

Geoproduct Development as Part of Geotourism at Geopark Belitong

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Abstract—Geopark in Indonesia has SMEs which are engaged in geoproduct development. Geoproduct are products and services created by the community living in the surrounding geopark areas. Geopark has become a targeted destination for geotourism in Belitong, Indonesia. These geopark have unique geoproduct development. The objectives of this research is to map geoproducts in the geopark and the role geoproducts play in geotourism. The research method used is qualitative and descriptive using primary and secondary data. The SMEs in Belitong are located around the geopark's buffer zone. The result of this study shows that geoproduct varied in terms of the nature of the product, and quality. Most of the products are culinary and handicraft product using local grown ingredients and indigenous knowledge. The proposed strategy for developing a variety of geoproducts is a global value chain strategy that helps producers compete in marketing their product at geotourism site.

Keywords—geoproduct; geopark; geotourism; Belitong

I. INTRODUCTION

Belitong Geopark area has a basis for geotourism development that is based on aspects of conservation, education, and economic growth by prioritizing the concept of sustainability and increasing local economic development for the local community. Geoproducts are part of the geopark produced by SME's as a local community. The sustainable local economy involves the creation of tourism backup infrastructures, such as lodging, restaurants, cultural animation, museums, and interpretive center and infopoints, outdoor activities and shops. Geopark have strong commitment of the local community through local administration, local NGOs and local companies [1].

The geoproduct at Naturtejo Geopark, where innovative products were born contribute actively for the growth of local economy and also to raise awareness for geodiversity and the geoproducts [2]. These geoproducts combine traditional products with new concepts and interpretations. The geoproducts are necessary for tourism activity [3]. Engaging local communities in network activities can promote the creation of new products and service innovation as well as the generation of new social economic and intangible capital that can lead to a regional competitive advantage. Meanwhile in

Africa, geotourism and geoparks presents an opportunity, by creating, new products related to the geoheritage called geoproducts and geo-menus in local restaurant, new recreational activities (geo-tours, museums, etc.) and new jobs for local communities [4]. Meanwhile, European Geopark has to work within the network for further expansion and cohesion, collaborate with other geoparks and local enterprises for the achievement of it's objectives, create and promote new by-products linked with geological and cultural heritage [5]. These are several research already conducted related to geoproducts, at geopark outside of Indonesia. There are only few research of geoproducts in Indonesian geoparks, therefore research in this subject needed. The research objectives are: mapping of geoproducts in the Belitong geopark and describe the geoproducts in geotourism.

II. METHOD

The research type is descriptive research, where the researcher conducted mapping of SME's geoproduct at Geopark Belitong. Exploratory research basically is to seek out why events occur in the field, new ideas through data collection in the field. In this study mapping geopark products in Belitong national geopark. There are 500 SMEs in Belitong PLUT community which is the Integrated Small and Medium Enterprises Cooperative Business Service Center [6].

The the population of this research comes from PLUT community, whereas the research samples are 50 SMEs from this community. The research was conducted by using the purposive sampling method. Data collected were primary data through interviews and secondary data through reports and literature sources.

III. RESULTS

Belitong Geopark is one of the main tourism destinations in Indonesia. The number of tourist visits to the island has increased due to the many promotions carried out by the government and the geopark, including holding festivals every year in Belitong. The number of tourist visits in East Belitong up to 2015 was 167,680 tourists, consisting of 165,630 domestic tourists and 2,050 foreign tourists increasing from

2014 where domestic tourists were 81,032 tourists, consisting of 34,210 domestic tourists and 720 foreign tourists [7].

Geotourism activities carried out on the island of Belitung cannot be separated from the role of the local SME community which provides products / services to meet the needs of tourists ranging from lodging, restaurants, local transportation, geo trekking tour packages, island hopping, and souvenirs. SMEs that produce geoproducts are scattered in 2 districts where Belitung Geopark is located.

In 2014, Belitung Regency was dominated by the food industry group, namely 1.161 business units spread throughout the districts. The industries are located in Tanjungpandan sub district with 703 business units. About 5,448 people worked in the SMES (2014), and the labor force was dominantly working in the food industry about 2,524 people [8]. In East Belitung in 2015, the number of SMEs reached 10,101 units [9].

