

Educational tourism program planning of Vocational School IPB University

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Abstract. Educational tourism is one type of niche branch of many kinds of tourism. Campus tours or university tours are one of the activities that are often favored by school-age children to experience interactive life on campus or get inspiration to continue their studies, in other words, universities are one of the attractions of tourist demand. Bogor City is one of the popular tourist destinations that is located close to the capital city of DKI Jakarta and has one of the best campuses in Indonesia, namely IPB University. IPB University itself which is located in sub urban area of Bogor already has tour programs. However, Vocational School of IPB University does not have a tour program yet. This study aims to develop an educational tourism program at the Vocational School because of its strategic location in the center of Bogor City. This study uses descriptive methods and spatial analysis, which brought in 130 respondents to follow the tour design that has been made. There are different programs that are adjusted to the characteristics of the tour participants. The challenge in implementing tourism on campus is not only communication between the dean or heads of department but also between the committee and field officers on duty in the laboratory.

1 Introduction

Tourism is one of the sectors that is the government's mainstay in contributing Indonesia's devisa. The Ministry of Tourism and Creative Economy (Kemenparekraf) noted that foreign exchange earnings from Indonesia's tourism sector reached US\$10.46 billion until September 2023. The value skyrocketed 55.65% compared to the position at the end of 2022 which reached US\$6.72 billion. This is in accordance with the 2005-2025 National Long-Term Development Plan that "tourism is developed to be able to encourage economic activities and improve Indonesia's image, improve the welfare of local communities and provide expanded employment opportunities. In developing tourism destinations, natural conditions, destination character, culture, and regions are things that must be considered and an understanding of regional identity is needed so that every human being can have a sense of tolerance by recognizing the region and strengthening its identity [1].

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Bogor City is one of the tourist destinations located with the capital city of DKI Jakarta and is one of the favorite destinations for residents of the capital. Data on tourist visits in Bogor Regency in 2021 was 6,455,05 people, while in Bogor City the number of tourist visits was 1,302,470 people. There are several favorite tourist destinations in Bogor City, namely the Bogor Botanical Gardens, Culinary Tourism around Jalan Suryakencana, the Bangbarung area and shopping tourism in the Sukasari area. Bogor City with its diverse culture, history, and nature, the potential that exists can be packaged into an educational-based tourist destination. In some cases, campuses or universities are one of the tourist attractions that can attract tourists to come to the city. [2] E-campus visits or campus-based tourism is a growing branch of urban tourism and cultural tourism. Several campuses in North and South America can attract around 199,999 tourists annually [3]. In Malaysia educational tourism has attracted 86,000 international educational tourists from emerging countries such as Iran, Indonesia, China, Nigeria etc [4].

Educational tourism activities have become a global tourism agenda that combines educational aspects in tourism [5]. Educational tourism is a form of tourism that combines tourism activities with educational aspects. The tourism activities carried out have educational value with the aim of deepening the understanding gained in the classroom [6]. Educational tourism is a tourism program where participants in tourism activities travel to a certain place in a group with the main aim of gaining direct learning experience related to the location visited [3]. Educational tourism activities are very suitable to be implemented in Bogor City because Bogor City has one state university and is located in the center of Bogor City, namely the Vocational School of IPB University (SV IPB). Educational tourism at the Dramaga IPB campus has developed, but educational tourism at the IPB Vocational School campus has not been well organized.

SV IPB University has the potential resources for tourism that can be tourist attractions, including fish ponds, livestock pens, land for agriculture, and laboratory buildings for several study programs. The strategic location of the Vocational School Campus in the city center should be able to become a center for educational tourism in Bogor City, this is supported by the potential demand in Bogor City, namely the number of schools. The number of schools according to BPS (Central Statistics Agency) in 2022, Bogor City has 149 kindergartens, 282 elementary schools (211 public schools and 71 private schools), 127 junior high schools (20 public schools and 107 private schools) and 56 High School (10 public schools and 46 private schools). This number of schools could be a potential demand if IPB Vocational School is able to create interesting educational tours. Currently, [7] the tourism activity that is developing is learning while traveling, where many schools ranging from elementary schools (SD) to high schools (SMA) invite their students to travel while learning. This study aims to produce products that can be utilized by the community, especially school children, both those domiciled in and outside the city of Bogor. The products that are expected to be produced from this study are educational tourism programs and tourist route/circulation maps.

