

## Geotourism Product Packaging at Batur Geotourism Site in Bali Indonesia

I W B Arjana<sup>\*1</sup>, N M Ernawati<sup>2</sup>, I K Astawa<sup>3</sup>

<sup>1,2,3</sup> Tourism Department, Politeknik Negeri Bali, Badung Indonesia

wayanbasiarjana@pnb.ac.id\*, madeernawati@pnb.ac.id, ketutastawa@pnb.ac.id

**Abstract.** This article discusses geotourism product packaging at Batur Geotourism Site in Bali, Indonesia. It is based mainly on secondary data of two previous studies and a focus group discussion (FGD) for verification of the perceived elements forming the geotourism product of Batur identified during the two earlier studies conducted in the area. The findings indicate that two categories of geotourism product package revealed. The first is the package for amateur geotourists who want to visit Batur for fun and the second is for professional geotourists who prefer to explore Batur. It is expected that the results of this study can contribute in packaging geotourism product for visitors to broadly at any geotourism site and specifically in Batur. Academically it could supplement the existing literature on packaging geotourism product.

**Keywords.** Packaging, geotourism product, product element, amateur, professional, supplement

### 1. Introduction

The availability of attractive products matching the tourist wishes and needs is essential in attracting visitors to stay longer in a destination. Quite a large number of visitors come to the Batur geotourism site at an approximate of 300 people per day for sun-rise trekking on Mount Batur, however, the majority of them only stay not more than a day in this geotourism area, and only a few of them stay overnight to explore and enjoy the site of Batur Geotourism[1]. Aligning the product to the desires of consumers is very important, especially for geotourist which is a niche market that requires specific needs [2,3]. Besides, tourists will enjoy staying longer if there is something interesting to see and to do. Batur geosite has actually a very vast potential to do so as it has plenty of interesting supporting attractions besides the sun-rise trekking. The beauty of Batur need to be well packaged. It has many attractions to offer – Batur is considered to be one of the most beautiful caldera in the world [4]. Batur region has plenty of geotourism attractions, among others: lake, landscape, the form of geological rock outcrops that were formed during eruption, as unique tourist attraction. Batur is also rich in cultural diversity and biological resources that have the potential to become supporting tourism attraction [5].

Academics such as [6]; [7]; [8] argue that tourist attractions play a very important part in extending tourist stay. Hence, what then became the reason for visitor not to extend their stay in Batur geotourism site? One reason that is assumed to be the cause of geotourists not staying longer in Batur is that there is a lack of geotourism products that match geotourist needs. The way to make products available and attractive is by packaging the product components as it can create value for a tourism destination. This is in line with the statement that value creation can be determined by the specialization through the

creation of products targeted toward specific market segments [9]. Geotourism product packaging can play an important role in influencing visitor's decisions to buy as it can communicate many things from what they can see and do to enjoy and explore the place. It could be argued that packaging product is critical as the study revealed that very small percentage of tourist stay overnight at Batur Geotourism and product packaging is one of the solutions [1], hence, packaging is tool to attract tourist to extend stay in Batur. With regard to efforts to extend the stay of tourists in Batur, this study was conducted to examine the type's geotourism product package available in Batur that matches the geotourists need.

## **2. Batur Geosite**

Geotourism is a relatively new to Indonesia, even internationally geotourism has only just begun to get attention and has been extensively studied since the last ten years [12]. It is described as a form of natural tourism that specifically focuses primarily on geology and landscapes to promote geotourism sites and geo-diversity conservation and understanding of earth sciences through appreciation and learning, which is achieved through: special visits to geological sites, use of geo-trails and viewpoints, geological activities, and sponsoring the geosite center[13].The scope of geotourism activities broadly including: facilities, attractions, products and services consumed by tourists in order to enjoy and understand the shape and landscape of geology and its formation process from the point of view of beauty and science[14]. While the product is a vital element that plays a role in the success of tourism development [15].

Geotourist is a niche tourism market as part of alternative tourist with specific need [3]. The Travel Industry Association of America (TIAA), sponsored by National Geographic (2002) [16] conducted a study of Geotourism - The New Trend in Travel. The study identified tourist attitudes towards geotourism experiences, and identified 16.3 million (29.6%) tourists as Geo-savvys (geotourism fans) with profiles: teenagers, highly educated, and environmentally conscious. A study is conducted on community-based ecotourism identified nature-based market segments with special needs [17]. It is explained that tourist attraction which is a recreational activity of geotourist including caving, climbing and glacier hiking [12].

