

## **Development Of Edu-Farm To Support Marine Tourism In Sungai Pisang Area, Padang City, West Sumatera**

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**Abstract:** One way to realize sustainable tourism can be done by developing educational tourism. The Padang City which has an area of 694.96 km<sup>2</sup> is famous for its marine tourism and culinary tourism which is supported by topography of the area is located in the lowlands in the form of beaches and also has hilly areas. Based on BPS (Statistic Bureau of Indonesia) data in 2021, foreign and domestic tourist visits to Padang City amounted to 1538 tourists and 1,000,732 tourists. The number of tourist visits to Padang City in 2021 decreased by 83% when compared to 2019 which amounted to 88,351 for foreign tourists and 5,384,236 for domestic tourists. If only rely on marine tourism, it is possible that the destination will not increase in the number of visitors because tourists are easily bored and need a attraction that can attract attention and provide new experiences. For this reason, marine tourism needs to be supported by the development of educational tourism, one of which is agricultural/animal husbandry education tourism (edu-Farm). The purpose of this paper is to to create an Edu-Farm development strategy to support marine tourism in the Sungai Pisang area of Padang City, Indonesia in increasing the number of visitors. The method used in this study is a qualitative descriptive approach using SWOT analysis. The results show that several strategies for the development of Edu-farm in the Sungai Pisang area can be done by keeping some unique livestock, easy care, and friendly to humans such as goats, rabbits and deers. This Edu-farm activity is a tourist attraction to support the development of marine tourism. While the source of funding that can be used for the development of this Edu-farm is using the Crowdfunding scheme with attractive returns. Local governments are expected to support the development of edu-farm attractions to support marine tourism in the Sungai Pisang area by facilitating licensing and maintaining security stability at tourist sites, as well as improving transportation infrastructure facilities to facilitate accessibility to the Sungai Pisang area.

**Keywords:** marine tourism, edu tourism, tourism attractions, livestock farming.

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Date of Submission: 25-10-2022

Date of Acceptance: 06-11-2022

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### **I. Introduction**

One way to realize sustainable tourism can be done by developing educational tourism. Educational tourism (edu-tourism) is a tourist activity from tourists who take overnight vacations and who go on tourist trips, where education and learning are the main or secondary part of the trip (Pramono, et. al, 2021). Edutourism can be a solution in utilizing the local potential of tourism as a source of learning (Hayati, 2017). Optimal development and utilization of tourism is able to increase economic growth, considering this, good handling is needed in efforts to develop tourist destinations in Indonesia (Rohman and Azizah, 2019).

The city of Padang is one of the cities on the island of Sumatera, Indonesia which is one of the tourist destinations for Indonesian domestic tourists, especially from the city of Pekanbaru. The city of Padang which has an area of 694.96 km<sup>2</sup> is famous for its beach / marine tourism and culinary tourism which is supported by the topography of the area located in the lowlands in the form of beaches and also has hilly areas. The advantages of tourism in Padang are in its natural tourism potential, such as beaches, plantations and agricultural and forest land. Nature recreation or nature tourism is one form of utilization of natural resources based on the principle of natural sustainability (Pratikto, 1996). According to Pendit (1999), marine tourism is a visit to a tourist attraction, especially to see the beauty of the ocean and dive with complete diving equipment. Based on BPS (Statistic Bureau of Indonesia) data in 2021, foreign and domestic tourist visits to Padang City amounted to 1538 tourists and 1,000,732 tourists. The number of tourist visits to Padang City in 2021 decreased by 83% when compared to 2019 which amounted to 88,351 for foreign tourists and 5,384,236 for domestic tourists. The decline in the number of tourist visits was due to the implementation of restrictions on social activities during the Covid-19 pandemic. When viewed from the tourist visit data in 2019 when the situation was normal, this was an opportunity for tourism businesses in the city of Padang to develop new tourist destinations, including marine tourism. If only rely on marine tourism, it is possible that the destination will not increase in the number

of visitors because tourists are easily bored and need a attraction that can attract attention and provide new experiences. For this reason, marine tourism needs to be supported by the development of educational tourism, one of which is agricultural/animal husbandry education tourism (edu-farm).

