

## UNESCO Global Geoparks Indonesia in Online Space: A Review of Tourism Information Availability

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### ABSTRACT

*Geoparks represent a modern offering in geotourism, providing new avenues to showcase geological heritage. However, their promotion and marketing are still underdeveloped and require improvement. Therefore, there is a need to study this domain. This study aims to explore the tourism information available on the UNESCO Global Geopark website in Indonesia. This study examines the online content available on the websites of Indonesia's geopark, emphasizing the significance of addressing this facet of geopark marketing. Marketing is identified as a powerful and essential instrument in geopark management, crucial for accomplishing objectives in this field. From a marketing standpoint, this entails a collection of resources essential for crafting geotourism products which represent a range of regional opportunities. The non-material assets of a tourist spot include social capital, which consists of the caliber of human resources like skills, judgment, intellect, reputation, individual capabilities of managers, administrative staff, local stakeholders, or residents. The methodology used was to survey the websites of 10 UNESCO Global Geoparks in Indonesia, categorize the geopark information in general, and then focus on the related tourism details from the perspective of potential visitors. The findings of this study indicate that the UNESCO Global Geoparks of Indonesia on their websites show an incomplete level of information, for example on the estimated cost to visit. However, information on biological, cultural and natural resources is included throughout the UNESCO Geopark Indonesia website.*

**Keywords:** *Geopark; Geotourism; Promotion; Tourism; UNESCO*

### ABSTRAK

Geopark mewakili penawaran modern dalam geowisata, memberikan jalan baru untuk menampilkan warisan geologi. Namun, promosi dan pemasarannya masih belum berkembang dan membutuhkan peningkatan. Oleh karena itu, ada kebutuhan untuk mempelajari domain ini. Penelitian ini bertujuan untuk mengeksplorasi informasi pariwisata yang tersedia di situs web UNESCO Global Geopark di Indonesia. Studi ini mengkaji konten online yang tersedia di situs geopark Indonesia dengan menekankan pentingnya menangani aspek pemasaran geopark ini. Pemasaran diidentifikasi sebagai instrumen yang memiliki kekuatan penting dalam pencapaian tujuan pengelolaan geopark. Dari sudut pandang pemasaran, hal ini memerlukan pengumpulan sumber daya yang penting untuk menciptakan produk geowisata yang mewakili berbagai peluang regional. Aset non-material suatu tempat wisata meliputi modal sosial, yang terdiri dari kualitas sumber daya manusia seperti keterampilan, penilaian, kecerdasan, reputasi, kemampuan individu manajer, staf administrasi, pemangku kepentingan lokal, atau penduduk. Metodologi yang digunakan adalah dengan mensurvei situs web dari 10 UNESCO Global Geopark di Indonesia, mengkategorikan informasi geopark secara umum, dan kemudian berfokus pada detail pariwisata terkait dari perspektif pengunjung potensial. Temuan pada penelitian ini mengindikasikan bahwa UNESCO Global Geopark Indonesia pada situs web-nya memperlihatkan tingkat informasi yang kurang lengkap, misalnya pada perkiraan biaya untuk berkunjung. Tetapi untuk informasi mengenai kekayaan hayati (biologi), budaya dan alam sudah termuat di seluruh web UNESCO Geopark Indonesia.

**Kata kunci:** *Geopark; Geowisata; Promosi; Pariwisata; UNESCO*

## INTRODUCTION

Tourism is an important economic sector for many countries around the world. Tourism growth has contributed significantly to the global economy and plays an important role in cultural preservation, nature conservation, and local community development. One important aspect of promoting tourism destinations is through the use of information and communication technology, particularly through websites and other online platforms. In this context, UNESCO Global Geoparks, as part of the world's natural and cultural heritage, demonstrate the importance of having accurate, informative and easily accessible information for tourists. United Nations Educational, Scientific and Cultural Organization (UNESCO) has long advocated for the preservation of the world's natural and cultural heritage through its programs, including Global Geoparks (UNWTO, 2008). Geoparks are recognized as geological sites that have significant scientific value, natural beauty and cultural value. The Global Geopark Program aims to support natural resource conservation, geoscience education, and local economic development through sustainable tourism (UNESCO, 2023). One very important aspect in maintaining the success of the Global Geoparks program is ensuring that information about the Geoparks is widely available and easily accessible to local communities and international tourists. This not only raises awareness of the importance of natural and cultural conservation, but also supports the development of sustainable and responsible tourism.

