

PLANNING THE DEVELOPMENT OF SPECIAL INTEREST TOURISM IN THE GEOPARK AREA OF MOUNT BATUR, KINTAMANI, BANGLI REGENCY

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Abstract

In Bali, one of the tourist attraction areas that has potential and opportunities for geopark development is the Kintamani area. Hundreds or even thousands of tourists have visited to see the natural beauty around Mount Batur, Kintamani. The problems in this research include (1) Why is the Mount Batur Geopark in Kintamani, Bangli Regency categorized as a special interest tourism destination?; and (2) What is the perception of tourists regarding the Mount Batur Geopark area in Kintamani, Bangli Regency as special interest tourism? This research uses a qualitative research type and approach. The reason for using a qualitative research design is because essentially it is observing people in their living environment, which in this case is the community around the Mount Batur Geopark area in Kintamani, Bangli Regency. The data analysis technique used was qualitative data analysis techniques with an interactive model from Miles and Huberman. The research results show (1) The reason the Mount Batur Geopark in Kintamani, Bangli Regency is categorized as a special interest tourism destination is because the Mount Batur Geopark has 3 (three) tourism beauties which include geodiversity, biodiversity and culture. Tourists really like different and unique views compared to natural attractions in other areas; and (2) Tourist perceptions of the Mount Batur Geopark area in Kintamani, Bangli Regency as special interest tourism are very good, while tourists' perceptions of amenities are less good.

Keywords: Development, Planning, Special Interest, Tourism.

A. INTRODUCTION

As an effort to preserve geological heritage and at the same time obtain sustainable benefits for the welfare of local communities, the concept of development through the development of geoparks is now an attractive option, including in Indonesia in general and Bali in particular (Hermawan & Brahmanto, 2018). The development of geoparks began with the formation of a non-governmental organization aimed at protecting geological heritage in European countries called the European Geopark Network (EGN) in 2001 (Wardana et al., 2022). Furthermore, the United Nations Educational, Scientific and Cultural Organization (UNESCO) facilitated and formed an organization that was able to accommodate more member countries so that the Global Geopark Network (GGN) was formed in 2004 (Samodra, 2017).

According to (UNESCO, 2014) geopark is an area that has outstanding geological elements including archaeological, ecological and cultural values in which local communities are invited to participate in protecting and improving the function of natural heritage. Through geopark, the geological heritage is used to encourage public awareness of the issues they face related to the dynamics of the earth that occurs (Amelia & Pakpahan, 2016). The

community can appreciate the existing heritage more and have the awareness to maintain the heritage.

Based on the GGN-UNESCO guidelines (2014), the purpose of a geopark is to explore, develop, appreciate, and benefit from the close relationship between geological heritage and other aspects of natural heritage, such as culture, and values in the area. To achieve its goals, a geopark has clearly defined boundaries and has a large enough area for local economic development (Rahadyan, 2019). Thus, at least three important activities take place in the geopark, namely: conservation, education, and geotourism (Sisharini, 2014).

In Bali, one of the tourist attraction areas that has the potential and opportunity for geopark development is the Kintamani area. Hundreds or even thousands of tourists have visited to see the natural beauty around Mount Batur, Kintamani. The visit of tourists has provided various job opportunities for local people and new experiences for tourists. Various tourism activities and facilities have also been developed by the government, private sector or local communities. This has resulted in changes in people's lifestyles, both socially, culturally and economically. As a result, tourism development in Kintamani also has positive and negative impacts.

On September 20, 2012, Batur Caldera was designated and successfully entered into GGN-UNESCO in Geopark Auroca, Portugal during the 11th European Geopark conference. The increasing number of tourist visits to Bangli after 2012 is certainly the influence of Mount Batur's entry as an international geopark network recognized by UNESCO (Dewi and Nugroho, 2014).

