

# Volcanic Geotourism to support Sustaining Local Communities in Rinjani-Lombok Geopark

International Geodiversity Day  
September 30th, 2023

The Tropical Bridge  
between Asia and  
Australia

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Part 1:

## RLUGGp at a Glance

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## General Information



116° 0' 29" - 116° 45' 58"  
8° 12' 10" - 8° 38' 20"

Lombok, West Nusa Tenggara  
Indonesia

GMT +08.00

Surface Area .....

2,850 km<sup>2</sup>

Population .....

1,329,991

Year of Acceptance of UGGp .....

2018



www.rinjanigeopark.com



@inforinjani



@inforinjani



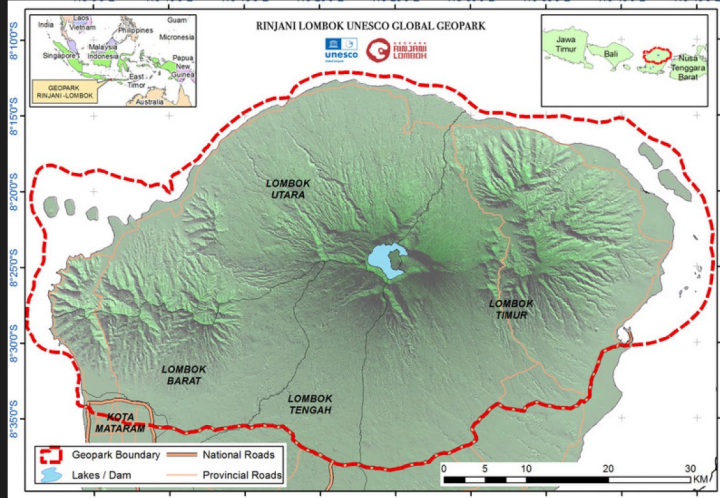
Rinjani Lombok UNESCO Global Geopark

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# Coverage Area

- Encompasses 5 regencies/cities and 29 districts
- There are 22 geological sites, 8 natural sites, and 17 cultural sites
- Mount Rinjani (National Park) is the center of the geopark
- RLUggp is the source of water for the whole island --> source of life in Lombok
- Rinjani-Lombok recognized as UNESCO Biosphere Reserve



