

## **Culinary Terroir as A Sustainability Pathway in the Batur UNESCO Global Geopark**

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### **Abstract**

The convergence of geotourism and sustainable culinary tourism presents a promising strategy for holistic destination development. This study explores the potential for integrating gastronomy as a core component of the management framework within the Batur UNESCO Global Geopark (UGGp) in Bali, Indonesia. Utilizing a qualitative case study approach, this research is based on an in-depth, semi-structured interview with the Manager of the Batur Geopark Museum, a key institutional stakeholder. The findings reveal three primary themes. First, the geopark has been instrumental in catalyzing a socio-economic transition within the local community, fostering a shift from environmentally extractive activities, such as lava rock mining, to sustainable tourism-based livelihoods like jeep tours and glamping. Second, there is a clear vision for future culinary development centered on hyper-local sourcing, leveraging the unique volcanic terroir of the region to create an authentic "volcano-to-table" gastronomic experience that enhances environmental sustainability and preserves local value. Third, the Batur Geopark Museum is positioned to become a dynamic nexus for culinary heritage, with plans for local food competitions and markets that promote intangible cultural heritage and support local enterprises. This paper concludes that the strategic integration of a terroir-focused culinary identity is a vital and logical next step for Batur UGGp, offering a pathway to diversify its tourism product, deepen its commitment to community welfare, and strengthen its overall sustainability.

**Keywords:** Geotourism, Sustainable Culinary Tourism, UNESCO Global Geopark, Batur,

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### **A. INTRODUCTION**

Contemporary global tourism is characterized by a significant shift away from mass market models toward more sustainable, niche, and experience driven paradigms (Ólafsdóttir & Tverijonaite, 2018; Visković & Komac, 2021). Within this evolving landscape, geotourism and culinary tourism have emerged as powerful, specialized sectors that offer profound opportunities for sustainable destination development. Geotourism, defined as "a form of natural area tourism that specifically focuses on geology and landscape," champions the conservation of geodiversity, promotes education in earth sciences, and ensures that development is locally beneficial (Dowling, 2013). It operates on an "ABC" (Abiotic, Biotic, Cultural) approach, recognizing that the abiotic foundations of a place its geology and climate fundamentally shape its biotic components (flora and fauna) and, consequently, its human culture (Dowling, 2013). Concurrently, sustainable culinary tourism, or gastronomy tourism, has grown into a significant driver of local economies and cultural preservation (World Tourism Organization, 2025). It is defined as travel motivated by the desire to engage with the heritage, traditions, and identity of a place through its cuisine,

thereby supporting local agricultural systems, preserving intangible cultural heritage, and minimizing environmental impacts (Visković & Komac, 2021; Sims, 2009). While often pursued as separate strategies, the convergence of these two fields offers a powerful synergy for creating holistic, authentic, and resilient tourism destinations. A crucial element in bridging these fields is the role of language and education in translating complex geological heritage and intangible culinary traditions into compelling narratives that are accessible and engaging for visitors.

The UNESCO Global Geopark (UGGp) designation provides a premier international framework for realizing this synergy. UGGps are unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education, and sustainable development (UNESCO, 2025; Henriques et al., 2017). Crucially, the UGGp model is not merely a top-down conservation initiative; it is built on a bottom-up philosophy that empowers local communities, giving them the opportunity to develop cohesive partnerships to promote their region's heritage (UNESCO, 2025). This framework is designed to be a catalyst for socio-economic transformation, stimulating innovative local enterprises and generating new revenue through geotourism as a sustainable alternative to potentially harmful extractive industries (Farsani et al., 2012). The Batur Caldera in Bali, Indonesia, recognized as the nation's first UGGp in 2012, exemplifies this model (UNESCO, 2025). Batur's geological identity to its culinary potential is the concept of "terroir," which posits that the unique abiotic conditions of a place directly influence the characteristics of its agricultural products and culinary traditions. Besides, as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana, Nitiasih & Budasi, 2016).

