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UNESCO GLOBAL PARK BATUR DEVELOPMENT: A PSYCHOGRAPHIC APPROACH

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ABSTRACT
The purpose of this study is to determine the segmentation of tourists visiting Batur Unesco Global Geopark (BUGG) in Bangli Regency, Bali Province. The Psychographics approach is used by using the socio-economic and cultural characteristics of tourists, and motivation as a form of tourist segmentation. The identification of tourist segmentation can be used as an approach to formulate an effective marketing strategy to increase the number of tourist visits to BUGG. This research was conducted by distributing questionnaire data to tourists and conducting FGDs with several related parties to formulate a marketing strategy in accordance with the characteristics of BUGGs that prioritize sustainable tourism. The results show that when viewed based on a psychographics approach, there are several marketing strategies that can be distinguished between local and foreign tourist groups.

INTRODUCTION
The UNESCO geopark concept offers the opportunity to identify, protect and develop terrestrial heritage sites on a global level. Geoparks will reintroduce the relationship between humans and geology, while recognizing the site's capabilities as central to economic development. The geopark concept is very close to the paradigm of compromise between science and culture, through the introduction of an important and unique physical state of affairs. The main elements in a geopark are divided into three, namely elements of biodiversity, elements of biodiversity, and elements of cultural diversity. Geopark aims and objectives are to protect terrestrial diversity (geodiversity) and environmental conservation, education, and terrestrial knowledge. The geopark concept is built on economic development through geological heritage or geotourism (UNESCO, 2009).

Batur UNESCO Global Geopark (BUGG) is one of 110 geoparks in Indonesia. Five of them, including BUGG, have become UNESCO Global Geoparks. The other four geoparks are Gunung Sewu Ciletuh, Pelabuhan Ratu, Gunung Rinjani, and the Toba

Caldera. Total of 14 locations are categorized as national geoparks, Natuna, Silokek, Ngarai Sianok, Maninjau, Sawahlunto, Belitong, Merangin Jambi, Pongkor, Karang Connect, Karangbolong, Bojonegoro, Banyuwangi, Tambora, Meratus, Maros, Pangkep, and Raja Ampat.

The Ministry of National Development Planning, Bappenas, prepares the Technocratic Design of the 2020-2024 National Medium Term Development Plan (RPJMN). In this document, geopark development has become an important part of a national priority, especially to strengthen economic resilience for quality growth. Geopark development has also been aligned with various priority tourism destinations, new priorities, national parks, strategic areas, and designated natural tourist parks. As a derivative of the RPJMN which is more operational in nature, the preparation of the National Action Plan (RAN), geopark development has several points that must be considered. First, the NAP is an effort to formulate central and regional programs that are holistic and detailed, in addition to improving the quality of geoparks through correct principles. Second, the NAP must also be able to translate the desires of the regions and other stakeholders, and answer the government's priorities. Third, through the NAP, various sustainable natural resource conservation efforts can be described.

As indicators of measuring success and inclusiveness, there are three content materials in the NAP for geopark development so that they can be effective and useful. The principle of developing an inclusive geopark to be synergistic and optimal by involving many parties, from the government, business actors, academics and experts, non-governmental organizations, and philanthropy, in KOMPAS (2019)