Tourism stands out as one of the most dynamic and rapidly expanding global sectors, acknowledged for its pivotal role in fostering economic progress through income generation and job creation, particularly in developing nations (Hapsara & Ahmadi, 2022). Yet, tourism remains highly susceptible to both natural calamities and human-made disruptions (Widyastuti, 2021). The advent of the pandemic has exacerbated these vulnerabilities, rendering the tourism industry among the hardest hit by social restrictions (Fassoulas et al., 2022). Consequently, the integration of geoparks into sustainable development strategies emerges as a highly effective means of revitalizing tourism, preserving nature, facilitating education, and driving economic growth in a unified manner. However, achieving this effect necessitates efficient management across all facets of geopark operations. In the current landscape marked by intense competition across sectors and the inexorable forces of globalization, organizations are compelled to continuously evolve and adapt (Suzuki & Takagi, 2018). Marketing has thus become an indispensable component of management across industries. It covers various areas and functions as the central point between what's available and what's needed, molding how an organization is perceived, aiding in advertising, representation, and interaction, and impacting the overall placement of the organization within its operational environment (Krizanova et al., 2019).

In the field of tourism, marketing plays a crucial role in attracting visitors, especially as many potential travelers now primarily use the internet to gather essential information when planning their trips, experiences, tours, or other activities. This trend is a direct result of the modern era's rapid advancements in information technology (Schmitt & Zarantonello, 2013). Moreover, the ongoing pandemic has further compelled casual visitors to rely extensively on online platforms as a primary source of information (Fassoulas et al., 2022). The rise of online spaces, social media,

communication platforms, websites, and similar tools has made marketing strategy a central component of organizational management (Papazolomou & Melanthiou, 2012).

The World Tourism Organization (UNWTO, 2008) states that principles and strategies for sustainable tourism development apply to all types of tourism and destinations, including mass tourism and specialized segments. Sustainability principles cover environmental, economic, and socio-cultural aspects of tourism, requiring a balanced approach for long-term viability. Geotourism embodies the fusion of nature preservation, geological heritage conservation, and public accessibility, serving to educate visitors while meeting their experiential demands (Le et al., 2019). This tourism model directly addresses the imperative for nature conservation and advocates sustainable nature presentation. Geoparks, as contemporary geotourism entities, epitomize these qualities. Consequently, there is a pressing need to establish effective organizational units that, through collaborative efforts, can realize the objectives of global geopark establishment (Burlando et al., 2011). As demands for nature preservation and adherence to sustainability principles persist, the requisites for managing these areas and associated services continue to escalate. Moreover, there is a proportional rise in the demand for compelling presentation of natural heritage, promotion of ongoing education, cultivation of awareness regarding the imperative of natural heritage preservation, and effective attraction and retention of potential visitors. The success of geopark management hinges on the establishment of purpose-driven organizational units and the effective coordination among their sub-components (Stoffelen, 2020).

Geoparks represent contemporary geotourism offerings that introduce fresh avenues for showcasing geological heritage. These entities harbor numerous attractions, holding significant potential for development, education, environmental conservation, and fostering public awareness of natural values. Education stands out as a primary objective within geoparks, offering a modern approach to presenting geological heritage that diverges from traditional educational methodologies. This innovative approach has the effect of capturing the interest of younger generations (Azman et al., 2010). In this context, education goes beyond traditional classroom environments to include a wider range of activities, such as fostering an appreciation for nature conservation through learning and generating public interest in this field. The geopark concept emphasizes the use of proactive marketing tactics and innovative promotional methods, many of which target younger audiences.

Various authors have outlined several defining features or descriptions of geoparks. Broadly, geoparks are designated regions rich in geological heritage, with a primary focus on implementing sustainable development strategies (Justice, 2018). Typically, geoparks function through collaboration among public authorities, local communities, and private interest groups. These areas should possess distinct boundaries and adequate space to facilitate tangible territorial economic growth. Moreover, a geopark is expected to encompass a collection of geological sites renowned for their scientific significance, rarity, aesthetic allure, or educational merit (Azman et al., 2010).

