



Geotourism Marketing Development in Pawon Cave, West Bandung Regency

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ABSTRACT

In carrying out the development of geotourism in a sustainable manner, there is a need for studies related to geotourism destination planning that can affect the development opportunities of an area. In response to this, research was conducted in planning a marketing development program at one of the geotourism destinations in West Bandung, namely Pawon Cave, so that it can become a geotourism area that cares about the environment and remains attractive to tourists. The approach used is a qualitative research method with a qualitative descriptive study approach. The data collection technique used was by conducting interviews with related parties as well as observation and documentation in supporting this research. The results of this study provide recommendations for the development of geotourism marketing for Pawon Cave with a focus on the involvement of the surrounding community in developing geotourism areas, conservation education for geotourism areas, partnerships with various parties in regional development and the creation of geotourism interpretation media for the convenience of tourist.

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1. INTRODUCTION

Geotourism is currently an emerging global phenomenon that promotes landscape-based tourism. Geotourism promotes tourism in the form of geosites and geodiversity conservation and the comprehension of earth science (Robinson, 2018). The main challenge of managing geotourism destinations is the subsequent impact on the environment, including damage to geoheritage (Ólafsdóttir & Tverijonaite, 2018). This is also the main focus in the development of one of the geotourism sites in West Bandung Regency, Pawon Cave. Where Pawon Cave is one of the heritage sites where there are discoveries of human skeletons in prehistoric times (Wulung et al., 2021; Wulung & Brahmantyo, 2019). Archaeological finds in the form of prehistoric human fossils complete with hunting tools, pottery, and vertebrate bone fragments in Pawon Cave. Making the Pasir Pawon area a target for geotourism development, that is karst geotourism, the geotourism attraction at Pawon Cave has the opportunity to support the Geopark proposal (Wulung et al., 2021). Contemporary marketing strategies emphasize mass tourist attraction and replace conservation values with contradictory commercial values, resulting in changes, uncertainties, and conflicts in heritage site management where preservation should be a fundamental and integral priority (Donohoe, 2012).

In order to develop geotourism in a sustainable manner, there is a need for studies related to the planning of geotourism destinations. Geodiversity can indirectly affect regional development opportunities as it directly impacts local communities and tourism production and consumption (Wulung et al., 2021). The purpose in this research is to develop marketing on geotourism in Pawon Cave.

2. LITERATURE REVIEW

In developing innovative products, successful strategies, and action programs, marketers need updated information about the environment, competition, and selected market segments. The platform for building competitive advantage through well-informed segmentation, targeting and positioning decisions. As is the case, the marketing plan should outline what marketing research will be conducted and when, as well as how the findings will be applied. In order to get effective results, it must be internalized into the marketing plan according to (Chhabra, 2010).

Local Community Involvement/benefits, the views of local communities need to be incorporated into the planning process with a view to cultivating the whole community and reducing resistance to the introduction of non-tourism elements. Partnerships, partnerships can play an important role in facilitating sustainable tourism development. Preservation and Conservation, the primary basis of conservation includes the protection of heritage resources, emphasizing the purposeful use of resources in ways that are valued and used for recreational purposes while at the same time seeking to maintain the core value of heritage for future generations. Interpretation, interpretation as an educational activity that communicates the meanings and relationships through hands-on experiences and learning media. Market Segmentation, the manager also needs to use the characteristics of tourists to be able to classify the market, these characteristics are used to make marketing decisions based on segmenting (Yuliawati et al., 2020).

3. METHODS

This research uses qualitative research methods and carried out in Pawon Cave which is located in West Bandung Regency in early 2022. The design approach is in the form of a descriptive qualitative study. Qualitative data in this study was obtained through an interview process with relevant resource persons, which are experts in geotourism and direct

observation at the research object. Data analysis includes content analysis and qualitative descriptive analysis.

4. RESULTS

In connection with the adaptation of the theory of geotourism marketing development, specifically at Pawon Cave, it is still not optimal and there needs to be some changes to turn Pawon Cave into a sustainable geotourism area. The wider community needs to be involved in the development of geotourism at Pawon Cave in order to improve economic welfare for the surrounding community, as well as education for the community regarding geodiversity and the importance of conservation on a regular basis to develop a society that is aware of tourism and cares about the existence of geotourism around them, because in the development of geotourism the community is one of the main components. The development of the world geopark concept includes preserving geological heritage, developing employment opportunities for local communities and developing knowledge for local communities (Alananzeh et al., 2018).