2 Methods

This research is qualitative research. The data analysis method in the research on the educational tourism program planning at the Vocational School Campus of IPB University was conducted by evaluating and planning tourism programs that can be created at the SV IPB Campus. This research was carried out through direct observation to collect data on the campus's potential that can be developed into educational tourism programs. Emphasize the importance of observation to understand real-time dynamics in educational tourism settings

[8]. In this direct observation, in-depth interviews were conducted with the managers of each study program to delve deeper into the tourism potential that can be used in planning programs [9]. Data collection was also carried out through implementing the programs for 130 tour participants that conclude 60 participant of elementary school student and 70 participants of highschool students. Usually, after the implementation has be done, the evaluatiion of the programs could beconducted by questionnaires. Data collection surveys using questionnaires to understandtourists' expectations and preferences in educational tourism [10]. The collected data were analyzed using qualitative descriptive methods. Descriptive analysis was used to systematically describe the characteristics of the data obtained from surveys and questionnaires [11]. Furthermore, qualitative analysis was conducted to analyze the datafrom interviews and observations to identify themes, patterns, and perspectives relevantto program planning [1].

3 Results and Discussion

Many factors encourage tourists to visit a university, some of which are the motivation to feel the campus atmosphere [3] or to experience campus activities. IPB Vocational School is one of the campuses that has a teaching factory where there are many interesting laboratories and various fields, starting from animal husbandry, plantations, ecotourism, nutrition, environment, audio visual and industrial engineering. This laboratory is a potential resource that can be used as an attraction. Tourism Resources of SV IPB University.

The program design was carried out by analyzing the tourism resources owned by the IPB vocational school. The Vocational School itself consists of 17 (seventeen) study programs, each of which has a laboratory or teaching factory that can be used as a tourism resource. Based on the identification results, 55 tourist attractions can be used as attractions for the Vocational School educational tourism program.

Table 1. Tourism Resources and Attraction of SV IPB University

DEPT.	RESOURCES	ATTRACTION(S)
KMN	Theater Laboratory Multimedia Laboratory Audio Visual Podcast Studio Photography Laboratory	Theater Laboratory Multimedia Laboratory Audio Visual Podcast Studio Photography Laboratory
EKW	Studio Ekowisata Birdwatching Herpetology Butterfly Observation Climbing Vegetation Analysis Herbal Medicine Production Cultural Performance Recreational Games	Studio Herbal Medicine Production Recreational Games
TRPL	Ca Rpl Programming Laboratory Room Iot Delta Computer Laboratory Ca-Cb Website Application	Programing Laboratory Website
TRK	Cb Hardware Iot Delta Class	Laboratory 3d Workshop Room

