

Smart Tourism through Event Marketing on Geopark

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Abstract: Event marketing is an effort to improve image brand Geopark Ciletuh Sukabumi and the activities this activity is held by the cooperation between government, community and private company. The aim of this research is to develop smart tourism models for Geopark through event marketing. Quantitative method is conducted in this research with collection of primary and secondary data. Population and sample in research this is visitor's event activities undertaken by manager geopark. Based on the research, can be drawn a conclusion that the management of Ciletuh Geopark should improve the promotion of event marketing programs through quality and quantity of information using ICT.

1 INTRODUCTION

The source of geology in Indonesia apart from ingredients energy as oil earth and natural gas, coal, heat earth, and miscellaneous a variety of minerals, there are also a source of power geology form phenomenon natural geological beautiful, unique, rare, and worth high named geopark. Activities that can be done in geopark include: hiking / trekking, mountain bike cycling, swimming in the beach, caving, sightseeing, bird watching, canoe, rafting and other adventure-nature-based activities. (Yuliawati, 2016) Geopark could utilized for activities development on various sector corresponding with direction policy development program utilizing national source power natural as optimum as able maybe for welfare people. Geopark Ciletuh Sukabumi has set as geopark national on 2015 and will be candidate for Geopark standard international that is sign in in GGN membership of UNESCO (UNESCO, 2010). However, Geopark Ciletuh as a brand of national geopark not as famous as others Geopark. A research conducted at Ciletuh Geopark that found the level of public awareness of the environment is still low, because they tend to prioritize their livelihood, and have the tendency to exploit natural resources (Hadian, 2016).

Development technology in field tourism has change the path of the visitors in a way planning and choosing tourism destination. The strength of digital media as a marketing tool is undeniable and manager

of geopark have to be aware of this and use it wrong only with uses the model of smart tourism.

Smart Tourism Destination is a connectedness between destination, tourists and destination management, associated with tourism resources and tourism activities (Gretzel, U.,C, Sigala., Xiang, Z., * Koo, C., 2015). Smart tourism a new terminology to be applied for show enhancement dependency destination tourism, industry and tourism on all ICT forms that enable large data / massive transformed be proposition value. This research is aim primarily to make a system that can improve experience tourists and improve the effectiveness of management source power.

Event marketing is done by Ciletuh form series online and offline activities performed for improve image brand geopark. The Activities take place every year and routine held cooperate with government provinces / districts, companies private and community. Example on 2016 event held in the form of: Cultural Performance, Geobike, Geosurf, Geodive, Geokite, Geovaganza, Expo and Bazaar titled Culture Meet Augustus Nature Festival 27 -28, 2016. Organizing using digital media as a promotional medium.

Based on explanation above the concern of this research main is for designing model smart tourism of Geopark through event marketing. The identification of problem will be, first is still least-developed model of Smart Tourism for destination geo tourism. Second is still lack event marketing. As

aforementioned, thus, the formulation of this research is to design smart tourism model for geopark.

2 LITERATURE STUDY

2.1 Geoheritage in Geopark

The dynamics of the earth lasted for hundreds of millions of years ago resulted in a geographical arrangement as seen today. The shape and configuration of the archipelago reflects the long process of interaction between endogenous and exogenous forces that distribute the mineral resources, energy, and disaster potentials as they happen today. The Process of Achieving equilibrium in the dynamics of the earth that lasted for millions of years ago is Characterized by regional tectonic activity and magmatism that can change the structure of the earth's shell (lithosphere), so that rocks and minerals previously formed in the depths of the earth closer to the surface, a collection of ancient flora and fauna. Transformed and distributed into fossil fuels (oil and gas-earth and coal), volcanic eruptions that spread ash and volcanic gases also affect soil fertility as well as global climate change and so on.

The various available natural resources are the basic input of the implementation of sustainable national development. This input is used for development of activities in various sectors in accordance with the policy direction of national development program. The program recognizes natural resources, for the development of science and support development Natural tourism objects aspect of geology, tourism, economy and culture.

Geotourism is a natural part of the tourism sub-sector that is not included in the general tourism. However, it has a broader scope on the components of culture and heritage. In other words, it can be said that Geotourism focuses on wildlife and all that can be regarded as distinct or separate aspects of general tourism (Newsome, 2006). This fits well with the idea of the which states that Geotourism Provides benefits to the local community and it does not just celebrate a sense of place, but Also supports conservation principles related to natural resources, culture, heritage, and traditions (Miller, 2009). Therefore, Geotourism Generally can be conceptualized in Figure 1 as follows:

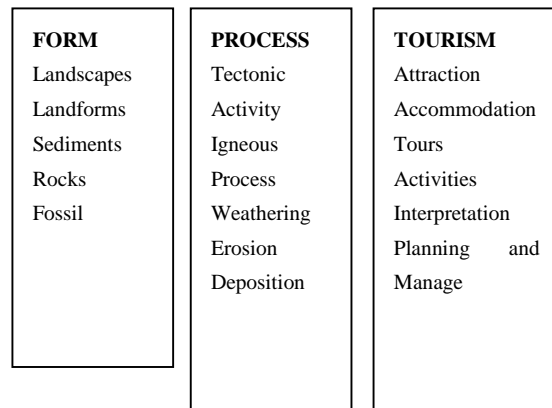


Figure 1. Conceptualization of the nature and scope of geotourism.

Source: (Newsome, 2006).

