



## KEMENUH BUTTERFLY PARK EDU-TOURISM IN KEMENUH VILLAGE - GIANYAR

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### ABSTRACT

*Diverse educational tourism has transformed the concept of tourism itself. The primary goal of educational tourism is to acquire knowledge and experience about specific subjects or research. Kemenuh Butterfly Park is one concept of educational tourism that emphasizes conservation and education in the Gianyar, Bali region. This research aims to discuss the educational tourism model at Kemenuh Butterfly Park. Using a qualitative descriptive model, the study seeks to understand the general overview of educational tourism applied and offered in the concept of sustainable tourism. Literature review is conducted to support this research. The results of the research indicate that the educational concept has a limitation concerning its targeted tourist segment. Additionally, educational tourism concepts are still rarely included in existing tour packages. In the alternative tourism model, it is hoped that educational tourism will not be just a temporary trend but can evolve into sustainable tourism..*

**Keywords :** *Kemenuh Butterfly, Sustainable Tourism, Educational*

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### I. INTRODUCTION

When it comes to tourism, various types and models can be found. Tourism, in general, involves moving from one place to another for various reasons. Apart from nature and cultural tourism, another alternative form of tourism is educational tourism. Educational tourism not only provides an opportunity to relax and unwind but also offers the opportunity to gain knowledge and literacy. Understanding educational tourism as a new and increasingly popular trend in the alternative tourism industry is crucial. Educational tourism encompasses various concepts that ultimately transform the concept of tourism itself. In other words, the primary goal of educational tourism is to acquire knowledge and experience about specific subjects or research, rather than just the journey itself. Edutourism is a type of tourism (McGladdery and Lubbe, 2017) that includes specific tourism activities where education, learning, and knowledge acquisition are the primary objectives of the journey (Ritchie, 2003). Edu-tourism is also considered an alternative form of tourism because its products, processes, and functions have a low market volume, are locally controlled, and operate within the environmental, social, and economic support of the destination. Edu-tourism has also been classified as a type of



alternative tourism characterized by its manageable size and specific nature. Edu-tourism is an alternative to mass tourism because it benefits the local community. However, for edu-tourism to be a sustainable choice, understanding the attitudes of the local population is fundamental for planning and managing sustainable tourism (Alrwajfah et al., 2019).

Tourism and travel activities that enhance knowledge are crucial because traveling exposes individuals to new people, languages, lifestyles, landscapes, cultures, customs, and traditions. This can significantly expand one's knowledge of different destinations. Travel activities play a significant role in education and are an essential part of the educational system. Education is incomplete without travel.

This qualitative descriptive model focuses on the Butterfly Park located in Kemenuh Village (KEMENUH BUTTERFLY PARK) Gianyar, among the many educational tourism destinations in Bali and Indonesia as a whole. This study includes literature review alongside field research to understand the general concept of educational tourism, butterfly species, and the educational tourism model offered there, as well as sustainable tourism in edu-tourism..

## METHOD

This research aims to discuss the educational tourism model at Kemenuh Butterfly Park. Using a qualitative descriptive model, the study seeks to understand the general overview of educational tourism applied and offered in the concept of sustainable tourism. Literature review is conducted to support this research (Sugiyono, 2018). Reviewing literature is a condition for deepening the researcher's understanding of current issues, concepts, and theories (Kasim et al., 2020). This concept encourages researchers to develop skills and a better understanding of the theories they have already grasped.

## II. RESULT AND DISCUSSION

Kemenuh Butterfly Park is an educational butterfly garden concept that emphasizes conservation and education in the Gianyar Regency, Bali. It is suitable for family trips, especially for children, and introduces early childhood education about butterfly species. Besides enjoying the beautiful and mesmerizing sight of butterflies fluttering around, children can also learn about the fascinating and unique animal metamorphosis.

Located in Gianyar, this relatively new Butterfly Park was inaugurated on September 28, 2015. It houses approximately 500 butterflies from 15 local species, all within a spacious enclosure. International, domestic, and local tourists can enter the butterfly enclosure and observe the metamorphosis of these delicate creatures up close.