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# Core Values

Main reason Why Rinjani-Lombok designated as UNESCO Global Geopark



Samalas Caldera

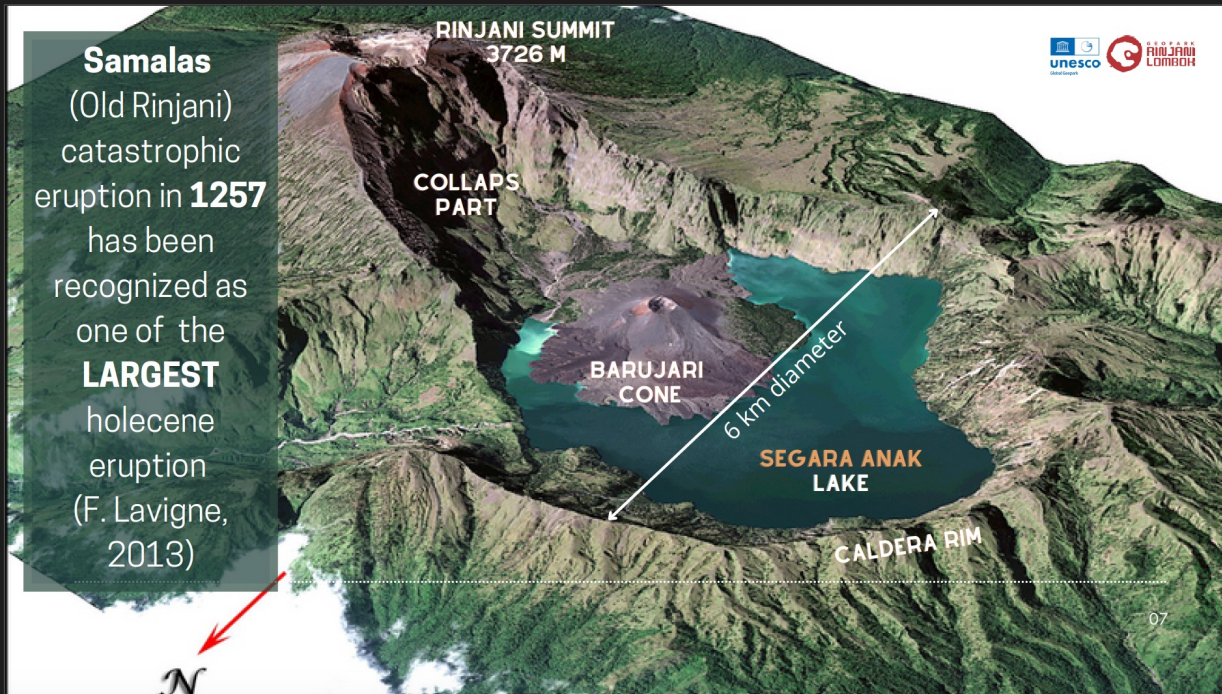
Otus Jolandae



Vanda lombokensis

Bayan indigenous people

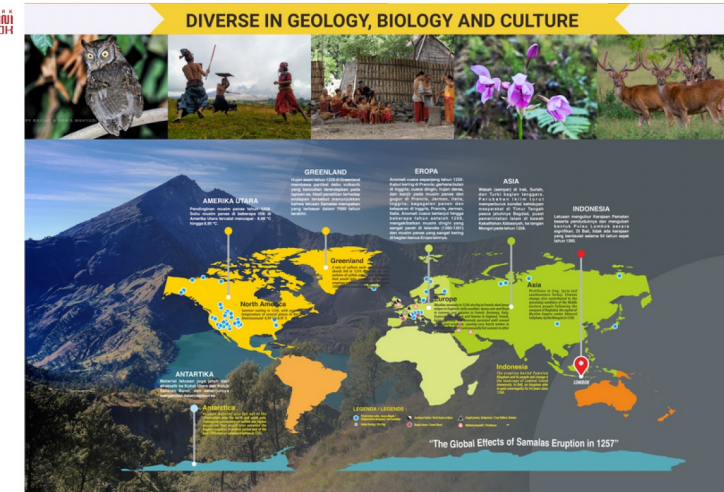
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## Samalas

(Old Rinjani) catastrophic eruption in **1257** has been recognized as one of the **LARGEST** holocene eruption (F. Lavigne, 2013)

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A huge number of aerosols entering earth's atmosphere after the 1257 Samalas eruption

Climate disturbance in the northern hemisphere in 1258: winter warming, broad summer cooling => crop failure => local catastrophe => death toll

Source: Lavigne, 2013



Magazine cover story of Samalas eruption devastated Medieval London in 1258

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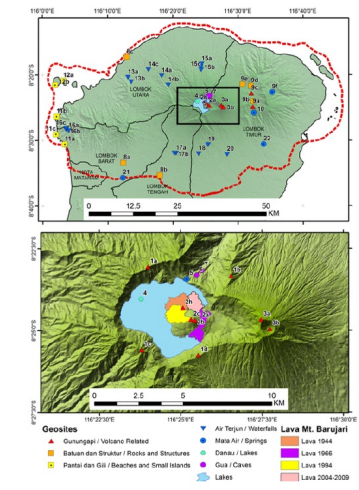
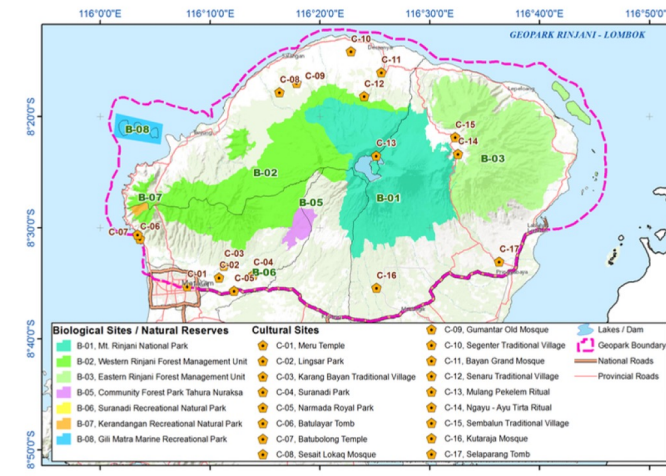