It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). English is an example of a language regarded as a foreign language in Indonesia (Anggayana, 2023). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018). The skills and components of the language contained in them are still general and less relevant to the needs of student (Sudipa, Susanta, & Anggayana, 2020). Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019). It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019). The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied can contribute to the Language Development and another researcher around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020). Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014).

Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). Produces rules relating to the use and use of language on hospitality students. It uses theories and other disciplines related to the use of language is essential (Anggayana, 2022). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019). Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021). The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019). One of the developments in tourism is to open opportunities for the

millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana, Osin, & Anggayana, 2020).

Community-based tourism can be used as one of the solutions in increasing the participation and involvement of local communities in understanding the desires, needs, and listening to the aspirations of the community in the planning and development of community-based tourism is very fundamental because the community is the driving force and the main aspect in tourism (Wiramatika et al., 2024). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018). The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019). Bali is the center of tourism in Indonesia and one of the world's leading tourist destinations (Yanti & Anggayana, 2023).

Many language expressions can be used to greet and offer help to the customers. In using those expressions, choosing the proper expression that suits the situation and the degree of the formality is essential (Anggayana, 2022). The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati, Dewi, Osin, & Anggayana, 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country's foreign exchange (Osin, Pibriari & Anggayana, 2020). Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. This is very important to study, considering that hospitality students will often communicate with foreign guests, using English (Anggayana & Wartana, 2022). Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey, Osin, & Anggayana, 2022). English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Antara, Anggayana, Dwiyanti, & Sengkey, 2023). Indonesia is better known internationally, as evidenced by the presence of tourist visits from various countries (Putra & Anggayana, 2023). The tourism sector is a dynamic and multicultural industry that heavily relies on effective communication to cater to diverse audiences (Anggayana, 2023).

Strong English skills allow professionals to confidently interact with senior management, participate in important meetings, and articulate their ideas and concerns (Asriyani & Anggayana, 2023). The rapid development of information and communication technology in this digital era has brought significant changes in various aspects of life, including in the field of education (Anggayana, 2024). In today's era of globalization, it is important for hospitality students who come from Balinese culture to gain a deep understanding of English as an important cross-cultural language in the hospitality industry (Anggayana, Osin, Wiramatika, Sumardani & Chandra, 2024). Education at the vocational level tends to receive English material that is identical to Academic Education in general, so that students who take Vocational Education receive material that is not

in accordance with the Study Program when taking Higher Education (Anggayana, 2024). A core element of the hospitality industry, demands proficiency in English for communication and ensuring that service standards are met (Anggayana, Asriyani, & Lindawati, 2024). Effective communication is a cornerstone of successful language learning, particularly in English as a Foreign Language (EFL) contexts (Lindawati et al., 2024).

Bali as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Anggayana et al., 2024). English also needs to be considered to support successful communication with foreign tourists, English is an important aspect in communication (Anggayana et al., 2025). Tourism has been proven to be able to bring economic benefits, create business opportunities, employment and the sustainability of tourism is very dependent on the sustainability of tourism resources (Wiramatika et al., 2025). Bali as one of Indonesia's top tourist destinations, is renowned not only for its cultural heritage but also for its unique natural landscapes (Anggayana, Osin, Wiramatika, Sumardani & Sengkey, 2025).

The development of tourism in Batur has already initiated a diversification of local livelihoods beyond traditional farming, with the rise of popular activities like sunrise jeep tours and glamping sites. However, this development is not without challenges. The region faces significant environmental pressures, including the degradation of Lake Batur's water quality due to agricultural and aquacultural activities. Furthermore, studies have indicated that the economic benefits of tourism are not always evenly distributed, and a more integrated management approach is needed to ensure long-term community well-being and satisfaction (Mertha et al., 2023). While the principles of geotourism and sustainable gastronomy are well established in academic literature, a notable research gap exists concerning the practical, on the ground strategies for effectively integrating culinary tourism within the management framework of a UGGp. This article aims to address this gap by analyzing the role and future potential of sustainable culinary tourism as a strategic pillar for enhancing community welfare and conservation efforts within the Batur UNESCO Global Geopark. Drawing on qualitative data from a key institutional stakeholder, this study explores how gastronomy can be leveraged to deepen the geopark's commitment to sustainable development, transforming its unique geological "hardware" into a rich and authentic cultural "software" for visitors and residents alike.