**Table 1.** Number of Tourist Visits to Padang City in 2017 – 2021.

Year	Tourists		Amount	Growth
	Foreign	Domestic		
2017	67 286	4 368 375	4 435 661	
2018	71 054	5 076 581	5 147 635	+16%
2019	88 351	5 384 236	5 472 587	+7%
2020	21 660	2 562 966	2 584 626	-53%
2021	1 538	1 000 732	1 002 270	-62%

Source: BPS, 2022

The Sungai Pisang area in Padang is one of the coastal areas directly adjacent to the Indian Ocean and close to Teluk Bayur Harbor which is currently being developed as a marine tourism area. This area has become a new marine tourism destination that is visited by tourists because it is also a crossing access door to get to the small tourist islands around it. The Sungai Pisang marine tourism area can be a new choice for tourists because the location access is easier and close to the Mandeh tourist area (Rifai, 2021). The contours or topography of the area in the Sungai Pisang area in the form of lowlands on the coast and highlands in the form of hills that are used by the community as plantation land can be developed as tourist attractions in the form of agricultural and livestock education tours in order to strengthen marine tourism in the area. Tourist destinations are determined by six elements, namely attraction, public and private amenities, accessibility, human resources, image and character, and price (World Tourism Organization, 2007). Based on the explanation above, the purpose of this paper is to create an Edu-Farm development strategy to support marine tourism in the Sungai Pisang area of Padang City, Indonesia in increasing the number of visitors.

## **II. Research Methodology**

The method used in this study is a qualitative descriptive approach using SWOT analysis. In this study using primary and secondary data. Primary data were obtained from surveys, interviews with experts and Focus Group Discussions (FGD) with local community. While secondary data were obtained from the Ministry of Tourism and Creative Economy, the Statistic Bureau of Indonesia, the Padang City Government and other related agencies.

## **III. Result and Discussion**

The Sungai Pisang area is located in Bungus Teluk Kabung District, Padang City. This area is a coastal area directly adjacent to the Indian Ocean and close to a group of small islands for tourism (Sirandah, Pasumpahan, Swarnadwipa, Pagang, Pamutusan). Communities around the Sungai Pisang area mostly work as fishermen and farmers. From agricultural land and plantations produced by the community are rice, durian, vegetables, jengkol, petai and other vegetables. Meanwhile, livestock products are goats/sheep, cattle/buffalo, ducks and chickens that are managed traditionally. Natural resources, natural landscapes, and the life (living culture) of the residents of Sungai Pisang Village, the majority of whom have a livelihood as farmers, ranchers and fishermen, are natural tourism potentials that are quite strong and very feasible to be developed.

The trend of today's tourists who tend to have a back to nature lifestyle needs to be considered as a potential market segment that can be attracted to the Sungai Pisang area by empowering the surrounding community. Tourists with these characteristics really like people's lives in rural areas but are not quite satisfied if they are only offered the beauty of the scenery (sightseeing). They prefer touring activities that have many activities that involve them. Therefore, it is necessary to package tourist attractions that are able to bridge the needs and desires of tourists. One model for developing tourist attractions is by developing Edutourism in the form of Edu-Farm which can be realized in the short term in this area. Edu-farm is suitable to be developed in this area because the field is still wide, there are not many residential residents and it has springs from the hills near the area.