Geoparks encompass a spectrum of activities that embody the core operational aspects of each geopark. These endeavors include scientific research, compiling inventories and maps of geological locations, conserving geological heritage, operating

thematic museums and interpretation centers, promoting geological sites, preserving fossils, establishing visitor parks, creating networks of hiking trails connecting geological sites with ecotourism facilities, conducting environmental education programs at geological sites, hosting scientific and cultural events, and highlighting monumental geological landmarks. Geoparks are also highlighted as significant educational destinations (Fauzi & Misni, 2016). While these authors offer a more specific viewpoint on geoparks concerning activities and content, UNESCO's definition underscores the diversity within geoparks and emphasizes that a geopark comprises one or more sites of scientific significance from geological, archaeological, economic, or cultural perspectives, particularly in Europe (UNESCO, 2023). According to this description, a geopark is distinguished by its substantial geological heritage, well-organized management framework, and a strategy for sustainable economic development (UNESCO, 2023). Geoparks serve as geotourism products systematically fostering societal functional values, with a fundamental task being public engagement, education, and raising awareness regarding the natural values of the country, surrounding biodiversity, nature conservation, and responsible utilization to safeguard these values for future generations (Azman et al., 2010). The existence of geoparks is predicated on their societal functional value, with a key function being education at various educational stages to heighten public awareness about nature and its inherent values. Geoparks are established based on their societal utility, particularly in educating people at different levels to raise awareness about nature and its intrinsic worth. In this context, it's essential to underscore the other facet of natural heritage, which extends beyond immediate benefits, emphasizing the imperative within geoparks to enhance public consciousness regarding the necessity of preserving this natural heritage to ensure its enduring value for future generations (Slater, 2011).

The idea of a geopark goes beyond its geological importance to include archaeological, economic, or cultural values of national significance, especially within Europe or worldwide (Dinata & Mussadun, 2015). Geoparks are anticipated to cover a range of phenomena with substantial scientific, rarity, artistic, and educational worth, potentially including archaeological, ecological, historical, or cultural aspects (Stoffelen et al., 2019). Within the framework of a geopark as a region or destination, it's imperative to adopt contemporary methods and practices to engage visitors and offer geotourism products effectively. Given the extensive array of options and intense competitive pressures today, selecting effective marketing strategies is crucial to attract and retain visitors. The phrase "in a modern way" underscores the importance of presenting geotourism products tailored to specific target groups, as trends in marketing communication rapidly evolve, necessitating adaptation to increasingly modern marketing tools and promotional methods (Yuliawati & Budiman, 2018). Hence, there's a need to remain responsive to these developments and stay abreast of current trends in this field.

In contemporary times, the term "geopark" is commonly used, yet only a fraction of the public comprehends its true essence (Suzuki & Takagi, 2018). Consequently, the promotion and marketing of geoparks remain underdeveloped and necessitate improvement. Therefore, it is imperative to explore this field, investigating geopark networks, their marketing approaches, and suggesting remedies for other geoparks hosting noteworthy geological assets (Jufriada et al., 2018). This study examines the

online content available on the websites of Indonesia's geoparks, emphasizing the significance of addressing this facet of geopark marketing. Marketing is identified as a powerful and essential instrument in geopark management, crucial for accomplishing objectives in this field.

Importantly, there is limited literature on the online marketing of geoparks; most authors concentrate on the role of geoparks in promoting earth science, geoscience, and geoheritage (Dinata & Mussadun, 2015). Another subset of works explores individual geopark websites and their unique features (Suzuki & Takagi, 2018). When examining geoparks as a destination, one can consider four distinct perspectives: geographical, marketing, sociological, and transdisciplinary (Pásková & Zelenka, 2018). From a marketing standpoint, this entails a collection of resources essential for crafting geotourism products (Luo et al., 2021), which represent a range of regional opportunities. The non-material assets of a tourist spot include social capital, which consists of the caliber of human resources like skills, judgment, intellect, reputation, individual capabilities of managers, administrative staff, local stakeholders, or residents. The non-material assets of a tourist spot include social capital, which consists of the caliber of human resources like skills, judgment, intellect, reputation, individual capabilities of managers, administrative staff, local stakeholders, or residents. These individuals contribute to enriching the destination's offerings and thereby fostering its development. This encompasses formal organizational structures, strategic plans, information management systems, and coordination mechanisms, as well as informal networks within the destination area and beyond (Rosyidie et al., 2018).