## **B. RESEARCH METHOD**

This study employs a qualitative research methodology to gain a deep, contextualized understanding of the opportunities and strategies for integrating culinary tourism within the Batur UGGp (Mertha et al., 2023). An instrumental case study design was selected, focusing specifically on the Batur Geopark. This approach is highly appropriate for investigating a contemporary phenomenon within its real world context, allowing for a holistic and in-depth exploration of the complex interplay between conservation, community development, and tourism (Mertha et al., 2023). Batur serves as a revelatory case, being Indonesia's first and most established UGGp, and thus provides valuable insights into the long term processes of sustainable destination management.

The primary subject of the study is the institutional management perspective of the Batur UGGp. The key informant was the Manager of the Batur Geopark Museum, selected through purposive sampling. This individual was chosen due to their expert knowledge and pivotal role in

shaping the geopark's educational and cultural programming, making them uniquely positioned to comment on past developments and future strategic directions, particularly concerning the integration of intangible cultural heritage like gastronomy.

Primary data was collected through a single, in depth, semi structured interview. The interview was conducted in Bahasa Indonesia to ensure clarity and depth of expression and was subsequently transcribed and translated into English for analysis. The interview protocol was designed to explore three core areas aligned with the research objectives: (1) the perceived role and impact of the geopark in fostering sustainable tourism and community development; (2) the potential role of chefs and local cuisine in advancing the geopark's sustainability goals; and (3) prospective plans for leveraging institutional assets, such as the museum, for culinary education and promotion.

The transcribed data was analyzed using a thematic analysis approach. This involved a systematic and iterative process of familiarization with the text, generation of initial codes to identify key concepts, and the subsequent collation of these codes into broader, interpretive themes. From a language and education perspective, the analysis also paid close attention to the narrative constructs and linguistic choices used by the manager to articulate the geopark's vision, providing insight into how institutional goals are framed and communicated. These themes were developed to directly address the research questions and were then interpreted in the context of the existing academic literature on geotourism, sustainable gastronomy, and UGGp management. This rigorous analytical process ensures that the rich, nuanced perspective of the key informant is structured and presented as a coherent contribution to the academic discourse.

### **C. FINDINGS AND DISCUSSION**

The thematic analysis of the interview with the Batur Geopark Museum Manager revealed three interconnected themes that illuminate the current state and future trajectory of sustainable development in the region. These themes are: the geopark's role as a catalyst for sustainable livelihood transition, the emerging vision for a hyper local, terroir driven cuisine, and the potential for the museum to act as a central hub for culinary heritage and innovation.

From Extraction to attraction, the geopark's role in sustainable livelihood transition. A primary finding is the geopark's profound impact on reshaping the local economy towards more sustainable practices. The manager emphasized that the role of the geopark in supporting sustainable tourism is "very high," fundamentally connecting the principle of "preservation" with the socio-economic goal of "providing prosperity for the community." The most compelling evidence of this is the observable shift in community livelihoods. The manager noted that before the geopark's establishment and influence, destructive activities such as the "theft of lava rock" were prevalent. Over time, a significant transformation has occurred: "many community activities have shifted, as we can see there are jeep tours, and there are also glamping businesses and many other activities that the community tries to do without having to damage the nature in the Batur Geopark area." This transition was described not as an instantaneous change but as a gradual "process" of raising community awareness and providing viable alternatives.