### 8 Biological Sites

### 17 Cultural Sites

### 22 Geological Sites



## JALUR GEOWISATA GEOPARK GLOBAL UNESCO RINJANI-LOMBOK THE GEOTRAIL OF RINJANI LOMBOK UNESCO GLOBAL GEOPARK





## Tourism Visits Projection



## Development Concept



There are seven strategic directions for the development of Lombok Island, namely (i) Protecting the Global Geopark Rinjani, (ii) Distributing Welfare, (iii) Unlocking the Potential of the South Coast, (iv) Increasing Connectivity to Surrounding Islands, (v) Preserving Agricultural Areas and Increasing Tourism Supply Chains, (vi) Preserving and Promoting Lombok's Cultural Diversity, and (vii) Developing Thematic Tourism.

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## Changes in Tourism Behaviour after Covid-19

### Before Outbreak

20 - 60s

Group / Family

Low pricing & viral

Crowded & viral  
Urban attractions

Prioritizing display & quality

Using all transportations  
at affordable cost

Human interaction services  
Digital-based promotion still limited

### After Outbreak

Mostly young,  
older need specific treatment

Individual / Small Group  
Physical Distance

Cleanliness, health, safety

Fresh air, mountains, rivers, oceans;  
Health and outdoor activities

Concerned with health label  
/ certification in each amenity

Shorthauls; Sanitation; Direct flight

Minimal human interaction; Digitalization  
of promotion, ticket sales, payment

The change in tourist behavior after the pandemic shows a tendency towards preferences in Geopark areas

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## Tourism Revenue Projection



## RINJANI towards WORLD-CLASS MOUNTAINEERING

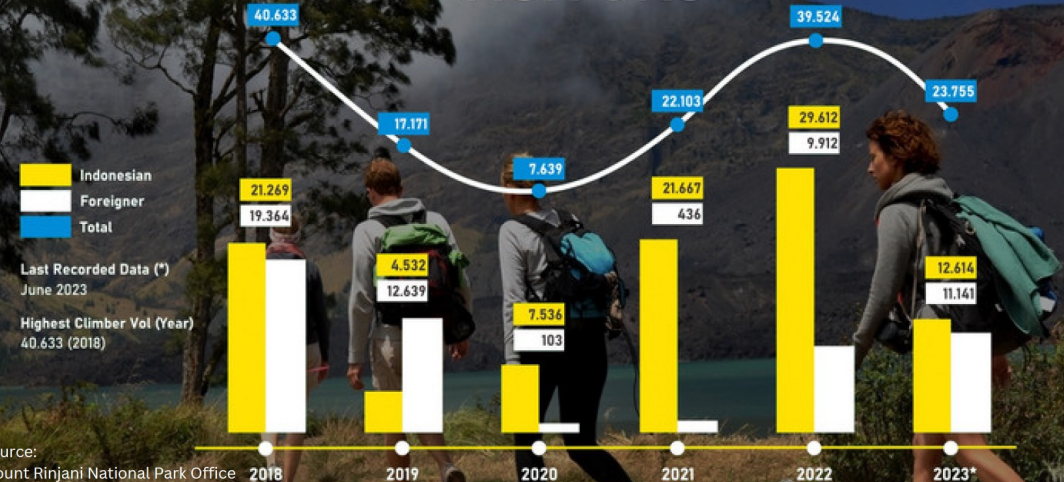


## VISITORS

Indonesian  
Foreigner  
Total

Last Recorded Data (\*)  
June 2023

Highest Climber Vol (Year)  
40.633 (2018)

