

Food and Beverage Supporting Geotourism at Batur Geotourism Site in Bali Indonesia

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Abstract—This article contains a discussion on food and beverage that supporting Batur Geotourism. It is based on a combination of qualitative and quantitative studies: an examination of the existing literature review on F & B in tourism, and a survey using 150 respondents from 7 villages in Batur Geotourism site which data was analyzed using descriptive analysis of Frequency. The results show that in general the dining place is available this for example in Apung restaurant that has special fish dishes, and Toya deVasya that offers buffet menu with ample of variation to include the availability of vegetarian food stand. In regards to the place where travelers could hang out and share experiences, this might be still need to be made available. It was supported by the host perception of the availability of F & B; it is indicated that international dishes are rare, so as the place with international atmosphere is yet needed to be made available. It is expected that the results of this study could be used as a reference in providing food and beverage for visitors in geo-tourism site. Academically it could enrich the existing literature on food and beverage in tourism.

Keywords—*geotourism; geotourist; product development; community-based geotourism products; community-based tourism, food and beverage*

I. INTRODUCTION

The provision of food and beverage is a vital aspect in tourism. It is not only that food and beverages to fulfil necessities [1]; food and beverage are a part of the industry element within tourism products. For some tourists food experiences are their primary reason for visiting a destination [2]. Culinary, especially local culinary could become tourist attraction. Often, tourists return to a place because of the memory they have of the local culinary special taste. Currently Batur is special for its fish dishes, and fresh farmers' produce; nonetheless, Batur as Geotourism site should develop its culinary contributing in strengthening its image.

Local cuisine plays an important role in tourism, as well as promoting the survival and revival of traditional cooking practices. Local cuisine reflects the place and the culture, and appeals to the visitors' pursuit of authenticity [3]. However, it was argued that for tourists to safely sample local food,

adequate standards of cleanliness and hygiene are required [4] [5]The arguments and the study findings indicate that the CBT hosts need to pay attention to the hygiene aspect of locally produced food and beverage provided in the villages, because tourists are cautious about this matter. This study aims at discussing food and beverage that supporting tourism in geotourism site of Batur in Bali, Indonesia.

Geotourist is a niche tourism market as part of alternative tourist with specific need [6]. [Geotourism is a tourism activity that began to get public attention, especially by the alternative tourists. In line with that geotourism destinations also began to shape up, both at the national and international levels. The Global Geopark Network (GGN) is a program launched by UNESCO, uses the concept of sustainability, values the heritage of Mother Earth and recognizes the need to protect it [7],[8] and geopark development in Indonesia has three main focuses: conservation, economic development and community development. Batur geotourism area as the first GGN member in Indonesia [9] also needs to improve itself, so that the status of Batur tourism area as a member of GGN can be utilized maximally. Geotourism is a relatively new form of tourism in Indonesia; Internationally, geo-tourism has begun to receive attention and has been widely studied since the last ten years [10]

The Travel Industry Association of America (TIA), conducted a study on tourists' attitudes towards geotourism experiences, and identifies that 16.3 million (29.6%) tourists as Geo-savvys (profiles geo-tourism) with profiles: adolescents, highly educated, and environmentally conscious [11]. A study on community-based ecotourism identified natural-based market segments having special needs [12].

Mamoon, in his study identifies that there are five main geotourist intrinsic motivations that include: breaking away from the busyness of daily activities, relaxing, enjoyment, feeling of adventure, acquiring knowledge. While the main geotourist extrinsic motivation focused on identifying and recognizing intrinsic motivation by the individual or traveller concerned. Thus it can be concluded that the motivation of geotourism activities primarily embedded in a person, in other words the activity is valuable for himself [10].

It is noted that 'Food tourism includes all unique and memorable food experiences, not just four star...',[13]. 'Real' food tourists are perfectly content with a roadside cafe. However, tourists are cautious about tourist's sampling local dishes and are concerned about the adequate cleanliness and hygiene practice [4].

