



Development of Educational Tourism Attraction

Sekarmukti Eco-Agro in Pangsas Tourist Village, Petang, Badung

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ABSTRACT

Badung Regency is one of the regions in Bali with abundant tourist attractions. It is also the area where the Local Original Revenue (PAD) is predominantly generated from the tourism sector. This is because Badung has a wide variety of attractions that are popular among tourists, making tourists willing to spend their money in the Badung Regency area. One of the tourist villages, Pangsas, offers attractive natural attractions such as rafting, cycling, and trekking, with the potential for development that can be packaged into attractive tourism packages. This research was conducted through observations and literature studies using various documents. The results of the research show that the knowledge about rural areas in formal learning processes is not as comprehensive as the real conditions in the field. Utilizing the tourism potential and providing education through activities such as planting ornamental plants, fruits, and vegetables is an effective means of educating and providing experiences for both domestic and international tourists.

Keywords : *Tourist, Package, Education*

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I. INTRODUCTION

Badung Regency is one of the regions in Bali that boasts abundant tourist attractions. Badung Regency is also an area where a significant portion of the Original Regional Revenue (PAD) is generated from the tourism sector. This is because Badung has many types of attractions that are favored by tourists, making tourists willing to spend their money in the Badung Regency area. In line with this, there is a balance between South Badung and North Badung areas, so it is considered necessary to create new tourism based on Ecotourism. Ecotourism-based tourism is expected to enhance the tourism appeal in the northern Badung region. In the development of this tourist attraction, it is expected to align with the vision and mission of Badung Regency, point 8, as stated on the official website of Badung Regency Government [tps://badungkab.go.id/kab/visimisi](https://badungkab.go.id/kab/visimisi) (accessed: April 1, 2023, 20:00), which is to strengthen the synergy between tourism and agriculture oriented towards agro-industry and the preservation of natural resources, by offering village-based attractions and packaging them using the concept of ecotourism education. Badung Regency has the potential to be developed as a Natural, Wild, and Made Educational Tourism Attraction.



Educational tourism is closely related to tourists' sustainability of knowledge about rural areas along with their lives, which are difficult to learn from formal urban education, as stated by Antara and Arida (2015:17). Thus, educational tourism can depict a situation where someone embarks on a journey to receive intellectual services (Rico & Loredana, 2009). The purpose of educational tourism for tourists is to gain direct learning experiences from the places they visit (Abubakar, Shneikat, & Oday, 2014). In addition to gaining knowledge, according to Smith (2013), educational tourism is also carried out by a group of people for recreation or vacation, which includes educational activities. Therefore, it can be concluded by Lam, J. M. S., Ariffin, A. A., & Ahmad (2011) that educational tourism is a combination of tourism and education that can improve the performance of the tourism industry.

Pangsan Village is one of the 11 villages in Badung Regency that has been declared a Tourist Village, in accordance with the Badung Regent Regulation Number 47 of 2010 regarding the Designation of Tourist Village Areas. However, the attractions possessed by Pangsan Village have not risen in the effort to develop Pangsan Village as a Tourist Village. Pangsan Tourist Village is located in the Petang District, and it offers several natural attractions such as rafting, cycling, trekking, and expansive rice field views. Pangsan Tourist Village has approximately 108 hectares of rice fields known as "Subak Bergiding." The potential possessed by a village must be inventoried and packaged into an educational tourism package that can be offered to tourists.

Realizing the decline that has occurred in Pangsan Tourist Village, several tourism-conscious figures in Pangsan Tourist Village have started to build new tourist attractions designed and introduced as educational tourism in early 2022, called "Sekarmukti Eco-Agro," and managed by the villagers of Pangsan Village, particularly Mr. Wita. This attraction utilizes the natural potential of rice fields, which are arranged and developed in such a way as to attract tourists, making it a potential choice for educational tourism activities. Tourists are offered a new experience in the integrated farming system with nature and can breathe in the fresh air of the rice fields.

Based on this background, the objective of this research is to analyze the development of educational tourism attractions in Pangsan Village, Petang District, Badung Regency, in the development of community-based Tourist Villages that care about the environment and aim to preserve local culture, especially regarding agriculture..

METHOD

This research employs a qualitative descriptive method. This method is used to study and delve into current phenomena, supported by appropriate references for the study (Kasim et al., 2020). The research location is in Petang Tourism Village, Badung Regency.

II. RESULT AND DISCUSSION

Speaking of attractions that are potential for a village, Utama (In Ayu Listyaningrum, 2019) states that tourist attractions are divided into 3 elements:

- a. Natural Tourism Attractions such as flora and fauna, extensive rice field landscapes, beaches, lakes, protected forest areas, and nature reserves.
- b. Cultural Tourism Attractions include traditions, customs, rituals like "turun kesawah," and customs.

c. Artificial Tourism Attractions include physical fitness facilities, game rides, recreational parks, and others.

From these three elements, it can be confirmed that Pangsas Village has all three elements. Pangsas Tourist Village is located in the Petang District of Badung Regency, where it has the potential for natural attractions such as tracking, cycling, rafting, and Sekarmukti Eco-Agro, which is an artificial tourism attraction that utilizes the natural attractions, particularly the vast rice fields, as its main draw. Thus, this particular attraction has a significant potential to attract tourists to enjoy the beauty of nature in the Tourist Village.

