

## THE DEVELOPMENT OF EDUCATIONAL TOURISM IN THE AREA OF MOUNT PENANGGUNGAN THROUGH COMMUNITY EMPOWERMENT

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### Abstract

ASEAN Economic Community (AEC) is an integration of ASEAN economy in facing the free trade between ASEAN countries. Naturally, this will affect various sectors including tourism. Indonesians are expected to be able to cope with this challenge. One of the fulfillments of the expectation is the development of a strategy of society empowerment through Community Based Tourism Development (CBT). In this CBT development, University of Surabaya is developing an Educational Tourism.

The interest in educational tourism has been rising in the recent years. Especially students who are from educational institutions in metropolis. This paper displays a case study about the University of Surabaya which is developing educational tourism called *Penanggungan Adventure* which comprises 3 type of items namely eco-tourism, heritage tourism, and rural tourism which are based on the empowerment of local people around Mount Penanggungan. The method which is used is single case study, the data are collected through observation, interviews with the pioneers and the practitioners of *Penanggungan Adventure*, interviews with local people and document collection. Some results are acquired. First, the tourism is packed in customizable and combinable modules, for instance *Archeological Trail*, *Bio-Diversity and Animal Watching*, and *Happy Farming*. Second, the procurement of *First Aid Clinic* dan *Signage System*. Third, the marketing media are video, brochures, posters, books, tourism map, website, e-guide and x-banner. Fourth, in the early stage of educational tourism, local people take part by being tour guide to serve visitors since the training has been

completed. Local people also take part in providing traditional snack which is packed in creative design. The findings of the case study could be the model of consideration for other educational tourism developments.

Keywords: *Eco-tourism, educational tourism, heritage tourism*, Penanggungan, University of Surabaya

**JEL Classification: Z30, Z32**

#### FOREWORD

ASEAN Economic Community (AEC) is an integration of ASEAN economy in facing the free trade between ASEAN countries. All member of ASEAN had agreed the agreement. AEC was designed to implement ASEAN Insight of 2020. In facing the tight competition during EAC, ASEAN countries are expected to prepare skilled, smart and competitive human resources.

Indonesia is one of the countries with the biggest population in ASEAN area. Therefore, Indonesia has good economic power, highest economic growth (45%) after China and India. It should be crucial capitalization to prepare people of Indonesia toward AEC of 2015. The formation of single market which is coined as ASEAN Economic Community (AEC) will favor the opportunity for one country to sell goods and service with security and guarantee to all ASEAN countries, and so the competition of AEC will get tighter. This will naturally affect some sectors of economy including tourism. Why tourism? Since the beauty of our nature does not exist in other countries. It is unique, authentic and exclusive, including its derivatives.

Indonesians are expected to be able to face this challenge. One of the fulfillments of the expectation is the development of a strategy of society empowerment through Community Based Tourism Development (CBT).

The existence of CBT concept supports the tourism activities such as *Adventure Travel, Cultural Travel, Ecotourism*. World Bank is certain that the increase of the tourism of *Adventure, Ecology and Culture*, would increase the income of the society and also preserve the regional culture based arts. CBT is a societal economic concept in real sector which is implemented by society and the results would be for the society as well. Government should provide special attention toward Domestic Tourists in which their role is significant in developing tourism object which could attract International Tourists. The larger number of domestic tourists' visit to a tourism object, the more popular the place is, and so it can be an interesting place for international tourists to visit. Tourism events should be arranged consistently, so that it could be used as reference by tourism practitioners to sell it to the market of world tourism. Besides, the infrastructure in tourism objects should be improved, especially in cleanliness, security, health and also the comfort which has its respective points to be the mainstay tourism object which will always be visited by international tourists. In facing the challenge and chance of EAC, the government as the executant of the project also committed

some changes in tourism, and right now it is more focused on governmental assignment especially as the facilitator to keep the tourism activities run by private sector could grow faster in efficient and effective way.