Social construction suggests that social reality, including tourism information, is constructed through social interactions, cultural norms, and communicative practices in society. In the context of this research, we can observe how information about Geoparks is influenced by the use of language, narratives, and visual representations in online platforms (Krizanova et al., 2019). For example, how travel stories or documentary videos about Geoparks are created and delivered to the public online can influence tourists' perceptions and interest in the destination. The, Social constructionism and the use of social media are also relevant in this context. Social media has become a major platform where tourism information is disseminated and shared by users globally (Jufrida et al., 2018). Social constructionism emphasizes that social reality and perceptions of tourism destinations can be influenced by dominant discourses and narratives on social media. In this research, it is important to understand how narratives about Geoparks are produced, distributed, and received by social media users. This can affect the popularity of Geoparks, tourist interest, and public awareness of the importance of nature and cultural preservation.

Before any form of tourism can be realized, it's essential to assess the country's potential and the offerings that attract tourists or travelers. Understanding tourism from the perspective of visitors and their motivations is crucial. The study of human behavior and motivation is a vast and intricate field. To comprehend human behavior, including motivation and the myriad factors that influence it, thorough research is required. Human behavior is influenced by a multifaceted set of characteristics, desires, interests, objectives, or mechanisms referred to as motives, which collectively shape what is known as the incentive system (Feshbach & Kuchenbecker, 1974). Motivation serves as



a driving force, particularly in this context, where it is vital to guide, track, and pique tourists' interest in geotourism.

Indonesia's geopark locations were admitted into the UNESCO Global Geoparks network after a resolution was passed during the 216th Session of the UNESCO Executive Board in Paris, France (UNESCO, 2023). As of 2023, Indonesia boasts ten geoparks recognized as global geopark areas due to their distinctive geological, biological, and cultural attributes. These UNESCO-designated geoparks in Indonesia encompass various sites, including:

1. Batur, in 2012, the initial Geopark in Indonesia was granted UNESCO Global Geopark status. Within the Batur Geopark area, precisely located in Kintamani District and Batur Regency, there are a total of 21 natural heritage sites.

2. Ciletuh, granted UNESCO World Heritage status in 2018, this geopark is encircled by alluvial plains featuring distinctive rock formations and stunning landscapes. Moreover, it boasts beaches renowned for their waves, attracting surfers from around the globe.

3. Belitong, Situated within Bangka Belitung Province, this geopark lies approximately 400 km north of Jakarta, Indonesia's capital city. It is bordered by the Karimata Strait to the north, the Java region to the east and south, and the Gaspar Strait to the west.

4. Sewu Mountains, acknowledged as a UNESCO Global Geopark since 2015, the Gunung Sewu Geopark encompasses numerous paleolithic-neolithic cultural artifacts. In total, there are 33 natural heritage sites scattered across Gunung Kidul (13 geosites), Wonogiri (7 geosites), and Pacitan (13 geosites).

5. Mount Rinjani, granted Global Geopark status by UNESCO in 2018, the Mount Rinjani Geopark boasts a wide array of plant and animal species, many of which are native to the area.

6. Lake Toba, Toba Caldera, more commonly referred to as Lake Toba, was recognized as a UGG during the 209th session of the UNESCO executive board in Paris on July 2, 2020.

7. Ijen, situated across two districts, Banyuwangi Regency and Bondowoso Regency in East Java, the Ijen Geopark derives its name from Mount Ijen, as reported on the Ijen Geopark page. Presently, there are 21 geological sites established within Ijen, catering to both local and international visitors.

8. Maros Pangkep, Maros Pangkep UNESCO Global Geopark in South Sulawesi has been designated as a member of the national geopark in November 2017. This 75,931-hectare area consists of geology (geodiversity), biology (biodiversity), and culture (culturaldiversity).

9. Merangin Jambi, the Merangin Jambi Geopark is situated in Merangin Regency, specifically in Air Batu Village and Dusun Baru, Pemberap District, Jambi. One of its main attractions includes fossilized flora dating back 350 million years.

10. Raja Ampat, this region comprises a cluster of karst islands situated directly on the equator. Its geological distinctiveness holds global significance, notably with the unearthing of the world's oldest exposed rock, estimated to be approximately 439-360 million years old on Misool Island.

After describing the concept of geoprak tourism to Geoprak Indonesia, the author has the purpose of this research is to study the tourism information package provided from analyzing the complexity of geopark websites in Indonesia.

**RESEARCH METHODS**

The analysis involved several stages. Initially, a survey was conducted of the websites belonging to the ten UNESCO Global Geoparks in Indonesia, which were listed according to their year of designation as follows: (1) Batur, (2) Ciletuh, (3) Belitung, (4) Sewu Mountains, (5) Mount Rinjani, (6) Lake Toba, (7) Ijen, (8) Maros Pangkep, (9) Merangin Jambi, and (10) Raja Ampat.