Form is the landscape including features and materials. Interesting landscape in geotourism includes mountains, rift valleys, steep cliffs, volcanic, karst landscapes, and arid environment. Of each feature and material that is in the landscape, there are several characteristics of a landscape or landscape composition. Additionally, hierarchy of the interesting features on Geotourism identified on the landscape can range from landscapes individually to geological materials or materials such as rocks, sediments, and fossils (Newsome, 2006).

2.2 Event Marketing

(Kennedy, John E. and Soemanagara, 2009) interprets the event is an activity undertaken by the organization/ company in presenting participants to go to the activities to obtain information and achieve the purpose of the implementation of these activities. Furthermore, (Duncan, 2008) says that event marketing is a promotional occasion designed to attract and involve a brand's target audience.

Event marketing held must have influence and give impression deep to everyone present so that the customer or potential customer could old enough to remember a pleasant experience. The event marketing by (Hoyle, 2002) there three elements that play a role important to sustainability of the event, namely Entertainment (entertainment); Excitement (memorable); and Enterprise (dare to try).

Organizing events in effort for get participants very depends to marketers in doing principles - principles of marketing. According to (Hoyle, 2002) there are five elements marketing in the event, namely as Product, Price Place, Public Relations, Positioning.

2.3 Smart Tourism in Geopark

In the digital era, urban construction and development involving ICT in its various aspects, which is often known as the concept of smart city. The concept of smart cities is usually associated with embedded ecosystem technology that seeks to build Synergies with their social components in an effort to improve the quality of life and improve the efficiency of urban services (Eager, 2013 on Buhalis and Amaranggana 2013). Smart tourism is aim to make use of technology embedded environmental, process responsive on level micro and macro, end-user devices in some touch-points and stakeholders interests involved the use of a dynamic platform as system nerve (Buhalis and Amaranggana 2013). Aim main from application aim smart travel is for improve experience for traveler do travel and for improve effectiveness management asset destination tourism is concerned, to ensure that power competitiveness aim and satisfaction traveler could have monitored on constantly.

Based on Buhalis and Amaranggana (2013), there is three ICT forms an important for set up destination tourism clever, there are Cloud Computing, Internet of Things and End-User Internet System Service.

3 METHODOLOGY

This research was conducted by using a marketing approach, particularly smart tourism model through event Ciletuh Geopark. The research method used is survey method that is research method conducted on large and small population, Questionnaires are used to obtain an overview of the event that have multiple indicators and also about respondents' opinions about smart tourism. Data collected consists of two types, namely primary data and secondary data. The population in this study is from the data obtained, obtained data on the number of visitor online site Ciletuh Geopark until 2016 is 5.954 people (Geopark Ciletuh Palabuanratu, 2017).

Sampling is done by random sampling Ciletuh method, number of people who have accessed Global Geopark online site. The sample in this study is 100 online site visitors Ciletuh Geopark. In line with the objectives of the study, the data analysis is done through several stages: d data compilation, data tabulation, descriptive analysis of each research variable after the data collected, study literature and field survey and measure smart tourism through event marketing of Ciletuh Geopark based on Perceptions of respondents.

4 RESULTS AND DISCUSSION

Several events in the region which held in Ciletuh following is as wrong one way for promote image brand Geopark Ciletuh. As for some event marketing is done Ciletuh Geopark Festival "Exploring Ciletuh" 2015 Ciletuh Sabilulungan 2016 Amazing Geopark Adventure Tourism "Cimaja Geosurf Challenge "in 2017, Ciletuh Geopark Festival "Earth, Wind and Culture" in 2017.

Most of the respondents that is visitor's geopark visit in the event geobike (54%). While percentage Lowest event visit geopark is geokite and geosurf, only about 2% of tourists visiting at the event. The frequency respondent's visitors geopark visit to event geopark in part big only 1x within 1 year (74%). While only 7% who visited 2-3 times in one year. Partly respondents' visitors' geopark is man that is by 71% and 29% is women. There is a big range age respondent visitors geopark is on aged 26-34 years (51%), and only 5% range age 35-43 years. that work visitors in the event the geopark this in part big is employees private (67%) while respondents with work employee's government have percentage Lowest that is by 1%.

Product event, some big respondents visitors geopark (76.2%) rate that a given event by EO not interesting, there is no respondents agreed that the event is held the Interesting. in part big respondents visitors geopark (72.3%) rate that a given event by EO no much was done in the geopark ciletuh (not agree), and only about 1% of respondents felt that many at all events in the geopark ciletuh. as much as 68.3% of respondents' visitors geopark rate that visitors at this event no corresponding with personality (not agree) and only about 2% who agree corresponding with personality. More than half respondents visitors geopark (53.5%) rate that location events held by EO no strategic so give assessment no agree and only 2% of respondents felt that very agree that the event is held the its location strategic.

Related to communication marketing, as many as 76.2% of respondents' visitors geopark rate that advertising event held Event Organizer geopark not interesting and give assessment no agree and in this no respondents agreed that advertising events held the Interesting. Most of the respondents' visitors geopark (66.3%) rate EO imagery constructed event yet too good in the eyes respondents and given assessment don't agree with. Besides that, only 1% of respondents were very agree that image of the event was very good in the eyes respondents.

5 CONCLUSIONS

Based on the research, can be drawn a conclusion that the management of Ciletuh Geopark should improve the promotion of event marketing programs through quality and quantity of information using ICT in order to increasing visitors to the event. Updating of information dissemination about the presence of geo heritage sites (geology, volcanology, archeology, culture) and conservation activities to stakeholders (tourism businesses, communities surrounding the site, students) through smart tourism approach is needed.

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