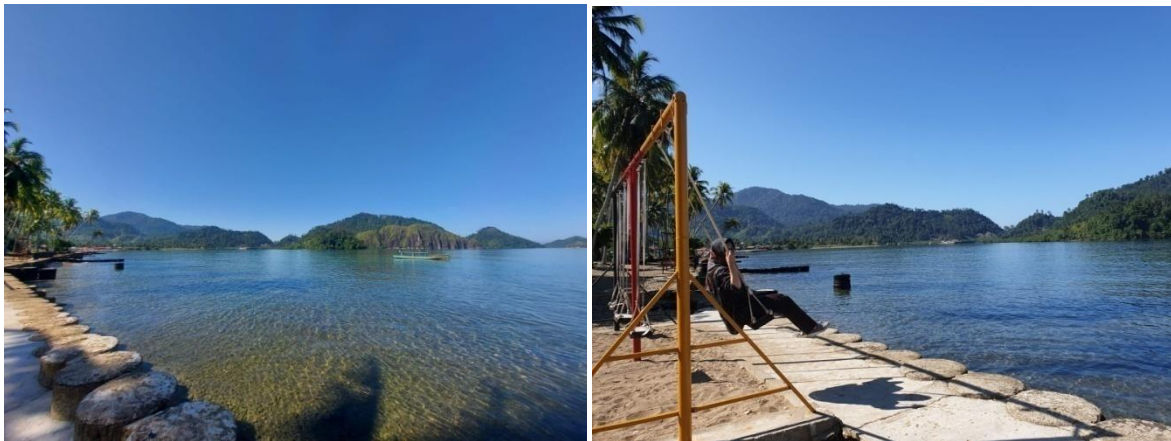


Figure 1. View of The Sungai Pisang marine tourism area, Padang City, Indonesia



Figure 2. Farm Land In The Sungai Pisang Area

A SWOT analysis in the development of educational tourism needs to be carried out to create strategies and assessing the readiness of an area/region in carrying out tourism activities. The purpose of a SWOT analysis on tourist sites is to see the strengths, opportunities, weaknesses and threats of tourist sites that will be developed and can be used as a guide to minimize weaknesses and threats that may arise in the development of Edufarm that supports marine tourism in that place. Strength and weakness factors arise internally while opportunities and challenges arise externally. The strategy of developing Edufarm Attractions (Edutourism) in the Sungai Pisang area as a marine tourism attraction can be analyzed using SWOT analysis. The SWOT analysis will be described in Table 2 to develop a strategy for developing Edufarm Attractions (Edutourism) that supports marine tourism in the Pisang River area.

Table 2 shows that there are 16 strategies that can be used for the development of EduFarm as a supporting attraction for marine tourism in Sungai Pisang. The S-O strategy shows that 1) It is necessary to develop an edu-farm tour package in the form of livestock and mini fisheries, 2) It is necessary to provide and care a variety of unique livestock varieties, 3) It is necessary to procure low-cost animal feed, and 4) It is necessary to add supporting attractions that have high power attraction for visitors. The development of edutourism in the form of Edu-Farm with the creation of a Mini Zoo will add to the attractiveness of the Pisang River area which has natural springs in the hills. Some of the unique livestock that can be kept are various

varieties of goats (Etawa Goats, Boer Goats etc.), various varieties of rabbits (Giant German rabbits, Giant Flemish etc.), various varieties of deer and other livestock that do not harm visitors. The development of this attraction needs to involve the surrounding community so that the economic benefits can also be felt by the community. In addition, it is necessary to pay close attention to the maintenance of the health of livestock (vaccination and vitamin supplements) so that they are not easily exposed to disease and to manage the waste of manure from the livestock so as not to disturb the surrounding environment.



Figure 3. Several Varieties Of Goat for Edu-farm attractions



Figure 4. Several Varieties Of Rabbit For Edu-farm Attractions



Figure 5. Several Varieties Of Deer For Edufarm Attractions

The T-S strategy shows that 1) it is necessary to apply the principles of sustainable tourism in the practice of tourism development in Sungai Pisang; 2) need to arrange visitor management; and 3) it is necessary to diversify integrated tourism products. Sustainable tourism needs to be implemented in order to provide sustainable economic benefits for the community by creating integrated tourism products, thus making it easier for tourists to carry out tourism activities.

The W-O strategy shows that 1) it is necessary to develop standardized tour packages; 2) it is necessary to improve the quality of human resources through training and mentoring; and 3) inviting investors with Crowdfunding schemes; and 4) Adding places to sell food/drinks and souvenirs. In the development of marine tourism attractions, of course, requires capital funds to make it happen. For this reason, the manager of the Sungai Pisang tourist area needs to find investors with a Crowdfunding scheme by providing attractive returns.

