all, the practice of sustainability in tourism is critical to be observed especially when dealing with nature, therefore it is essential to identify environment issues and take affirmative actions to resolve.

The current Batur attractions could be touched up, further refined and synergised into an impressive geotourism site wherein various attractions and climbs are available for amateurs and professionals; a geosite that is completely free from sand mining activities; taking for granted the mild climate; vast and magnificent view of the landscape; exploring the area for the unique flora and fauna, traditional life of Batur and Batur farming, the lake, the temple; the institutionalised establishment for geo-scientist – the Geo Museum; with the buildings, structures and facilities are organised and regulated as a part of the area is a conserved forest.

Conclusion

Based on geotourists' preference, broadly, there are two types of geotourists identified: firstly, Professional geotourists prefer to explore, take a more challenging track, enjoy the original state of nature in seclusion, accept the existing essential facilities and amenities, enjoy local foods and mingle with locals. Secondly, the Amateur geotourists are interested in trekking choosing a less challenging route, enjoy nature with friends or family wanting to have fun, prefer more developed facilities and amenities, indicate a desire for more variety of local culinary as attraction.

Although Batur has many tourist attractions, not many tourists know about it, mostly come for half a day just for Batur climb which results in a short tourist stay. Observing the results of the study on tourist attractions, it is recommended to introduce and promote Batur holistically in a web-site or brochure, for a longer length of visit. Upgrading, establishing and organising the required facilities and infrastructure to support geotourism are imperative. Introducing several trekking routes are vital to meet the needs of various levels of climber professionalism.

A synergy among the different kinds of attractions currently available or will be invented in future should be developed to strengthen Batur image, this could be in a form of product standardisation as well as promotion

collaboration either off or online media for the whole Batur. As solid Batur could draw more attention, lengthen visitors' stay and better customers' service. This initiative could be undertaken by local government or the management of Batur tourism. This research assessed a topic which is a part of geotourism; nonetheless, other topics such as tourism impacts, host-guest interaction, and the other industrial aspects need to be examined to devise community and other stakeholder with a holistic knowledge on developing geotourism.

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