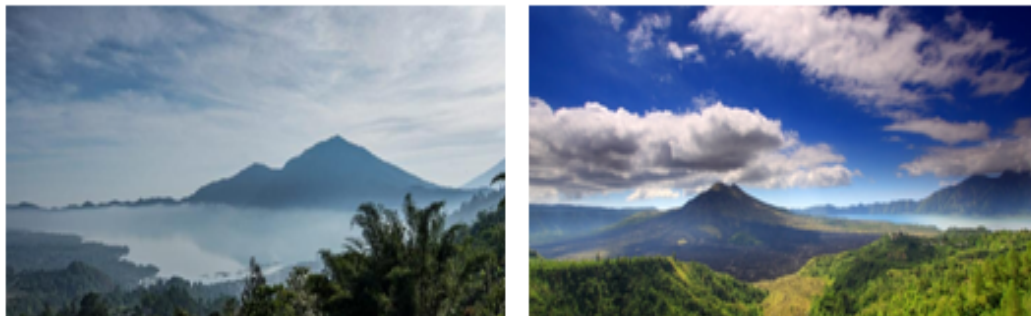


Figure 1. Mount Batur area in Kintamani Bangli-Bali is designated by UNESCO as a Geopark or Earth Park.

Since the Kintamani area officially entered the GGN, the name Batur Global Geopark began to be popularized by the government, as evidenced by the existence of promotional media. Batur Global Geopark successfully entered the GGN because the Batur Kintamani area is one of the most beautiful calderas in the world. The beauty of the Batur Caldera is supported by several strategic places or spots so that it is possible to see the entire beauty of the caldera, mountains, lakes, expanse of geological heritage, and traditional villages along with their cultural and biological diversity (Sudana & Mahadewi, 2015).

Basically, a geopark is a form of earth park that has been developed in several countries (Humaedi et al, 2021). Geopark development is based on aspects of conservation, education and aspects of developing local economic value through tourism (EGN, 2015). The development of Batur Global Geopark has 4 main concepts, namely the environmental concept, the concept of volcanic tourism, the concept of culture and the concept of ecotourism (Handoyo et al., 2012). The concept of volcanic tourism in Batur Global Geopark integrates tourism development in Kintamani with the existing heritage site and also develops the Batur Volcano Museum (Nasution et al., 2021). The Batur Volcano Museum functions to

support geopark activities and can also be an attraction for tourists. In the cultural concept, the development of the geopark adapts to the culture of the people in Kintamani. For the ecotourism concept, the development of Batur Global Geopark pays attention to environmental sustainability through tourism with the involvement of the community, government and private sector.

The development of the Batur Global Geopark area provides more diverse tourist attractions to tourists in Bali because it creates alternative tourism that has never been developed before (Saputra & Gede, 2016). Tourists can enjoy the beauty and at the same time gain knowledge about the importance of nature conservation from a tourist trip to Batur Global Geopark. The process of making the Kintamani area known as Batur Global Geopark begins with the planning, management and evaluation stages. However, when viewed from the conditions that occur in Kintamani, the management is not optimal. The local community seems indifferent to the ongoing situation as if the community is not involved in the development of the geopark.

In fact, the involvement of local community participation is a requirement for sustainable development. This is important because the local community has and knows all the potential in their area. If the community is not involved, it can certainly cause conflict and also result in unsustainability in Kintamani. Based on the background that has been stated above, the formulation of the research problem is presented in the form of questions as follows (1) Why is the Mount Batur Geopark in Kintamani, Bangli Regency categorized as a special interest tourism destination?; and (2) How do tourists perceive the Mount Batur Geopark area in Kintamani, Bangli Regency as a special interest tourism area?.

B. LITERATURE REVIEW

Tourism Products

According to (Sudiarta, 2019) tourism products as an important component in the tourism industry include three aspects known as triple A (Attractions, Amenities and Accessibility). Tourism products can be interpreted as anything that can be sold as a tourism commodity (Noho et al., 2020).

Attractions are objects that have an attraction to be seen, watched, enjoyed that are worthy of being sold to the tourism market (Bulan et al., 2021). Attractions are often interpreted in two components, namely as tourist objects and tourist attractions. Tourist attractions are something that can be seen through shows and often require preparation and even sacrifice to enjoy them (pay) (Iin, 2020). In contrast to tourist objects that can be witnessed without preparation. According to Law Number 10 of 2009 concerning Tourism, what is meant by tourist attractions is anything that has uniqueness, beauty, in the form of diversity of natural wealth, culture, and man-made products that are the targets or destinations of tourist visits.

In addition to attractions, other tourism products include amenities, namely all kinds of facilities that support tourism activities, such as: restaurants, hotels, cafes, communication facilities, information boards, money changers and others. Insurance services are often needed, especially for types of tourism that have a high risk of accidents. The existence and completeness of various types of facilities are absolute prerequisites for increasing tourist visits to a tourist attraction. In other words, even though the tourist attraction is considered quite good, if it does not have a guarantee of adequate facilities, tourists will gradually abandon it.