On top of the increasing number of international tourists, the pattern of consumption of the tourists or *consumers-behaviour-pattern* will change the pattern of tourism, this has to be handled with various tourism product development strategy or the promotion both on government and private side. In culture, there should be periodical and sustainable development and improvement by society in various level both in villages and cities. From the existing record, it is known that culture and heritage are the “soul” or “spirit” of the tourism in Indonesia, and of course as the pioneer in the development of tourism in facing AEC. Without culture, Indonesian tourism would be flat and dry and unattractive both for domestic and international tourists in Indonesia.

A good and maximum development of tourism sector will attract both domestic and international tourists to visit and spend their money so that Indonesia will gain more foreign exchange from international tourists who exchange their respective currency with Rupiah. The role of Department of Culture and Tourism in increasing the visit of tourists.

Some objectives of the formation of tourism are: cultural tourism, maritime tourism, natural conservation tourism, convention tourism, educational tourism and so on. Educational tourism (edu-tourism) became more and more popular recently, with the emerging of more schools and universities, and so the students are demanded to learn it as well. Educational tourism is defined as a program in which the participants are required to do the journey of tourism to some place in a group with the objective to acquire direct experience related to the visited place (Bodger, 1998). The practitioners of the activities could be from educational institution, for instance school or universities, or from other institutions like educational institution other than school or travel agents. Despite being called as tourism, educational tourism is focused on educational program with the objective of changing cognitive aspect, participatory knowledge, skill and the attitude of the participants (Bhuiyan et al, 2010). Educational tourism could be categorized based on the object or destined place, for example, eco-tourism, heritage tourism, rural/farm tourism, community tourism, and students exchanges (Smith, 2013).

With the increasing need of educational tourism, the best practices of the development of educational tourism is needed. Only, not so many cases are published. This paper is aimed to expose the case study of the development of educational tourism which integrate *eco-tourism*, *heritage tourism*, and *agricultural tourism* with the empowerment of society’s potential. The case study is the development of Penanggungan Adventure which is located in Trawas, Regency of Mojokerto around Mount Penanggungan. The educational tourism program was pioneered and managed by University of Surabaya (Ubaya)

As a university in the metropolitan area of Surabaya, Ubaya is aware of the importance of educational tourism especially for students in metropolis. Ubaya is managing *Ubaya Training Center* (UTC) which is actually the third campus of Ubaya located in the village of Tamiajeng, Subregency of Trawas, Regency of Mojokerto. In the beginning, the campus was used as a training facility for the students and the employees of Ubaya in the event of improving soft skill and teamwork building. During its development, UTC also serves training activities for those who are not from Ubaya, they could be from universities, Elementary Schools, Junior High School, Senior High School or other organizations.

UTC has beautiful and exotic nature. It is located on the slope of Mount Penanggungan and offers beautiful natural view. Today, the slope area of the Mount has become one of the tourist destinations of mountain tourism in East Java. Here stands UTC, Surrounded by some villages, they are Village of Tamiajeng, Village of Kesiman, Village of Selotapak, Village of Penanggungan, Village of Duyung and Village of Trawas. The area which surrounds UTC has beautiful panorama. The vast rice field and terracing rice field are similar to what is in Ubud, Bali. From this point, people can enjoy both the view of Mount Penanggungan and Mount Welirang. Besides Panorama, this area also has clear spring water and 25 meter waterfall. Despite being known as one of the mountain tourism sites in East Java, the kind of tourism in Trawas is more to mass tourism and only has tendency in pleasure. Thus the tourists are still not so much interested in the natural and societal potentials of the local people surrounding UTC. The beauty of the nature naturally supports UTC to develop as one of the tourism destinations for future training consumers.

There are many historical sites on Mount Penanggungan (in which UTC is located on its slope) related to Majapahit kingdom (other than Trowulan) or the civilization of Hindu-Shiva and also the time before Singasari kingdom. Penanggungan is considered as sacred for more than five centuries, since it was inhabited by so called as hermits. Until today, there are about 114 sites found, and it is estimatedly increasing. With that number, Penanggungan could be called as the mountain with most sites in Indonesia

Not only natural beauty, UBAYA also nurture some villages around UTC which have natural beauty potential and abundantly varied agricultural product. Some of the natural beauty are the beautiful and orderly arranged rice field, cool and clear mountain spring, waterfall and so on. Several agricultural products from the local people are Salacca, Avocado and Durian. There are also cattle farm (from which the feces is used as biogas), bee breeding, etc. Some agricultural and cattle product are not only directly for sale, but also can be processed into products with more values. There are also organic farming in the area which is developed to be tourist destination by local farmer group. For instance, the building of Organic Cafe which also function as the outlet of their product.