The people in Pangsas Tourist Village primarily work in the agriculture, plantation, and livestock sectors. Pangsas Tourist Village is also known for its well-organized irrigation system, and several farmer groups have been formed.

Eco-Agro area named "Kampungku Sekarmukti Eco-Agro," which has recently been introduced as an educational tourism area offering visitors the experience of picking fruit directly from the tree, such as cocoa and salak. This area also introduces the types of plants that are the commodities of Pangsas Village's agriculture.

Based on research related to the development of educational tourism attractions, Pangsas Tourist Village has great potential for development. This is based on the number of tourists interested in learning about rice farming culture. Moreover, students are highly enthusiastic about learning how to cultivate crops. According to Priyanto et al. (2018), students are the main market segmentation in the development of educational tourism. This means that the more potential tourists there are, the more potential Pangsas Tourist Village is to be developed into an educational tourism destination. Based on the findings of several potentials in Pangsas Tourist Village, this research can design an educational attraction program.

Educational Tourism Attractions in Pangsas Tourist Village designed in this study emphasize learning for tourists, from kindergarten students to university students, to understand how to cultivate crops and breed fish. A tourism program designed aims to provide direct learning experiences related to the visited tourist area is educational tourism (Harris et al., 2014; Ridhoi et al., 2020).

In the "Kampungku Sekarmukti Eco-Agro" area, visitors can engage in various activities such as:

Nature Activities

Pangsas Tourist Village has the potential for extensive rice field and plantation panoramas. Along the rice field path, there is a natural and quite wide trail. In addition to its beautiful scenery, Pangsas Tourist Village also offers attractions such as tracking and cycling. Tracking tourism is one of the potentials offered in enjoying the beauty of Pangsas Village's nature. Tourists will not trek alone; there will be highly experienced local guides who will accompany tourists throughout the journey through Pangsas Tourist Village. Tourists can also

pick and enjoy fruits directly from the trees, such as salak and cocoa. During the journey, tourists will be introduced to various types of plants that are commodities of Pangsan Village's agriculture.

Learning How to Cultivate Crops

Visitors can learn and practice the traditional rice planting process, which includes plowing fields using buffalo power, tilling, and harvesting, directly from the farmers in Pangsan Tourist Village. In addition to learning how to plant rice, tourists will also be taught how to plant ornamental plants. Thus, visitors contribute to the preservation of local wisdom.

Familiarity with Various Types of Organic Fertilizers

The fertile rice fields and forests in the Pangsan Tourist Village area are inseparable from the use of organic fertilizers. In the Sekarmukti Eco-Agro educational tourism, farmers and instructors will show and provide insights into various types of organic fertilizers to visitors, including their production and application.

Making Rice Field Scarecrows

Visitors are given the opportunity to create rice field scarecrows from straw and bamboo. These scarecrows are used to ward off birds in the rice fields in that area.

Learning About Fish Breeding

Visitors are given the opportunity to breed fish by sorting small fish into breeding areas and then fishing for mature fish ready for harvesting. In addition, the harvested fish are also offered and processed directly in the available restaurants in the area.

Tasting Processed Agricultural and Plantation Products

Visitors can taste agricultural products processed by the residents of Pangsan Village while sitting in a hut, enjoying the beauty of the rice fields. Examples of processed agricultural products available include fried rice, vegetables, and more, offered at a restaurant in the area.

Golf Class

In addition to educating in agriculture and fisheries, tourists are also pampered with golf mini-games education. Tourists can play and learn golf in the Sekarmukti Eco-Agro area with a wide view of the rice fields that pleases the eye.

III. CONCLUSION

Based on the above description, it can be concluded that knowledge about rural areas obtained from formal education is not as comprehensive and detailed as learning directly about the original rural conditions. Every village has its uniqueness and attractions to offer as tourist destinations. Most tourist villages highlight the natural atmosphere and simple lives of their residents.

Educational tourism is closely related to the sustainability of tourists' knowledge about rural areas, along with their lives, which are difficult to learn from formal urban education. Pangsas Village is one of the 11 villages in Badung Regency that has been declared a Tourist Village, according to Badung Regent Regulation Number 47 of 2010. However, the development of Pangsas Tourist Village has not been strongly felt by its residents. Realizing this decline, some members of the POKDARWIS (Community-Based Tourism Awareness Group) of Pangsas Village began to brainstorm ways to advance Pangsas Tourist Village. By utilizing the potentials of the village, such as expansive agricultural fields and knowledge of crop cultivation, some of the villagers built a new potential in the form of educational tourism called "Sekarmukti Eco-Agro." This educational tourism is an agricultural area arranged and utilized to provide education about planting ornamental plants, fruits, and vegetables. Additionally, visitors have the opportunity to learn about rice planting, from plowing fields to harvesting. Furthermore, the area offers fish breeding experiences and even golf classes for tourists who enjoy this upscale sport.

This research can serve as a recommendation for tourists and future researchers, particularly in the management of Tourist Villages, in applying ecotourism principles, especially in the field of education..

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