



# Edu Tourism Development Strategy in Waste Management at TPS 3R KSM *Nangun Resik* of Pakseballi Village

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**Abstract.** Pakseballi Village is one of the tourist villages located in Klungkung Regency. Besides paying attention to the development of the tourism industry and regional infrastructure, the government also very concerned about the environment. Pakseballi Village currently has a place to store and process its waste, namely TPS 3R KSM Nangun Resik, the BUMDesa Pakseballi Waste Management Business Unit. This study aims to determine the strategy for developing Edu Tourism in waste management in Pakse Bali Village and to discover the obstacles to developing the Edu Tourism concept in Waste Management in Pakse Bali Village. The method used in this study is a qualitative research method, the research findings are analyzed using the SWOT analysis model. The research results show that the waste management process at the TPS uses the management method used, namely the bamboo aerator method and the TOSS Method. Tourism education at TPS 3R KSM Nangun Resik is in accordance with the 4A concept (attraction, accessibility, amenities, and ancillary) some are still not optimal, and the strategy that can be carried out by TPS 3R KSM Nangun Resik Desa Pakseballi in developing edu tourism is to maximize infrastructure used and improve the quality of human resources.

**Keywords:** Tourist Village · Educational Tourism and Waste management

## 1 Introduction

Tourism is one of the industries that directly touches and involves the community. Tourists are now looking for new types of tourism. The purpose of an educational trip is to create a positive image of agriculture [1]. Many tourism concepts have been developed such as cultural tourism, special interest tourism, religious tourism, and educational tourism (Edu tourism). The development of educational tourism or Edu tourism is a learning-based tourism concept so that tourists who come to visit gain new experiences and knowledge. The growth of Education and Tourism as an Industry in recent years has had a positive impact from an economic and social perspective [2]. A country can be more successful if it is able to connect the Tourism Industry with Education [3].

The form of Edu Tourism can be in the form of heritage tourism, ecotourism, village tourism, historical tourism, community tourism, and rural tourism. The development of the Edu tourism concept will have more value in the tourism industry because it can create new economic opportunities as a result of the knowledge received by tourists. Edu tourism is also a product of globalization, which brings greater mobility, not only to human beings but also to all forms of life [4]. Edu tourism is also considered an alternative form of tourism due to its products, processes, and functions because they function within the environmental, social, and economic carrying capacity of the destination [5].

The tourism industry in Bali has also begun to develop again after the Covid-19 pandemic. Tourism activities in Bali are very well known by local and foreign tourists, Bali itself has developed various tourism concepts. In developing tourism, the most basic thing to do is to apply the 4A theory (Attraction, Accessibility, Amenities, and Ancillary). Even by developing Edu tourism, the application of 4A is also needed to be able to know the needs of tourists, especially tourists who come with the motivation to learn new things. To fulfil all these needs and services, a tourist destination must be supported by 4 main components in tourism or usually known as the “4A” that must be possessed by a tourist attraction, namely attraction, accessibility, amenities, and ancillary [6]. The development of Edu tourism can be carried out by applying the concept of sustainable development. Sustainable tourism development is tourism development that meets the needs of the present without compromising the ability of future generations to meet their own needs [7].

One of the villages in Bali that has developed the concept of edu tourism well is Pakseballi Village. Pakseballi Village is one of the tourist villages located in Klungkung, Bali which offers a diversity of culture, arts, and nature tourism. Pakseballi Village has been designated as a Tourism Village in accordance with Regent Regulation No. 2 of 2017 on January 19, 2017. Pakseballi Village as a tourist village also concerned about the cleanliness of the environment. The community also has an active role in maintaining cleanliness by means that the community in the tourist village area has implemented a waste segregation system.

Pakseballi Village itself currently has a place to store and process its waste, namely TPS 3R KSM Nangun Resik which is a BUMDesa Pakseballi Waste Management Business Unit. By the local government, this waste processing unit has been developed into a tourist attraction with the concept of edu tourism. However, there are still obstacles to the development of edu tourism in Pakseballi Village. Based on the background description above, this study will discuss the Edu Tourism Development Strategy in Waste Management at TPS 3R KSM Nangun Resik Pakseballi Village.