The last tourism product is accessibility, in the form of infrastructure that allows tourists to visit a destination (object). In this context, facilities and infrastructure are built so that tourists can reach the object safely, comfortably and properly. This is what distinguishes it

from the economic domain which provides facilities and infrastructure so that the products sold can be distributed so that they can be reached by consumers.

While the tourism domain of facilities and infrastructure is built so that consumers can visit tourist attractions so that they can buy the product. Thus accessibility causes tourists to reach tourist attractions easily, safely, and comfortably.

Special Interest Tourism

Quality tourism or called new tourism by Faulker (Gunawan, 2017) is said to be (1) more sophisticated and experienced tourists; (2) really like planning their own trips; and (3) traveling independently. Other characteristics are spontaneous, flexible in arranging travel arrangements, more motivated to find tourist attractions with special interests such as water tourism, adventure, and generally rich and looking for original (unique) experiences and their trips are short of one tourist destination. The form of special interest tourism is translated from Special Interest Tourism. This form of tourism when viewed from the tourists is tourism with tourists in small groups or groups (Fandeli, 2018). Special interest tourism can focus on two aspects, namely cultural aspects and natural aspects which are explained as follows:

1. Cultural Aspect

In the cultural aspect, tourists will focus their attention on dance, music, art, crafts, traditional patterns of society, specific economic activities, archeology and history.

2. Natural Aspect

In the natural aspect, tourists can focus on flora, fauna, geology, national parks, forests, rivers, lakes, beaches, seas and the behavior of certain ecosystems.

In principle, special interest tourism is related to adventure, where tourists physically drain their energy and there is an element of challenge that must be done, because this form of tourism is often found in remote areas, such as tracking, hiking, mountain climbing, rafting on rivers, and others. This special interest in tourism is also associated with efforts to enrich the experience or enrichment for tourists who travel to areas that are still untouched or to areas that are still natural.

There are several criteria that can be used as guidelines in determining a form of special interest tourism (Fandeli, 2018), namely:

1. Learning tourism is based on learning elements.
2. Rewarding tourism that includes elements of giving awards.
3. Enriching, tourism that includes opportunities for enrichment of knowledge between tourists and the community
4. Adventuring tourism that is designed and packaged so that adventure tourism is formed.

C. RESEARCH METHODOLOGY

Research Design

This study uses qualitative research types and approaches. Qualitative research is essentially observing people in their living environment, interacting with them, trying to understand their language and interpretations of the world around them (Sugiyono, 2019), in this case the community around the Mount Batur Geopark area in Kintamani, Bangli Regency. The reason for using a qualitative research design is because it is essentially observing people in their living environment, interacting with them, trying to understand their language and interpretations of the world around them. By using a qualitative research design, the data obtained will be more complete, deeper, credible and meaningful, so that the research objectives can be achieved

Data Validity Checking Techniques

The data validity checking technique in this study uses the data source triangulation method, meaning that researchers collect similar data from various different data sources (Saadah et al., 2020). The truth of the data obtained from one informant will be confirmed

with data obtained from other informants. Thus, each informant will act as a control informant for each other. According to (Moleong, 2019) triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison to the data. In this study, the triangulation used is data source triangulation.

Data Analysis Techniques

Data analysis techniques are follow-up activities after obtaining the materials needed to dissect a problem. In this study, qualitative data analysis techniques were used with an interactive model, namely the data reduction and data presentation components were carried out together with data collection, then after the data was collected, the three components interacted and if the conclusion was felt to be lacking, verification and re-research were needed to collect field data (Miles and Huberman, 2014). According to (Miles & Huberman, 2014), the three components are:

1. Data reduction is the process of selection, simplification and abstraction of field note data.
2. Data presentation is a reality of information organization that allows research conclusions to be made, data presentation can include various types of matrices, images or schemes, networks, activity relationships and also tables.
3. Conclusions or verification in data collection, researchers must understand the meaning of various things encountered by making notes, regulations, patterns, questions, possible configurations, causal directions and various verified conclusion propositions.

