

# Art Education Tourism Model: Study on the Implementation of Art Education Tourism Model in Sanggar Saung Udjo-Indonesia

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**Abstract**—The art education tourism model can be understood as a multidisciplinary approach to science namely tourism, education and art disciplines in an effort to provide a learning experience to someone (students) about art related to the location they visit. This study aims to discuss the implementation of Edu-Tourism models in the field of art as an effort to improve the ability of students' appreciation in recognizing and appreciating their artistic and cultural values. The qualitative research was conducted in the case of the implementation of the art education tourism activity model conducted at Saung Angklung Udjo Bandung-Indonesia. This qualitative research using the technique of collecting data through observation studies way down the field, interviews with perpetrators of art education Studio Tour Saung Udjo (managers, players, and spectators), the study of literature and the study documentation tourist activity art education Workshops in Saung Udjo. The results showed that the art education tourism activities conducted at Saung Angklung Udjo Bandung-Indonesia were able to foster an attitude of student appreciation in an effort to introduce and appreciate the values of art and culture as a form of local wisdom that grows and develops around students. In the learning process, students are introduced to various traditional art materials to be appreciated both from the aspects of the text of the art material and from the aspects of the values of local wisdom inherent in the art material presented. This paper discusses more the implications of the art education tourism model that is conducted, which is expected to be able to provide experiences to students regarding learning about art, learning to appreciate art, learning to do, and learning through art.

**Keywords**—*tourism education; arts education; performing arts; workshops Saung Udjo*

## I. INTRODUCTION

Edu-tourism is one of the trends that has had high growth in recent years. This is because the characteristics of tourist destinations basically now have a different tourist destination with the possibility that the goal is to look for something that can be learned [1]. Tourism is an activity that directly touches and engages the community, thus bringing various benefits to the local community and its surroundings. Even tourism is said to have tremendous breakdown energy, which is able to make local people experience metamorphose in various aspects.

Tourism has many benefits for society even for the State though, the benefits of tourism can be seen from various aspects/aspects namely the benefits of tourism in terms of economy, socio-culture, environment, social values, and knowledge, as well as employment opportunities and opportunities. Tourism is generally recognized as one of the economic sectors with higher growth prospects worldwide [2]. Edu-tourism describes events in which people travel across borders internationally to obtain intellectual services. In a global world where our daily lives are becoming increasingly competitive, where access and supply of educational services are increasing and wherever knowledge of sharing methods takes a similar form, the importance of new benefits is of importance. People are looking for something new, new experiences, social norms and culture [3]. The development of the tourism industry in a country, the aim is to direct and develop economic values caused by the traffic of people who travel for tourist purposes [4].

The world tourism development program can be developed in an educational environment both formal and non-formal education environment which is often referred to as Edu tourism or educational tourism. Educational tourism is a tourist concept that implements public education about a piece of knowledge for tourists visiting a tourist attraction. In that place, visitors do fun and study activities. Through ecotourism activities, the learning process can be more quickly understood and understood because the method is fun. In Turkey, Educational tourism studies are used to examine the problem of the influence of foreign students from Middle Eastern countries on the perception of local students in relation to Islamic countries and society [5].

Edu-Tourism or Educational Tourism is intended as a program where participants of tourism activities take a tour in a particular place in a group with the main objective of getting a learning experience directly related to the location visited. Understanding Tourism Education or Tourism Education is a program that combines elements of tourism activities with educational content in it.

This study applies a qualitative approach to techniques of data collection include techniques of observation, techniques of

study literature and interview techniques. Observation techniques used to obtain data via the process of observation of tourist activity art education Workshops in Saung Udjo. Technique study of literature was used to examine the concept of tourism education based on the perspective of disciplines of the arts, tourism, and education. While the interview techniques used to obtain data directly from the principals of tourist activity art education Workshops in Saung Udjo, so that may help the authors to examine the concept of tourism art education based on information directly from the experience of the informant.

Observation done researchers to acquire a picture directly about tourist activity art education Workshops were held in Saung Udjo. Educational activity conducted in Udjo Saung Studio offers a variety of new experiences especially for tourists who visit to get to know closer related to the various activities of the art presented in the workshop of Saung Udjo such. In the presentation of the activities, Products Manager Saung Udjo is able to offer a variety of hands-on experience and new tourists like to recognize closer art objects created by local traditional artists, know How to direct the making of art objects, see firsthand how objects of these traditional works of art by the artist more performances followed by among children and youth as perpetrators her performances. In addition, tourists are given a chance to learn the art of which he possibly saw. Many more are offered by the provider of the sanggar Saung Udjo, bought some souvenirs can include art sold at that location.

Based on the description above, this study aims to determine the conceptual model of art education tourism through the implementation of art education tourism activities carried out at Saung Angklung Udjo Bandung-Indonesia. In several discussion forums and research results, tourism programs are more directed towards developing and improving the economy of a tourist area or improving a country's economy. On this occasion, tourism studies will be examined in the approach of education and art science. The position of tourism science contributes more as an activity program that can be used as a medium of art education for students. Although in some respects, many cultural experts consider that the tourism industry has an adverse impact, even undermining the development of performing arts in developing countries [6]. However, art education tourism activities need to be understood further as a conceptual innovative art education model in a tourism science approach.