## 2 Objectives

This study will discuss the Edu Tourism Development Strategy in Waste Management at TPS 3R KSM Nangun Resik Pakseballi Village. In the world of tourism, a development strategy is an effort made to increase the existing potential in an area that aims to improve the welfare of the people who are in tourist destinations [8]. Edu tourism or educational tourism is intended as a program in which participants in tourism activities travel to a certain place in a group with the main goal of gaining learning experiences directly related to the locations visited [9].

### 3 Theoretical Review

Educational tourism programs can be in the form of ecotourism, heritage tourism, rural/agricultural tourism, community tourism, and student exchanges between educational institutions (student exchanges). Edu tourism is also said to be a tourism activity motivated by education and learning activities, where tourists travel with the main aim of exploring educational resources to gain learning experiences [10].

Edu tourism or educational tourism, namely a tour trip intended to provide an overview, comparative study, or knowledge about the field of work visited [11]. This type of tourism is also a study tour or knowledge tour. So it can be said that educational tourism (edu tourism) is a combination of the concepts of tourism and education which are packaged in such a way that tourists gain new knowledge when traveling.

#### 3.1 Tourism Component Theory 4A

4A Tourism Component is one of the strategies that can be applied in developing a tourism. The tourism component as a tourism support is a tourism component that must exist in a tourist destination. To meet all these needs and services, a tourist destination must be supported by 4 (four) main components in tourism or usually known as “4A” which must be owned by a tourist attraction, namely attraction, accessibility, amenities, and ancillary [12].

1. Attraction is a component in which there is uniqueness that can attract tourists to visit. There are three capital attractions that can attract the attention of tourists to visit, namely Natural Resources (Natural), Cultural Tourism Attractions, and Man-Made Attractions. The existence of these attractions is the reason and motivation for tourists to visit a tourist attraction (DTW).
2. Accessibility is a component that concerns access to tourist attractions which include all kinds of public transportation or transportation services available at tourist attractions. Accessibility here is not only related to transportation but also related to the ease of accessing roads to tourist attractions, such as tourist attractions that can be accessed via Google maps or through signs that can be installed at certain points to make it easier for tourists to find tourist attractions.
3. Amenities are all kinds of facilities and infrastructure needed by tourists while in tourist attractions. The facilities and infrastructure in question include: lodging, restaurants, places of worship, and travel agents. The infrastructure that is much needed for the construction and development of tourism facilities such as water supply, electricity, waste disposal sites, communication technology, etc.
4. Ancillary this component should be provided and supported by the Local Government of a tourist spot. Services that can be provided include physical development, such as roads, drinking water, electricity, telephone, etc. These additional services are things that really support tourism, such as management agencies, tourist information, travel agents, and stakeholders (local government, investors, local communities) who play a direct role in tourism.

### 3.2 SWOT Analysis

The process that must be carried out in making a SWOT analysis so that the decisions obtained are more precise needs to go through various stages as follows:

- a) The data collection stage, namely the evaluation of external and internal factors.
- b) After the internal and external factors have been identified, then research is carried out on the respondents on the factors that have been formulated.
- c) The analysis phase, namely the creation of an internal external matrix and a swot matrix. After internal factors are grouped into strengths and weaknesses, and external factors are grouped into opportunities and threats, the next step is to weigh the SWOT elements into IFAS-EFAS.
- d) The decision-making stage. To obtain priorities and linkages between strategies, from the results of the SWOT questionnaire IFAS-EFAS weighting for each of these indicators, a combination of strategies is carried out which includes internal and external combinations consisting of:
  - I. Strength-Opportunity (SO) Strategy: SO strategy combination interaction, namely a strategy that uses strength to take advantage of opportunities.
  - II. Strength-Threat (ST) Strategy: Interaction of a combination of ST strategies, namely a strategy that uses strength to overcome threats.
  - III. Weakness-Opportunity (WO) Strategy: The interaction of a combination of WO strategies, namely a strategy that minimizes weaknesses to take advantage of opportunities.
  - IV. Weakness-Threat Strategy (WT): The interaction of a combination of WT strategies is a strategy that minimizes weaknesses to overcome threats.