The scheme for qualitative analysis techniques with an interactive model is as follows:

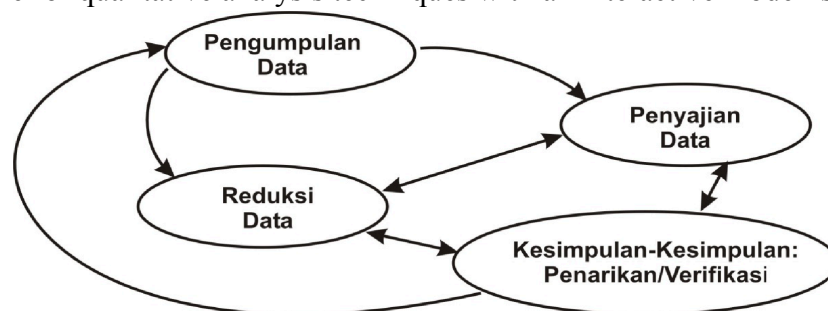


Figure 2. Interactive Model Data Analysis Techniques
(Source: Miles and Huberman, 2014)

These three components begin at the time of data collection, the researcher makes data reduction and data presentation. After data collection is complete, the next stage the researcher begins to make efforts to draw conclusions by verifying based on what is contained in the data presentation.

D. RESULTS AND DISCUSSION

Mount Batur Geopark in Kintamani, Bangli Regency is Categorized as Special Interest Tourism Destination

Geopark is an area that includes one or more sites of scientific importance, not only for geological reasons but also based on archaeological, ecological or cultural value (Lagi et al., 2024). The advantage of having a geopark for Kintamani's tourist attractions is the continuous promotion carried out by UNESCO for the Mount Batur Geopark in Kintamani. In addition, it can increase the value of the site, create jobs, and encourage sustainable socio-economic development. In addition, it will increase visits by quality tourists, no longer looking at tourists from quantity but quality so that the goals of the geopark can be achieved. Quality tourists will spend more money on a tourist attraction, compared to tourists who are large in number, but spend little money. This can be taken from the example of special

interest tourists such as tourists who come to research or study, so the quality of their stay at a tourist attraction will be longer, and it takes quite a long time.

The reason the Mount Batur Geopark in Kintamani, Bangli Regency is categorized as a special interest tourism destination is because the Mount Batur Geopark has 3 (three) beautiful tourism attractions which include (1) geodiversity; (2) biodiversity; and (3) culture which is explained as follows:

1. *Geodiversity*

Geopark (Earth Park) is an initiative towards an integrated approach of innovation between geological heritage conservation and sustainable development, under the framework of government regulation (Harini, 2021). The initiative was introduced by UNESCO and can be developed as an integral part of a concept of conservation, education, and socio-economic development of the community. In other words, it is the integration of geological heritage management with cultural heritage of an area for three main purposes, namely conservation, education and sustainable development. In September 2012, the Mount Batur Caldera area was designated by UNESCO as part of the GGN Earth Park network, due to its natural beauty, archaeological and geological traces, and the uniqueness of its community culture.

The Mount Batur area has beautiful natural landscapes, unique culture, and unique archaeological and geological traces. Denpasar - Kintamani is about 53 km away via Batubulan - Tegallalang - Tampaksiring - Kintamani which can be reached by land in about 2 hours. Along the way, there are many temples and buildings with typical Balinese architecture, rows of art galleries, souvenir stalls, and crafts in various forms that are an attractive treat. There are centers for natural stone, wood, glass, and silver crafts on the right and left of the road that can be stopped on the route.

Dozens of kilometers before Kintamani, the mountainous atmosphere dominates the scenery, with increasingly cold air temperatures. After Tampaksiring District in Gianyar Regency, there are several coffee plantations that are offered as Agrotourism locations.

In Kintamani, there is the Batur Volcano Museum which was inaugurated by the Minister of Energy and Mineral Resources on May 10, 2007. Standing on an area of 1.09 hectares, this museum stores various information about volcanoes, both in Indonesia in general and Mount Batur in particular. From this museum, visitors can see three cones of Mount Batur that are lined up from the northeast to the southwest, namely Batur I (1,717 meters), Batur II (1,589 meters), and Batur III (1,410 meters).

All three grew inside the Batur Caldera which was formed from two phases of major eruptions (around 29,300 years ago and 20,150 years ago), namely the Outer Caldera and the Inner Caldera. The outer caldera is elliptical in shape with a size of 13.8 x 10 km stretching northwest - southeast. In the southeastern part of the Inner Caldera, a lake (Lake Batur) is formed which is shaped like a crescent moon with a length of 7 kilometers and a width of 1.5 kilometers which is at an altitude of 1,031 meters (above sea level). This lake is what amazed the Dutch geologist, Van Bemmelen (1949) and he called Lake Batur one of the largest and most beautiful calderas in the world. All the diversity of Volcanoes that are developed as geosites are geological heritage.