## II. RESEARCH METHOD

The data of this study were obtained through several data collection techniques namely observation techniques, literature study techniques, and interview techniques. The three data collection techniques are used to obtain research data on conceptual art education tourism models through the implementation of art education tourism activities carried out at Saung Angklung Udjo Bandung-Indonesia. The concept of data triangulation is used to find complete and accurate data related to the conceptual model of art education tourism which is the main focus of this research problem. The data of this study were obtained from several instruments made by researchers both in the form of questions and observation

guidelines developed by researchers in the form of research instruments.

In an effort to find a conceptual theoretical framework for art education tourism models discussed in this study, the first stage carried out by researchers is to examine several reference sources in finding the theoretical framework used by researchers to study conceptual education tourism models carried out in Saung Angklung Udjo Bandung-Indonesia. Furthermore, this literature study aims to find out more about some of the opinions of experts on the issue of educational tourism that has been carried out in several research opportunities or the implementation of educational tourism activities that have been carried out at several occasions by researchers. Basically, the concept of this art tour is a collaboration of several fields of the arts, the science of Sciences, namely, tourism and education. These three disciplines contribute strongly to strengthen each other and co-exist as a concept of collaborative activities based on strong by science.

Instruments for interview were divided into three parts, namely in the first part, the question addressed to the management of Saung Angklung Udjo Bandung-Indonesia with the aim of knowing the understanding of the manager's knowledge about the implementation of the art education tourism model that had been implemented. In the second part, questions are asked to find out students' opinions about the importance of learning through art education tourism activities to give firsthand experience about knowing art, appreciating art, knowing art, learning to do art, and learning through art. In the third part, questions are given to performers to find out how far they understand their roles and functions as performers in art education tourism activities carried out at Saung Angklung Udjo Bandung-Indonesia.

### A. Participants

The study sample consisted of 1 Manager sanggar Saung Udjo, 4 people perpetrators of art shows, three tourists who come to the site for the visit of appreciation show at Studio Saung Udjo. 8 the person delivering the needed research data related to the implementation of tourist activity art education workshops were held in Saung Udjo. From the Manager, the data obtained was more focused on the problem of the concept that was designed in 1947 in Udjo Saung approaches the concept of tourism education. 4 takers interviewed performances providing information and data about their learning experience and motivation to become part of tourist activity art education developed in the workshop of Saung Udjo. While the three travelers who interviewed provide data and information about a wide range of goals and motivations why should visit the workshop of Saung Udjo as part of trips art education does.

### B. Data Analysis

The concept of data triangulation is used to find complete and accurate data related to the conceptual model of tourism education of art which became the main focus of this research problem. Data analysis was performed by means of 1) do the sorting and classification data; 2) performs data editing and administering code data to build performance data analysis, 3)

confirm data that require verification of data and the deepening data; and 4) conducts data analysis in accordance with the construction of the deliberations of the research results. The focus of this research is the study of the model of art education tour.

### III. RESULTS OF THE STUDY

#### A. Theoretical Framework of The Concept of Educational Art Tourism

It is necessary to understand the concept of education tourism model as a multidisciplinary approach that each science has different roles and functions to realize one's learning goals related to the purpose of his visit to a location. Education tours are a way of the mutually beneficial way for students (people want to learn) and for the wider community [7]. Characteristic tourism of innovative forms of education as to the Organization of the study should be based on fundamental changes in defining the objectives, principles, and approaches of contemporary education [8].

Characteristics of educational tourism as an innovative form of organization studies should be based on Changes fundamental in defining the objectives, principles, and approaches of contemporary education [9]. It is clear that the educational activities carried out by a person or group can be done in a variety of goals and purpose of the activity is a visit to the intended location. Tourists are not only focused in search of natural beauty or doing other activities such as shopping and dining, but travellers can conduct his visit with the aim of seeking experience and knowledge of the location He had visited, including destination travellers to learn the wealth of art and culture that developed in a region or community.

The Scientific concept in art education will be interconnected with several fields of activities, including excursions, educational activities, and art activities. The third field of activity it will be associated with scientific substance through which became the basis of the concept of development of tourism education of art which can be found in some of the areas that's been expanding it. The three fields contribute to mutually co-exist so that tourist activity art education conducted by an individual or group can be felt its benefits.

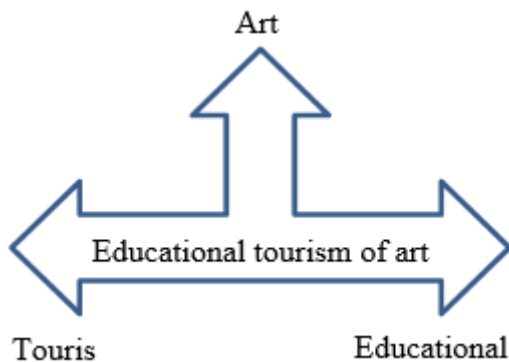


Fig. 1. Edu-tourism concept art education.