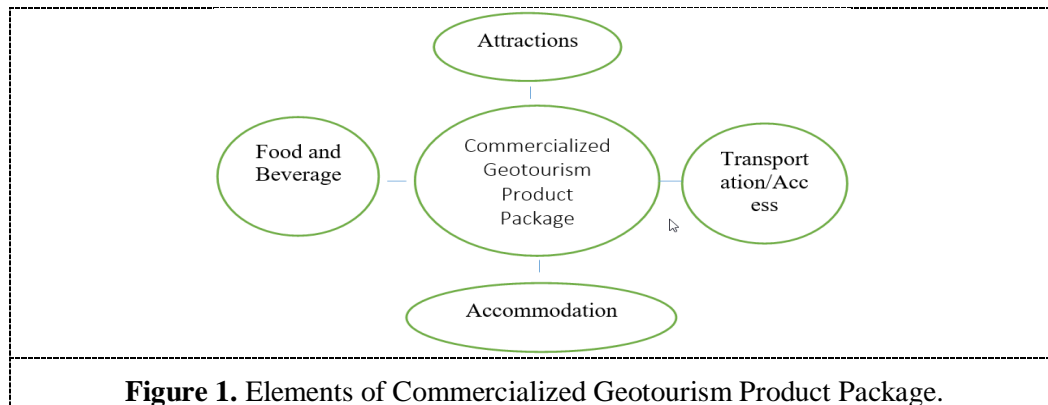
Geotourists are identified as amateur geotourists and professional geotourists. Amateur is defined as a person who is incompetent or inept at a particular activity, and professional is as a person competent or skilled in a particular activity [18] therefore, it could be argued that amateur geotourist is a visitor who is motivated to visit geosite to have fun and professional geotourist is a visitor who want to do more exploration in geosite.

## **3. Product Packaging For Geotourism**

When a geotourist plans and books a tour to a geotourism destination, they are buying an experience comprised of a range of geotourism product elements. A package, from a tourism perspective, is the linking of a number of individual products/services into a single experience, typically for a single price [19]. In this study, geotourism products are viewed from a holistic perspective as a package that can be defined as the total experience of geotourists during their visit to the geotourism site starting from the moment they leave home for geotourism site, during their stay on the geotourism site, to returning backhome or place of origin where they originally lived.

Geotourism products are formed by all elements not only tourist attractions but also all supporting elements of a travel experience including elements of transportation, accommodation, food and beverage, souvenir. For the development of sustainable tourism, there are vital elements of geotourism products that contribute namely: community hospitality, communication / promotion and packaging, intensity and aspects of change to develop, while facilities and infrastructure are the foundation and context of geotourism attraction. However, geotourism product to be commercialised could be classified into two: 1) attraction, 2) industry components which include: transportation, accommodation, and F&B [1]. In line with this statement it is argued that the major components of a tour package are transportation, accommodation, attractions and meals [20].

Therefore, in this study the elements of geotourism products to be packaged into commercialized geotourism package includes: attractions, transportation/access, accommodation, food and beverage.



**Figure 1.** Elements of Commercialized Geotourism Product Package.

Attractions, include substances that attract tourists to visit a tourist place that can be in the form of nature, buildings, natural phenomena, and events.

Transportation /access, consisting of access to tourist destinations that may be traveling by land, sea and air, as well as the mode of transportation within tourist destinations, particularly for CBT usually chosen environmentally friendly transport modes.

Accommodation, can be in the form of lodging with and without services, with ranges from economy-standard to luxury accommodations.

Food & beverage (F&B), including eating and drinking starting from those provided with luxurious facilities in large restaurants to food vendors on the roadside. Trying local cuisine is a unique experience for tourists, but hygiene and cleanliness of food and beverages is a critical related to community-based tourism.

It is identified that generally, visitors want to stay exploring and enjoying Batur ranging from 3 to 4 days [1]. Therefore, this is to be considered in providing product package in Batur.

#### 4. Research Method

This article is developed mainly based on secondary data of two previous studies conducted in Batur geotourism site followed by a focus group discussion (FGD) for verification of the perceived elements forming the geotourism product of Batur identified during the two earlier studies. The first research is qualitative study on geotourism products - a visitor perspective in Batur geosite. The second study is quantitative study assessing geotourism product that could be provided by the local community - a local perspective in the area of Batur geotourism site. Lastly, is discussion of geotourism product descriptions resulted from previous studies conducted through a focus group discussion (FGD) mechanism.

The purpose of the current research is to identify the geotourism produk packages needed by geotourist and available in Batur geotourism site. Geotourism product elements to be identified for geotourism packages include: geotourism attraction and supporting elements consisting of accommodation, food and drink, transportation.

The FGD was attended by representatives of stakeholders of the Batur geotourism site namely: local communities, village leaders, related government offices in Bangli Regency (Tourism and Culture, Industry and Trade, Environment), Batur Global Geopark Manager, Center for conservation of natural resources, communities and tourism service providers community in Batur geotourism site. Input obtained from FGD participants was integrated into the results of the study to enrich and refine the results of the two earlier studies.

#### 5. Results And Discussion

##### 5.1. Result

The package designed for the amateur geotourists and the professional geotourists is presented in Table 1.