The SWOT matrix consists of four elements, namely strengths, weaknesses, opportunities, and threats. From the SWOT matrix, four types of alternative strategies will be obtained, namely: S-O (strengths-opportunities) strategy, W-O (weaknesses-opportunities) strategy, S-T strategy (strengths-threats), and W-T strategy (weaknesses-threats) (Table 1).

The goal of each match is to generate feasible alternative strategies. Not to choose which strategy is best. Not all strategies developed in the SWOT matrix will be selected for implementation.

## 4 Methods

The research method is a way of understanding, analysing, and concluding the results of a study. This research is qualitative research. Qualitative research is research to understand the phenomenon of what is experienced by research subjects as a whole by means of descriptions in the form of words and language, in the specific context experienced, and by utilizing various scientific methods [13]. This study used a random sampling technique in determining the respondents. This study uses two types of data, namely qualitative data and quantitative data. The data collection techniques in this study were (1) conducting direct observations at the research location, (2) in-depth interviews with informants, and (3) conducting literature and documentation studies. The data that has been collected is then analysed using the SWOT analysis technique so that the final results

**Table 1.** SWOT Matrix Analysis Internals

Internal Eksternal	<i>Strength-S</i> List of internal strengths	<i>Weakness-W</i> List of internal weaknesses
<i>Opportunities-O</i> List of external opportunities	Strategi S-O Using strengths to take advantage of opportunities	Strategi W-O Minimizing weaknesses to take advantage of opportunities
<i>Threats-T</i> List of external threats	Strategi S-T Use Strength to avoid threats	Strategi W-T Minimize weaknesses to avoid threats

are obtained regarding the Edu Tourism development strategy in waste management at TPS 3R KSM Nangun Resik Pakseballi Village.

## 5 Findings and Discussion

### 5.1 Input Process, Processing, and Output of Waste Management at TPS 3R KSM Nangun Resik Pakseballi Village

Waste management in Pakseballi Village is source-based waste management. Source-based waste management begins with sorting waste in residents’ households [14]. Waste management is one method that can be applied by the community to reduce the volume of waste in their respective areas [15]. Waste management is carried out in steps, first, the waste will be managed from waste sources, namely, households, offices, schools, and markets where this waste has been sorted based on the type of waste which then the waste will be collected outside the home and then transported by officers to be collected at TPS 3R KSM Nangun Resik Pakseballi Village and will be re-sorted based on the type of waste both paper, organic, inorganic, Hazardous Toxic Materials, and residue. Garbage transportation in Pakseballi Village is carried out using a schedule, namely, specifically on Wednesdays and Saturdays is the transportation of non-organic waste in the form of plastic, glass, and residue waste, and on other days it will transport organic waste. In transporting this waste, TPS 3R Nangun Resik has 4 special fleets to transport garbage, namely 1 truck, 1 APV car, and 2 3-wheeled motorbikes (Viar). The waste in TPS 3R KSM Nangun Resik will be processed into organic fertilizer, organic pellets, electric pellets, and liquid fertilizer. In the waste processing process, especially in the manufacture of Organic Fertilizers and Organic Pellets using the bamboo aerator method,



**Fig. 1.** Organic and Non-Organic Waste. Source: Researcher's documentation

in which organic waste that arrives at the TPS will be sorted using a waste processing technique, namely piling up organic waste on top of a bamboo construction mounted on long bamboo slats on its sides. so that air flows between the cavities. Thus, the need for oxygen for the composting process is fulfilled (Fig. 1).

Especially in the manufacture of Electric Pellets using the TOSS (Local Waste Processing Site) method where organic and non-organic waste is put together in a bamboo container and then closed with added bio activator liquid so that the waste can produce a waste briquette product that has calorie content.

