The Influence of the Quality of Physical Assets of Geosite Stone Tourist Destinations on Visitor Satisfaction

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Abstract

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The Stone Garden Geosite is a geotourism destination in West Bandung Regency, boasting physical assets in ancient rock formations dating back over 27 million years. Despite its unique geological appeal, the number of visits to this tourist destination has declined in the past three years, from 110,434 visitors in 2021 to around 80,000 in 2023. The suboptimal quality of physical assets is suspected of influencing this decline. Preliminary observations revealed various issues, including limited accommodation, minimal recreational facilities, poorly maintained educational materials, inadequate prayer rooms, limited toilet facilities, and weak internet connections. This study aims to determine the effect of physical asset quality on visitor satisfaction using the dimensions of physical, accommodation, supporting facilities, and infrastructure. This study employed a quantitative descriptive method with an associative approach. Data were obtained through observation, interviews, and questionnaires with 114 respondents using a purposive sampling technique. Analysis was conducted through validity, reliability, normality, and simple linear regression tests using SPSS version 30. The results showed an R² value of 65,4%, indicating that physical asset quality significantly influences visitor satisfaction.

Keywords: physical assets, geotourism, visitor satisfaction, geosite

INTRODUCTION

Managing physical assets effectively is crucial for maintaining their functionality and long-term value, particularly in sectors such as tourism, where infrastructure directly supports the visitor experience (Campbell, 2011; Sugiama, 2013). These assets, from lodging and sanitation to signage and recreational facilities, are vital in shaping how visitors perceive and enjoy a destination (Alquraidi & Awad, 2024; Goeltom et al., 2023; Susanto, 2023). As tourism becomes increasingly competitive, how these assets are managed is viewed not only as a matter of maintenance but also as a strategic advantage (Rosli et al., 2020). To achieve this, organisations must look beyond day-to-day operations and consider long-term planning, sustainability, and risk mitigation in their asset management approach (Msongole et al., 2022; Maletič et al., 2020).

In the context of tourism in Indonesia, Law No. 10 of 2009 defines a tourism destination as a geographical area that includes attractions, public infrastructure, accessibility, and community support. Among these elements, the attraction itself plays a central role. The more engaging and unique a destination's features are, the greater the potential for repeat visits and positive word of mouth (Ramdan et al., 2024). One growing area of interest is geotourism, which focuses on geological landscapes and formations as a form of educational and recreational tourism. Besides offering scenic and scientific appeal, geotourism helps strengthen a destination's identity and uniqueness (Muzambiq et al., 2021; Nurlisa Ginting et al., 2020).

A notable example is the Geosite Stone Garden in West Bandung Regency. Known for its ancient rock formations, estimated to be over 27 million years old, this site holds significant geological and scientific value. These formations are

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visually striking and serve as the foundation for developing geotourism in the region. The site is managed through a collaborative effort between the local tourism awareness group (Pokdarwis Geopark Pasir Pawon) and the West Bandung Regency Government, highlighting a model of community-based tourism development.

Despite its natural potential, Stone Garden faces several persistent challenges—particularly in the quality and readiness of its physical assets. While the number of tourists visiting West Bandung Regency has increased significantly—from 2.2 million in 2021 to over 5 million in 2022—Stone Garden has not shared this growth. Instead, its visitor numbers have steadily declined, from 110,434 in 2021 to 101,386 in 2022, dropping to around 80,000 in 2023.
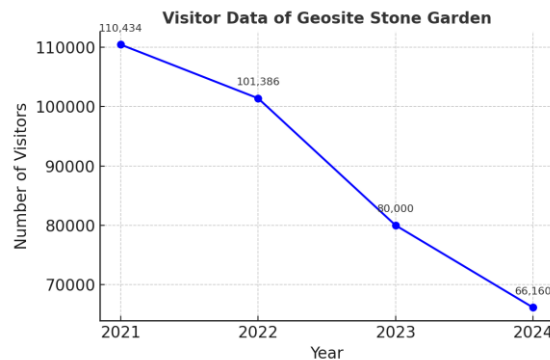