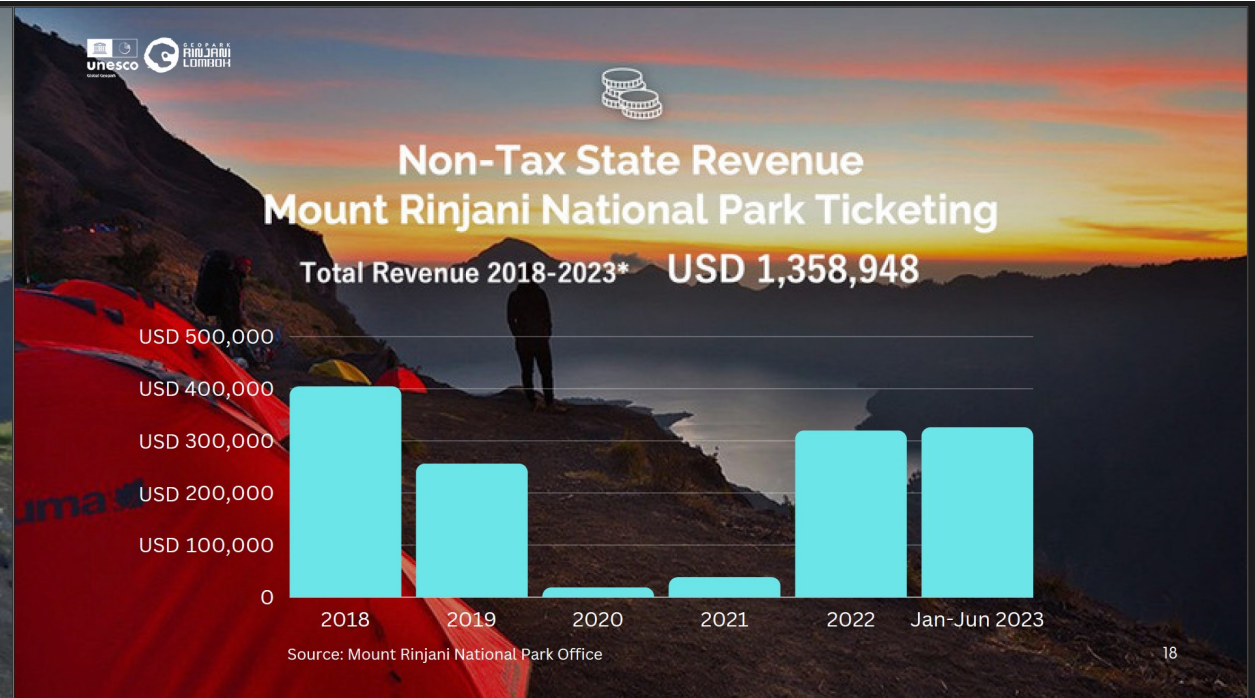
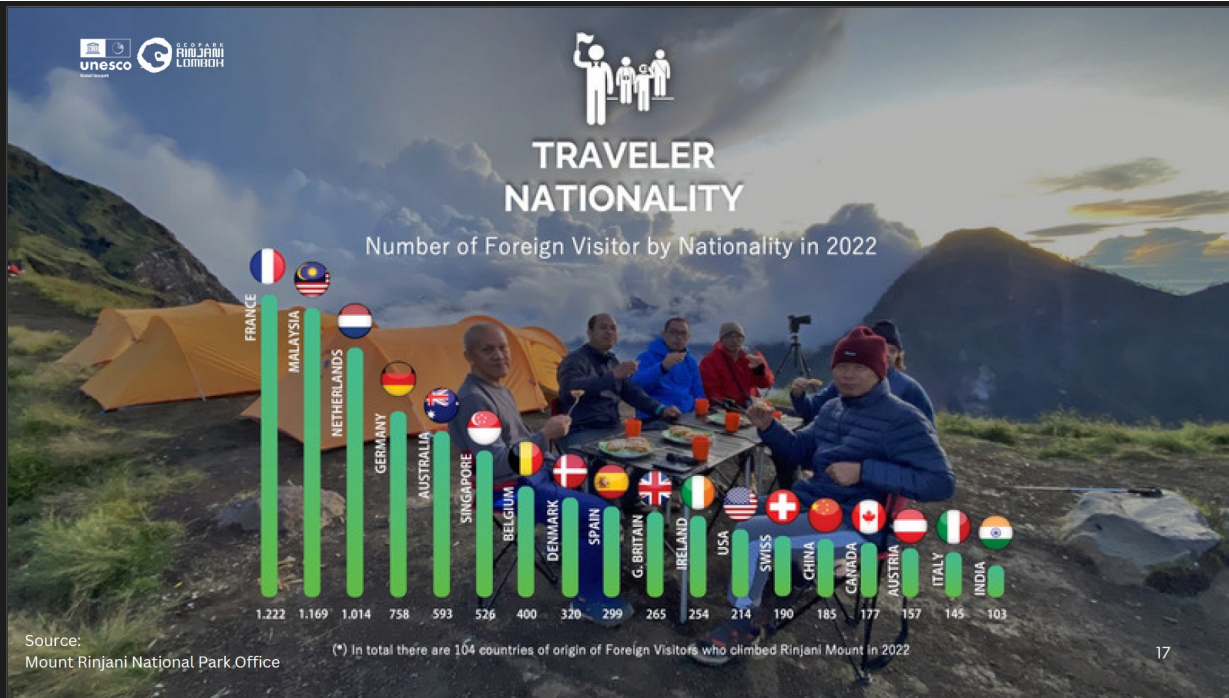