#### a. Organic fertilizer

The organic waste at TPS 3R KSM Nangun Resik will be chopped first and then mixed with starter fluid and inoculant, but the ingredients for making the inoculant liquid are slowly being replaced by utilizing resources such as cow and goat dung. After the process is complete, it will be continued with the fermentation process for 28 days and every 3 days it will be back and forth, then the waste will be chopped again and sifted and the final process of making organic fertilizer, which is packaged and ready to be marketed. The organic fertilizers produced are distributed to cooperatives, farmers and distributors. Sales of organic fertilizer per month can be sold at 60–90 kg for IDR 1,500/kg, while people who come to pick up semi-finished organic fertilizer are free of charge (Fig. 2).

#### b. Organic Pellet and Power Pellet

The organic waste in TPS 3R KSM Nangun Resik will be placed in the cages that have been provided and mixed with bio activator liquid from rotten fruit that has been left for 3 months, then the waste is left for 1 week and watered periodically so it doesn't smell. After 1 week it will be chopped and followed by a fermentation process for 3 days and mixed with a little water, then this waste will be printed in a pellet machine then dried for 1 day, and last one is packaged and ready to be marketed. The process for making Electric Pellets is almost the same, but what distinguishes it is that in the manufacture of Electric Pellets, the waste that will be taped in the cages is not 100% organic, but there is a mixture of 20% plastic waste and 80% organic waste. The organic pellets that are



**Fig. 2.** Organic Fertilizer. Source: Researcher's documentation

produced are distributed to UMKM and sold to the public. The resulting electric pellets are distributed to PT. Indonesia Power. Monthly sales of electric pellets and organic pellets are sold at 30 kg per day for IDR 500/kg. These pellets are used to fuel power generator engines (Fig. 3).

#### c. Liquid Fertilizer

This liquid fertilizer is made from rotten fruit that is collected or taken from fruit traders in the market which is then processed by grinding and squeezing, then the water from the fruit will be left for 3 days and the liquid fertilizer is ready to be marketed. This liquid fertilizer can be used as fertilizer for ornamental plants and orchids. The dregs from the ex-squeeze of the fruit will be processed into maggot food. The resulting liquid fertilizer is distributed to the public for IDR 3,000 per bottle.



**Fig. 3.** Organic Pellets. Source: Researcher's documentation

## 5.2 Edu Tourism at TPS 3R KSM Nangun Resik Paksebali Village

In developing tourism, techniques and planning are needed that are in accordance with the needs of tourist sites, both in terms of geographical location and strategic location of a tourist object [16]. The development techniques used must be able to combine various aspects of supporting tourism needs. These aspects can be aspects of accessibility, especially transportation, infrastructure, social activities or interactions, and information on additional services. Supporting aspects in the development of waste management educational tourism are sufficiently fulfilled. The aspect of accessibility is a very important aspect in developing a tourist attraction, because without access, the attraction developed will never be known. In this case TPS 3R KSM Nangun Resik has good road access, with average road conditions already paved and equipped with signboards that make it easier for tourists to visit. However, it is very unfortunate that the parking facilities at TPS 3R KSM Nangun Resik are not adequate. Second, the aspect of activity or social interaction in which case TPS 3R KSM Nangun Resik has provided opportunities for tourists to participate in existing waste management activities. Third, the information aspect of additional services, in this case the TPS 3R KSM Nangun Resik is still not active and is still minimal in terms of information being distributed to the wider community, one of which does not yet have active social media management and websites, so that the information available less published. Fourth, the infrastructure aspect, in which the TPS 3R KSM Nangun Resik has very adequate and comfortable building facilities, so that it can reflect that the TPS is not dirty.

## 5.3 Edu Tourism Development Strategy in Waste Management at TPS 3R KSM Nangun Resik Paksebali Village

In determining the formulation of the strategy, it is necessary to carry out an identification of internal and external environmental factors that can influence planning for the development of tourism education in TPS 3R KSM Nangun Resik. Observation of internal factors in the form of observing the strengths and weaknesses of TPS 3R KSM Nangun Resik. Furthermore, the authors also make observations of opportunities and threats from external factors that can influence the development of TPS 3R KSM Nangun Resik edu tourism.