Pawon Cave cooperates with various parties from the agency in the context of building facilities and also regulations to maintain the authenticity of the geosite area, there are also several private companies that work together for the CSR field in preserving the geosite area of Pawon Cave. Stakeholders are very important when it comes to the conservation and use of geosites, and furthermore that it has its own values, including scientific, educational, cultural heritage, scenic, as well as tourist values (Ólafsdóttir, 2019). However, Pawon Cave still has not formally partnered with the field of conservation and universities for education, so conservation activities are still very limited and minimal in conservation science.



Figure 1. Pawon Cave

Geotourism as a form of sustainable tourism with the main focus on experiencing the geological features of the earth in a way that encourages comprehension of the cultural environment, appreciation and conservation and provides local benefits (Han et al., 2018). Conservation of a geotourism area can be seen based on its rarity, based on the results of the analysis of fossil relics in Pawon Cave has a high rarity, therefore to maintain authenticity and avoid looting the efforts made are to secure the original fossil relics to the conservation center in West Java as well as being used to conduct deeper research. However, the conservation of cave rock skins also has various approaches that can be done including making regulations, using ecotourism-based management, limiting visits, and also considering the surrounding impact on geosites. In the case of Pawon Cave, several stages of the approach have been carried out, such as implementing regulations from the government so that the surrounding impacts, including mining activities can also be conditioned, but the restrictions and implementation of ecotourism have not been carried out optimally, considering that the implementation of conservation management based on ecotourism has not yet received education or a special field for implementing conservation, therefore there is a specific field that focuses on implementing conservation at Pawon Cave.

The most basic interpretation media is in the form of a panel board that provides an explanation of the geotourism area, for the current digital era it is also recommended to use a QR Code to be able to view interpretation media digitally. Meanwhile, interpretation media in geotourism in addition to providing an overview of the area can also provide education to tourists to be more concerned about the environment of the geotourism visited as well as the usefulness of the existence of geotourism for life today. Adequately designed interpretation facilities can ask the right questions and provide more in-depth information and can play an extraordinary educational role (Migoń & Pijet-Migoń, 2019). Pawon Cave already has several interpretation media including at the main gate before entering the cave area there is a panel board that explains the history and geological map of Pawon Cave but still cannot be accessed digitally and there is no education about the importance of protecting the geotourism area for the survival of the next life, besides that in the cave area there is also an interpretation media in the form of an information board about the dental bones of the pawon human fossils. Tour guides have also not been programmatically equipped with knowledge from the geosite, although tour guides already understand the history and geodiversity of the Pawon Cave Area, but there is no special education for tour guides to conduct tour guides in accordance with interpretation techniques from geotourism.

Pawon Cave was formed as a niche tourism area whose visitor segment is limited and focused on students and also tourists who have a special interest in geotourism and archaeological history. Segmentation based on geography, tourists who visit are local tourists around the Pawon Cave area. While based on demographics, tourists who visit are academics and researchers from universities in order to conduct research and students conducting studies. Based on psychology, the segmentation of Pawon Cave is nature lovers who like hiking activities and academics who will conduct research and who have an interest in historical relics and geotourism. The behavior of tourists who visit, which has a goal of education from archaeological historical relics. There are four different market segments that visit geosites identified as nature activity lovers, culture lovers, cultural nature lovers, and those who want to know everything, this difference between segments shows that the segmentation of tourist benefits to geosites works well in practice (Lake et al., 2022).

5. CONCLUSION

The efforts in developing the right marketing for Pawon Cave are to involve the local community as a whole to participate in building geotourism in order to improve the welfare of local communities in a sustainable manner. Partnerships in conserving the area can also be carried out so that the Pawon Cave area can maintain its authenticity and can continue to be enjoyed for generations to come. Education to tour guides as a media interpretation can also improve the quality of services at Pawon Cave so that tourists can enjoy various activities at Pawon Cave and are also assisted by the existence of passive interpretation media in the form of a panel board that is digitally connected via QR Code. So, the most important thing in developing geotourism marketing at Pawon Cave is to build a tourism-aware community with various insights so that they can manage the geotourism attraction of Pawon Cave properly and can introduce Pawon Cave optimally to visiting tourists.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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