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Tourists' Perception of tourism facilities concept based on geotourism at UNESCO Global Geopark Batur Bali in Indonesia

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Abstract. The first global geopark in Indonesia, which UNESCO recognizes, is Batur Geopark. Batur Geopark is located in Kintamani, Bangli District, Bali Province. The main attraction of Batur Geopark is the lake which is an active crescent-shaped caldera resulting from the volcanic activity of Mount Batur in the past. Geopark integrates geological heritage management with the cultural heritage of an area for three primary purposes, namely conservation, education, and sustainable development. Since being designated as a Geopark in 2012, geotourism activities in Batur have continued to grow, and tourism supporting facilities in the vicinity have continued to grow. This research aims to investigate the facilities concept based on geotourism in Batur Geopark that would be analyzed by three-element of tourism facilities concept based on geotourism. The method used in this research is a mixed method. The qualitative method is done by direct observation, interviewing five stakeholders, tourism guide, local communities, academics, geologists, and tourism experts. While the method quantitatively is done by spreading digital questionnaires by google form to tourists. The questionnaire contains questions to assess tourist perceptions regarding tourism facilities concept based on geotourism. There were 32 respondents selected accidentally during the fieldwork in September 2021. The results of the surveys are therefore evaluated using statistical approach descriptive. The results show that the three elements of tourist facilities based on the concept of geotourism are quite good but need to be improved in several parts and maintained to improve the economy and quality of tourism in the area.

1. Introduction

The theme of “geotourism” and “geoparks” have attracted among scholars in the last decade. Geotourism is has been acknowledged as potential in the tourism sector as it offers new fascination for geological and geomorphological attractions and destinations [1]. A prior literature remarked that Geotourism as a system that engages the geological dimensions of tourism and involves local community including culture, accommodation, tourism activities [2]. The issuance of a Geotourism is essential in promoting sustainable development dimensions by incorporating with natural resources and culture, local communities as an attempt to enhance welfare [3]. Geotourism can be grouped into natural-based tourism and ecotourism, however, geotourism concerns on geosite [4]. Geotourism is decided as a remarkable opportunity to drive economic enhancement and sustainable development in geoparks [5]. Geopark as a geotourism destination has acquaintance with sustainable development. The fundamental rationale is that it elaborates with regional sustainable development and cultural conservation as well as to preserve of geological heritage. Geotourism in geopark also enables local enterprises creation and promotes a new source of income generation [6].

In the Indonesia context, Geopark Batur Bali is the first geopark that has been acknowledgement by UNESCO. Batur Geopark is located in Kintamani, Bangli municipality, Bali Province in Indonesia. Covering an area of 370.5 km², at an altitude of 920-2152 m, Batur UGG presents two volcanic calderas and a comprehensive volcanic landscape. The main tourist attraction of Batur Geopark is the lake which is an active crescent-shaped caldera resulting from the volcanic activity of Mount Batur in



the past. Batur erupted at least 22 times, shaping a stratovolcano, one of the 127 active volcanoes in Indonesia, and a component of the Pacific “ring of fire”. With double-calderas and a crescent-shaped volcanic lake (7 km long, 1.5 km wide), Batur is well-known as the greatest caldera in the sphere. Batur UNESCO Global Geopark (UGG) Indonesia purposes to create a harmonizes concept of geological, biological, and cultural diversity through the essence of conservation, education, and sustainable development in local communities. This uniqueness, endemic flora and fauna, and original Balinese culture reflect a remarkable incorporation of Earth heritages [7], [8]. Geopark integrates geological heritage management with the cultural heritage of an area for three primary purposes, namely conservation, education, and sustainable development [9].

Since being designated as a Geopark in 2012, geotourism activities in Batur have continued to grow, and tourism supporting facilities in the vicinity have continued to grow. Dealing with this issue, it is essential to enhance products that have an acquaintance with in the tourism sector to promote a better welfare. Therefore, facilities are crucial for supporting the success of tourism sites. Tourist facilities take a pivotal role to show the quality of tourism and the needs of tourists [10]. Facilities are services that support the convenience of tourists in traveling, such as information centers, telecommunications, drinking water, toilets, trash bins, nameplates, park benches, and so on. Destinations that provide attractions but do not have facilities tend not to be able to maximize the economic benefits of tourists, whereas destinations that develop facilities without attractions will also be in vain due to a lack of visitors [11].