### a. Strengths

- Internal

- TPS 3R KSM Nangun Resik has a land area of approximately 6 acres and has adequate facilities and infrastructure in waste management as an educational tour.
- TPS 3R KSM Nangun Resik is also a BUMDesa waste management business unit.
- TPS 3R KSM Nangun Resik has carried out product innovations, namely producing liquid fertilizer, pellet stoves, processing used cooking oil into engine fuel, and maggot cultivation.
- Waste management at TPS 3R KSM Nangun Resik uses waste facilities and environmentally friendly technology with a 3R (Reduce, Reuse, Recycle) waste management system. As well as in its management it has been able to create products that are beneficial to society such as organic fertilizers, organic pellets, and electric pellets.
- Implementation of 4A (attraction, accessibility, amenities, ancillary)



- External
  - Collaborating with local government, health department, and PT. Indonesia Power
- b. **Weakness**
  - Internal
    - Knowledge of how to manage in the digital field still needs to be improved.
    - Does not have its brand or characteristics or superior products as an identity other than naming Paksewali Village.
    - The application of K3 in the TPS 3R area of KSM Nangun Resik is still lacking, such as employees not using masks and hand gloves.
    - The administrative process is still manual and limited, so there is no accurate data on the incoming waste that can be processed or brought to the TPA.
    - The Zenly application can find out the location of garbage trucks, making it easier for the public to monitor the arrival of officers to transport garbage while not operating.
    - Insufficient parking space.
  - c. **Opportunities**
    - Internal
      - In its management, it empowers local communities so that they have the opportunity to develop sustainable businesses.
      - Has the opportunity to become an interesting educational tourist spot for tourists.
      - It can become a profitable business considering that TPS already has a variety of products.
      - Become a waste processing training center.
      - Information technology and social media as a means of promoting waste management educational tourism.
    - External
      - Collaborate with the academic community who conduct research at TPS.
      - Create a waste bank.
      - Developing the trend of eco-based tourism education to become one of the attractive destinations for tourists.
  - d. **Threats**
    - Internal
      - The age range of workers is from 30–50 years and above, at which age they are considered less active in keeping up with technological developments.
    - External
      - There is still a lack of awareness of the local community in sorting household waste, thereby reducing the effectiveness of waste sorting at TPS 3R KSM Nangun Resik.
      - The perspective of the community, especially young people, has not changed regarding the condition of the polling stations which are full of dirty and smelly impressions (Table 2).

**Table 2.** SWOT Matrix

External		Internal factor	
		<i>Strength</i>	<i>Weakness</i>
Factor	Identify internal and external factors	<ul style="list-style-type: none"> <li>- TPS 3R KSM Nangun Resik has a land area of approximately 6 acres and has adequate facilities and infrastructure in waste management as an educational tour</li> <li>- TPS 3R KSM Nangun Resik is also a BUMDesa waste management business unit</li> <li>- TPS 3R KSM Nangun Resik has carried out product innovations, namely producing liquid fertilizer, pellet stoves, processing used cooking oil into engine fuel, and maggot cultivation.</li> <li>- Waste management at TPS 3R KSM Nangun Resik uses waste facilities and environmentally friendly technology with a 3R (reduce, reuse, recycle) waste management system. As well as in its management it has been able to create products that are beneficial to society such as organic fertilizers, organic pellets, and electric pellets.</li> <li>- Implementation of 4A (Attraction, Accessibility, Amenities, Ancillary) Collaborating with local government, health department, and PT. Indonesia Power</li> </ul>	<ul style="list-style-type: none"> <li>- Knowledge of how to manage in the digital field still needs to be improved.</li> <li>- Does not have its brand or characteristics or superior products as an identity other than naming Pakseballi Village.</li> <li>- The application of K3 in the TPS 3R area of KSM Nangun Resik is still lacking, such as employees not using masks and hand gloves.</li> <li>- The administrative process is still manual, so there is no accurate data for incoming waste that can be processed or brought to the TPA.</li> <li>- Insufficient parking space</li> <li>- The public to monitor the arrival of officers to transport garbage while not operating.</li> </ul>