**Figure 1.** UNESCO Global Geoprak Indonesia  
 Sourcer: Indonesia Baik

The objective of this process is to gain a comprehensive understanding of the information provided on geopark websites in Indonesia, with a focus on their tourism-related content. Additionally, it was crucial to underscore the significance of the website's overall presentation and its content by organizing it into categories, which will be elaborated upon later.

The author organized the information into separate sections using the marketing mix model and focusing on details regarding the value and purpose of the geopark. This sorting process aimed to ensure that visitors could readily find comprehensive information about the geopark, including its attractions, pricing, routes, activities, and opportunities available within the geopark. The author organized the information into separate sections using the marketing mix model and focusing on details regarding the value and purpose of the geopark. This sorting process aimed to ensure that visitors could readily find comprehensive information about the geopark, including its attractions, pricing, routes, activities, and opportunities available within the geopark. The author organized the information into separate sections using the marketing mix model and focusing on details regarding the value and purpose of the geopark. This sorting process aimed to ensure that visitors could readily find comprehensive

information about the geopark, including its attractions, pricing, routes, activities, and opportunities available within the geopark. The author organized the information into separate sections using the marketing mix model and focusing on details regarding the value and purpose of the geopark. This sorting process aimed to ensure that visitors could readily find comprehensive information about the geopark, including its attractions, pricing, routes, activities, and opportunities available within the geopark. The classification of marketing and the specific information sought was considered suitable and represented the most effective categorization approach. The author organized the information into separate sections using the marketing mix model and focusing on details regarding the value and purpose of the geopark. This sorting process aimed to ensure that visitors could readily find comprehensive information about the geopark, including its attractions, pricing, routes, activities, and opportunities available within the geopark.

The categorization began with providing general details about the values linked with geoparks, progressing towards groups of information targeted at researchers planning to explore geoparks. Another pivotal aspect of the analysis involved examining articles concerning geopark functions, alongside similar works focusing on geopark marketing strategies, and sourcing relevant literature on the article's topic. Examining these sources helped in forming information categories and informed decisions on how to organize the content for presentation, with the goal of covering all aspects of geopark activities that are important for visitors.

Categories of information outlined in the UNESCO Global Geopark Website Assessment Table for Indonesia (Molokáč et al., 2023):

- **Natural Heritage:** Details available at individual geopark sites regarding the natural heritage, including information on wildlife, plant life, geotopes, geological background, the environment, and unique features defining the geopark.
- **Historical Heritage, Significant Objects:** the geopark's website provides details about important historical and cultural items associated with the area's development over time.
- **Local Products, Thematic Trips, Events, Educational Activities, Promotional Activities:** Information on the geopark's website outlines the variety of local or branded goods available through the GeoFOOD network. These products, which can include food items and other regional specialties, contribute to supporting geopark initiatives. Additionally, information is provided on thematic trails, routes, and areas reflecting the local landscape, along with a section for potential visitors outlining events, both past and upcoming. Furthermore, an essential category encompasses education and educational activities, reflecting the inherent nature and function of geoparks.
- **Children/Family Product Packages, Educational Product Packages, Adrenaline/Sport Product Packages:** Details provided on the geopark's website about the accessibility of "product packages" or customized options for visitors looking for complete thematic experiences without the need to coordinate additional services separately. These packages may include accommodations or services tailored to specific interests, such as those catering to families with



children or individuals interested in sports and active leisure pursuits, including adrenaline-inducing activities. This category focuses on marketing products designed to cater to specific visitors or groups, streamlining the service provision process and eliminating the need for visitors to arrange secondary services themselves. Such products may be offered directly by the geopark or indirectly through local travel agencies.

- **Tourist Infrastructure, General Infrastructure, Supporting Infrastructure, Cooperation:** Details regarding tourist infrastructure availability can be found at tourist information centers, museums, descriptions of tourist routes and trails within the geopark area, as well as information on guide services and similar facilities. This section on the geopark website provides information about general infrastructure to help potential visitors understand accessibility, transportation options, online maps, and orientation. It also covers barrier-free access within the geopark. Additionally, it includes assessments of infrastructure accessibility related to catering and accommodation services, along with potential partnerships with educational institutions, projects, municipalities, or other supporting entities.
- **Pricing Information:** details on pricing within the geopark and its facilities. Details about pricing within the geopark and its facilities, including museum admission, promotional materials, educational activities, entry events, local products, and online ticket purchases.
- **Social Networks and Platforms:** Assessment of the geopark's visibility and representation across various social media platforms like Facebook, Instagram, Twitter, and others, alongside links to these platforms from the geopark's website. This category also examines whether some geoparks offer newsletter subscriptions containing updates on activities, events, developments, and other geopark-related information. Furthermore, attention is given to the growing trend of e-commerce platforms and apps as a marketing avenue.