Figure 1. Geosite Stone Garden Visitor Data Graph
Source: Research data, 2025

Field observations suggest this decline may be due to various issues tied to infrastructure quality. The site currently lacks accommodation for overnight visitors and has minimal recreational facilities. Educational media are outdated or non-functional, while sanitation facilities are limited and poorly maintained. Prayer rooms, gazebos, food stalls, and seating areas also show neglect. Additionally, the site provides limited internet access, which impacts how tourists locate information and share their experiences. These conditions collectively point to underdeveloped physical assets, which may impact visitor comfort and satisfaction. Previous research has established the importance of infrastructure and facilities in influencing visitor perceptions. (Blazeska et al., 2018) argue that well-maintained physical assets significantly enhance comfort, while (Isa, 2020) highlights their central role in shaping overall satisfaction. A study in Batur Geopark by (Insani et al., 2022) highlights the importance of structured asset management in delivering high-quality geotourism experiences. Similarly, (Wijayanti et al., 2017) found that facilities' functionality and visual appeal influence tourists' willingness to return or recommend the destination.

However, despite this growing body of literature, few studies in Indonesia have specifically explored how physical asset quality at the geosite level affects visitor satisfaction. Much of the existing research remains focused on geoparks as broader areas or on marketing and perception studies. As a result, there is a lack of insight into the role of basic infrastructure, educational facilities, and site amenities in shaping the visitor experience at individual geosites. This presents a clear research gap, particularly in the Indonesian context. At the same time, Indonesia's post-pandemic tourism recovery and its broader push for sustainable, community-based tourism make this issue especially relevant. Sites like Stone Garden hold scientific and natural value and offer opportunities to empower local communities through tourism. Ensuring the availability and quality of infrastructure is therefore critical to supporting conservation and long-term destination viability. This study explores how visitors perceive the quality of physical assets at Geosite Stone Garden and how these perceptions influence overall tourist satisfaction. The research also seeks to identify which aspects of infrastructure need improvement the most and to gather visitor suggestions for further development. The findings are expected to support more effective destination management strategies—especially in maintaining visitor numbers, improving service quality, and ensuring alignment with sustainable tourism principles, where conservation and utilisation go hand in hand.

LITERATURE REVIEW
Tourism Destinations and the Rise of Geotourism

A tourism destination is not merely a physical location, but a place where visitors voluntarily and temporarily engage with attractions that provide enjoyment, learning, or recreation (Dimuru, 2023). It combines tangible and intangible elements that stimulate psychological interest and physical exploration (Nilufar Kh & Komilova, 2021). (Aleksanyan, 2020) describes a destination as a geographic area where natural

and cultural resources converge to form meaningful tourist experiences. Tourism, in general, is classified into two broad types: natural tourism and socio-cultural tourism (Suryadana & Octavia, 2015). Natural tourism includes coastal tourism, nature reserves, agro-tourism, and notably, geotourism—a form of tourism grounded in geological heritage. Meanwhile, socio-cultural tourism includes visits to cultural sites, museums, and traditional communities (Pratiwi et al., 2021). The success of tourism development hinges on four essential components: attraction, accessibility, amenities, and ancillaries (Cooper in Mulyana et al., 2022). Among various types of tourism, geotourism has experienced significant growth in recent years. It is a form of nature-based tourism that focuses on geology and landscape, aiming to foster awareness, education, and conservation (Dowling & Newsome, 2006; Ruban, 2015). According to (Dowling, 2011), a geosite is a specific location with geological significance, valued for its scientific, aesthetic, or educational importance. In this context, geotourism destinations like Stone Garden are attractive for their visual beauty and serve as geoscientific education and conservation awareness platforms.