The grouping of tourism facilities is divided into accommodation, reinforcing amenities, and tourism auxiliary provisions [3]. Accommodation is the primary important for tourist that can be provided to meet the needs and wants of a person where tourists can rest, stay, eat and drink [12][13][14]. Accommodation is an important factor for any type of tourism segmentation. Local small-scale accommodation is suitable for environment-friendly tourism development in an area. It can elaborate the participation of local community in supporting the tourism sector [15]. The tourism auxiliary provision is the primary element to meet his/her needs and wants while overtaking tourist attractions. According to the theoretical estimation, in regulating the tourism facilities undergoing the main dimensions that have been cited, i.e., accommodation, supporting facilities, and tourism auxiliary facilities (see Table 1).

Table 1. Geotourism Elements for tourist purposes

Facilities	Indicator
Accommodation	Hotel / lodging, eating venues, entertainment provisions
Support Facilities	Parking areas, restrooms, hygiene, and safety components, convenience stores, worship venues, souvenir and shops
Tourism Auxiliary Facilities	Visitors service, information center, sign board

For this matter, there is a need for a better understanding related the tourist perception among facilities. In particular, this research aims to investigate the facilities concept based on geotourism in Batur Geopark in Bali of Indonesia that would be analyzed by three-element of tourism facilities concept.

2. Methods

This study was provided at Batur UNESCO Global Geopark (UGG) in Bali of Indonesia. This research adopted a mixed method to gain a better information and understanding toward this phenomenon. The qualitative approach is conducted by incorporating a direct observation and interviews with five stakeholders: government, local communities, academics, geologists, and tourism experts. While the method quantitatively is provided by involving online questionnaires undergoing Google form towards 32 tourists at Batur UNESCO Global Geopark (UGG) in Bali of Indonesia. The

questionnaire covers indicators to evaluate tourist perceptions toward tourism facilities for geotourism. This study a closed questions with different types of answers: yes; no; and neutral.

There are three elements in the questionnaire including accommodation, support Facilities; auxiliary provisions. Furthermore, the respondents were asked for the characteristics including age, sex, level of education, occupation, area of origin, motivation or reason of tourism, duration of stay and number of visits in Batur UNESCO Global Geopark (UGG) of Bali in Indonesia. In this research, there were 32 participants involved accidentally during the fieldwork in September 2021.

The data of the surveys were obtained and further analyzed by employing statistical approach descriptive [16] Descriptive statistics analysis was performed for the average elements of tourist facilities. The statistical calculation will be provided in the research results on the concept of geotourism-based tourist facilities.