In these points, by considering the existing potential in UTC, Mount Penanggungan and the surrounding society, it is worth developing a specific and nonexistent tourism concept in Trawas, which is the kind of tourism conventionally called as *ecotourism*. The concept has been known as a globalized concept in the last few decades and became one of the crucial item in the *APEC Ecotourism Conference* forum in Sendai, Japan, September 16, 2016.

Martha Honey (1998, 2003) elaborated that *ecotourism* is a tourism concept in which it stands on three bases, they are conservation, community and education. Data shows that on global scale, ecotourism has shown significant growth. Martha Honey wrote, in 1990s the industry of ecotourism grew by 20%-34% per year. In 2000, tourists spend about 156 billion US dollars on ecotourism. In 2004, UN World Tourism Organization predicted that ecotourism will grow three times faster than mass tourism. Whereas Travel Weekly magazine in 2007 predicted that ecotourism will be stable on growth by 25% until 2012

Based on the aforementioned concept and trend and by considering the potential in UTC, Mount Penanggungan and local people, Ubaya is developing a unit of business in educational tourism. By using this unit, UTC will be a destination and the organizer of the educational tourism at the same time. The tourism activity (itinerary) in the Educational Tourism is based on three pillars of ecotourism which is mentioned by Martha Honey, they are conservation, community and education.

The educational tourism consists of various tourism activities which are done in three locations: at campus III Ubaya, Mount Penanggungan and local people. Thus, the tourism that is developed here reflects or involve the element of environmental conservation, history, development/empowerment of local people and also maximalize the role of the faculties or units in Ubaya's environment. The tourism activities are designed in the context of experiential learning or character development/capacity building, leadership, team work and other customizable activities. Such tourism concept is the potential that could be sold to UTC's consumers which are now from Elementary School, Junior High School, Senior High School, Universities and Companies

#### METHOD

This project uses *action research* method, in which the writer also act as the practitioner in several activities. This study could also be categorized as single case study, namely the development of educational tourism located in Subregency of Trawas, Mojokerto, managed by University of Surabaya. The data are collected through observation, interviews with the pioneers and practitioners of Penanggungan Adventure, interviews with local people and document collection.

The development of educational tourism in the paper is based on the empowerment of local community. Local community based educational tourism is a form of tourism which stresses the development of local society and favor the

opportunity for the local society to get involved in the development and the management, and so the local society will acquire significant advantage.

## RESULT AND DISCUSSION

The collection of the data from various sources results in several findings as follows:

### 1. Effect and Advantage for society

The existence of unit of business of ecotourism or so called as educational natural tourism with UBAYA as the center of the tourism management, especially in marketing, will boost the growth of local people's economy surrounding UTC. On top of that, through synergy with the society, UBAYA could accompany the society by being the tour guide or the organizer of the natural tourism. The existence of tourism destination in the rural area is expected to be the booster of the growth of varied business in the villages.

Other than that, from the side of the tourists especially school students, they will enrich their learning about national culture, specifically the history of the kingdom of Majapahit. As mentioned in the background, such tourism concept is being globalized in tourism world. Therefore, it is possible for educational tourism to be the destination of international tourists. Through this educational tourism product, they could have direct interaction experience with local society and Indonesian culture and enlight them to the understanding of society's entity, nature and Indonesian culture.

### 2. Modules of educational tourism

As educational tourism, the educational objective should be set. In the consideration that educational tourism comprises many options and the users need customizable options, and so tourism modules are developed. The users could choose and combine several modules as required, customize the time and the available resource.