Source:

Mount Rinjani National Park Office

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Part 3:

# Sustaining Local Communities Strategy Implementation

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# Implemented Strategies



**Strategy #4**  
Integrated Marketing  
Communication Program



**Strategy #1**  
Community Co-Creation  
& Empowerment



**Strategy #2**  
Community Engagement &  
Capacity Building



**Strategy #3**  
Collaborative Networking  
& Partnership Event

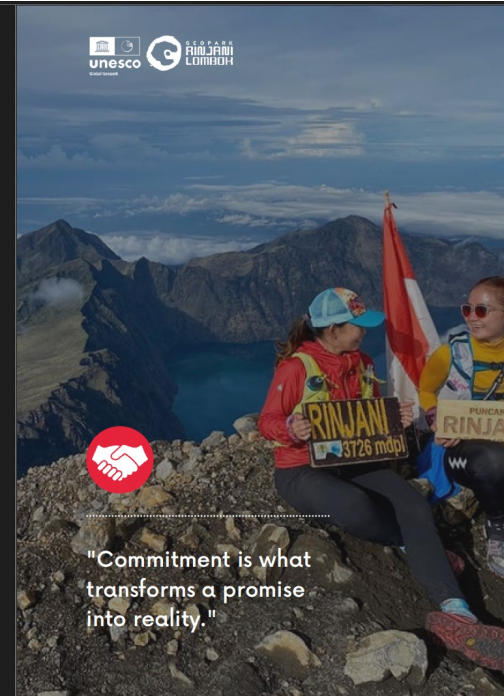
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Strategy #1

## COMMUNITY CO-CREATION & ENGAGEMENT

- Together with local community to plan, design, implement, monitor and evaluate
- Intense communication to create more engagement
- Cost sharing to build trust and transparencies
- Level-up the communal activation to create community loyalty within geopark

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## COMMUNITY-BASED DEVELOPMENT

3 FOOTPRINT OF CREATIVE COMMUNITY

01

### PHYSICAL FOOTPRINT

Building locally character-infused infrastructure involves local cultural figures, communities, and creators

02

### SOCIAL FOOTPRINT

Building a community that is loyal, tolerant, and strengthens unity

03

### ECONOMY FOOTPRINT

Harnessing the potential of local resources with economic diversification

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## Integrated Mountain Tourism Program

- Conquer the seven summits of Sembalun
- Combine all aspects of Geopark in the trekking program package
- All season program & mountaineering race

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Furthermore, we build sustainable creative community development through joint program initiatives



## Rinjani Geopark Sports Tourism Festival 2021 - 2022

- First Sports Tourism Festival in Indonesia
- Combined trail run, mountain biking, paragliding, archery, orienteering, and traditional sports
- Located in popular geosite, i.e: Sembalun
- In collaboration with Youth Forum, Gravity Enduro, Sembalun 7 Summits and local tourism communities



## Strategy #2

### COMMUNITY ENGAGEMENT & CAPACITY BUILDING

- Rinjani Geopark Youth Forum established since 2021. Currently had more than 100 youth ambassador.
- Training session: 8 program (2022) and 11 program (2021). Mostly for capacity building of geotourism stakeholders especially on women empowerment