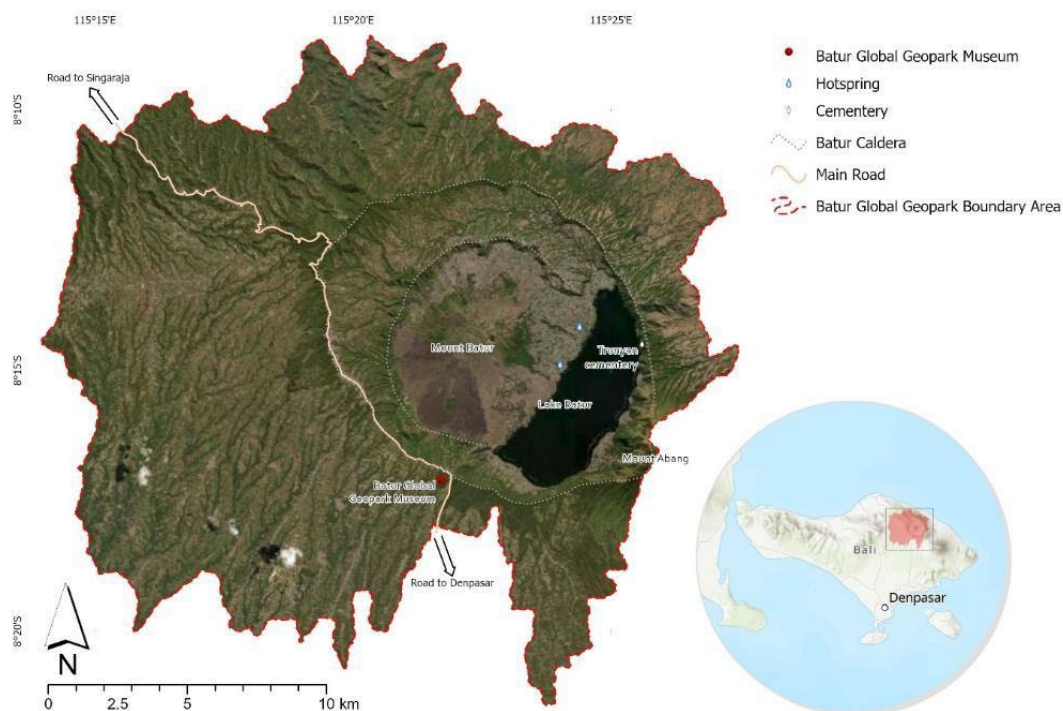


Figure 1. Location of Batur UNESCO Global Geopark (UGG), Bali, Indonesia

3. Results And Discussion

3.1. Demographic of respondents

The participant involved in this study were 32 respondents with majority of women with 81.3 percent. The participant in this study were ranged from 15-25 years old (62.5%), 26-35 years old (34.75%), 36-45 years old (3.12 %) and more than 46 years old (3.12%). The majority of respondents came from other provinces in Indonesia as much as 93.75 percent, while small percentage from same province but not the same regency. From the tourist background, it can be seen that respondents ranged from elementary school (3.1%), senior high school (34.4%) and university (62.5%). From the occupation of visitors, most of them concern at private company workers with the percentage of nearly 39 percent and approximately 19 percent as entrepreneurs. Other findings suggest that most tourist were university students with a percentage of 43.84 percent and others are teachers, students, content

creator, influencer, housewives and unemployed, respectively. The participants who visited to Batur UNESCO Global Geopark (UGG) has the purposes for vacation between work from home during Covid 19-pandemic and 15% of the respondents come for business affair within the duration of one up to two days visit only. The tourists' have motivations and reasons for visiting volcanic and geothermal it can be differentiated into two categories: (i) recreation, tourism and adventure, and (ii) science, study, and research [17]. Additionally, the tourists visit Batur UNESCO Global Geopark (UGG) for their first time (67%), while others mention more than three times (16%), two times (6%) and between three up to five times (11%). More than 80% of participants overtake Batur UNESCO Global Geopark (UGG) with any tourist guide, only 19% of without tour guide services.

3.2. Knowledge on Geotourism Elements of tourist facilities

3.3. Accommodation

Accommodation is one of the essential elements in the tourism sector as well as the economy in the whole [17]. Service development and services encourage the principle of geotourism to involve people who develop strategies that are creative and innovative [18]. In order to know respondents' accommodation, we ask seven questions. The accommodation statement in this research is provided in Table 2.

Table 2. Statement of accommodation (n=32)

Accommodation	Yes (%)	No (%)	Do Not Know (%)
1. Easily find lodging places	93,8	0,0	6,2
2. Easily find places to eat muslim / non muslim	84,4	6,2	9,4
3. The existence of a calendar of an event (event of culture) which held every schedule determined	37,5	28,1	34,4
4. Involve in managing and not damaging the beauty and authenticity of the site	90,6	0,0	9,4
5. The attendance of fascinating and educational media of interpretation, such as the museum of history	90,6	0,0	9,4
6. Visible engagement of local communities who can manage environment and for the region	75	9,4	15,6
7. Special suspicion tasted by tourists after overtaking the tourist areas	96,9	0,0	3,1

According to the result, most of the respondents answer that they are easy to find lodging in the Batur area UNESCO Global Geopark (UGG) 93.8% of respondents. Many lodging options such as hotels, villas, homestays, and the current trend is Glamping (glamorous camping), a new innovation in the accommodation sector and is favored by the millennial generation. Most of these accommodations are managed by local residents as well as local investors who invest their capital to build accommodation facilities in the geopark area.