The existence of BUGG as one of the world's geoparks adds to the attractiveness of tourist destinations in Bali Province. International recognition of the strategic value of BUGG since 2016 has not been able to increase the number of tourist visits. According to the records of the Bali Provincial Tourism Office, BUGG as a single tourist destination with various attractions, apparently has not been able to be fully enjoyed by visiting tourists. There is still an imbalance in the choice of tourists towards tourist destinations. Most of the tourists, it turns out, prefer to climb Mount Batur instead of the Geopark museum, or a tourist village that is widely available in BUGG.
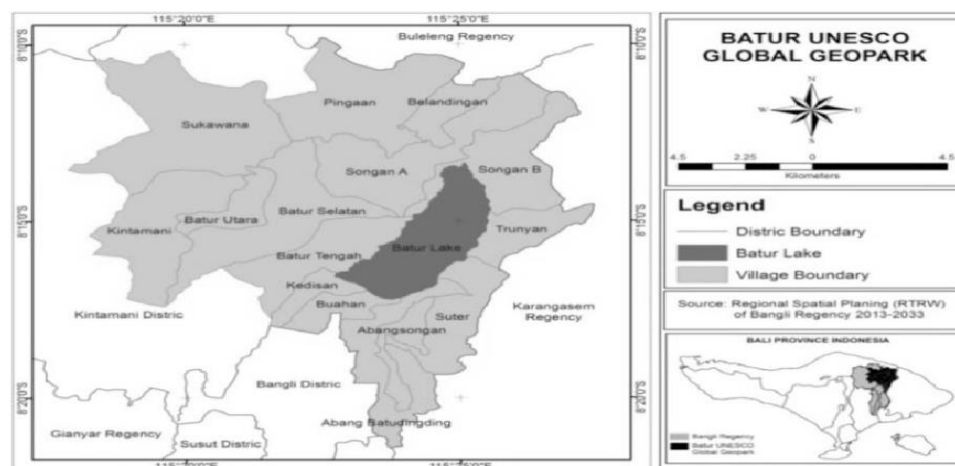

Figure 1: Batur Geopark Site

In 2017, the number of visitors to the Batur Geopark was around 35,000 or around 2,917 per month, far below the capacity of the museum which is designed to accommodate up to 2,000 people at one time with nine foreign-speaking guides (Mudana, Sutama, and Widhari, 2018) identified that most visitors to the geopark museum are students and accompanying teachers. If the imbalance in the choice of tourist destinations for tourists continues, the goal of BUGG, namely the realization of economic equality and environmental sustainability (both natural and traditional village communities), will be difficult to realize. So it is very important to do the right marketing strategy and based on consumers (tourists) who decide to visit BUGG. The identification of tourists can be done, one of which is the psychographic behavioral approach.

The psychographic approach is used to determine the segmentation of tourists as an effort to determine the right marketing strategy for BUGG development according to tourist segmentation. The tourist segmentation will make small scale industries. tourism entrepreneurs, government, and communities who are in BUGG can determine the right and effective strategy. Although tourism in Bali slumped after the pandemic, which resulted in a decrease in the number of tourists and a decrease in occupancy rates by up to 70%, this crisis period can be used as a momentum for improvement and determining the direction of tourism development in Bali. One of them is the development of BUGG as a sustainable tourism destination.

The purpose of this study is to identify the lifestyle of tourists, classify tourists based on their lifestyle, and analyze how the understanding of different tourist segments can provide benefits for tourism actors to develop market strategies so that it has an impact on increasing the number of tourist visits to BUGG. This study contributes to the development of a marketing strategy in the context of BUGG development based on the tourist psychographic approach.

LITERATURE REVIEW

The notion of a geopark can be understood through several aspects such as:

(1) As an area, a Geopark is an area that contains various geological elements that have a meaning and function as a nature reserve. This region can carry out various initial steps for sustainable development whose promotion must be supported by the government. As a region, a geopark must have clear and clear boundaries. The geopark area must be sufficient to support the implementation of the development action plan.

(2) As a way to introduce terrestrial heritage, Geopark contains a large number of geosites which have scientific, rare, aesthetic, and educational significance. Activities in a geopark are not only limited to geological aspects, but also other aspects such as archeology, ecology, history and culture.

(3) As a protected terrestrial heritage area, the geological site as a geopark compiler is part of the terrestrial heritage. Based on the understanding, funding, and opportunities for use, the existence and preservation of the site needs to be preserved and protected.

(4) As a geotourism development area, terrestrial heritage objects within the geopark have the opportunity to create economic value. Local economic development through nature-based tourism (geology) or geopark is considered as an option. The sustainable implementation of geopark tourism activities is perceived as a balancing act between economic development and conservation efforts.