## COLLABORATIVE NETWORKING AND PARTNERSHIP EVENT

- Rinjani-Lombok initiated Geotourism Festival and International Conference since 2020.
- Geofest has become one of the most powerful branding of Geotourism Development in Indonesia
- Each year, partnership was made to have joint event between UGGp/organisation

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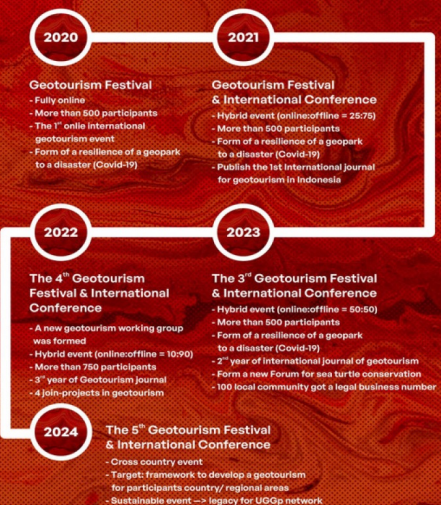
### The 5<sup>th</sup> Geotourism Festival & International Conference July 2024

Indonesia (Ijen UGGp - Rinjani-Lombok UGGp) - Australia (Sydney)

**“Volcano as a World Class  
Sustainable Geotourism Destination”**

Pre Event	Main Event	Post Event
<p>Hosted by: Ijen UGGp - Indonesia</p> <p><b>VOLCANIC YOUTH CAMP</b></p> <ul style="list-style-type: none"> <li>- Youth Camp</li> <li>- Excursion</li> <li>- Literacy Program for Schools</li> <li>- Writing Class</li> </ul>	<p>Hosted by: Rinjani-Lombok UGGp Indonesia</p> <ul style="list-style-type: none"> <li>- International conference</li> <li>- Scientific Class Session</li> <li>- Geo Day (Coloring competition, writing competition)</li> <li>- Cultural Event</li> <li>- Geofair</li> <li>- Field trip</li> <li>- Sunset Jazz</li> </ul>	<p>Hosted by: Australian Geoscience Council</p> <p><b>WORKSHOP ON GEOTOURISM FRAMEWORK STRATEGY DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>- Workshop</li> <li>- Field trip</li> </ul>

### The Geotourism Festival & International Conference Milestone

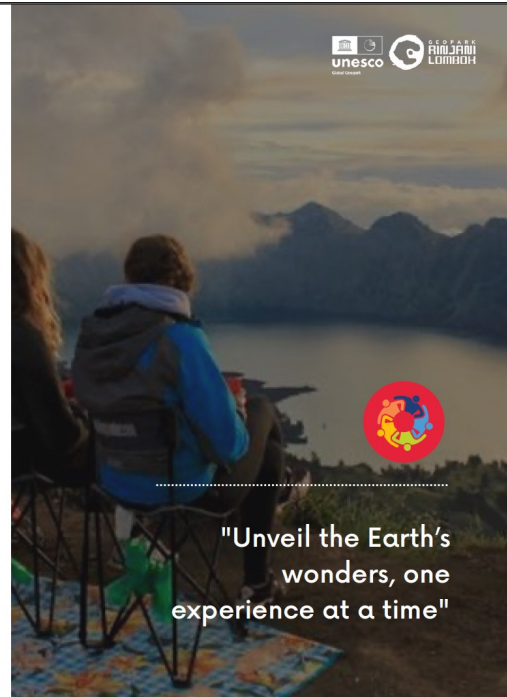




## INTEGRATED MARKETING COMMUNICATION

- Valuable approach to promote geotourism in Rinjani Geopark
- Storytelling and branding to captivate eco-conscious travelers
- Seamless integration for global recognition and lasting connection
- Engaging ads, easy booking, unforgettable Rinjani Geopark adventure

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## IMC Strategy



### Educative & Entertaining Channel

DIGITAL & COMMUNITY

- Art performance, film, cultural show & games
- Empower local youth community
- Popular social media channel
- Creative Hub