Figure 2. Glamping (glamorous camping)



Figure 3. Villa

The provision of facilities is a commercial business whose scope of activities is provide dishes and drinks for the needs of tourists in a tourist place [19]. 93.8% of tourists, especially Muslim tourists, agree that it is easy to find halal food in cafes and restaurants spread across the geopark area. In addition to providing halal food, the place to eat also serves Bangli regional specialties, namely Gurame nyat-nyat. Almost all restaurants and cafes are competing to offer special flavors of delicious food, authentic kintamani coffee, and exotic natural scenery views. Restaurants and cafes in the tourist area of Mount Batur have a strategic site, on the edge of the mountain Caldera and is presented with stunning views of Mount and Lake Batur.

However, for the existence of a calendar of events, tours, culture, and festivals in the Batur UNESCO Global Geopark (UGG) area, many tourists do not know it, they only carry out tourism activities around the geopark only based on tour packages offered by travel agents on websites and social media. Tourists also incorporate in maintaining and not destroying the beauty and authenticity of the area (such as by reducing the use of plastic in minimarkets and restaurants at the Geopark Batur Bali tourist attraction).

Geotourism is currently a form of treasuring for the denotating and uniqueness of biodiversity. The geological heritage that exists in an area is able to enhance environmental awareness through attemption to introduce conservation activities to tourists. 90.6% of respondents agree that they are willing to participate in maintaining and not destroying the beauty and uniqueness of the geosite in the area around the geopark.

Understanding the geosite as an entire will help humans comprehend the history of the earth, so that there is raising issue for the protection efforts carried out by the community circumstance. Interesting and educative media interpretation supports edutourism activities, such as exploring the geopark history museum for tourists from among students and students. 90.6% of respondents agreed that the existence of a geopark museum is one of the main attractions of edutourism in the geopark area.

Community participation is needed in realizing sustainable tourism in geopark areas. 75% of respondents agree with the participation of people living in Kintamani District, Bangli Regency in geopark management. This can be seen from the involvement of residents who are able to take advantage of physical conditions as economic activities and support tourism activities such as residents who provide guide tracking services for Mount Batur, jeep lava tours and others. Residents also feel they are responsible for conserving existing geosites by not erecting permanent buildings in geosite spots.

96.9% of tourist respondents get a special impression after visiting Batur UNESCO Global Geopark (UGG), they feel visiting tourist attractions that provide diverse experiences, experience outdoor learning activities in geosites, biodiversity and cultural diversity as well as local wisdom of the people around the geopark. In addition, tourists who take the jeep tour package also get an adventurous tourist experience while being able to watch the sunrise from the best part of Mount Batur.

3.4. Support Facilities

Supporting facilities are facilities that complement the main facilities, which can make tourists tend to enjoy and comfort with the current landscape. Tourists use the provision of reinforcing facilities to achieve their needs and wants, such as parking lots, prayer rooms, rest room, souvenir shopping stores, seats, and so forth. The position of underpinning facilities is usually provided in a venue that is easily accessible by tourists. The information of supporting facilities is illustrated in Table 3.

Table 3. Supporting Facilities (n=32)

Support Facilities	Yes (%)	No (%)	Do Not Know (%)
1. Easily find parking space	100	0,0	0,0
2. Easy to find means of Cleanlines	90,6	6,3	3,1
3. Easy to find musholla	37,5	40,6	21,9
4. Easy find toilet	96,9	0,0	3,1
5. Condition of toilet is adequate and feasible use	84,4	9,4	6,2
6. There is a shopping shop souvenir	84,4	6,2	9,4
7. The presence of security posts in tourist areas	56,3	21,9	21,9
8. The existence of facilities such as seating, and playground	46,9	31,3	21,9
9. There is a consciousness of tourists about environmental conservation in an educational manner	96,9	0,0	3,1
10. The engagement of local communities in the development	78,1	6,3	15,6

The provision of parking spaces is intended improve the safety and comfort of tourists who bring private vehicles or rental vehicles such as minibusses and jeep tours while traveling in the Batur UNESCO Global Geopark (UGG) area. All respondents in this study in agreement that the ease of finding parking spaces in the geopark area, both around viewpoints, cafes and restaurants, and in some of the best selfie spots and several geosites. Local residents manage the existence of parking through POKDARWIS (Tourism Awareness Group) in several villages in the geopark area.