The W-T strategy shows that 1) it is necessary to develop an integrated tour package; 2) establish cooperation with Travel Agents; 3) establish promotional cooperation with hotels in the city of Padang; 4) utilize digital marketing; and 5) local government policies that are more supportive of the tourism sector. In order to increase visitors to the Sungai Pisang tourist area, it is necessary to collaborate with other parties engaged in tourism, such as travel agents. To promote the Sungai Pisang tourist area, it is necessary to conduct promotional cooperation with hotels in the city of Padang by placing promotional materials in the hotel lobby. In addition, the manager of the Sungai Pisang area must also take advantage of digital marketing media to promote their tourism products. The Regional Government is obliged to support the tourism sector by facilitating licensing arrangements and reducing or eliminating raids on tourism sites carried out by Civil Service Police. The raid activities carried out by the Civil Service Police caused tourists to feel uncomfortable in the morning, even though these tourists needed a sense of security and comfort during their tourism activities.

Table 2. SWOT Analysis of Strategy for Developing Edu-Farm to Support Marine Tourism in Sungai Pisang area.

<b>ATTRACTIONS</b>	<b>Strengths</b>	<b>Weaknesses</b>
<p>The trend of special interest tourism (edu-tourism) which is increasing from year to year. Close to a small group of islands for island tours Passed by the National Road to the Bukit Mandeh Tourist Destination Edufarm's competitors are still few</p>	<p>. Has a diversity of natural tourist attractions. . Have a natural atmosphere of the Indian Ocean beach . Village community life (living culture) as farmers, breeders, and fishermen is the main attraction.</p>	<p>The level of visits by domestic and foreign tourists is still low. The length of stay of tourists is still low. Tourist spending is still low. There are no competent human resources in the tourism sector. Limited financial capital</p>
<b>Opportunities</b>	<b>S – O</b>	<b>W- O</b>
<p>Saturation of attractions or lack of variety of developed tourist attractions and activities. Tourist saturation. Lack of public transportation</p>	<p>. Development of edufarm tour packages in the form of mini farms and fisheries . Procurement and maintenance of various unique varieties of livestock . Procurement of animal feed at low cost . Adding supporting attractions that have an attraction for visitors</p>	<p>Development of standardized tour packages Improving the quality of human resources through training and mentoring. Invite investors with Crowdfunding scheme Adding places to sell food/drinks and souvenirs.</p>
<b>Threats</b>	<b>T – S</b>	<b>W – T</b>
<p>Saturation of attractions or lack of variety of developed tourist attractions and activities. Tourist saturation. Lack of public transportation</p>	<p>. Application of sustainable tourism principles in the practice of tourism development in Sungai Pisang . Preparation of visitor management. . Diversification of integrated tourism products.</p>	<p>Preparation of integrated tour packages. Cooperating with travel agents Establish promotional cooperation with hotels Take advantage of digital marketing Local government policies that are more supportive of the tourism sector</p>

Source: Rifai, 2021 (modified)

#### IV. Conclusion and Recommendations

The superiority of the Sungai Pisang Area in Padang City which has an attractive coastal view with a stretch of island clusters as a marine tourism destination needs to be supported by the development of educational tourism attractions, one of which is Edu-farm to increase the number of tourist visits. The development of Edu-farm is also supported by the topography of the area in the form of lowlands and hills. Several strategies for the development of Edu-farm in the area can be done by keeping some unique livestock, easy maintenance, and friendly to humans such as goats, rabbits and deer. This Edu-farm activity is a tourist attraction to support the development of marine tourism. While the source of funding that can be used for the development of this Edufarm is using the Crowdfunding scheme with attractive returns. Local governments are expected to support the development of edu-farm attractions to support marine tourism in the Sungai Pisang area by facilitating licensing and maintaining security stability at tourist sites, as well as improving transportation infrastructure facilities to facilitate accessibility to the Sungai Pisang area.

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Nila Rifai. "Development Of Edu-Farm To Support Marine Tourism In Sungai Pisang Area, Padang City, West Sumatera." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 27(11), 2022, pp. 54-60.