(5) As a means of effective and efficient cooperation with the surrounding community, the development of a geopark in an area will have a direct impact on the people who live in or around the area. The geopark concept allows communities to live within the area, to reconnect communities to their own terrestrial heritage values. The community can actively participate in revitalization throughout the region, and

(6) As a place for implementing various sciences and technologies, in activities to protect terrestrial heritage from environmental damage or degradation, the geopark area becomes a trial site for implementing several protection methods. In addition, a complete geopark area is available for various study activities as well as appropriate science and technology research.

Geoparks are protected areas based on special meanings such as geology, rarity, and aesthetics. These phenomena represent terrestrial history, events, and processes. Like a national park, the geopark is also managed under the administration where the site is located. Apart from opening up opportunities for research and education, geoparks have the potential to develop the local economy. This condition will create jobs and new economic growth. Geoparks can be developed as geotourism destinations, in addition to being industrial and manufacturing geoproducts such as fossil prints and souvenirs. Several previous studies have shown the importance of a psychographic approach in determining market segmentation.

Sarli and Baharun (2013), in their research found that lifestyle can directly influence travel satisfaction. A good travel experience gives a positive impression on tourist destinations in Kuala Lumpur, Malasyia. Other lifestyles can contribute to the comparison of facilities and attributes that are useful for decision making. Several elements from different psychological aspects as psychographic constructs have played an important role in tourist behavior decision making. Srihadi, Sukandar, and Soehadi (2016) show that different lifestyles influence decisions in choosing tourist destinations.

Activities, interests and opinions of tourists are used to determine the typology of tourists going to Jakarta. There are four tourist typologies examined in this study, namely; Culture interest shopaholic, Sporty Culture Explorer, Aspiring Vacationer, and Want Everything Vacationer. Shi, Liu, and Li (2018) describe several variables that can be used to determine market segmentation. Social demographic variables such as age, gender, number of dependents, monthly income, and education level. Geographical variables are also often used to determine market segmentation, such as local and non-local residents. Behavioral variables such as choice, loyalty using a particular brand. Psychographic variables such as interests, activities, opinions, personality, and so on. Identification Some of these variables will greatly help determine the tourist segmentation as well as an effective marketing strategy.

METHOD

This study uses qualitative research methods, using primary and secondary data. Primary data collection is done randomly by distributing questionnaires to 50 tourists visiting BUGG. The sample details are 25 domestic tourists and 25 foreign tourists. Primary data processing techniques are carried out descriptively by prioritizing analysis in the tourist psychographic approach. As a comparison, a quantitative approach is also used, namely the discriminant analysis technique. In accordance with the research objectives, several socio-economic characteristics of tourists are analyzed

descriptively, so that it becomes one of the identification of determining the right marketing strategy in accordance with tourist typology.

RESULTS AND DISCUSSION

Tourist Rating of BUGG

BUGG is a destination that covers an area with a wide choice of destinations and attractions. Various options that attract tourists are available, and can be enjoyed by tourists with various interests. For tourists who like natural beauty, can visit Lake Batur, Mount Batur, Panelokan Kintamani. For tourists who like direct interaction with local communities can visit Trunyan, a traditional market. Several special places for meditation retreats, yoga and traditional medicine are also available at BUGG.

For tourists who want to know the historical documentary trail of the ancient mountain of Batur, it is enough to visit the BUGG museum which is managed From the results of the respondents' answers, there were two groups of domestic tourists and foreign tourists. To determine whether there is a significant difference between the choice of tourist groups, a discriminant analysis is used. Through several repetitions of the statistical testing stages, five tourist activities were selected that were used as a basis for differentiating the perceptions of tourist groups, namely visiting the Geology Museum, Trunyan Village, Ulun Danu Temple, traditional medicine and cultural satisfaction. The first stage of the discriminant analysis is presented in Table 1.

