Potency of Tourism Education (EDU Tourism) in Lombok International Airport, Indonesia

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Abstract: *Educational tourism is a new market opportunity for tourism services business. Airport as an air transport supporting infrastructure turned out to have the potency to be developed into educational tourism destinations (edu tourism). The study was conducted at Lombok International Airport. The objectives of the research are: (1) to explore the potencies that can be used as capital or assets in educational tourism planning (edu tourism) in Lombok International Airport, (2) to identify problems that become problems in manifesting educational tourism in Lombok International Airport and (3) find the right solutions for the problem. The sampling method used was snowball sampling. Research subjects consisted of airport community (stakeholder), element of education and element of tourism. The data were collected by interview, observation and focus group discussion (FGD). Data were analyzed using descriptive qualitative method and resulting a participatory mapping. The results showed that Lombok International Airport has the potency to be developed into educational tourism destination (edu tourism) although there were still problems that need to be solved. The research resulted in 3 (three) models of different travel routes in airports that have potency and advantages respectively.*

Keywords: potency, educational tour and airport

1. Introduction

According to Siem (2014), the airport has important role in manifesting the economic, social, political and tourist conditions. In realising the economic manifestations, airport is needed to support the exchange of goods and services from one region to another, besides that the airport absorbs a lot of workers who will be able to improve people's lives. From the social and political views, the existence of the airport will be able to open communication from an area, especially inland or isolated areas that are difficult to travel with other modes of transportation. On the other hand, airport is also needed to facilitate tourist visits to and from a region.

Lombok International Airport is one of the airports in Indonesia and one of 23 (twenty-three) airports managed by PT. Angkasa Pura I (Persero). Lombok International Airport is located in Praya area, Central Lombok about 45 km from Mataram, the capital of West Nusa Tenggara Province.

As an airport, Lombok International Airport has the same role as other airports in the world, equipped with basic facilities and supporting flight operations and operated by competent staff in their respective fields.

Aspects of safety, security, service and compliance or in the aviation world known as 3S + 1C, Safety, Security, Services and Compliance are the main basis for the operation of an airport so that the airport can operate optimally in supporting the flights.
All matters relating to the airport as described above are very important to be informed to the public by the government or the airport organizer in order to improve the public's understanding of the airport safety, security, service and compliance aspects to reach the safe and convenient condition of the airport and also the importance of delivering information to the community related to all activities that are closely related to the job fields.

One way that can be used as a means of delivering information to the public is through educational tourism (edu tourism). The concept of educational tourism (edu tourism) is the process of learning or non-formal education. The concept of educational tourism (edu tourism) is taken so that the learning process or education given to the community can be more enjoyable, memorable and not rigid. Besides, this educational tour as one way to manifest a kind of airport services ie providing consulting, education and training services that related to airport (Anonymous, 2001). The existence of learning process (learning experience) is another thing that is expected by tourists when visiting a tourist site.

Visits from the community, especially schools in the province of West Nusa Tenggara to Lombok International Airport, proved that this airport has become one of the learning locations for the community, especially the students, although perhaps the information obtained is not as complete as the visit to the airport that has been conceptualized in the form of educational tourism, which resulted from the lack of utilization of existing potency for the learning process.

From recent developments, if tourism is made as part of a transport facility management network (such as a port or airport) it turns out that tourism can be a driving force for the transport facility's economy. Tourism can be the answer to the economically functioning of transport facilities (port or airport). Making transportation facilities as destinations or tourist attractions, transportation facilities are not only economic-oriented in the movement of goods flows, but also economic activities of tourism activities that take place in the area of transport facilities (Enzeta et al, 2017).

From the description above, there are some problems that can be formulated related to the study of tourism education potency (edu tourism) in Lombok International Airport, including:

1) What are the potencies that can be used as capital or supporting assets for tourism education in Lombok International Airport?
2) What are the obstacles that become problems in manifesting educational tourism in Lombok International Airport?
3) What programs can be done to solve the existing problems?

The purposes of research in tourism education potency (edu tourism) in Lombok International Airport are:
1) To explore existing potency that can be used as capital or assets in educational tourism planning (edu tourism) in Lombok International Airport.
2) To identify the problems that become obstacles in manifesting education tourism in Lombok International Airport.
3) To find the right solution for the problem.

2. Review of Related Literature

Lombok International Airport is an airport that serves domestic and international flights. The airport was first opened on October 1, 2011 and inaugurated on October 20, 2011 by President Susilo Bambang Yudhoyono to replace the function of Selaparang Airport in Mataram.