Rocks and landscapes recorded in the long history of volcanic formation and the evolution of its caldera during geological periods and spaces. This knowledge should be transferred to visitors so that they understand and appreciate the earth and its contents properly. Starting from here, it is hoped that efforts will grow in nature conservation for sustainability so that it can be passed onto future generations..

Lake Batur has an irrigation function. Water from this lake flows into several large rivers in Bali, such as the Unda River in the south, the Suni River in the west, and the

Bayumala in the north. From this flow, the river water is divided to irrigate rice fields and support the subak system. Subak has also just been designated as a world heritage by the UNESCO World Heritage Committee.

On the edge of Lake Batur there are several temples that can be visited as tourist villages, some of which have been designated as archaeological sites, including Ulun Danau Batur Temple, Pancering Jagat Terunyan Temple, and Bukit Mentik Temple. Across Lake Batur, there is Terunyan Village, which is isolated on the east coast and is usually reached by boat. The Terunyan community is called the Bali Aga (indigenous people) who are unique. Unlike the Balinese people in general who burn bodies (cremation) in the ngaben ceremony, the Terunyan community places bodies on the ground and is fenced with "ancak saji" made of woven bamboo.

Based on geological aspects, Bangli Regency is generally included in the area around the peak of Mount Batur; around the lower part of Mount Batur; and most of Bangli Regency. This formation on the surface is dominated by sandy tuff and in some places pumice tuff and lava deposits are found. Sandy tuff is generally weathered medium high brownish yellow, coarse fine sand size. Pumice tuff is brownish white, rather fragile and easily separated. Lava deposits are gray to blackish gray consisting of andesite and pumice igneous rocks with sandy tuff mass being rather fragile. In the Batur caldera, the geological formation consists of the Batur Volcanic Rock geological formation containing agglomerate, lava, and tuff.

Most of Bali Island consists of sub-aerial volcanic deposits erupted in the late Quaternary period, consisting of Bratan, Batukau and Seroja, Batur Caldera and Mount Agung. Various volcanic ash products from Bratan and Batur make up most of the formations and types of rocks in Bali. The rocks mostly consist of ash-flow deposits (ignimbrite) that overlay and cover sediments and older volcanic rocks. (Marinelli & Tazief, 2018) suspect that the caldera formation occurred around 22,000 years ago followed by a second explosion and caldera. Sutawidjaya (2016) examined the rocks and ignimbrite around the Gunung Kawi-Ubud temple, stating the age of the rocks is around 20,150 years ago, while the Ubud Ignimbrite found 25 km southwest of the Batur Caldera, is around 29,300 years old. Batur Caldera consists of several volcanic layers divided into two forms of caldera resulting from eruption: Catur (13 x 10 km²) and Batur (diameter 7.5 km) formed in the middle. The height of the caldera circle varies from 1,267 m to 2,152 m asl. The eastern side of the caldera is occupied by a lake. The active peak of Batur (1,717 m) is located at 8 ° 14'30 "south and 115 ° 22'30" east which is in the center of the caldera.

According to Kemmerling (2012), Mount Sukawana and Mount Abang (2,152 m) are volcanic remains. It is suspected that the ancient Mount Batur (pre-caldera) was higher than Mount Agung (3,142 m), and the caldera area that is currently formed is formed from an old stratovolcano that has collapsed. The terminology strombolian is used to describe various volcanic eruptions that vary from small volcanic eruptions. However, true Strombolian activity is characterized by short bursts of lava ejected several hundred meters into the air. Strombolian eruptions never form a continuous eruption column. Mount Batur has erupted at least 22 times since 1800, generally Strombolian eruptions with or without lava flows.

The peak of Batur (1,715 m) which has several eruption points (calderas) forms a new peak and lava flows, which can be seen on the west side of the caldera circle formed by the scorea cone and lava flows, visible from the west of the caldera. Accumulation of tephra as scorea deposits that build up around the eruption column to the crater mouth.