Apart from having these accounts, the focus was also on linking the website to social networking platforms. Procedure of research steps follows:

- Visit the home page of each geopark.
- Visit the geopark website, search for information according to the categorization.
- Create data table results regarding the categorization that has been mentioned according to the information for each geopark.
- Marketing mix.
- Drawing conclusions from the research.

## RESULTS AND DISCUSSION

The results of this research are delivered through descriptive narratives, which offer a summary of the information that can be accessed in the geoparks' online domains. As part of this research, ten UNESCO Global Geoparks in Indonesia were numbered, with each geopark numbered according to the year of its designation. The geoparks include (1) Batur, (2) Ciletuh, (3) Belitung, (4) Sewu Mountains, (5) Mount Rinjani, (6) Lake Toba, (7) Ijen, (8) Maros Pangkep, (9) Merangin Jambi, and (10) Raja

Ampat. This numbering system facilitates discussion and evaluation of the assessment of available information based on categorization criteria, which include Natural Heritage, Historical Heritage, Local Products, Family Product Packages, Tourist Infrastructure, Pricing Information, and Social Networks. (Molokáč et al., 2023).

**Natural Heritage and Historical Heritage**

The data concerning natural, historical, and cultural heritage is accessible across the websites of the 10 UNESCO Global Geoparks in Indonesia. While geoparks seem to adequately cover their pages with essential and accurate information regarding natural heritage, there's a need for reassessment regarding other categories like historical artifacts, cultural heritage, and other notable objects. It's imperative to reconsider the interwoven nature of the geopark's essence and the structural aspects of natural heritage within the information synergy, as they are closely intertwined and of significant importance.

**Table 1:** Natural Heritage Information on Website Indonesia UNESCO Global Geopark

Natural Heritage	1	2	3	4	5	6	7	8	9	10
	√	√	√	√	√	√	√	√	√	√

Source: Research Result, 2023

Furthermore, it's crucial to address the educational offerings provided by the 10 UNESCO Global Geoparks in Indonesia. Education, being a primary function of geoparks, should stand as a pivotal area in geopark presentation. The findings of this study do not suggest a deficiency in geopark education, but rather indicate a minimal level of information available on geopark websites. This information, which should be prominently featured, is notably lacking, especially considering that data regarding Historical Heritage is already present on all 10 UNESCO Global Geopark websites in Indonesia.

**Table 2:** Historical Heritage Information on Website Indonesia UNESCO Global Geopark

Historical Heritage	1	2	3	4	5	6	7	8	9	10
	√	√	√	√	√	√	√	√	√	√

Source: Research Result, 2023

**Local Products**

Moreover, the information encompassed within the examined categories offers a foundational level of information essential for visitors, given the close relationship between geoparks and marketing. Marketing, in this context, can be perceived as a set of resources essential for developing geotourism products (Suzuki & Takagi, 2018). Geopark products include not just the cultural heritage, but also a range of associated activities like organizing events, themed excursions, educational programs, recreational options, and anything that supports marketing goals.

As for marketing product specifications, there is a gradual shift towards the development of marketing product packages aimed at providing visitors with

comprehensive service convenience throughout their travel, activities, or visits to a destination. Notably, in this study, nine out of the ten Geoparks already feature information about local products. The only exception observed by researchers was Geopark Rinjani, which did not provide information on local products.

**Table 3:** Local Product Information on Website Indonesia UNESCO Global Geopark

Local Product	1	2	3	4	5	6	7	8	9	10
	-	√	√	√	-	√	√	√	√	√

Source: Research Result, 2023

The item being discussed isn't a standard offering one would typically find in a geopark, which often focuses on natural and cultural elements. Instead, it's a tailored product package consisting of a trip, accommodation, or activity combined with extensive services. These tailored products enhance the appeal and contemporaneity of the geopark's offerings, attracting more potential visitors and streamlining the trip planning process. Consequently, they add value to the geopark's offerings. In today's modern era, various entities, including companies and organizations, are compelled to provide customers or visitors with maximum added value and convenience, both in terms of time and finances. This shift necessitates a reassessment of the marketing offerings provided by geoparks to visitors.