The development of Lombok International Airport in recent years in terms of increasing facilities, natural resources and increasingly conducive security conditions, shows the new colors of this airport to be developed into tourist destinations as a way to enrich the existing tourist destinations in Lombok, in addition to introduce more the role and function of this airport to the public. Resources (facilities and manpower) and the existing environment are the main potencies that exist to support this tour program.

Tourism potency is often also called capital (tourism assets)/tourism resources. An area or a place can only be a tourist destination if the conditions are in such way that can be developed into tourist attractions. What can be developed into a tourist attraction that is called a capital or a source of tourism (tourism resource) (Soekadjo, 1996). Capital attractions that attract visitors to a tourist location are three, namely: nature, culture and humans themselves. Meanwhile, according to Rahmatin (2016) that the factors supporting tourism are the resources of the environment and human resources.

According to Kustini (2015) and Virdianti et al (2017), that the attractiveness of a tourism object in principle must meet three requirements including: (1) Something to see, (2) Something to do, (3) Something to buy (there is a buy / souvenir). "Something to see" implies that within the region there must be something that can be enjoyed by the sense of sight/visual. The concept of education (education) is learning and teaching, learning methods can be diverse. One of them is the method of viewing, observing and analyzing. "Something to do" means in the area there is something that can be done by the tourists. While "something to buy" contains the sense that there is something that can later be bought and taken home by the tourists.

The three principles are closely related to factors of tourist attraction that is the attraction, accessibility, amenities (facilities supporting tourism), available packages (availability of travel packages), activities (activity at a tourist attraction), anciary service (support services). The utilization of all available resources to determine the development stage of a tourist site by first outlining the internal potency (strengths and weaknesses) and external potency (opportunities and threats) of each of these resources (Muttaqin et al, 2011; Kustini, 2015; Enzeta et al, 2017).

In manifesting a tourism destination planning, it is needed participation from the community. Participation is willingness to help the success of the program in accordance with the ability of everyone without sacrificing their own interests. The core participation is the voluntary attitude of the community to help the success of a development program. In addition, participation can also be interpreted as a form of mental and emotional involvement of a person in a group situation that encourages him to participate in contributing capabilities in achieving group goals and take responsibility for group goals, including the implementation of these programs. This involvement enables the community (stakeholders) to feel sense of owning and responsibility for the sustainability of the development program. Participatory approaches implemented are expected to provide space for the developing competition-oriented activities and social responsibility by members of the community itself (Titi, 2012).

3. Research Methods

This research is explorative-qualitative, that is exploring the potency, impacts and problems that existing to make Lombok International Airport as an educational tourism destination.

Respondents or research subjects are people who work at airports, especially officials who have knowledge and know the scope of airport and have the authority to implement a policy in Lombok International Airport such as the managers of the airport, airlines, ground handling as well as from the operational agency and supervisor of flight operations at this airport. Respondents also come from employees or officials of institutions related to education (school) and tourism. Information from educational and tourism institutions is needed in this research in order to know the extent of tourism education potency in this airport in the future.

The sampling method is using snowball sampling. Data were collected by interview, observation and focus group discussion (FGD). Data were analyzed using descriptive qualitative method and produced a participatory mapping.

4. Findings and Discussions

The establishment the location of Lombok International Airport based on the letter of decision of Central Lombok Regent number: 593.8/401/01 concerning Approval of the Establishment Location for Interests in the Development of International Airport in Regency of Central Lombok and The Regulation of Minister of Transportation number KM

10 Year 2006 on the Determination of Airport Location in Central Lombok Regency, West Nusa Tenggara Province (Anonymous, 2010).

The establishment of the airport also refers to the Minister of Transportation Regulation number KM 33 Year 2007 on Master Plan of new Lombok Airport in Central Lombok Regency of NTB Province and Regency of Central Lombok Regulation number 7 of 2006 on Spatial Detail Plan of new Lombok Airport Area of Central Lombok Regency.