Physical Asset Quality in Tourism Destinations

In the tourism sector, the quality of physical assets plays a central role in shaping the visitor experience. Quality can be defined as the degree to which a service or facility's characteristics meet user needs (Chang et al., 2022). Physical assets refer to the tangible components that directly support tourism operations, including infrastructure, attractions, and facilities (Hastings, 2015; Sugiama, 2013). These assets are not only functional but also contribute to the competitiveness and sustainability of a destination (Mukherjee et al., 2018; Blazeska et al., 2018). Tourism infrastructure is multidimensional, encompassing core facilities such as accommodations and recreational spaces and supporting amenities like restrooms, prayer rooms, and convenience stores. These components collectively form the visitor's environmental setting, influencing their level of comfort and satisfaction (Fadjarwati et al., 2021). Facilities also indicate service readiness and operational capability (Mandić et al., 2018). When infrastructure is developed with tourist demand, destinations are more likely to achieve long-term sustainability (Islah & Haryani, 2023; Insani, 2022).

This study adopts the asset quality framework proposed by (Insani et al., 2022; Marzuki et al., 2017), consisting of four main dimensions: physical, accommodation, supporting facilities, and infrastructure. Each plays a distinctive role in building the overall experience. The physical dimension includes recreational facilities, geological formations, landscape variety, and vegetation diversity (Isa, 2020; Marzuki et al., 2017). These elements shape the visual and ecological identity of a site. In geotourism, the uniqueness of the landscape and plant life contributes scientific and aesthetic value (Gray, 2019; Ginting & Pohan, 2018). The accommodation dimension addresses visitors' needs for rest, food, and entertainment (Ginting & Sasmita, 2018). Lodging types may vary, from hotels and villas to camping grounds, while dining facilities promote nourishment and local culinary identity (Rahima et al., 2023). Entertainment venues such as museums or cultural performances enhance visitor engagement and add educational or leisure value to the overall experience (Insani et al., 2022). Supporting facilities serve as complementary services that enhance convenience and overall user experience. These include parking areas, restrooms, hygiene and safety measures, mini-markets, and worship spaces (Ginting & Sasmita, 2018). Cleanliness, accessibility for persons with disabilities, and gender-sensitive amenities are critical to making a destination welcoming and inclusive (Sunarsa & Andini, 2019; Rahmawati & Purwihartuti, 2022).

Visitor Satisfaction and Behavioural Intentions

Visitor satisfaction is a vital indicator of a destination's performance and long-term appeal. It reflects how well the visitor's experience aligns with their expectations and contributes directly to their intention to revisit or recommend the destination to others (Gidey & Sharma, 2017; Suhartanto et al., 2020). While often associated with service quality, satisfaction is more subjective and emotional, rooted in personal judgments of value and experience (Dodds & Jolliffe, 2016). According to (Isa, 2020; Aliman et al., 2016), satisfaction can be evaluated through three interrelated dimensions: expectation alignment, revisit intention, and intention to recommend. Visitors typically arrive with certain expectations shaped by marketing, word of mouth, or prior visits. If the experience meets or exceeds these expectations, satisfaction tends to be high (Nurhayati, 2019; Huddin et al., 2024). Revisit intention reflects the likelihood of a visitor returning to the same destination. Facilities and overall experience significantly influence this decision (Su et al., 2018; Sukotjo et al., 2020). Satisfied visitors are also more inclined to engage in positive word-of-mouth communication, sharing their experience with others and recommending the destination. The intention to recommend is a powerful behavioural outcome influenced by satisfaction. As noted by (Chen et al., 2020), recommendations from peers

can be more persuasive than formal advertising—especially in the digital era, where online reviews and social media amplify the voices of visitors (Seow et al., 2024; Prayag et al., 2017).