Table 1. Tests of Equality of Group Means

Wilks' Lambda		F	df1	df2	Sig.
Museum Geologi	1.000	.009	1	48	.926
Desa Trunyan	.638	27.202	1	48	.000
Pura Ulun Danu	.858	7.935	1	48	.007
Pengobatan tradisional	.879	6.584	1	48	.013
Kepuasan budaya	.991	.430	1	48	.515

Table 1 shows the results of the analysis to test the mean similarity of the variables. The processing is based on the calculation of the Wilks' Lambda value and the significance value. If the value is closer to 0, it means that there tends to be a difference within the group. If the significance value> 0.05 (no difference in groups) If the significance value <0.05 (there is a difference in the group) From the five perceptions of tourists regarding the Geology Museum, Trunyan, Ulun Danu Temple, traditional medicine, and cultural satisfaction, it can be seen that the geological museum variables and cultural satisfaction do not contribute to differences in the choice of both domestic and foreign tourists.

The choices of domestic and foreign tourists regarding the existence of a geological museum and the satisfaction of their perceptions of local culture, do not seem too different. Or in other words, the two groups of tourists have the same perception of the existence of a geological museum and local culture. These results indicate that the geological museum has not been able to build strong product and brand differentiation in the eyes of tourists.

Table 2. Pooled Within-Groups Matrices[a]

Museum of Geology			Trunyan Village	Tempel of Ulun Danu	Traditional Healing	Satisfaction of Culture
Covariance	Museum of Geology	2.320	.678	.180	.220	.407
	Trunyan Village	.678	2.473	1.084	.011	.097
	Temple of Ulun Danu	.180	1.084	4.237	-.437	-.069
	Traditional Healing	.220	.011	-.437	2.382	.505
	Satisfaction of Culture	.407	.097	-.069	.505	.743
Correlation	Museum of Geology	1.000	.283	.057	.094	.310
	Trunyan Village	.283	1.000	.335	.004	.071
	Temple Ulun Danu	.057	.335	1.000	-.137	-.039
	Traditional Healing	.094	.004	-.137	1.000	.380
	Satisfaction of Culture	.310	.071	-.039	.380	1.000

The covariance matrix has 48 degrees of freedom.

Based on the results obtained from Table 2, an important result that needs to be considered is the correlation value. The tendency of multicollinearity is indicated by the magnitude of the correlation value. Table 2 shows no correlation value greater than 0.5. The results of data processing showed no indication of multicollinearity between independent variables. The trend of data showing no indication of multicollinearity, allows for further analysis of the discriminant analysis stage, as summarized in Table 3.

Table 3. Test Results

Box'sM	5.390
	1.716
Approx.	3
df1	414720.000
df2	.161
Sig.	

Tests null hypothesis of equal population covariance matrices.

Table 3 concerning the SPSS Box'M Test discriminant analysis to test for variance similarity is used the Box'M number with the following conditions: If the significance value> 0.05 Ho is accepted (The variance of the two data groups is identical / homogeneous) If the significance value <0.05 Ho is rejected (The variance of the two data groups is not the same / heterogeneous) From the statistical significance value of the Box-M test, it is known that the significance value shows a value of 0.161 (> 0.05), or accept Ho. These results indicate that the variance of the data groups is identical or homogeneous. The diversity of data between domestic and foreign tourist groups tends to be homogeneous in providing perceptions about the independent variables in this model.

Table 4. Wilks' Lambda

	Number of					Exact F			
Step	Variables	Lambda	df1	df2	df3	Statistic	df1	df2	Sig.
1	1	.638	1	1	48	27.202	1	48.000	.000
2	2	.588	2	1	48	16.483	2	47.000	.000

Table 4 shows the changes in the lambda value and the F test value in each stage. Until stage 2 the significance value remains <0.05. This data shows all the independent variables included in the model.

Table 5: Canonical Discriminant
Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.701[a]	100.0	100.0	.642

First 1 canonical discriminant functions were used in the analysis.

Table 5 shows the eigenvalue value contained in the Canonical Correlation value, to measure the degree of relationship between the discriminant results or the amount of variability that the independent variable can explain to the dependent variable. From the table, the canonical correlation value is 0.642. If squared by 0.412, it means that 41.2% of the variance of the independent variable (group) can be explained from the discriminant model formed. The remaining 58.8% is influenced by other independent variables which are not proven to significantly influence the difference in the choice of the two groups of tourists.