Lombok International Airport is one of 13 (thirteen) airports in Indonesia managed by PT. Angkasa Pura I (Persero). Besides PT. Angkasa I (Persero) as airport manager, there are agencies or companies in this airport that have their duties and functions in performing services to the public that using airport service. The agency or company conducting the activities in Lombok International Airport is as shown in Figure 1, namely:
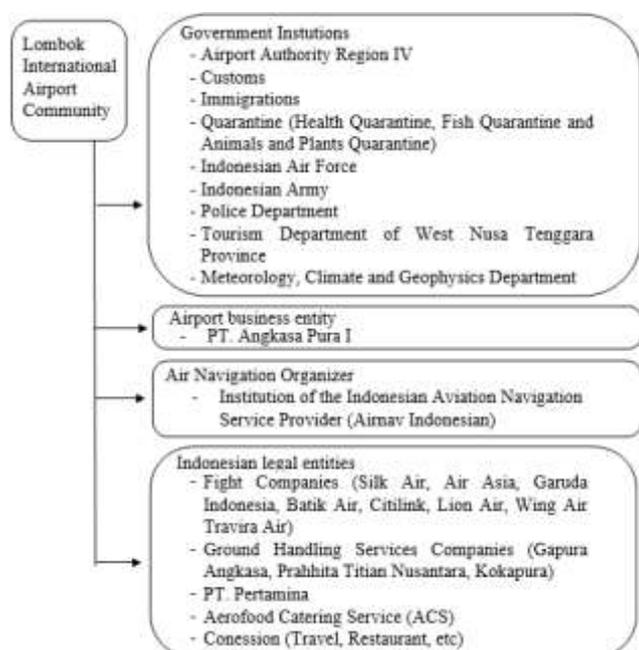
Figure 1: Lombok International Airport Community

Based on the results of interviews and observations, Lombok International Airport has the potential of tourism products that include several aspects, among others:

1) Attraction (tourist attraction) at Lombok International Airport is characterize by a stand of painting art and weaving handicraft along with the process of making woven cloth that can be seen directly in the lobby terminal. Besides that on Sundays and at certain events, visitors will be able to see a typical Lombok artistic gambelan performance. Operational or flight activity is also a special attraction for the visitors. Green airport area and many overgrown plants also become the main attraction for visitors.

2) Related to availability of accessibility (accessibility) from this airport to Mataram City or any other towns in Lombok is readily available. People can use public vehicles, taxis and Damri buses. The road connecting the airport with the surrounding city is also good.

3) There are hotels and restaurant that are not too far from the airport. The availability of food stalls and shops souvenirs within in the airport area, especially in the passenger terminal lobby is one factor of amenities (tourism support facilities) that very supporting and needed in an educational tourism program (edu tourism) at Lombok International Airport. Weaving craft and painting are the souvenirs also that can be brought home by visitors.

4) One thing that is not less important in the development of educational tourism (edu tourism) in Lombok International Airport is about available packages (availability of tour packages). The presence of travel agents and representatives of NTB Tourism Office can be used to promote this educational tour in the future.

5) Activities (activities in tourist attraction) that can be done in Lombok International Airport especially related to educational tours that is visitors will be given the opportunity to visit the airport in order to increase knowledge and view of airport service, so that later will be able to give impression after leaving the airport. Besides, there are several locations in the airport that can be used as a place of taking photos by the visitors.

6) Ancilary service (supporting services) is a supporting service that tourists need during their stay in a tourist destination. Supporting services available in Lombok International Airport include: health services conducted by the Airport Health Office, banking which is also equipped with Automated Teller Machine (ATM) and money changers.

Based on inputs on the implementation of the Focus Group Discussion (FGD) and field observations, it can be designed 3 (three) tourist route models as follows:

(1) The first visit route, as shown in Figure 2 below:
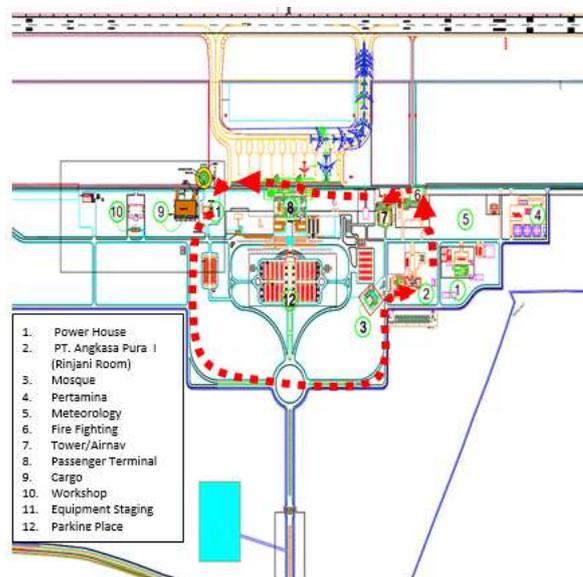
Figure 2: First Visit Route

For the first visit route, the locations visited or passed are: Rinjani Room [2] as a gathering place for briefing, then visit Fire Fighting [6] for procedural information, personnel competence, aircraft accident and fire fighting facilities. From Fire Fighting, then the visitors are directed to Tower/Airnav [7], From Tower/Airnav, visitors are invited down the service road while doing sightseeing. From the service road, visitors will go to Ground Support Equipment

(GSE) equipment area [11], here visitors can see GSE equipment used for aircraft service on land. From here, then the visitors go out through the main station and back to Rinjani Room.