Theoretical Framework and Hypothesis

The reviewed literature suggests a strong relationship between the quality of physical assets and visitor satisfaction. Adequate and well-maintained facilities meet basic needs and create memorable and enjoyable tourism experiences (Isa, 2020; Hua Chin & Chiun Lo, 2018). In turn, satisfied visitors are more likely to become loyal, return for future visits, and promote the destination to others. Based on this theoretical foundation, the following hypothesis is proposed:

H1: There is a significant positive relationship between the quality of physical assets and visitor satisfaction at Geosite Stone Garden.
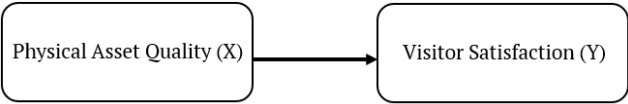

Figure 2. Hypothesis Model
Source: Research data, 2025

This hypothesis is the basis for the conceptual framework presented in Figure 2, which illustrates the assumed relationship between physical asset dimensions and visitor satisfaction outcomes.

METHODS

Research Design

This study employed a descriptive research design with a quantitative approach. The descriptive method was used to systematically present factual conditions observed during the research process—specifically, the current state of physical assets and visitor satisfaction at Geosite Stone Garden (Sugiyono, 2024). Meanwhile, the quantitative approach enabled the researcher to gather and analyse numerical data obtained through questionnaires, assessing the quality of physical assets and visitor satisfaction levels from their perspective. Additionally, this study is associative, aiming to explore the relationship between two or more variables by using statistical analysis to test the proposed hypothesis (Sugiyono, 2024).

Population and Sampling

The population in this study includes all visitors to Geosite Stone Garden between 2022 and 2024, totalling 247,546 individuals. Given the large size of the population, it is categorised as an infinite population (Cooper & Schindler, 2013). The sampling technique used was non-probability sampling, specifically the purposive sampling method, where respondents were selected based on predetermined criteria relevant to the study objectives (Chaniago et al., 2023). The sample size was calculated using the Slovin formula with a 10% margin of error, resulting in a minimum required sample of 100 respondents. However, after distribution, the number of valid responses obtained was 114, which exceeded the minimum requirement and improved the data's robustness.

Data Collection Techniques

This study relied on both primary and secondary data sources. Primary data were collected through direct field observations, structured interviews with site managers, and the distribution of questionnaires to visitors at the site. The questionnaire was designed using a Likert scale, allowing respondents to express their perceptions regarding the quality of physical assets and their level of satisfaction. Secondary data were obtained from official documents, management archives, and annual visitor reports related to Geosite Stone Garden. In addition to textual data, the researcher employed the documentation method to capture visual and written evidence, including photographs and printed materials, to support and validate the findings.

RESULTS AND DISCUSSION

Respondent Profile

An overview of the respondents' profiles is presented in Table 1, highlighting key demographic and behavioural information gathered from the 114 valid participants.

Table 1. Respondent Characteristics

Profile	Highest Frequency	Highest Percentage
Gender	Female	57.9%
Age	17–25 years	54.4%

Profile	Highest Frequency	Highest Percentage
Place of origin	West Bandung	38.6%
Occupation	Student	46.5%
Visit frequency	2–3 times	57.5%
Total	**114**	**100%**

Source: Research data, 2025

The data indicate that most respondents were female (57.9%), suggesting that Geosite Stone Garden tends to attract more female visitors. This aligns with the growing trend of young women engaging in nature-based tourism activities, particularly those with strong visual or aesthetic appeal suitable for social media sharing. Regarding age distribution, over half of the respondents (54.4%) fell within the 17–25 age bracket, indicating that the destination is particularly appealing to younger adults, especially those in late adolescence and early adulthood. Geographically, 38.6% of visitors originated from West Bandung Regency, showing that the destination still largely serves a local audience. This is valuable for site managers, as it suggests opportunities for community-based tourism development and local promotional strategies. Regarding occupational background, nearly half of the respondents (46.5%) were students or university students, reinforcing the site's potential as a dual-purpose venue for education and recreation. These findings are consistent with the character of geotourism, which often blends leisure with learning.

Interestingly, 57.5% of respondents reported having visited the destination two to three times, suggesting a degree of visitor retention and early signs of loyalty. This level of repeat visitation may be attributed to positive past experiences or the site's accessibility for locals. The respondent profile reveals that Geosite Stone Garden is most popular among local young women, particularly students, who visit the site for educational and nature-based recreation. These insights highlight the potential for the site to be further developed as a youth-friendly, educational geotourism destination with strong local engagement.