The results of data processing using a quantitative approach to discriminant analysis directly prove the importance of the psychographics approach to make different marketing strategies for local and foreign tourist groups. Descriptively, there is no significant difference between the assessment of the perceptions of local and foreign tourist groups regarding several aspects of BUGG attractiveness. The assessment of local culture in this case is the tradition in the community around the BUGG, as many as 58 percent said they were very satisfied with the traditional culture, 28% were satisfied, and 14% were not satisfied. The natural beauty as a destination attraction in BUGG turns out to be the main reason tourists visit. Starting from the panoramic view of Lake Batur, Mount Batur, Penelokan, Pine Forest, 98% of tourists admit to being very satisfied, only 2% are dissatisfied.

One of the important aspects that make a BUGG unique is the existence of local communities, and the quality of interaction between local people and tourists. According to tourist ratings, 72% said they were very satisfied, 22% were in doubt, and 6% were not satisfied. The friendliness of the local community was appreciated with 70% very satisfied, 6% not answering, 16% dissatisfied, 8% doubtful answers. In terms of infrastructure or physical facilities, 62% answered very satisfied with the ease of reaching destinations in the BUGG, 2% did not answer, 18% were not satisfied, 18% were in doubt. Several aspects of the physical facilities of BUGG destinations such as infrastructure and other supporting facilities in the respondents' assessment were quite supportive. For example restaurant satisfaction, 4% did not answer, 12% dissatisfied, 16% doubtful, 68% very satisfied.Infrastructure as a whole is 6% not answered, 14% dissatisfied, 28% doubtful, 52% very satisfied. Traffic Quality 66% dissatisfied, 34% very satisfied. Need to be a concern in the BUGG marketing strategy is the availability of transportation modes. There was dissatisfaction expressed by respondents, implied in the statement as much as 54% were not satisfied, and 46% were satisfied.

Internet service, 28% doubtful, 32% dissatisfied, 40% very satisfied. Regarding the existence of the building, as many as 34% of respondents answered doubtfully because of limited time to see the building in detail and thoroughly, 16% were not satisfied, 50% were very satisfied. Among several choices of tourist destinations in BUGG which are favorite tourist locations, most of them answered Mount Batur, Black Lava, Hot spring, Penelokan, Lake Batur, Pura Batur, Trunyan, Dewi Danu Statue and the geopark museum. Even though there are still many potential tourist destinations in BUGG such as traditional markets and meditation places as potentials for developing spiritual tourism.

Respondents' Socio-Economic Characteristics

The perception of tourists based on tourist destinations in the BUGG has not been able to significantly differentiate the choice of tourists based on local and foreign groups, so the approach to identifying socio-economic characteristics is carried out in the next discussion. Based on the age group, most of the sample is of productive age, with the youngest age range being 16 years and the oldest being 53 years. The largest number, namely 42%, is in the age group between 15 and 25 years. As much as 34% of respondents are in the 26-35 age group. A total of 14% are in the 46-55 age group. The remaining 10% are in the age group 46-55 years. Domestic tourists appear to be more in the young age group compared to foreign tourists. Domestic tourists have an average age of 26 years, while foreign tourists who come to visit BUGG are 35 years old on average. Domestic tourists have a maximum age of 46 years, and a minimum of 26 years. Most of them, as much as 68% are in the 15-25 year age group, 16% are in the 36-45 year age group, 12% are in the 26-35 year age group, and the remaining 4% are in the 46- 55 years. The group of foreign tourists is also in the young age group. Most of them, namely 56% are in the 26-35 age group, as many as 20% are in the 46-55 age group, even more more than the younger age group, namely the age group 36-45 years as much as 8%. As many as 16% are in the 15-25 year age group.