This account provides direct empirical evidence of the UGGp model functioning as a successful catalyst for sustainable local development, consistent with its core mission (Henriques et al., 2017; Farsani et al., 2012). The shift from extractive practices to tourism-based enterprises aligns perfectly with the geopark philosophy of fostering economic activities that are symbiotic with the conservation of geoheritage (Farsani et al., 2012). This transformation directly

contributes to achieving key UN Sustainable Development Goals, particularly SDG 8 (Decent Work and Economic Growth) and SDG 11 (Sustainable Cities and Communities), by creating jobs and fostering community resilience (World Tourism Organization, 2025; Henriques et al., 2017). The manager's emphasis on this being a "long process" underscores the inherent challenges of community engagement and the necessity of sustained, collaborative effort, a point well-documented in studies on Batur's development which highlight the importance of aligning government programs with community aspirations (Mertha et al., 2023). However, this successful transition also introduces a new dynamic. The proliferation of a few specific tourism activities, while economically beneficial, concentrates the local economy, making it predominantly tourism driven. This creates a potential vulnerability to external shocks, as evidenced during the COVID-19 pandemic, highlighting a clear need for further economic diversification within the tourism sector itself. This context makes the exploration of new tourism niches, such as gastronomy, not just an opportunity for growth but a strategy for building long term economic resilience.

The future of Balinese cuisine, a focus on hyper local sourcing and terroir. When asked about the future role of chefs in supporting sustainable tourism, the manager articulated a clear and compelling vision centered on hyper localism and a deep connection to place. The core idea is that culinary practices "must be combined with the region or its morphology." This vision calls for chefs to champion "typical and local ingredients from the area," specifically utilizing products that are "produced from here" (*hasil dari disini*). The rationale provided is twofold and deeply rooted in sustainability principles: first, using local ingredients "will have an impact on the environment" by reducing the reliance on external supply chains, and second, it is crucial that local products do not "lose their local value" through competition with imported goods.

This perspective perfectly encapsulates the ethos of sustainable culinary tourism, advocating for what can be termed a "volcano to table" model (Visković & Komac, 2021; Sims, 2009). This approach directly supports local farmers, strengthens regional food systems, and significantly reduces food miles, thereby minimizing the carbon footprint associated with food transportation in the tourism sector. The manager's concern for preserving "local value" speaks directly to the concept of authenticity, which is a primary motivator for culinary tourists seeking genuine connections to the culture and environment of a destination through its food (Kivela & Crofts, 2006; Sims, 2009). This vision forges a direct link between the geopark's unique abiotic assets—the volcanic soil, high altitude, and specific microclimate of the Kintamani region and the tangible quality of its biotic products. It represents a strategic evolution beyond simply marketing individual geoproducts, such as the well-known Kintamani coffee and oranges. Instead, it proposes the cultivation of a holistic geocuisine—an entire culinary identity built upon the geopark's unique terroir. This sophisticated, experience-based strategy has far greater potential to create a distinctive destination brand, enhance visitor satisfaction, and distribute economic benefits more broadly across the local agricultural sector, moving from a single product to an entire sustainable ecosystem of food production and consumption.

The museum as a nexus for culinary heritage and innovation. The final theme to emerge was the proactive and evolving role of the Batur Geopark Museum as an incubator for culinary activities. The manager proposed leveraging the museum's "quite large land" to host future events that bridge heritage with contemporary tourism experiences. Two specific ideas were put forth: "a competition but specifically for local cuisine" and a "people's market that displays culinary dishes that can be enjoyed by tourists." These initiatives aim to create a vibrant, interactive space where local food culture can be celebrated and shared.