There is a lot of potential for locals in the provision of food and beverage. It could be a source of income, CBT tourists show a preference to share meals with host, sampling local culinary, but cautious with health and hygiene, as well as the number of chilies in the meals based on local recipes [1] Nevertheless, to satisfy the visitors and the palates, it is identified that there is a need for training to build the competencies of the product providers including F & B competency [14],[15] and it was recognized the issue of human resource development in tourism is critical [16].

Food and beverage could strengthen the image of the place through it special culinary. Local cuisine plays an important role in tourism, as well as promoting the survival and the revitalization of traditional cooking practices. Local cuisine reflects the place and the culture, and appeals to the visitors pursuing authenticity.[3]. Nonetheless, it was argued that for tourists to safely sample local foods, an acceptable standard of cleanliness and hygiene is required [4]. The arguments and the study findings indicate that the CBT hosts need to pay attention to the hygiene aspect of locally produced food and beverage provided in the village, because tourists are cautious about this matter.

II. RESEARCH METHOD

This article was developed based on a combination of qualitative and quantitative research using 150 respondents from 7 villages in Batur Geotourism site which include: Desa Kedisan, Batur Selatan, Batur Tengah, Buahon, Songan A, Songan B, Toya Bungkah. Respondents were requested to answer a survey which consist of 4 questions in Likert scale with 5 response options that include: (1) Highly available, (2) Available, (3) Possibly available, (4) Less possible to be available, (5) Not available. Data obtained from each respondent was tabulated. The number of occurrences of a particular score were input in a frequency table to display a series of scores together with their frequencies and percentages. Then to interpret them to meaningful statements.

Batur is a geotourism site located in Bali, Indonesia which is registered into the United Nation Global Geopark Network in 2012. It comprises of a 13,8 x 10 km width caldera, which has a 7.5 x 2.5 km width crescent moon shape lake (<http://www.baturglobalgeopark.com>).

The purpose of the research is to identify products specifically Food and beverages that are available and ready to be offered to Geotourists. The products aspect being examined is a part of the 11 aspects of community-based tourism which include: *attractions, Travel services, Transportation/Access, Accommodation, Food and Beverage, Souvenirs/Merchandise, Packaging, Amenities, People/Awareness Authenticity and*

Change related to CBT products. Food & Beverage in Tourism are defined as F & B that are served in luxurious facilities, as well as the culinary products that are served in simple structures located along side roads. The research results could be used as a based in developing F& B product specifically for Batur geotourism area, and community based tourism area in general.

III. RESULTS AND DISCUSSIONS

The availability and ability the of the Batur host in providing foods and beverages for guest is measured using 4 questions. The results of the quantitative study are presented in Table 1 below.

Community Perception of the Ability to Prepare Geotourist Needs on the Aspects of Food and Drink measured by 4 questions, namely:

1. The availability of budget standard food and drink facilities (cheap and simple) but clean, healthy and quite tasty.
2. The availability of international standard dining and drinking facilities that provide delicious, clean, healthy food for a comfortable place for tourists to 'hang out' with fellow travelers.
3. Availability of standard food-drink services such as: furniture, standard eating and drinking utensils, aesthetically and cleanly with delicious local menus and recipes made at competitive prices.
4. Availability of food and beverage services with standards such as: furniture, eating and drinking utensils, aesthetically and cleanly with international menus including vegetarians from various countries with recipes and flavors native to the region.

The questions basically measure the availability of local, international, budget-standard food and places like 'Pub' to hang out which is convenient for travelers. The results show high optimism for the local category. But for the international category both food and facility standards and power, get a high percentage score (13% and 16%) for option 3 (maybe provided); this shows that efforts are still needed to realize these elements in Batur.

Table 1: Host perception on the ability to provide food and beverage services for geotourists

| | Highly available | | Available | | Possibly available | | Less possible to be available | | Not available | | Total | | Average |
|-------|------------------|-----|-----------|-----|--------------------|-----|-------------------------------|----|---------------|----|-------|------|---------|
| | 1 | | 2 | | 3 | | 4 | | 5 | | Frek | % | |
| | Frek | % | Frek | % | Frek | % | Frek | % | Frek | % | Frek | % | |
| Q17 | 63 | 42% | 74 | 49% | 13 | 9% | 0 | 0% | 0 | 0% | 150 | 100% | 1.7 |
| Q18 | 58 | 39% | 73 | 49% | 19 | 13% | 0 | 0% | 0 | 0% | 150 | 100% | 1.7 |
| Q19 | 59 | 39% | 75 | 50% | 14 | 9% | 2 | 1% | 0 | 0% | 150 | 100% | 1.7 |
| Q20 | 48 | 32% | 71 | 50% | 24 | 16% | 5 | 3% | 2 | 1% | 150 | 103% | 1.9 |
| Means | 57 | 38% | 73.3 | 50% | 17.5 | 12% | 1.75 | 1% | 0.5 | 0 | 150 | 101% | 1.8 |