The percentage of tourists who agreed with the existence of Cleanliness facilities in the geopark area was 90.6%, and the rest answered no and did not know. In spots that are crowded with tourists, cleaning facilities such as trash cans have been provided and put to good use by tourists who come to visit. Whereas in protected forest areas, areas close to residential areas and temples, trash bins are very rare, and people just throw/pile up their garbage and then burn it. It is still necessary to increase the capacity of the community and better tourists in disposing of waste and managing existing waste so that cleanliness is always maintained. A clean circumstance also promotes a greater attention for tourist to enjoy in a tourism site [20].

The existence of places of worship is also a crucial in enhancing the tourism facilities. The fundamental reason because spiritual needs such as carrying out worship cannot be postponed even though they are traveling. The existence of mosques / prayer rooms / places of worship of religions other than Hinduism (the majority religion in Kintamani, Bangli Regency) is rarely found in geopark locations. A total of 40.6% of respondents answered that it was not easy to find a mosque/musholah and 21.9% of respondents answered that they did not know. This is indicated by the residents of Kintamani District in the geopark area which are predominantly non-Muslim, so that Muslim worship facilities are not yet available.

The furnishing of other reinforcing facilities that is required by tourists when traveling is a rest room. The rest room is a public space that is needed by everyone and is a core part of the tourism environment. 96.9% of respondents agree with the ease of incorporating with rest room facilities in every tourist spot. 84.4% of respondents stated that the condition of the toilets is suitable for use, cleanliness is also quite good, so that tourists do not hesitate to use toilet facilities in the geopark area.

Shopping activities, especially souvenirs are one of the tourist attractions that can increase the largest income for local communities, the more tourists spend their money at tourist sites, the more income for residents and local governments. 84.4% of tourists stated that it was easy to find a place to buy souvenirs such as at the geopark art market. This art market was built to facilitate to bring order to the traders who are around selling merchandise in the form of souvenirs and jaeruk kintamani around the Penelokan view point and the coffee shop parking lot.



Figure 4. Public facilities, Art Market on Batur UNESCO Global Geopark (UGG), Bali, Indonesia

The presence of security corner is crucial in tourist destinations due to security is one of the tourism services. Approximately 56.3% of participants (3.04: local residents) agree with the existence of security corner in the geopark area. Security posts can be found at geopark museums, viewing points and retribution posts. Meanwhile, areas close to villages and settlements are mostly guarded by Pecalang (customary police).

The existence of facilities to be able to sit back and relax and play areas for children that are safe and comfortable provide opportunities for visitors to feel more relaxed and can improve the quality of human life. 46.9% of respondents find it easy to get a relaxing seat like a gazebo at several view points. However, some feel otherwise, because many of the existing relaxing seats have been commercialized, for example, to become a hangout in cafes and coffee shops that offer a relaxing place but have to buy the food/drinks provided. Play facilities such as playgrounds are almost non-existent in the geopark area, only swing spots in some spots.



Figure 5. Public facilities, View Point on Batur UNESCO Global Geopark (UGG), Bali, Indonesia



Figure 6. Coffee shop

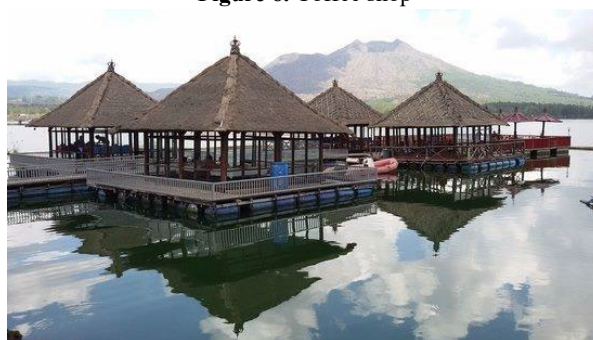


Figure 7. Resto apung

The role of geotourism is to help tourists incline knowledge and information of natural and geological resources to protect them. In general, participants in this research (96.9%) believe that the tourists' awareness of the value can promote to educative conservation. This is due to the fact that when tourist more aware about positive and negative influence, it will affect to the behavior.

Numerous tourism opportunities are conserved for sustainable use in the future and can allow advantages to the community [21].

The pivotal thing that makes Batur UNESCO Global Geopark (UGG) better today is the involvement of the community in developing tourism and preserving the existing geological heritage. Community engagement in the process of planning, preserving and enhancing geoparks for the welfare of the community and maintaining existing local wisdom. 78.1% of respondents agree with community participation in managing the area. Community participation in managing the area will result in economic activity of services and tourist products of tourists while in tourist locations.