Physical Asset Quality

The quality of physical assets at Geosite Stone Garden was measured using four key dimensions: physical, accommodation, supporting facilities, and infrastructure. Each dimension was assessed using indicators derived from validated literature, and the data were analysed by calculating the mean score for each dimension. An overview of the results is shown in Table 2.

Table 2. Physical Asset Quality Variable

No.	Dimension	Mean
1	Physical	3.417
2	Accommodation	2.865
3	Supporting Facilities	3.155
4	Infrastructure	3.300
	Overall Mean	**3.160**
	Interpretation	**Moderate**

Source: Research data, 2025

The results of the descriptive analysis indicate that the physical dimension received the highest average score, with a mean value of 3.417. This suggests that visitors perceive the natural features of Geosite Stone Garden—such as its distinctive rock formations, panoramic landscapes, and diverse vegetation—as well-developed and attractive. These findings support the perspectives of (Marzuki et al., 2017; Gray, 2019), who emphasise the importance of geological and landscape diversity in shaping the core identity of geotourism destinations. The high rating of this dimension reflects the site's success in delivering a compelling geology-based experience, which aligns with its role as a geosite. On the other hand, the accommodation dimension received the lowest score, with a mean of 2.865. This result suggests that the availability and quality of lodging, dining options, and entertainment facilities remain inadequate. Respondents noted a lack of accommodation options suitable for different visitor segments, highlighting a gap in the site's ability to support longer stays or serve non-local tourists. This observation is consistent with (Insani et al., 2022), who argue that comprehensive accommodation offerings are essential for supporting visitor satisfaction and enhancing the physical infrastructure of a destination.

The supporting facilities dimension, which includes essential amenities such as toilets, prayer rooms, and parking areas, received a moderate score of 3.155. While some facilities exist, their condition and completeness are not yet optimal. According to (Ginting and Sasmita, 2018), the availability of clean, functional, and inclusive supporting facilities is critical in ensuring visitor comfort. When such facilities are lacking or poorly maintained, the overall perception of a destination can be negatively affected, even if its natural attractions are strong.

Similarly, the infrastructure dimension scored 3.300, reflecting moderate adequacy in core infrastructure elements such as electricity, water supply, and internet connectivity. Visitors reported issues with digital accessibility and limited on-site infrastructure, which are increasingly important in the modern tourism landscape. (Siregar et al., 2019) underline that basic infrastructure is a foundational component of a destination's operational capacity and service delivery. Without it, even well-designed attractions may fail to meet visitor expectations. The analysis reveals a clear imbalance among the dimensions of physical asset quality. While Geosite Stone Garden is perceived to excel in its natural geological assets, it still lags in accommodation, supporting facilities, and infrastructure. This gap indicates that development efforts have thus far focused heavily on leveraging natural attractions, but have not yet addressed the broader physical requirements necessary for a holistic visitor experience. A more integrated and balanced approach to physical asset development is required to enhance destination competitiveness and improve satisfaction to strengthen the site's core attractions and the supporting services that enable longer and more satisfying visits.

Visitor Satisfaction

Visitor satisfaction at Geosite Stone Garden was evaluated through three key dimensions: conformity to expectations, intention to revisit, and intention to recommend the site. Each of these dimensions was measured using Likert-scale items in the questionnaire, and the results were analysed by calculating the mean score for each dimension. The overall average value was then used to interpret the general level of satisfaction among visitors. The results are presented in Table 3.