Domestic tourists need to pay attention to using a marketing strategy that targets millennial tourists. The characteristics of this young age group are generally more interested in tourist destinations that make it possible to do something (something to do), such as photography, trekking, water sports, and even social activities such as reforesting and saving the quality of lakes are the right strategies in the future after this pandemic has passed. In the group of foreign tourists, one interesting thing is that there is a tendency for the 46-55 age group to be more numerous than the younger age group, namely 36- 45 years. This shows the need to prepare a marketing strategy for young elderly foreign tourists.

Generally this age group is well established financially. So that the development of the marketing strategy must also be oriented to the quality of life starting from spiritual tour packages, healthier culinary delights, and interactions with higher quality local communities. When viewed by gender, there were 27 male tourists (54%) and 23 female tourists (2%). Based on the level of formal education that has been taken, the majority (58%) have taken education equivalent to Diploma / S1, as many as 38% have high school education, and 2% have postgraduate education. Based on status in the workforce, 24 percent are not included in the workforce because they are still students. The remaining 76 percent work, with a breakdown based on job status, namely 20 percent are employees, 4 percent are in management, 22 percent are professionals, and 30 percent are self-employed. Naturally, there is an increase in the number of tourists during holidays because most tourists are students and professionals. Based on nationality (nationality), respondents are divided into

Indonesian citizens and foreigners. Tourists who are foreign nationals consist of 12 countries, as seen in the following picture:
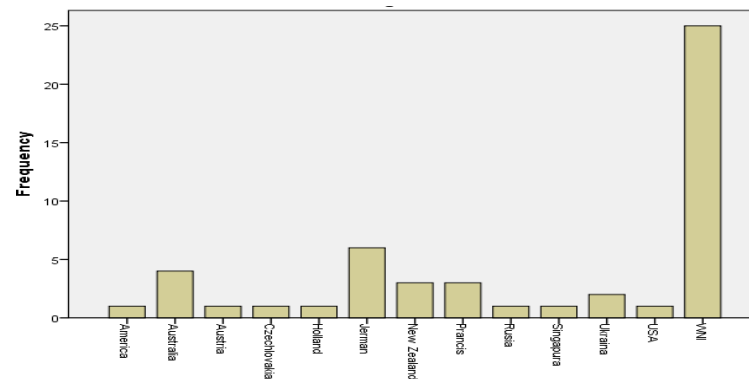
Figure 2: Respondents' Charateristic based on Nationality

Typology of Travellers

Most of the 50 respondents, namely as much as 58 percent traveled with friends, 24 percent were with a partner, and 10 percent were with their family. The remaining 4 percent with retreat clubs to do meditation and yoga together, 2 percent with groups, and 2 percent choose to travel alone. These characteristics need to be considered in making future marketing strategies, especially in terms of developing tourist destinations based on something to do, both in groups and families. Destination development based on something to do needs to be provided in the development of tourist destinations both natural and local communities.

Based on the length of tourist visits, it turns out that most of the time spent in BUGG is only a day or even half a day. The geographical conditions of Bali allow tourists to visit several tourist destinations in Bali in a day, making the choice of tourists to visit BUGG relatively shorter. The results showed that from 50 samples, there were 64 percent who visited BUGG for only one day. In fact, 32 percent visited BUGG for half a day. As much as 2 percent visited BUGG for 2 days and 2 percent visited for 3 days. When deciding to visit BUGGs, respondents got information directly from the internet as much as 46%, from families as much as 32%, guides as much as 10%, TV / friends as much as 8%, and the rest from travel / agents as much as 4%. Of the 50 respondents, mostly 66% did not use a guide, and only 34% used a guide. The openness of access to information technology seems to make tourists prefer to find sources of information about tourist destinations, product prices offered, locations to destinations, weather, attractions, and so on from the internet.