The tourism modules which are developed are: (1) Archeological Trail (Soft, Medium dan Extreme), (2) *Archeological Trail (Soft, Medium dan Extreme)*, (3) *Kunang-Kunang Tour*, (4) *Bio-Diversity and Animal Watching* (5) *Outbond* (6) *Map and Compasing* (7) *Composing* (8) *Happy Farming* (9) *Fish Catching* (10) *Canyoning dan Rafting* (11) *Exploring Organic Plant and Tasting Organic Food* (12) *Biking Around The Little Ubud. Amazing Journey* (13) *River Tracking* (14) *Water Splashing* (15) *Bee Breeding* (16) *Goat and Cow Breeding* (17) *Forest 4x4 Tour*. Each module consists of the name of the activity, form of activity, background, participant (group/individual, age, education, gender), facilitator, equipment, location, duration, time, description of activity and the advantage of the activity (recreational and educational advantage)

### 3. Facility

The next component is various facility to support educational tourism. First, Penanggungan Information Center (PIC) which is used as the reception point and the center of information related to tourism. The chamber is placed in the complex of Penanggungan Museum. The museum was build based on the idea of University of Surabaya as part of natural and cultural conservation in East Java especially in the area around Campus III of Ubaya in Trawas which based upon the pillars of natural/cultural conservation, societal development, tourism and education. The museum is placed in the complex of Campus III of Ubaya (Ubaya Training Center/UTC) and facing directly toward Mount Penanggungan. The museum has two floors consisting various facilities such as show room, pendapa (pavilion), library (filled with the historical literature of Penanggungan), hall, multimedia room, cafeteria, souvenir shop, etc. The following are some activities to develop the museum, Ubaya cooperates with some institution such as East Java Provincial Government, Mojokerto Regency Government, Director General of Culture and others. In order to strengthen those cooperation, the Governor of East Java issued a decree Number 188/18/KPTS/013/2015 which contains the Establishment of the Entity of Geographical Space Area of Penanggungan as an area of Cultural Heritage on Provincial Level officially assigned on January 14, 2015.



**Figure 1: The design of Penanggungan Information Center and Penanggungan Museum**

Second is the first aid kit facility in the form of first aid kit equipment and clinic. The facility also consists of a room containing: digital Tensimeter, Stethoscope, Oxygen tube, Reflex Hammer, Scales, medical bed, wheelchair etc.

The third is the signage system. There are more than 100 pieces in UTC. With that system, tourists or tour guide could easily recognize the tourism location as well as the directions. The following are the signs.



**Figure 2: Directions**

The fourth facility is the souvenir shop. Similar to PIC, the souvenir shop would also be placed in the complex of Penanggungan Museum. Besides, the team will also produce some typical Penanggungan souvenirs, such as T-shirt, hat, key chain, mug and also some typical snacks produced by local people packed in special package decorated with Penanggungan picture.

The fifth facility is swimming pool. This is one of the supporting facility in UTC. The construction process took 1 year and was finished in the late 2014 and it is now operational. The pool consists of three parts, they are adult pool, kids pool and Jacuzzi. The location is strategic since it faces directly toward Mount Penanggungan.



**Figure 3: Swimming pool facing directly toward Mount Penanggungan**

The sixth facility is the hut which will be the transit location for the tourists. The hut is located in the middle of society's rice field complex and the construction was done cooperatively with the local people.



**Figure 4: The hut**



### Marketing

Today's marketing need channel on the information technology. The developed marketing media are videos, brochure, posters, books of Penanggungan Adventure, e-guide of Penanggungan adventure, tourism map, website and X-banner. The book of Penanggungan Adventure contains detailed information about UTC, facility and service, tourism packages and up to historical or mythological stories about Mount Penanggungan as a part of historical artifact. The book also exposes the background story of the creation of the tourism program which combines history, natural conservation, education and society empowerment. As for e-guide, it is a digital magazine about Penanggungan Adventure. The media was created to ease the promotion process or marketing through computer or tablet. The next media is the website which is designed to be the source of information for the tourists to-be. The website contains the existence of UTC, facility and service and tourism packages. The website could be access at <https://utc.ubaya.ac.id>.

As mentioned before, the service which is offered to society including educational tourism package of which the location and venue are in Mount Penanggungan, UTC complex and the villages or rice fields of the local people. The tourism packages are offered to students/teachers of Elementary School, Junior High School, Senior High School, University students, company/corporate, specific group (history enthusiasts) or public.