Potency of educational tours that can be shown on the route of this first visit are:
a) The facilities used for flight operations in Fire Fighting, tower and in apron can be used as learning materials for the community / visitors.
b) The employees who have the competence, will be able to provide information related to the facility, the duties of the staff who are closely related to the handling in case of emergency conditions at the airport. The public will be given understanding of the difference between fire fighting institutions at airports with those in local government. The public also get information and can see directly the work of an air traffic controller in the controlling tower and see directly the process of loading and unloading passengers and goods in apron when passing service road. In the locations visited, the visitors will also get information related to factors that affect the smooth operation of the flight.
c) Visitors can see the movement of the airplanes at the time of landing and taking off from the tower (controlling tower).
d) Green airport environmental conditions and certain points that can be used as the location of taking pictures on the way visitors return to Rinjani Room.
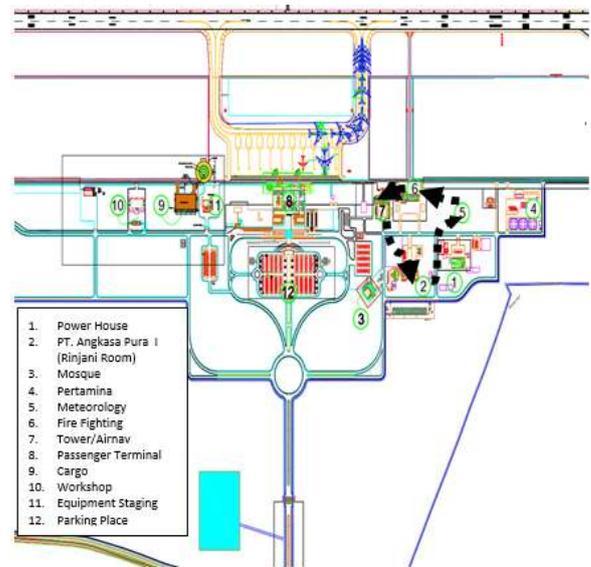
The problems encountered on this first visit route include:
a) The facilities of Fire Fighting, tower and apron are air-side facilities and directly related to flight operational services, requiring strict supervision of visitors entering this area.
b) Limitations on the number of visitors to enter the tower area.

Solutions that can be taken to overcome these constraints include:
a) Provide guidance to the community before visiting the locations.
b) Limiting or dividing the visitors into multiple groups when visiting the tower location (controlling tower).

(2) The second visit route as shown in Figure 3 below:

1. Power House
2. PT. Angkasa Pura I (Rinjani Room)
3. Mosque
4. Pertamina
5. Meteorology
6. Fire Fighting
7. Tower/Airnav
8. Passenger Terminal
9. Cargo
10. Workshop
11. Equipment Staging
12. Parking Place

Figure 3: Second Visit Route

The second visit route is the visitors first gathered in the Rinjani Room [2] to get instructions. The visitors are then directed to Meteorology tools garage or observation site [5], from Meteorology, visitors are invited to Fire Fighting [6] to get information about fire fighting and then directed to Tower/Airnav [7]. After getting information on airnav, visitors are back to Rinjani Room.

Potency of educational tours that can be shown on the route of this second visit are:
a) Facilities used for flight operations in Fire Fighting, tower and Meteorology observation station, here visitors will get information related to the tools and equipments used for weather observation, wind direction, temperature and others that are needed for the operational of the aircraft air.
b) Visitors get job information and qualifications that must be needed by Meteorology officers, Fire Fighting and Air Traffic Guides.
c) From the tower (controlling tower) visitors can observe the plane landing and taking off.

Problems faced on this second visit route include:
a) The area and facilities visited are vital facilities for aviation, requiring strict supervision of visitors entering this area.
b) Visitors who enter these areas particularly the tower cannot be visited at once in large numbers.

Solutions that can be taken to overcome these problems include:
a) Providing guidance and issuing entry permit (pass) to the community before visiting the locations.
b) Forming small groups of 5 (five) to 10 (ten) people especially when visiting the tower location (controlling tower).