Geoproducts on the island of Belitung consist of agricultural/fishery products, handicrafts, tour and travel services, restaurant and other culinary services. The SMEs on the island of Belitung is an industry that processes agro-industrial, fishery, plantation and marine products. This craft consists of seashell craft which is shaped into animal shapes for displays, key chains, ashtrays and so on which certainly have high artistic value. In addition, there are handicrafts from rattan, *lais* leaves, *mengkuang*, leaves (pandan) which are dried and molded into bags, mats (carpet floor replacement mat), also hats. The food industry in the form of snacks such as shrimp paste, banana chips, fish crackers, *gonggong* snail, and others. The geoproduct specific locations are as follows:

TABLE I. GEOPRODUCT BELITONG GEOPARK

GEOPRODUCT	LOCATION OF SMEs	
	BELITONG REGENCY	EAST BELITONG REGENCY
Satam jewellery	X	
Bambu works	X	x
Seashell accessories	X	x
Lais/Pandan hat and bags	X	x
Batik Daun Simpor	X	x
Batik Tual	X	
Batik Sepiak	X	
Fish and seafood chips	X	x
Banana Chips	X	x
Orange Syrup	X	x
Ceramic products	X	x
Restaurants	X	x
Coffee Shops	X	x
Tour and Travel services		x
Citronella Oil		x
Herbal Drink		x
Honey	X	x

Source: Integrated Small and Medium Enterprises Cooperative Business Service Center

One of the souvenir that characterizes Belitung is Satam. Satam stone is probably the only one in the world. It is not easy

to find Satam stone on Belitung Island , let alone to be used as a craft. Usually the craftsmen get satam stones from the land tin miners, who discovered this satam by chance from the bowels of the earth with a depth of 50 meters.

Satam stone is often used to make jewelry such as rings, necklaces and various other handicrafts. Various other souvenirs can be purchased at the SME’s handicraft shop in the market of Tanjungpandan city. For souvenirs, there is a craft of Belitung shells which are created into bracelets, earrings, displays or interesting decorations.

The souvenir center in Belitung offers various snacks such as banana skin chips, key orange syrup, banana chips, abon crab, abon banana peel, kemplang banana peel, salted fish, squid chips, calamari, *pelekek* eggs, shrimp paste and other processed seafood. One of the specialty in this shop is the skin of banana chips.

Many SMEs in Belitung are joining Integrated Business Service Centers (PLUT), where SME entrepreneurs can consult on their businesses, opportunities to participate in business fairs, and training. Belitung Geoparks have a strong commitment of the local community through local administration, local NGOs and local companies. It is similar in Naturtejo Geopark which encourages new projects in the territory and promote them in its activities. This is as long-term project and very innovative because the geological features that have been always present in the region for the local people now can be economically exploited through new opportunities for business and sustainable explored for the benefit of people [2].

Belitong Geopark also supports the making of local handicrafts such as the production of clay and pottery souvenirs by local enterprises. These items are on sale in the souvenir shops in Belitung and also in the clay-pottery factory. This is similar to geoproducts developed in ther geoparks. Lesvos Geopark has along tradition in pottery and woodcarving and the geopark promotes these products to its visitors. The catering for all geopark events (conferences, meetings) is supplied by the women’s cooperatives using the local traditional recipes. Their products are also sold in the museum snack bar. Every summer the geopark organizes an agrotourism festival quality local products, food, and drinks prepared by the women’s cooperatives. The agrotourism festival includes a variety of presentations, events, and happenings as well as an exhibition of local products. Lesvos Geopark collaborates closely with women’s agrotourism cooperatives and local organic food producers to offer its visitors the opportunity to taste and buy local food products (e.g., pasta, organic olive oil, wine, ouzo, liquors, traditional sweets, and marmalades) as their geoproduct [1].

IV. DISCUSSION

Geopark with local communities promotes tourist attraction and development in the region. Tourism is inseparable from the provision of transportation, food-drinks, lodging, tour packages and souvenirs, where SMEs play an important role in that. Geoproduct production and distribution activities provide additional income for the local population and can attract investment into the area. Geoproduct can also function as a pedagogical tool for environmental education. The

collaboration of SMEs in geopark with the government, communities and universities related to interdisciplinary research is carried out to improve the competitive advantage of geoproducts.

V. CONCLUSION

Geopark as an innovation for the protection of natural heritage and geology plays an important role in the development of geotourism. In addition, geopark stimulates local socio-economic development by attracting more visitors, and promoting quality geoproducts related to local natural heritage. This encourages the creation of local products and local crafts that are involved in geotourism and geoproducts.

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