3.5. Tourism Auxiliary Facilities

In this study, what is meant by tourism auxiliary facilities include a) direction boards to geoparks and geosites, b) the existence of a tourist information center (TIC), c) supporting services for tourism activities around the geopark such as car rental, jeep rental, camping equipment rental, and others, d) the involvement of the local government and the community with the support from the central government to incline and manage the area well in the geopark area and e) a special intention is felt received obtaining the availability of underpinning facilities in the area. Statement of tourism auxiliary supporting facilities is presented in Table 4.

Table 4. Tourism Auxiliary Facilities (n=32)

Tourism Auxiliary Facilities	Yes (%)	No (%)	Do Not know (%)
1. Directions board to geopark, directions to geosite	90,6	3,1	6,3
2. There is an information center in the tourist area	87,5	3,1	9,4
3. The presence of visitor services around the tourist area	68,8	9,4	21,9
4. Availability of supporting equipment for tourist activities	62,5	15,6	21,9
5. Presence of local government and community engagement with support from the central government to promote and manage the region well	84,4	0,0	15,6
6. A special impression is felt after getting the availability of supporting facilities	87,5	0,0	12,5

There are 90.6% of tourist respondents who agree that there are many directions to tourist attractions, geosites and selfie spots and they are easy to find. Unfortunately, there are too many board directions from the owner of the villa, restaurant and coffee shop. This makes the impression is not neat and stacked on top of each other. It was even covering the signboards made by the local government along the road to the geopark. It would be better if there were not too many signposts, but there could accommodate various destinations, such as those in the Canggu and Seminyak areas.

Tourist information center is required for tourists to show the location, attractions, lodging, entertainment center, maps, and so forth [22]. As many as 87.5% of tourists stated that they agreed with the ease of finding a privately owned tourism information center (TIC) (tour and travel bureau) that was easy to find physically and advertised through social media, or who placed advertisements along the Penelokan-Kintamani road. However, the rest answered that they did not agree and did not know because the government-owned TIC building did not appear to have any service activities during the pandemic.

Various kinds of tourism activities will be promoted by the facilities and services presented by the local community in the geosite area [23]. Provision of adequate tourism support equipment, able to increase the motivation of tourists to carry out activities at tourist attractions, especially special interest

tourism activities such as tracking to the top of Mount Batur, jeep tours around 'black lava' (former eruption of Mount Batur in 1963) and boat tour around Batur lake.

In addition, currently the number of young tourists from the millennial clan is also often found in the geopark area. The trend of increasing young tourists is a global phenomenon. This statement is confirmed by UNWTO data which states that young tourists contribute as much as 20% of all trips in the world. Likewise, what happened at the Batur geopark during the COVID-19 pandemic did not diminish the enthusiasm of tourists to visit the geopark. Batur UNESCO Global Geopark (UGG) is one of the most crowded places visited by local tourists during the pandemic because it offers outdoor tourism, so many tourists feel safer and more comfortable traveling.

Facilities that are of interest to young tourists when visiting the Batur geopark include staying at glamping, then trekking or renting a jeep to the top of Mount Batur, then culinary tours of typical Kintamani coffee and nyat-nyat carp, which are widely available in restaurants and coffee shops around Penelokan area.

4. Conclusion

The level of tourist satisfaction with tourist facilities that support geotourism activities at Batur UNESCO Global Geopark (UGG) received a good response. Only in some parts need to be continuously improved in terms of quantity and quality. The best tourist perceptions in assessing existing tourist facilities include satisfaction with the many and varied accommodation options, cafes, restaurants, parking lots, toilets and gazebos at viewpoints, board direction, ease of finding halal food, and increased tourist knowledge through increased tourist knowledge the existence of museums. As a medium of learning and educational tourism, tourists have new awareness related to environmental conservation and cultural heritage. Based on the survey, several things need to be added, such as places of worship, child-friendly playgrounds, tourism information centers, and improving the quality of waste management services and security posts that need to be increased. Realizing a world-class geopark is not easy, but it does not mean it is impossible. It requires good cooperation with various geopark stakeholders such as the government, community, media, academics, and the private sector to manage facilities that support geotourism activities. And then to be able to realize sustainable tourism that will prosper the nation.

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