(3) The third visit route as shown in figure 4 below:
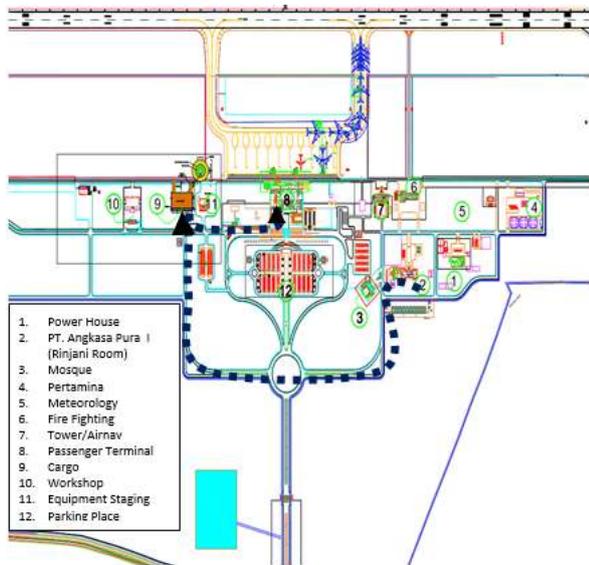
Figure 4: Route of Third Visit

The third visit route: the visitors are gathered in the Rinjani Room [2] to get a briefing prior to visiting the field. From Rinjani Room, visitors are invited to visit Cargo Terminal [9]. From the Cargo Terminal, visitors are directed to the Passenger Terminal [8]. At the Passenger Terminal, visitors will move from the lobby, enter the passenger check-in area, to the departure terminal and finally to the arrival area of the passenger. From the passenger terminal, visitors return to Rinjani Room. In this journey, the visitors can do photo taking session in the places that have been provided in the surrounding airport.

Potencies of educational tourism that can be shown on this third visit route are:
a) At the Cargo Terminal, visitors will see and get information about arrival and departure procedures, while in passenger terminal, visitors can see passengers handling procedures before entering the aircraft, starting from ticket inspection, security check, check-in process and immigration inspection process, customs and health quarantine for departure and arrival of passengers going to or arriving from abroad and the process of boarding passengers to the plane. From the passenger departure area, visitors can see the process of handling the aircraft in the apron. In the arrival area of the passengers, visitors can do photo taking session, because here provided some locations / spots for taking photo. In the terminal lobby, visitors can see the stands of handicraft and painting sales and on Sundays or at certain events in the lobby area, there is performance of Lombok typical gambelan art.
b) During the visit to the cargo terminal and the passenger terminal, visitors can get information on jobs such as airlines, ground handling, concessions, transportation services and so on.

The problems encountered in this third visit route are:
a) The terminal area is a non-public area, accessible only to people who have entry permits such as tickets, airport fare and crew plane, so it is not all people can enter this are.
b) Visits to the terminal, especially in large group, can disrupt passengers comfort if not closely monitored.

c) The presence of stalls tarpaulin roofed near the passenger terminal or along the passenger way from the cargo terminal to the passenger terminal which resulted in the airport looks slum.

Solutions that can be done to overcome these problems include:
a) Before visiting the location, visitors are given directions and briefing related to the area to be visited.
b) Divide the group into small groups of about 10 (ten) to 15 (fifteen) to facilitate monitoring.
c) Rearranging the place to sell in the airport area.

5. Conclusions and Suggestions

5.1 Conclusions

Based on the findings and discussion, it can be concluded as follows:
1) Lombok International Airport has great potency to be developed into tourist destination, especially educational tourism (edu tourism). Stakeholder support (airport community) is a very important asset or capital possessed in actualizing this educational tourism program (edu tourism) in the future. The availability of natural resources (facilities) and human resources (staff) that have good competence in the aviation world in each stakeholder are parts of the capital or the asset.
2) Things that still become problems in realizing educational tourism (edu tourism) in Lombok International Airport are: the airport is a vital facility that requires a high level of security so that not everyone can enter without permission and strict supervision, especially in locations where there are important facilities supporting flight operations. The existence of places to sell with a semi-permanent building in the airport area (near the passenger terminal) showed conditions that seem slum that the principles of Sapta Pesona as the main pillar in the world of tourism are not met optimally.
3) Actions or activities that can be done to overcome all these problems including: giving advance understanding to the visitors that they must obey everything during the field visit, providing the visitors with permission pass. To eliminate the impression of slums around the airport, it can be done by relocating and making a permanent building and worthy to be a place to sell.

5.2 Suggestion

Based on the conclusions of the results of findings and discussion, we can suggest the following:
1) It is necessary to provide training about the function and role of a tour guide to the staff who will be involved in this educational tourism program (edu tourism).
2) Optimizing the potency of existing facilities that can be utilized to support educational tourism (edu tourism) by making better arrangements, such as the arrangement of areas in the airport that can be used as a location where taking photos, places to shop and others.
3) Developing people's craft that has styles of Lombok International Airport that can be used as souvenir / souvenir for the visitors.

4) Cooperate with the tourism office or travel agent in promoting educational tourism (edu tourism) in the future.

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