**Price Information and Family Tour Product Packages**

Updating the product and enhancing the overall online representation requires addressing pricing details, which include museum admission fees, event or activity charges within the geopark, and expenses related to educational or promotional materials. Nowadays, visitors expect to access such details online before planning their trips or visits.

The website analysis conducted in this study revealed a significant absence of this essential information to inform visitors. For visitors, understanding the pricing structure within the geopark and the option to purchase tickets online for museum visits, events, or other activities is paramount. According to the findings, only three out of ten UNESCO Global Geoparks in Indonesia websites—namely, Geopark Belitung, Geopark Ijen, and Geopark Merangin Jambi—provide this critical information, indicating that only three geoparks disclose ticket prices or expenses online.

**Table 4:** Price Information on Website Indonesia UNESCO Global Geopark

Price Information	1	2	3	4	5	6	7	8	9	10
	-	-	√	-	-	-	√	-	√	

Source: Research Result, 2023

Price information, along with exceptional family tourism package offerings, is provided by two geoparks: Geopark Belitung and Geopark Merangin Jambi. However, this information was absent from the websites of several other geoparks, including Batur, Sewu Mountains, Lake Toba, Maros Pangkep, and Raja Ampat.

**Table 5:** Family Tour Product Packages Information on Website Indonesia UNESCO Global Geopark

Family Tour	1	2	3	4	5	6	7	8	9	10
Product Packages	-	√	√	-	√	-	-	-	√	-

Source: Research Result, 2023

### Social Media Networks

The table above illustrates the involvement of social media networks in geopark marketing efforts. Currently, having a presence on social media platforms is considered essential in tourism marketing endeavors. Utilizing social media for promotion is highly effective and contemporary, as it has become almost customary for organizations to maintain accounts on these platforms. It is encouraging to note that geoparks acknowledge this trend in their marketing strategies. Upon examining the websites of 10 UNESCO Global Geoparks in Indonesia, it was observed that only two geoparks, namely Ciletuh Geopark and Lake Toba Geopark, do not include or actively manage their social media presence on their websites.

**Table 6:** Social Media Network on Website Indonesia UNESCO Global Geopark

Social Media Network	1	2	3	4	5	6	7	8	9	10
	√	√	-	√	√	-	√	√	√	√

Source: Research Result, 2023

### Tourism Infrastructure

For visitors, having access to information about the destination they plan to visit is crucial. Prior to their visit, visitors seek to understand the offerings beyond heritage sites and activities within the geopark. They're interested in discovering the museums, visitor centers, tourist trails, and guide services provided in the geopark, along with their opening hours, entry prerequisites, and any other pertinent information.

Providing this comprehensive information is essential for visitors, and it is imperative that the web pages contain these details.

**Table 7:** Tourism Infrastructure Information on Website Indonesia UNESCO Global Geopark

Infrastruktur Wisata	1	2	3	4	5	6	7	8	9	10
	√	-	√	√	√	-	√	√	√	√

Source: Research Result, 2023

Eight out of the ten UNESCO Global Geoparks in Indonesia provide data concerning tourist routes and accommodations, whereas guide services are not included by Geoparks. The provision of information regarding public infrastructure is equally significant, mirroring the importance of previously explored categories. This encompasses various aspects of Geopark infrastructure for visitors, with data sought in the following categories:

- Location of the geopark
- Directions on how to reach the geopark
- Any restrictions in place
- Available transportation options

- Conditions of transportation

Moreover, evaluating information on local service offerings, which play a vital role in garnering support for geoparks, is imperative. It's important to highlight that the connection between geoparks and local service providers should be mutually beneficial, emphasizing the significance of mutual assistance and collaboration. Geoparks draw visitors to nearby service providers, who, in return, help expand and sustain secondary amenities (such as dining and lodging services) within the geopark's vicinity. This indirect support further enhances geopark activities and the quality of services provided. If there isn't mutual support and collaboration, achieving the desired results might be challenging. Therefore, both parties should seize the chance to work together, utilizing the common ground to benefit each other. As a result, it's crucial to offer website visitors information on local services. Those planning a visit to the geopark website can find details on nearby amenities or access links to relevant information pages. This enables visitors to obtain information about accommodations or directly book accommodations through the provided links.