This vision positions the museum not as a static repository of geological artifacts, but as a dynamic agent for the promotion and preservation of intangible cultural heritage (ICH), with local foodways at its core (Visković & Komac, 2021). This aligns with the modern understanding of museums as crucial community hubs and platforms for living culture. From a language and education perspective, these proposed activities function as powerful platforms for informal learning. A local food competition, for instance, is not just a contest but an educational event where the language of food the names of dishes, the stories behind recipes, the description of unique flavors is used to transmit cultural knowledge. Similarly, a "people's market" would create an authentic and economically beneficial interface between local food producers, artisans, community members, and tourists. Such events directly support the development of local Micro, Small, and Medium Enterprises, a key component of community based development in Indonesian geoparks. Furthermore, these activities fulfill the core educational mandate of a UGGp by providing engaging, informal learning opportunities about the region's cultural and natural heritage, thereby enriching the overall visitor experience with memorable and authentic interactions (UNESCO, 2025; Kivela & Crotts, 2006).

#### **D. CONCLUSION**

This study sought to analyze the potential of sustainable culinary tourism as a strategic component for enhancing community welfare and conservation within the Batur UNESCO Global Geopark. The findings, derived from the expert perspective of the Batur Geopark Museum Manager, confirm that the geopark framework has been highly effective in steering the local community toward more sustainable economic livelihoods, shifting focus from environmental extraction to nature based attraction. The research further illuminates a significant, yet largely untapped, opportunity to build upon this success by strategically integrating a terroir focused culinary identity into the geopark's core value proposition. The vision for a volcano to table cuisine, coupled with the museum's potential role as a hub for culinary heritage, presents a clear and actionable pathway for the next phase of Batur's sustainable development.

Based on these findings, several managerial and policy implications can be drawn. To translate this vision into reality, stakeholders should prioritize the development of a formal "Batur Geopark Culinary Charter." This collaborative policy document, created using a Penta Helix approach involving government, academics, business owners (chefs and restaurateurs), community leaders, and the media, would establish shared principles for promoting authentic, sustainable, and locally sourced cuisine within the geopark. Secondly, the manager's ideas for the museum should be formalized into a structured "Culinary Incubation Program," offering workshops on traditional cooking, business development support for food entrepreneurs, and hosting the proposed annual food competition and market. This program should be designed with clear educational objectives, focusing on preserving the language and narratives associated with local food heritage. Finally, these efforts should be supported by a targeted "Taste of the Caldera" branding and marketing campaign, designed to attract culinary tourists and position Batur as a premier destination not only for its geological wonders but also for its unique gastronomic experiences rooted in the volcanic landscape. Table 1 provides a strategic framework outlining how these gastronomy focused initiatives can be integrated with the core pillars of the UGGp model.

Table 1. A Strategic Framework for Integrating Gastronomy into the Batur UGGp

UGGp Core Pillar	Current Manifestation in Batur	Proposed Gastronomy Integration Strategy
<b>Sustainable Economic Development</b>	Transition to tourism enterprises (e.g., jeep tours, glamping).	Develop "Volcano-to-Table" supply chains linking local farmers directly with hotels and restaurants; support the creation of culinary.
<b>Education &amp; Awareness</b>	"Geopark to School" educational programs; Batur Geopark Museum exhibits.	Implement museum-led culinary workshops, cooking classes, and competitions focused on local ingredients and traditional recipes, emphasizing the language and stories of food.
<b>Conservation of Heritage (Geo &amp; Cultural)</b>	Protection of geological sites and landscapes; preservation of Balinese Hindu cultural traditions.	Promote and market Kintamani's unique "culinary terroir" as a form of intangible cultural heritage; document and preserve traditional foodways.

To build upon this research, several directions for future inquiry are recommended. A quantitative study is needed to measure the economic impact and carbon footprint of the current tourism food supply chain in Kintamani, which would provide a crucial baseline for assessing the benefits of a hyper local sourcing strategy. Further qualitative research should be conducted to include the perspectives of other key stakeholders, such as local farmers, chefs, and community members, to gain a more holistic understanding of the opportunities and barriers to developing a regional geocuisine. Finally, scientific research investigating the specific properties of Batur's volcanic soil and its measurable effects on the taste and nutritional profiles of local produce could provide robust, evidence-based support for the "culinary terroir" marketing concept, firmly grounding the cultural narrative in empirical science.

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