*(continued)*

**Table 2.** (continued)

External	Internal factor	
	<i>Strength</i>	<i>Weakness</i>
<i>Opportunities</i>	SO	WO
<ul style="list-style-type: none"> <li>- In its management, it empowers local communities so that they have the opportunity to develop sustainable businesses.</li> <li>- Has the opportunity to become an interesting educational tourist spot for tourists.</li> <li>- It can become a profitable business considering that TPS already has a variety of products.</li> <li>- Become a waste processing training centre</li> <li>- Technology, information, and social media as a means of promoting waste management educational tourism</li> <li>- Collaborate with the academic community who conduct research at TPS</li> <li>- Create a waste bank</li> <li>- Developing the trend of eco-based tourism education to become one of the attractive destinations for tourists</li> </ul>	<ul style="list-style-type: none"> <li>- Utilizing land area for the development of waste management tourism educational facilities</li> </ul>	<ul style="list-style-type: none"> <li>- Maximizing the use of social media and information in assisting promotional tools</li> <li>- Maximizing the utilization of K3 implementation in the TPS 3R area of KSM Nangun Resik.</li> <li>- Replacing the manual system with a digital system.</li> <li>- Have superior products that have aesthetic value.</li> </ul>
<i>Threats</i>	ST	WT

(continued)

**Table 2.** (continued)

External		Internal factor	
		<i>Strength</i>	<i>Weakness</i>
	<ul style="list-style-type: none"> <li>- The age range of workers is from 30–50 years and above, at which age they are considered less active in keeping up with technological developments.</li> <li>- There is still a lack of awareness of the local community in sorting household waste, which reduces the effectiveness of waste sorting at TPS 3R KSM Nangun Resik.</li> <li>- The perspective of the community, especially young people, has not changed regarding the condition of the polling stations which are full of dirty and smelly impressions.</li> </ul>	<ul style="list-style-type: none"> <li>- Changing the views of young people about the waste management business where TPS can be a promising business opportunity in the future.</li> <li>- Increase cooperation with the private sector.</li> </ul>	<ul style="list-style-type: none"> <li>- Add entertainment facilities and infrastructure and educational aids in the development of edu tourism</li> <li>- Implementing the LCO (Organic Smart Hole) waste management program</li> </ul>

## 6 Conclusion

Supporting aspects in the development of waste management educational tourism is quite fulfilled when viewed from the application of the 4A concept, such as TPS 3R KSM Nangun Resik has good road access, with the average road condition being paved and equipped with signboards that make it easier for tourists to visit. However, it is very unfortunate that the facilities for parking lots at TPS 3R KSM Nangun Resik are inadequate and activities or social interaction in this case TPS 3R KSM Nangun Resik have provided opportunities for tourists to participate in existing waste management activities, as well as information aspects of additional services. In this case, TPS 3R KSM Nangun Resik is still not active and still lacks information that is distributed to the public so the information that is available is not published. Infrastructure aspect TPS 3R KSM Nangun Resik already has very adequate and comfortable building facilities.

Edu Tourism Development Strategy in Waste Management in Pakseballi Village in observing the internal and external factors of TPS 3R KSM Nangun Resik through a SWOT analysis, namely utilizing land area as the development of tourism education facilities for waste management, maximizing the use of social media and information in assisting promotional facilities, maximizing utilization implementing K3 in the TPS 3R KSM Nangun Resik area, replacing the manual system with a digital system, having

superior products that have aesthetic value, changing the views of young people about the waste management business where TPS can be a promising business opportunity in the future, increasing cooperation with the private sector, adding entertainment facilities and infrastructure and educational props in the development of edu tourism, implementing the LCO (Organic Smart Hole) waste management program for the community so that the volume of waste that comes every day, especially organic waste, is not too much at TPS 3R KSM Nangun Resik.

The Pakseballi Village Government can maximize the use of social media and information in assisting edu tourism promotion facilities in Pakseballi Village so that it can be widely recognized by the public. As well as to maximize the development of educational tourism at TPS 3R KSM Nangun Resik should provide a special place to display the products produced and arrange information boards on Standard Operating Procedures (SOP) more neatly for tourists who come, before they witness or directly participate in the manufacturing process.

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