2. *Biodiversity*

The coolness, fertility, and height of nature are very suitable for coffee commodities in Bangli. In Kintamani-Bangli, coffee plants are managed using organic or natural fertilizers and minimizing the use of pesticides to maintain the quality and taste of Kintamani coffee. In addition, farmer groups fence their coffee gardens and let the Luwak live wild in the gardens because the Luwak that lives wild is able to choose the best coffee to digest compared to Luwak that is caged or fed so that the natural process can be achieved. The Bangli Regency Agriculture, Plantation and Forestry Service synergizes with the Bangli tourism community to manage this Luwak coffee plantation in agrotourism. In the Batur geopark area, there are many land plants. Land plants are plants that are planted in the soil or grow on the soil. The type of plant depends on the condition of the soil composition and its climate. The land plants found in the Lake Batur Geopark include the Adis Tree (*Lyndera Polyantha*), Ampupu (*Eucalyptus Alba*), Bala (*Eugenia* sp), Balatih (*Omalantus Giganteus*), Kayu Batu (*Eugenia Jamboloides*), Gintungan (*Bisohofia Javanica*), Keduduk (*Melastoma* sp), Kem (*Placurtia Uicam*), Kepelan (*Manglictia Glavca*), Mer Scaphium Macroppodum, Pinus-Pinus Markusi, Pungut *Streblus Asper*.

In addition to having a variety of plants, Kintamani also has a typical animal, namely the Kintamani dog, which is a dog breed originating from the Kintamani mountains, Bali island. This brave dog has long been bred so that it can be recognized by the international world.

Phenotypically, the Kintamani Dog is easy to recognize, it can be clearly compared between the Kintamani Dog and existing local dogs, or dogs that are crossbred between the same breed or other crossbreeds. Kintamani dog phenotype standards include general characteristics, general traits, height to the gumba, basic skin pigmentation, head shape, ears, eyes, nose, teeth, neck shape, body shape, legs and tail have the same.

3. Culture

Terunyan Village, which is isolated on the east coast and is usually reached by boat. Trunyan Village is located approximately 5 kilometers from Kedisan Village or approximately 32 kilometers from Bangli City or 70 kilometers from Denpasar. Trunyan Village is one of the Original Balinese Villages (Bali Aga). It is called so because the residents there are indigenous Hindus, while the environment is a natural mountainous environment because it is located on the slopes of Mount Batur, namely on the eastern edge of Lake Batur. To reach the village, you can walk, or cross Lake Batur from Kedisan Village using a motorboat/boat with a travel time of approximately 30 minutes. The name Trunyan comes from the words "Taru" and "Menyan", trees that grow in the village. The people of Trunyan consider trees to be very important.

Trunyan Village has a unique tradition, different from the Balinese people in general who burn bodies (cremation) in the ngaben ceremony, the Trunyan people place bodies on the ground, a burial system that is very different from other villages in Bali. The bodies of residents who die are only covered with white cloth and bamboo covers called "Ancak Saji", but their faces are left open, then placed in graves without being buried.

The tradition of this ceremony is called "mapasah", whose skulls and skeletons are still intact to this day. In this village there is a terunyan tree which is said to only be found in Terunyan village. The word Terunyan itself comes from the word taru menyan or fragrant tree which is believed to be the key to why bodies do not smell bad even though they are only placed on the ground

The system is based on mythology that in ancient times there were worried that the fragrant smell of a tree would be smelled all the way to heaven, so he ordered the

people not to bury the bodies of the deceased so that a foul odor would be smelled, but due to the fragrant smell, the foul odor of the bodies of the residents was no longer smelled. The study of the results of observations in the field is that by continuing to respect and preserve existing traditions, can the "disposal" of old bodies be enforced, if there are new bodies, more neatly and cleanly, and its aesthetics be cultivated.

The topography of the lakeshore which is generally a steep cliff appears prone to landslides, and needs the attention of the authorities. In addition, there is the Kang Ching-Wie Creative Dance which tells the story of the landing of a Chinese merchant ship in the waters of Balingkang along with his daughter named Kang Ching Wie. In his trade in the Balingkang Kingdom, Kang Ching Wei met his king who was titled Sri Jaya Pangus. From that meeting a feeling of attraction arose until finally they had a love relationship. However, this forbidden love was later discovered by the empress and the two couples were cursed so that it became Barong Landung which we inherit to this day.

This dance is inspired by the true story of the Balingkang kingdom, the first kingdom in Bali. The acculturation of ancient Balinese culture with China is evident in this art work. This creative dance is accompanied by a set of Gambelan Baleganjur. And the social life of the community around the Mount Batur Caldera is also still influenced by the story of King Jayapangus and Princess Kang Ching Wie.