DEPT.	RESOURCES	ATTRACTION(S)
	Physics Laboratory Laboratory 3d Workshop Room	
JMP	Ca Processing Laboratory Microbiology Laboratory	Ca Processing Laboratory Microbiology Laboratory
GZI	Culinary Laboratory	Culinary Laboratory
TIB	Wet and Dry Seed Laboratory, Tissue Culture Laboratory, Seed Planting Area, Greenhouse, and Seed Storage Warehouse.	Wet and Dry Seed Laboratory, Tissue Culture Laboratory, Seed Planting Area, Greenhouse, and Seed Storage Warehouse.
IKN	Merchandise Distribution, Aquaculture Production Laboratory, Health Laboratory, Natural Feed Laboratory, Progeny Research Room, and various classes and hatcheries including Cat Class, Grouper Class, Ornamental Fish Hatchery, Shrimp Hatchery, Fish Hatchery, a Technician Room, Broodstock Pond, Consumption Fish Pond, and Alligator Fish Pond.	Merchandise Distribution, Aquaculture Production Laboratory, Health Laboratory, Natural Feed Laboratory, Progeny Research Room, and various classes and hatcheries including Cat Class, Grouper Class, Ornamental Fish Hatchery, Shrimp Hatchery, Fish Hatchery, a Technician Room, Broodstock Pond, Consumption Fish Pond, and Alligator Fish Pond.
TNK	Poultry Slaughterhouse (Rpa), Poultry Incubation Room, and Livestock Feed Green Area	Poultry Slaughterhouse (Rpa), and Livestock Feed Green Area
MAB	Animal Pens, Fish Ponds, Klik-B, Plant Nursery, and Animal Feed Distribution.	Animal Pens, Fish Ponds, Klik-B, Plant Nursery, and Animal Feed Distribution.
MNI	Ti Building	Ti Building
LNK	Biotech Laboratory, Laboratory Labeling, Chemistry Laboratory, and Environmental Laboratory Gg	Environmental Laboratory Gg
ANKIM	Chemical Materials and Equipment Laboratorium	Chemical Materials and Equipment Laboratorium
AKN	Computer Laboratory Ca-Cb	Computer Laboratory Ca-Cb
PVT	Examination Room, Operation Preparation Room, Surgery Room, and rooms for Cats, Mice, Dogs, as well as a Laboratory Room and Snake Storage Box	Examination Room, Operation Preparation Room, Surgery Room, and rooms for Cats, Mice, Dogs, as well as a Laboratory Room and Snake Storage Box
TMP	Tissue Culture Laboratory, Garden Area, Tractor, and Drone.	Garden Area, Tractor, and Drone.
PPP	Fish Ponds, Livestock Pens, Greenhouses, Garden Areas, and a Production Laboratory	Fish Ponds, Livestock Pens, Greenhouses, Garden Areas, and a Production Laboratory

The potentials resources as seen in table 1. , some of them could be used for the attraction to the education tourism program in SV IPB. Not all the potentials resources can be used as an attraction because some of them did not have a unique selling point or simply that the area can be only used by the students of SV IPB University.

3.1 Edutourism Programs of SV IPB

Based on previous studies, [13] vocational schools have tourist attractions that can be used for tour activities for school children and the general public because there are attractions from the agrotourism side. This study tries to create an implementable tourism program applied to school-age children. There are four programs formed based on age group categories, namely elementary school and high school groups. These two groups are considered to be able to represent the types of programs for children and adolescents.

Many people want to visit campuses for several reasons [14]. The thing that motivates tourists to visit a university in this case is the University of Tsinghua (China) is because 60% want to visit historical areas, 53% want to motivate children for education, 50% want to feel the atmosphere of campus interaction, 48% want to enjoy and enjoy the scenery on campus, 30% visit because there is a special activity agenda on campus and the other 15% specifically visit because of sports activities [17]. In Indonesia the motivation to visit the campus is either for education, training or research [18]. there are several campus that has developed tour program, in UNPAD the program has unique point in environmental side [19], in SV IPB the education in agrotourism activity can be an unique selling points.

One of the characteristics that can be used in developing an educational tourism model is one of them involving participants with student activities or activities in the field or extracurricular activities [15]. In this case, we utilize the potential resources owned by each laboratory to become an attractive tourist attraction that is suitable for children and adolescents.

1. Children's Tour Program A

This program targets elementary school children aged 7-8 years. One tour program can be filled with 30-40 participants in one tour session.

Table 2. Children's Tour Program A

Activities	Duration(minutes)	Location
Opening Session and Ice Breaking	20	Ecotourism Laboratory
Farm Session (Cow and Poultry): a. Education b. Feeding	20	Farm Area
Fishery Session: a. Education	15	Fishery Pool
Composting Demonstration	15	Composting House
Plantation Tour: a. Chilli Picking	15	Plantation Area
Recreational Games	40	Ecotourism Laboratory

The challenge in this program is the issue of communication with the gardener, who initially had an agenda of picking melons, but was replaced with picking chillies.