Notes:

- Q17 The availability of standard budget food and drink facilities (cheap and simple) but clean, healthy, and quite tasty.
- Q18 Availability of international standard dining and drinking facilities that provide delicious, clean, healthy food for a comfortable place for tourists to 'hang out' with fellow travelers.
- Q19 Availability of standard food-drink services such as: furniture, standard eating and drinking utensils, aesthetically and cleanly with delicious local menus and recipes made at competitive prices.
- Q20 Availability of food and beverage services with standards such as: furniture, eating and drinking utensils, aesthetically and cleanly with international menus including vegetarians from various countries with recipes and flavors native to the region.

The results of other study conducted earlier is presented in Table 2. The choice of tourists will be quite varied dining place of a classy hotel, restaurant, and pub for dinner with a relaxed atmosphere up to the simple at the stall. Tourists who love stalls say that he always chooses a busy shop visited by the local community because it shows the food sold in the place either. Special food for vegetarian / vegan is also expressed is needed although quantity can not be ascertained, so it is important for restaurant / food stalls to provide non-meat food. There are also tourists who claim that Batur does not require a place to eat or drink, maybe this is the tourists who come to Batur just to climb next will rest and eat outside Batur.

For the choice of 'food provided by the homestay owners' there is a balanced answer between 'yes' and 'no', there is also an answer just breakfast alone. This shows that homestay has enough opportunities if want to provide food and drink service. This is also confirmed by the statement that there are many tourists who like Bali's traditional food.

Table 2: Food & Beverage

| Interview substance | Response response |
|---|--|
| Meals arrangement | <ol style="list-style-type: none"> 1. Restaurant 2. Hotel 3. Travel Bureau/Tour Guide (Breakfast) /Arranged Trip 4. Buy in local Restaurant 5. Eat out warung. 6. Tea on the top very good. 7. Going eat in town. 8. Self arranged |
| Types of dining place expected to be available in Batur | <ol style="list-style-type: none"> 1. Vegan Reastaurant 2. Restaurant 3. Warung |

| | |
|--|--|
| | <ol style="list-style-type: none"> 4. Relaxation place for dining/pub 5. Hotel 6. None |
| <i>Meals provided by homestay - host</i> | <ol style="list-style-type: none"> 1.No (8) 2.Yes (7) 3.only breakfast |
| <i>Types of food expected to be available in Batur</i> | <ol style="list-style-type: none"> 1.Balinese food/Local Foods/ Traditional 2.Vegan 3.Lobster 4.Nasi Campur 5.Hamburger 6.Lunch 7.Not available |
| <i>Food safety and Hygiene</i> | <ol style="list-style-type: none"> 1.Yes (many) 2.Not Sure 3.don't know yet 4.sometimes |
| <i>Service di restaurant</i> | <ol style="list-style-type: none"> 1. Yes (good service), helpfully, nice 3. Not Available, don't know yet |

The majority stated that food is clean and safe, although some say they are unsure, and some say the food is safe for consumption, it shows that food hygiene and health are adequate, although there is still a possibility that the food is less clean and healthy. This indicates that feeding and drinking service providers need to be cautious and careful in providing food.

IV. CONCLUSION

In general the dining place is available. This for example in Apung restaurant that has special fish dishes, and Toya deVasya that offers buffet menu with ample of variation to include the availability of vegetarian food stand. In regards to the place where travellers could hang out and share experiences, this might be still need to be made available. It was supported by the host perception of the availability of F & B; it is indicated that international dishes are rare, so as the the place with international atmosphere is yet needed to be made available.

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