This artwork was displayed during the Opening Parade of the 36th Bali Arts Festival (PKB) on June 13, 2014. This monumental fragment was performed in front of the podium of honor witnessed directly by President Susilo Bambang Yudhoyono. The typical dance of Bangli Regency in the form of a creative dance will be used as the mascot dance or characteristic of the Batur Caldera Geopark.

Tourist Perception of Mount Batur Geopark Area in Kintamani, Bangli Regency as Special Interest Tourism

The dominant activity carried out by tourists is climbing or trekking on Mount Batur, then the next activity is seeing the beauty of Mount Batur and geology research, while for horse riding activities there are no tourists who do this activity. This proves that Kintamani is an ecotourism attraction. The main perception of tourists towards the Mount Batur Geopark is very good, they really like the different and unique views compared to natural attractions in other areas. Tourist perceptions of amenities are not good, because their purpose of visiting Kintamani is to enjoy the beauty of Mount Batur from a distance, and do not want to be blocked by the increasing number of restaurant buildings along Penelokan.

Meanwhile, tourist perceptions of accessibility in Kintamani according to tourists are suitable for adventure activities, where the road around Toya Bungkah is quite challenging and also natural and for tourist perceptions of the local community are also good. Because most treat tourists in a polite and friendly manner. The position of Mount Batur Geopark in the perception of tourists is an ecotourism attraction. This is due to the natural beauty of Mount Batur and also the dominant activities carried out by tourists. In addition, local communities, government, and tourism actors also agree on the position of Mount Batur Geopark as an ecotourism attraction. The activity of tourists climbing Mount Batur shows the position of Mount Batur Geopark as an ecotourism attraction. Because visiting a place that is still natural and also doing activities that do not damage nature. In addition, with the inclusion of Mount Batur in the international Geopark network, it makes tourists and local communities more aware of the importance of maintaining and preserving this earth park. With the tourism products owned by Kintamani, it further clarifies the position of Mount Batur Geopark as an ecotourism attraction.

Tourist perceptions of attractions where what is meant is Mount Batur Geopark, the results are good, so this shows that Geopark products are popular with foreign tourists. For

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the image of tourists regarding amenities, it is not good, because there are many hotels and restaurants along Penelokan that can interfere with the beautiful view of Mount Batur from the side of the road, so that it can reduce the perception of tourists towards the image of Kintamani as a whole. Meanwhile, the perception of tourists towards accessibility is quite good, because it is suitable for adventure activities. Therefore, accessibility is also related to the concept of ecotourism which does carry out activities in natural places.

Tourist perceptions of ancillary show local traders and guides, and local communities are good because most of them treat tourists politely and friendly. This makes the image of Kintamani's tourist attractions better, so that tourists are increasing in visiting Kintamani's tourist attractions.

Perceptions of Kintamani's tourist attractions from the components of attractions, amenities, accessibility and ancillary, overall tourist perceptions of Mount Batur Geopark are good, so that from these perceptions the positioning of Mount Batur Geopark can be known. Based on the explanation in the previous discussion, it is known that the position of Mount Batur Geopark is as an ecotourism attraction. This is also in accordance with the concept of ecotourism which is indeed an activity or tourist activity to places that are still natural.

E. CONCLUSION

Based on the results of the research and discussion that have been described, the following conclusions can be drawn: 1) The reason Mount Batur Geopark in Kintamani, Bangli Regency is categorized as a special interest tourism destination is because Mount Batur Geopark has 3 (three) beautiful tourism attractions, including geodiversity, biodiversity and culture. Tourists really like different and unique views compared to natural attractions in other areas. The activity of tourists climbing Mount Batur shows the position of Mount Batur Geopark as an ecotourism attraction. Because they visit places that are still natural and also do activities that do not damage nature. In addition, with the inclusion of Mount Batur in the international Geopark network, tourists are increasingly aware of the importance of maintaining and preserving this earth park. With the tourism products owned by Kintamani, it further clarifies the position of Mount Batur Geopark as an ecotourism attraction. 2) Tourist perceptions of the Mount Batur Geopark area in Kintamani, Bangli Regency as a special interest tourism are very good, while tourist perceptions of amenities are not good. The perception of accessibility in Kintamani according to tourists is good. Then, the perception of tourists towards the local community is also good, so that tourists who visit Kintamani have a good perception of the Mount Batur Geopark as an ecotourism attraction.

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