Table 3. Visitor Satisfaction Variable

No.	Dimension	Mean
1	Conformity to expectations	3.164
2	Revisit intention	2.725
3	Intention to recommend	3.208
	Overall Mean	**3.032**
	Interpretation	**Moderate**

Source: Research data, 2025

The overall visitor satisfaction score was 3.032, which falls into the moderate category. This suggests that, while visitors generally had positive experiences, there remains considerable room for improvement. The revisit intention received the lowest score among the three dimensions, with a mean value 2.725. This indicates a relatively low inclination among visitors to return to Geosite Stone Garden soon. According to (Sukotjo et al., 2020), revisit intention is closely tied to the completeness and quality of a destination's offerings, including accommodations, recreational facilities, and emotional engagement. In this context, the low score likely reflects limitations in these aspects—such as the absence of overnight lodging, a lack of diverse activities, and geotourism presentations that may not yet fully resonate with visitors on a deeper level.

In contrast, the conformity to expectations dimension received a mean score of 3.164, and the intention to recommend was slightly higher at 3.208. These values suggest that, although the basic expectations of visitors were met, the overall experience did not leave a strong or lasting impression. This interpretation aligns with (Isa, 2020), who noted that visitor satisfaction tends to be short-lived when physical facilities merely satisfy functional needs—without offering added comfort, innovation, or uniqueness. (Nurhayati, 2019) also highlights that perceptions of facility quality heavily Influence satisfaction. In this case, although visitors acknowledged the destination's geological appeal and natural assets, the lack of facility development and comfort features likely contributed to these only moderate satisfaction scores.

These findings indicate that Geosite Stone Garden has successfully delivered a baseline tourism experience; however, it has not yet positioned itself as a destination that fosters loyalty or emotional attachment. To enhance satisfaction and long-term engagement, site managers should consider more targeted strategies—particularly those focusing on infrastructure upgrades, facility diversification, and experience enrichment. By improving both the functional and experiential aspects of the visit, the destination will be better positioned to encourage repeat visits and generate positive word-of-mouth, which are crucial for its sustained growth and competitiveness.

The Influence of Physical Asset Quality on Visitor Satisfaction

A simple linear regression analysis was conducted to examine the influence of physical asset quality on visitor satisfaction. This method was chosen because it allows for testing the linear relationship between one independent variable (physical asset quality) and one dependent variable (visitor satisfaction), as well as predicting how changes in the independent variable are associated with variations in the dependent variable

(Silaen & Heriyanto, 2013). The regression output is presented in Table 4, which summarises the model's coefficients:

Table 4. Coefficients of the Regression Model

Model	Unstandardized Coefficients (B)	Std. Error	Standardised Coefficients (Beta)	t	Sig.
(Constant)	5.036	2.326		2.165	0.033
Physical Asset Quality	0.375	0.026	0.809	14.565	0.000

Source: Research data, 2025

Based on the table above, the regression equation is formulated as:

$$Y = \alpha + \beta X = 5.036 + 0.375X$$

Where:

Y = Visitor satisfaction

X = Physical asset quality

α (alpha) = Constant (baseline satisfaction when X = 0)

β (beta) = Regression coefficient (rate of change in Y for each unit change in X)

The constant value (α = 5.036) indicates that if the physical asset quality were rated at zero, the baseline visitor satisfaction would still be at 5.036. The regression coefficient (β = 0.375) indicates that for every 1-point increase in the physical asset quality score, the visitor satisfaction score increases by 0.375 points. Conversely, a decrease in physical asset quality would yield a proportionate decline in satisfaction. The significance value (Sig.) for the physical asset quality variable is 0.000, less than the threshold of 0.05. This confirms that the regression model is statistically significant, indicating that the relationship between the two variables is not due to chance. Hence, the model is appropriate for predicting visitor satisfaction based on physical asset quality. To further understand the model's explanatory power, the Model Summary is presented in Table 5:

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.809	0.654	0.651	407.567

Source: Research data, 2025

The correlation coefficient (R = 0.809) indicates a strong positive relationship between physical asset quality and visitor satisfaction. The coefficient of determination (R^2 = 0.654) reveals that approximately 65.4% of the variation in visitor satisfaction can be explained by the quality of physical assets, while the remaining 34.6% is attributed to other factors not included in this model. This indicates that physical asset quality plays a significant role in determining visitor satisfaction at the site. Hypothesis testing was conducted using a t-test to determine whether the independent variable significantly affects the dependent variable. The results are summarised in Table 6:

Table 6. Hypothesis Test Results (t-test)

Hypothesis	t (calculated)	t (table)	Result
H_1	14.565	1.659	Accepted

Source: Research data, 2025

With a t-value of 14.565 (greater than the critical t-table value of 1.659) and a Sig. Value of 0.000 (< 0.05), the hypothesis (H_1) is accepted. This confirms that physical asset quality positively and significantly affects visitor satisfaction at Geosite Stone Garden. These findings reinforce previous research by (Blazeska et al., 2018), highlighting that well-maintained infrastructure and physical facilities significantly influence visitor comfort and perception. (Isa, 2020) also emphasised that the physical condition of tourism infrastructure is a significant determinant of satisfaction. Moreover, (Insani et al., 2022) highlighted the need for systematic asset management to enhance the quality of visitor experiences in geotourism settings, as observed in a study of the Batur Geopark in Bali. In this study, the physical dimension received the highest score, suggesting that the geological features and natural landscapes of Stone Garden remain the site's primary strength. However, the accommodation dimension scored lowest, indicating limited lodging and recreational options—factors that may be contributing to the low revisit intention found in earlier sections. The regression model's ability to explain 65.4% of the variation in satisfaction highlights the critical role of physical assets in geotourism destinations. This contribution also highlights a gap in the literature, as few previous studies have directly assessed this relationship in the context of geosites. Therefore, enhancing the weaker dimensions of physical asset quality—particularly accommodation, supporting facilities, and infrastructure—is essential for improving visitor satisfaction and ensuring the long-term sustainability of Geosite Stone Garden as a competitive and educational geotourism destination.

CONCLUSION

Based on the results of this study, it can be concluded that the overall quality of physical assets at Geosite Stone Garden is currently moderate. Among the four measured dimensions, the physical aspect—comprising the site's geological features, landscape variety, and vegetation—received the highest score and remains the site's strongest appeal. This confirms the role of natural geological assets as the core attraction in geotourism. However, the accommodation, supporting facilities, and infrastructure dimensions scored lower, indicating that several key elements of visitor service and comfort are still underdeveloped and need improvement. Visitor satisfaction was also found to be at a moderate level, with the lowest score observed in the dimension of revisit intention. This suggests that while visitors may appreciate the natural value of the destination, the current state of its facilities and infrastructure does not strongly encourage repeat visits. Regression analysis further confirmed that physical asset quality has a positive and significant effect on visitor satisfaction, with an R^2 value of 0.654, meaning that 65.4% of the variation in visitor satisfaction can be directly attributed to the quality of physical assets. This highlights the crucial role of asset development in shaping positive visitor experiences and fostering destination loyalty.

From a practical standpoint, several strategic actions are recommended. First, the development of lodging facilities and camping areas should be prioritised to meet the basic needs of visitors and support longer stays. Second, recreational facilities that align with the site's geological character can be introduced to enrich the tourism experience and make the destination more appealing to a broader demographic. Third, management should implement routine maintenance programs for all existing facilities to ensure cleanliness, functionality, and safety. In particular, educational media and interpretive tools should be updated to be more interactive, informative, and engaging, aligning with the educational objectives of geotourism.

Furthermore, prayer rooms (mushola) and other religious facilities should be regularly inspected and maintained to provide comfort and respect cultural needs. A comprehensive and balanced enhancement of physical asset quality will improve visitor satisfaction, increase the likelihood of repeat visits, and support the long-term sustainability of Geosite Stone Garden. Well-managed physical assets will contribute to the site's competitiveness, extend its destination life cycle, and promote a responsible balance between tourism development and the conservation of natural resources. Therefore, focusing on physical asset quality is not merely an operational need—it is a strategic imperative for ensuring the long-term viability of Geosite Stone Garden as a leading geotourism destination in Indonesia..

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