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### Branding

POWERFUL & CONSISTENT

- Develop a strong and unique brand identity
- Market perceived positioning by visitors
- Consistent across all communication channel
- The power of storytelling



### Advertising

DIGITIZE & PERSONALIZE

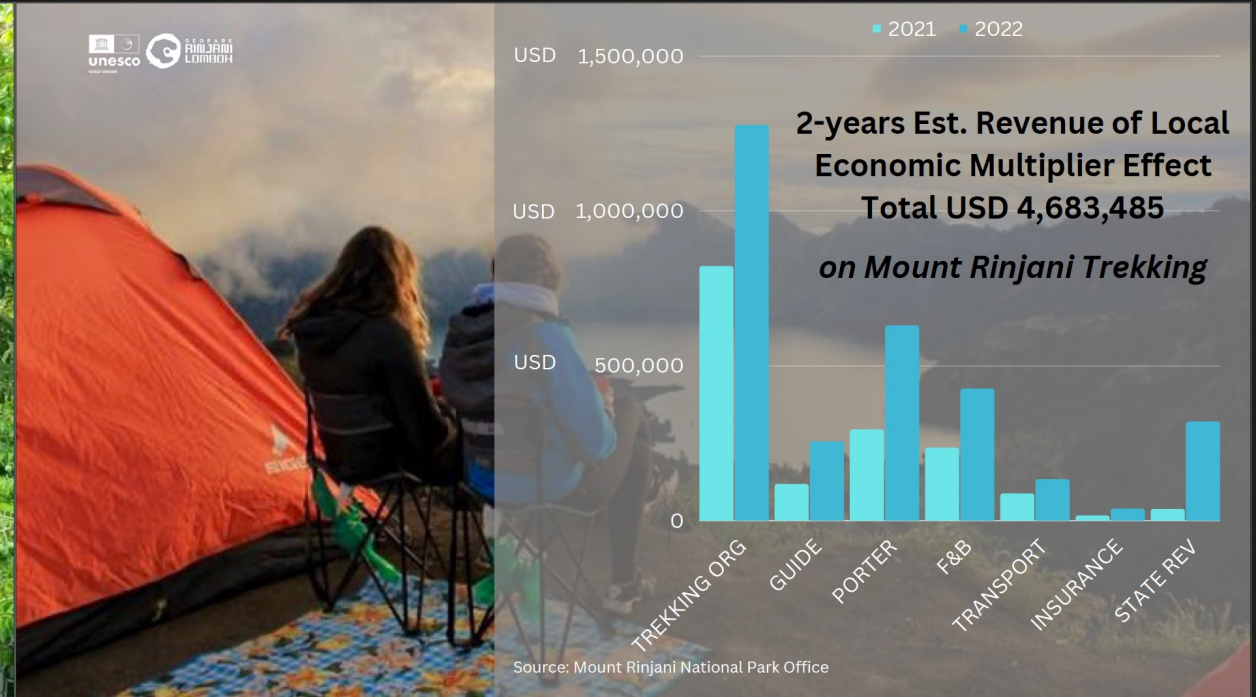
- Digital marketing to target specific demographics and interest
- Create high-quality content marketing
- Joint advertising efforts and package deals with partners
- Organize special events and promotions
- Create valuable SEO content to attract organic traffic



### Selling

EXPERIENCE-BASED

- Implement online reservation system
- Establish geopark visitor centers
- Create attractive bundling tour package
- Provide excellent customer service
- Encourage visitors to leave reviews and feedback





# CONCLUSION



## RINJANI-LOMBOK GEOPARK'S IMPACT: EMPOWERING COMMUNITIES AND SUSTAINING GROWTH

“

The tangible results reveal a substantial economic uplift for local communities near Mount Rinjani, reinforcing Rinjani-Lombok Geopark commitment to sustainable development through geotourism.



## IMPLEMENTED STRATEGY BOOSTS LOCAL ECONOMY VIA RINJANI VOLCANIC GEOTOURISM

“

Over the past five years, the management agency has actively pursued a holistic approach to volcanic geotourism, focusing on community co-creation and empowerment, engagement, collaborative networking, and integrated marketing

Thank You



inforinjani



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