This characteristic is very important for the selection of media for promotion of BUGG tourist destinations. Maximizing information content through social media needs to be done. Especially if it is done by involving local communities, millennial generation, and related parties therein. When viewed based on the pattern of tourist spending, there is a slight difference between domestic and foreign tourists. Domestic tourist expenditure has the largest five components, namely from transportation, food & beverage, accommodation, attractions, costs and others. Meanwhile, foreign tourists expenditure; the five biggest components namely accommodation, transportation, food & beverage, guides, and attractions). Foreign tourists spend more on accommodation and tour guides. This makes it necessary to improve the quality of accommodation in the future. In addition, foreign tourists need to distribute their place of stay to accommodations owned by the local community.

Identification of BUGG Marketing Improvement Problems

There are several things that become input for BUGG marketing development efforts based on respondents' answers, among others; physical facilities and infrastructure (access to recreation areas, added physical facilities such as restaurants, need to add road signs, lack of street lighting, unorganized tourist attractions, traffic jams, lack of parking areas, road repairs, minimal public transportation), lack of marketing (lack of advertising, promotion, so that visitors do not visit), and low quality of hygiene (inadequate waste handling, dissemination of smoking prohibition recommendations) The main problem is a fundamental problem which is a derivative of the emergence of counterproductive conditions in the BUGG Area. Although the BUGG area only covers one sub-district, namely Kintamani District, the problem is quite complex. So far, three problems have been identified in tourism practices there: environmental problems, economic problems, and tourism management problems. Details of the problem are presented in Table 6.

Table. 6 Problems in BUGG

Environment Issues	*Economic Issues*	*Tourism Management Issues*
• Degradation character of the main visual asset (*visual landscape attraction*) of Batur Lake. • The limited planning and controlling capability by Bangli Recency Government which considered hasn't been able to solve and cope with the violations happening in the region. • The usage of land for residental land, tourism activity and tourism support which grow rapidly and less restrained. • The degradation of land by the usage of land in high ecological integrity region (land with slope/declivity of the land for more than 40%). • The lack of regularity of providing trash carrier and transporter hence the trash to be scattered around the area.	• The emergence of '*conflict of interest*' between geotourism and the quarrying of class C category. • The quality of human resources need to be improved/increased to offer a service that suit the need accordance to the tourists. • The increase of economy for the community hasn't been reached from tourism sector in the whole region of Batur Global Geopark.	• Kintamani is known as a place to stop/ transit place for '*day tours*' in Southern Bali, that's why Kintamani is not developed as an important accomodation and facilitation in Bali. • The road to the Batur Lake is in damaged condition hence limiting access to tourists who wish to visit Batur Lake. • The tourists profile within the last period of time tent to change to 'low yield market' for example 'backpackers' and 'trekkers' • There still are differences in vision, goals, and tourism development activity by tourism stakeholders such as central government, region government, and even local community.

Especially regarding environmental quality, the problem faced by BUGG is the quality of the physical environment that is polluted. The water condition in Lake Beratan has

shrunk by 15 meters, so that the cost of agricultural production increases, because they have to pay for water to water the plants up to 900 thousand. The condition of Lake Batur is getting worse. One of them is silting due to erosion, which reaches 1,930 tons per year. The depth of the lake from 88 meters has now become 80 meters. The result is decreased water capacity and garbage contamination. The function of Lake Batur is very vital for people's lives not only for the people in Bangli Regency, but also for the people in Bali Province.

Whereas the function of Lake Batur is as a water provider, irrigation, food source, irrigation, food source, recreation. Regardless of the problems faced, one thing that remains hopeful is when asked whether tourists will return or not, 94% said they would return, and 6% did not. This shows that there are still potential tourists for BUGG in the future after the pandemic. While waiting for recovery global economy, various improvements need to be made, especially in the development of tourist destinations that prioritize the quality of human life, especially from a health perspective.

CONCLUSIONS AND SUGGESTIONS

The socio-economic characteristics of tourists can be used as the basis for determining the marketing strategy for BUGG development in the future. If viewed by nationality, the socio-economic characteristics of local and foreign tourist groups require different marketing strategies. The current global crisis hitting BUGG development should be seen as a strategic time to formulate a marketing strategy based on the socio-economic characteristics of tourists by prioritizing quality of life, especially health, thereby eliminating doubts by tourists to visit again.

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