## **Discussion**

After looking at the data that has been explained regarding the availability of information with the criteria of the existence of information on Natural Heritage, Historical Heritage, Local Products, Family Product Packages, Tourism Infrastructure, Price Information, and Social Networks, it can be said that UNESCO Global Geopark Indonesia must implement a website development strategy with the addition of qualified information to encourage tourism development within the Geopark. However, this research reveals that there are shortcomings in the information available on some Geopark websites, which often have an impact on the effectiveness and success in reaching the target audience of potential visitors, for example in the availability of information on estimated costs spent when visiting the Geopark to accommodation information, such as lodging and vehicles that must be used to get to the Geopark. This is very important in the structure of published information. Most importantly, information about Geopark activities and values must also be seen as a marketing product that requires a clear structure, purpose and vision in a clear achievement.

Structure relates to the specific activities and their planning or presentation of Geopark values. Goals describe what the Geopark wants to achieve through its presentation and activities, while visions outline the long-term direction and focus of individual goals, such as education and raising public awareness. Although the discussion can cover a wide range of topics, the basic idea of this research underscores the need to establish a unified system or structure for the information presented on the website.

This need is also driven by society's reliance on the online realm as an important domain in management across all sectors. In addition, it is worth noting from the findings of this study that although geoparks present and showcase geological heritage to potential visitors, themed trips with accommodation, guides, and other related services are still not available. Given the current landscape, geoparks should prioritize marketing customized products to different demographic segments of potential visitors. This approach would allow visitors to order products that cover a wide array of services



associated with a visit to one or more geolocations, eliminating the need for trip planning and organization.

This necessity is also driven by societal reliance on the online sphere as a pivotal domain of management across all sectors. Additionally, a noteworthy revelation from this research is that while geoparks present and showcase geological heritage to potential visitors, the provision of comprehensive packages of services associated with a visit to a geopark (such as themed trips with accommodation, guides, and other related services) is notably absent from their offerings. Given the current landscape, geoparks should prioritize the marketing of tailored products to various demographic segments of potential visitors. This approach would enable visitors to book products encompassing a full array of services related to visiting one or more geolocations, thereby eliminating the need for trip planning and organization.

A social media presence is also necessary as geoparks in general are already performing well. However, there is a lack of platforms such as TikTok that could potentially engage the younger generation. Given that education is one of the main objectives of geoparks, the absence of such platforms is considered a limitation. In addition, geoparks face the challenge of adapting to the prevalent use of mobile technology, which offers a myriad of possibilities in various aspects of life. Despite these challenges, a positive aspect in the realm of social media is that geoparks recognize current trends in social network marketing and provide direct links to social networks on their websites. Websites remain fundamental in a Geopark's tourist information delivery repertoire, encompassing all elements of online promotional materials; therefore, websites need to be critically evaluated.

## CONCLUSION

UNESCO Global Geopark Indonesia operates at a basic level on its website and still lacks information in the categories of information aspects of Family Product Package, Tourist Infrastructure, Price Information and all websites are available basic information that becomes Geopark values, including Natural Heritage and Historical Heritage information. Furthermore, geoparks in Indonesia have also realized the importance of social media, but the level of engagement in this aspect is currently minimal as it is not available on some social media platforms. Although the geoparks provide information about what they are about, including natural heritage linked to culture and history, on their websites. They do not prioritize positioning visitors in contemporary marketing ways, such as offering promotions or products tailored to meet visitor needs, which is a common practice in the tourism sector. These findings underscore the need for UNESCO Global Geopark Indonesia to target a new demographic, namely the younger generation and develop innovative products to attract visitors who may not traditionally be interested in geoparks. It is particularly important to adopt contemporary marketing trends and advances, such as mobile apps and virtual tours, as these components are becoming increasingly important for modern websites. In addition, some geoparks lack important online services such as tour booking, which should be a standard offering on their websites.

This research is only limited to reviewing the availability of information on Geopark websites, so the author suggests the need for future research on Digital Marketing Trend Analysis for Natural and Cultural Heritage-Based Tourism Destinations, in this case Geoparks. There is certainly a need for research on analyzing the latest digital marketing trends and strategies used to promote tourism destinations such as Geoparks. This study could involve case studies of successful campaigns in the field of natural and cultural heritage tourism, and their implications for Indonesian Geoparks.

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