### Society empowerment

Local community could take many parts in educational tourism, since the tourism location is close to the villages. From the available options of the early stage, local people could have two parts, they are tour guide and supplier or producer of traditional snack.

The role of a tour guide is crucial and it determine the failure or the succes of the tourism. Professional tour guide will give better experience to the tourists. A good tour guide is the person who can guide and take the tourists to tourism object by noticing seven charms, politeness and honesty.

The training activities are done with the objectives (1) Improving the knowledge and and skills of the future agricultural tour guide of the Village of Penanggungan about the basic of agricultural tourism tour guiding, (2) Participants acquire experience and skills about how to start the activities of agricultural tourism tour guiding, (3) Participants could practice agricultural tourism tour guiding, (4) Participants acquire knowledge and skills about how to close the activities of agricultural tourism tour guiding in correct and interesting way, and (5) Participants acquire knowledge and skills about how to report the agricultural tourism tour guiding.



**Figure 5: Practice of test of agricultural tourism tour guiding**



**Figure 6: Practice of test of fish farm tourism tour guiding**

Second, the empowerment of society is also done by asking local people to produce traditional snacks. For now, the snacks that are produced including Gadung chips, Sweet potato chips, Banana chips, Tempe chips and other tuber chips. In improving the sale value and its properness as souvenir snack, the snacks is packed in unique package (see picture below), and the sale is administered by executant of Penanggungan Adventure.



Picture 7: Design of snack package

## CONCLUSION

This study shows the necessity of the existence of educational tourism which could improve the knowledge and experience of the students. Educational tourism comprises ecotourism, cultural heritage tourism and farming/ranch tourism and the involvement of local community empowerment will make students acquire integrated experience during their visit. Besides, the involvement of the local community will also preserve the educational tourism destinations.

The development of educational tourism which is administered by educational institution, such as in this case study, has shown as the model of how a university can expand educational tourism by cooperating with regional government, local people, experts, by using the expertise in university and using the local cultural heritage and natural potential. This case is unique since the educational tourism destination is not owned by stake holder (such as edu-tourism which is administered commercially by private party), instead using local potential.

## RECOMMENDATION

The process and model which are acquired from the development of this educational tourism could be the consideration for the educational tourism developers which intend to combine natural aspect, cultural heritage and local people's potential.

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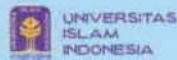
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## MARKET INTEGRATION IN ASEAN: SUSTAINABLE GROWTH AND CROSS - CULTURAL ISSUES

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## FOREWORD

It is with deep satisfaction that I write this Foreword to the Proceedings of *THE 13<sup>TH</sup> INTERNATIONAL ANNUAL SYMPOSIUM ON MANAGEMENT* (INSYMA) held at University of Social Sciences and Humanities, Vietnam National University - Ho Chi Minh City, Vietnam, March 18 -20, 2016. The 13<sup>th</sup> Insyma aims to provide a forum for discussion among leading academics, researchers, students, and practitioners from all over the world, experts in economic and social sciences.

The theme for INSYMA 2016 is “**MARKET INTEGRATION IN ASEAN: SUSTAINABLE GROWTH AND CROSS CULTURAL ISSUES**”. This theme represent emerging and highly challenging and opportunities area of research and practice.

There has been tremendous number of researchers investigating the impact of market integration and cultural impacts on economy on several communities. Mainly they found a positive impact on the economic growth as a result on significant increasing of trading for products and services in its country member. Nevertheless, market disstabilization is still main disadvantage of the regional integration. Regional community needed to developed the new model of market integration system that could minimize the disadvantages. Hundreds of scientific papers are sent to the conference committees in Indonesia and in Vietnam, and the results of a rigorous selection of 160 selected. This paper is derived from a variety of authors, both within and outside Indonesia and Vietnam, academics and practitioners. All the articles are then presented at the symposium and documented in this proceedings.

We thank all authors, participants, sponsors and co-hosts for their contributions and we hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection.

Ho Chi Minh, Vietnam, 18<sup>th</sup>-20<sup>th</sup> March 2016



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IN ASEAN: SUSTAINABLE  
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