2. Children’s Tout Program B

This program targets elementary school children aged 10-11 years. One tour program can be filled with 30-40 participants in one tour session.

Table 3. Children's Tour Program B

Activities	Duration(minutes)	Location
Opening Session and Ice Breaking	20	Ecotourism Laboratory
Eco Urban Farming Workshop: - Identification of Orchid - Vertical Garden Tour	20	Greenhouse and Agrarianita House
Plantation Tour: - How to Chilli Picking	15	Plantation Area
Farm Session (Sheep, Cow and Poultry): a. Education b. Feeding	20	Farm Area
Fishery Session: b. Education c. Feeding Session	15	Fishery Pool
Recreational Games: Get to Know Reptile	40	Ecotourism Laboratory

The challenges with this program is communication between the committee, study program and also the Laboratory area guard.

3. Goes To Campus Program A

This program targets high school students aged 16-17 years. One tour program can be filled with 40-50 participants in one tour session. The objectives of this program are:

1. Students are able to introduce study programs at the IPB Vocational School.
2. Students introduce different learning activities at the IPB Vocational School.
3. Provide learning experiences at the IPB Vocational School.

Table 4. Goes To Campus Program A

Activities	Duration(minutes)	Location
Opening Session and Ice Breaking	20	Outdoor Amphitheater
Kitchen Tour Department Exposition	20	Kitchen Area
Veteriner Tour: a. Department Exposition b. Pet Care Education (Cat)	15	Pet’s Clinic

Digital and Visual Communication Tour: Department Exposition	20	Gedung Delta
Fishery Tour: a. Department Exposition b. Feeding	15	Fishery Laboratory oratorium

The challenges with this program is communication between the committee, study program and also the Laboratory oratorium area guard.

4. Goes To Campus Program B

This program targets high school students aged 16-17 years. One tour program can be filled with 40-50 participants in one tour session. The objectives of this program are:

1. Students are able to introduce study programs at the IPB Vocational School.
2. Students introduce different learning activities at the IPB Vocational School.
3. Provide learning experiences at the IPB Vocational School.

Table 5. Goes To Campus Program B

Activities	Duration(minutes)	Location
Opening Session and Ice Breaking	20	Outdoor Amphitheater
Home Theater Tour	20	Home Theater Laboratory oratorium
Plantation Tour: Department Exposition	15	Plantation Area
Environmental Management Building House: Department Exposition	20	Environmental Management Building
Fishery Tour: Department Exposition	15	Fishery Laboratory oratorium
Ecotourism Departement Exposition	40	Ecotourism Laboratory oratorium

The challenge in this program is how to adjust the time of use of the Laboratory for lecture activities with tour activities, because in some places, the Laboratory is quite actively used in a day, unlike the livestock area which only communicates with the stablekeeper.

4 Conclusion

According to [13] the actors who may be important and most influential involved in the implementation of the SV IPB campus tour are the team of lecturers and the related vice deans, but in the implementation of its implementation, apart from the involvement of the two actors, it turns out that the Laboratory guard and field staff at each Laboratory are very influential during the tour.

Several programs are held with a duration of 2-3 hours which is the ideal time so that participants do not get bored and tired while taking the tour. The program held for elementary school children focuses on participatory activities, namely direct contact with livestock and plants in order to train self-confidence and stimulate a love of animals and plants, while the program followed by teenagers focuses on the need to know the majors available on the Vocational School campus so that it can motivate them to choose a major that suits their interests.

The need for good coordination and identification of roles between the committee, field officers and authorized officials is one of the important factors for the smooth implementation of the educational tourism program that has been simulated at the IPB Vocational School. The need for clear organizational institutions and specially structured communication channels needs to be established for educational tourism programs, so that they do not mix with the practical needs of students.

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