These charming and beautiful creatures, with their vibrant colors and small bodies, captivate people of all ages, especially butterfly enthusiasts. However, it's unfortunate that butterflies have a relatively short lifespan, typically not exceeding two weeks. Hence, the park serves as a direct butterfly breeding facility as well. Initially situated on the outskirts of Kemenuh's main road, accessible by private vehicles and buses, the park was temporarily closed during the pandemic but reopened as the government eased restrictions. It was then relocated to a new area along Ir. Soetami Street in Kemenuh, aligned with other tourist attractions like

Tegenungan Waterfall and away from the main road. The park was converted from an orchid garden to a butterfly park as part of its relocation. Kemenuh Butterfly Park is also in proximity to popular Bali tourist destinations like the Ubud Monkey Forest, Tegenungan Waterfall, and Campuhan Hill.

## II. EDUCATIONAL TOURISM MODEL AT KEMENUH BUTTERFLY PARK

With its primary concept being educational tourism, Kemenuh Butterfly Park offers an educational tourism model that adds value and distinguishes it from other butterfly gardens in different regions. In addition to being a butterfly garden, visitors here are educated about the metamorphosis of butterflies and can observe the breeding and propagation of butterflies, from the initial caterpillar stage to their transformation into butterflies. Local tour guides are prepared to provide explanations about this educational aspect.

What sets Kemenuh Butterfly Park apart is the inclusion of other educational elements. Visitors can also explore a bonsai garden featuring various species and forms of bonsai trees, as well as a collection of ornamental orchid plants. Here, visitors receive guidance on caring for bonsai trees and shaping them into beautiful and unique forms, along with education on nurturing ornamental orchid plants. Apart from butterflies, the park also features a mini-zoo where visitors can see animals like iguanas, small monitor lizards, and various birds, each cage labeled with their Latin names and species. Thus, Kemenuh Butterfly Park provides a comprehensive package with a wide range of education about animals and plants like figure 1. While butterflies are the main attraction, the park offers other educational experiences that align with its primary concept of educational tourism.



Figure 1. Butterfly Breeding

In the development of Kemenuh Butterfly Park's educational tourism concept, challenges in its management model may arise due to the presence of educational tourism destinations elsewhere. However, Kemenuh Butterfly Park's unique selling point lies in its supplementary attractions.

## III. SUSTAINABLE TOURISM AT KEMENUH BUTTERFLY PARK

Sustainable tourism management principles and practices apply to all forms of tourism in all types of destinations, including mass tourism and various specialized

tourism segments. Sustainability principles encompass environmental, economic, and socio-cultural aspects of tourism development, and a proper balance among these dimensions must be established to ensure long-term sustainability. Sustainable tourism must also maintain a high level of tourist satisfaction, provide meaningful experiences to tourists, enhance their awareness of sustainability components, and promote sustainable tourism models among them. With the relocation of Kemenuh Butterfly Park from its original location to its current one, where it is integrated with other supporting attractions, the park aims for long-term sustainability. In the vicinity of Kemenuh Butterfly Park, visitors can also enjoy water tourism at Kemenuh Water Park, and accommodations in villas and restaurants are available.

The primary target market consists of foreign tourists who appreciate nature and animals, especially butterflies, as well as students, researchers, and academics seeking specific knowledge about butterflies. The sustainability of educational tourism at Kemenuh Butterfly Park is continually updated and improved from its inception. The well-organized and beautiful landscape of the park is suitable for photography. The mini-zoo, integrated as part of the educational tourism concept, will introduce more animal species. Butterfly species will expand beyond local ones to include international varieties, enhancing the diversity of butterflies for tourists to observe and enjoy. The availability of accommodations (villas) near the butterfly park is expected to add value, allowing guests, especially those with children, to enjoy educational tourism conveniently. Additionally, the water tourism activities at the park, equipped with various water attractions, will entice children to play in the water after exploring the educational aspects of Kemenuh Butterfly Park. A restaurant is also provided to offer excellent service.

Information from one of Kemenuh Butterfly Park's marketing team members indicates plans for a ballroom with a Balinese cultural concept called "wantilan," which will serve to accommodate a large number of tourists, making it easier to provide global explanations and host gatherings. A flower garden with trendy photo spots will also be available in the near future. The park offers ample parking space and various other facilities. Presently, social media and technology are utilized for promotion to reach a broader audience. The overall concept and ideas developed for Kemenuh Butterfly Park are geared towards sustainable tourism.

### III. CONCLUSION

The results of the research indicate that the educational concept has a limitation concerning its targeted tourist segment. Additionally, educational tourism concepts are still rarely included in existing tour packages. In the alternative tourism model, it is hoped that educational tourism will not be just a temporary trend but can evolve into sustainable tourism. The concept and ideas developed toward sustainable tourism concept.

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