**Table 1.** Formatting sections, subsections and subsubsections.

Tourist Type	Amateur Geotourist	Professional Geotourist
Attractions	sunrise trekking, walking, cycling, swimming in hot spring, selfi, wellness tourism (yoga), boat ride.	more challenging climbing routes off the beaten track, trekking to Trunyan, Batur twin peak trekking, camping along the caldera, crater trekking, Jungle Trekking.
Accommodation	2/3 star hotel, Boutique hotel	Homestay
F&B	Restaurant	Warung
Transportation	car with driver	motor cycle 4 willed jeep

## 5.2. Discussion

### 5.3. Attraction

The earlier studies identified that attractions offered to tourists in Batur consist of: Activities: Hiking, Trekking, Walking, swimming, cycling; Natural beauty: mountain and lake Batur, sunrise at the peak of Batur, a landscape with rocks formed from Tumuli Lava; Culture, namely: lifestyle, local culinary, traditional agriculture, hospitality; heritage - Pura Hulun Danu.

Amateur geotourists prefer lighter activities and hiking, enjoy view and and landscape. sunrise trekking, walking, cycling, swimming in hot spring, selfi, wellness tourism (yoga), boat ride as this type of visitors are considered incompetent or inept at a particular activity [18]. However, professional take a more challenging climbing routes off the beaten track, these such as trekking to Trunyan, Batur twin peak trekking

### 5.4. Accommodation

Amateur geotourists prefer well standard service, so that accommodations which are good for them are 2/3 star hotels or boutique hotels. These types of accommodation was identified in the previous studies to be available in Batur as quality accommodation to fulfill the main function as a place of rest and sleep for tourists who have included elements of fulfilling their needs for comfort, beauty and aesthetics. While boutique hotel was identified as luxury class accommodation that also functions as a tourist attraction in Batur which offer luxurious accommodation and use hot and cold swimming pools designed naturally to blend in with the nature of Lake Batur as an attraction.

Whereas, accommodation for professional geotourists is homestay as it will meet the character of the this type of geotourist who is accepting less developed facilities, basic quality service, and they are mostly interested in having a chance to connect with local. In the studies conducted earlier, homestay was identified as a budget-standard accommodation to fulfill minimum functions as a place to rest and sleep for tourists. So homestay is a good option for professional geotourists to stay in geosite.

### 5.5. Food and Beverage (F&B)

Amateur geotourist need well standard services, this make them more enjoy dining in restaurants. This kind of F&B provider which is identified to be available in Batur geosite as dining places with standard, clean physical structures (buildings, furniture, equipment and cutleries) which give rise to aesthetic and beauty values; excellent service; professional-looking and uniformed staff; international food or ethnic international food (for example: Thai food, Mexican, Italian, vegetarian, etc.); primary service,

reasonable prices; comfortable and elegant nuance [21]. Therefore, restaurants could meet the tastes of amateur geotourist.

However professional geotourists prefer Warung as they are interested in a novel experience of tasting local food. The earlier studies identified that the types of eating and drinking places have features as simple but clean physical structures; the service offered is good; providing local cuisine (Bali, Indonesia); use local raw materials and recipes; targeting budget travelers; simple and comfortable nuance[21]. This could match the preference of professional geotourists to their interest in novel experience especially local food.

### 5.6. Transportation

Among the transport modes available in Batur car with driver could matched amateur geotourist as they need a better facilities and can enjoy destination like in their home. While for the professional prefer motor cycle, 4 willed jeep. This enable them to do more exploration to Mount Batur area. In the previous studies it was identified that transportation within the geotourism site: walking, hiking and cycling as modes of environmentally friendly transportation, and motorbike as a tourist preference for exploring Batur. While transportation to Batur: transport hotels, car with driver / guide, travel, bicycle motorcycle / scooter. In the FGD, some added Jeep as a mode too.

## 6. Conclusion

In terms of availability and needs of geotourism product elements and geotourist types it can be concluded that packaging geotourism products in Batur can be identified into two categories of geotourism product packages, namely: geotourism product packages for amateur geotourist and geotourism product packages for professional geotourists. The amateur and the professional have a wide gap generally in the aspect of attraction. The amateur prefer lighter activities and hiking, enjoy view and landscape, swimming, better facilities like road, toilets, etc., need well standard services, this forexample dining in restaurant, staying in 2/3 star hotel or boutique, car with driver. The professional take a more challenging climbing routes off the beaten track, accepting less developed facilities, basic quality services giving a chance to conect with local. These such as trekking to Trunyan, Batur twin peak trekking, eating in warung, motor cycle for transport, staying in homestay. The results of the study can be used as input for Batur geotourism stakeholders in providing a product package for geotourists, which is part of an effort to extend tourist visits. For academic implications, the results of research can enrich knowledge about tourism, especially packaging products for geotourists.

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