Edu-tourism describes events where people travel internationally bordering on acquiring intellectual services. In

the global world where our daily lives become increasingly competitive, where access and supply of education services are increasing and wherever knowledge is the sharing method takes a similar form, the importance of new profits important meaning. People are looking for something new, new experiences, social norms and culture.

In educational tourism activities, the factor of experience also influences the motivation of tourists in making trips to a destination [10]. Then there was the surprise when many travellers always repeat the activity on his way to a specific location on the site because the tourists get a positive impression and experience so that is able to be the motivation for the tourists to come back to that location.

Art tourism is a tourist event where art is a destination for tourist visits, while tourism is an art presentation that pays attention to a short time, varied art material, presented in an attractive manner, cheap in price, and symbolic or sacred elements are removed. In the context of art tourism, one of its offerings is the art of tourism, art creativity that aims to be sold to tourists [11]. Thus, the concept of tourism art education can be meant as a concept that is capable of providing a learning experience to tourists through the art activity. Art activity undertaken can be realized through watching art performances, learn to do art, did a study about the art, or even doing the therapy through art by way of relaxing or doing artwork through art.

The main advantage of tourism education is the in-depth knowledge of the correlation of success in other countries. This type of tourism can contribute more to cultural integration and must be judged as a force that combats xenophobia, ethnocentrism, and cultural misunderstandings. Next, when students spend one semester in another country, their exposure to different values in individualism or collectivism, equality of rights and meritocracy make them agents of social change in their home countries [12].

The findings show that Edu tourists have different expectations and needs, therefore, related industries and policymakers need to develop a thorough understanding of the expectations of different tour groups are to establish their marketing strategy [13]. The purpose of their visit to a tourist location, not only has the sheer holiday destination but more than that they hope can get something to be studied as part of the process of learning from what is seen, done, be heard and perceived. By itself, you will gain experience and new knowledge related to the objects in the locations they visit on the spot.

#### B. The Implementation of Model Arts Educational as a Media for Appreciation Process for Students

Appreciation activity is one way of learning that can be done by students to obtain various information and knowledge from the object they observe. Appreciation activities emphasize more on students' learning process by observing the performance material that they see when visiting a place of the event. They are taught to be able to focus and concentrate on observing a performance event that has elements of presentation in it. In the process of observing this, the students are directed to be able to identify performance material based

on various aspects of presentation elements related to the form and structure of the presentation.



Fig. 2. Learning to observe the art.

Learning to appreciate art needs to be considered in the art education tourism activities especially for students. This is to foster student awareness in appreciating ideas and ideas for the birth of artwork from art creators. The value of learning that is emphasized in this process is learning to appreciate the idea of one's artwork to not be duplicated at will. Furthermore, learning to appreciate this work of art is to foster a sense of love for his ancestral culture related to traditional art performance material which is the hallmark of the development of art education tourism material created at Saung Angklung Udjo Bandung-Indonesia. Students must get to know more about the development of their ancestral culture which is manifested through products of traditional performance art, dance and music, and fine arts.



Fig. 3. Learning to appreciate the art.

Students need to get experience directly related to learning to do art activities. This is to foster student motivation and interest in learning the art. During this time, they only read more art textbooks, without being directly balanced to gain experience in performing arts activities. In the context of art education tourism activities that were developed in Saung Angklung Udjo Bandung-Indonesia, the participants were invited directly to be able to learn to do art activities such as learning to play angklung and a simple dance to give students direct experience about playing a piece of art such as angklung and dancing together according to the ability of each student to move.



Fig. 4. Learning to do art.

This learning stage needs to be considered also in the arts education tourism activities, to foster students' understanding of the values contained in a work of art. Understanding these values will eventually be able to shape the character of students towards a better relationship with the application of character values that are inherent in artwork to be implemented in daily life.



Fig. 5. Learning with art.

#### IV. DISCUSSION

Edu-tourism or tourism education is intended as a program where participants of tourist activities travel to a particular place in the main destination group to get a learning experience directly related to the location they visit [14].

Education and tourism are two different things, but both can synergize and complement each other. The educational process carried out in tourism activities is an active and creative learning method and is an effective alternative method of learning. Educational tourism activities can be a means of socializing and fostering a sense of pride and love for culture and nation. Educational tourism is a tourism activity carried out by tourists aimed primarily at getting education and learning. In education, tourism is closely linked to academic subjects, such as geography, economics, history, language, psychology, marketing, business, law and so on [15]. Educational tourism activities include; conferences, research, national and international student exchanges, school visits, language schools, and study tours, which are organized both formally and informally, with both natural and artificial tourism destinations.

The implementation of tourism education in the community can be successfully achieved by lifelong learning, where specific target groups are school children. Teachers, local and community governments, tour operators, local and international organizations and the media as a whole can play an important role in this matter. Included in this case the existence of higher education institutions such as having the same role in developing educational tourism activities or educational tourism for students who can be independently managed according to the potential of the University [16].

The results above show that the art education tourism activity activities need to be well developed and programmed as an effort to provide direct learning to related students by providing experience in learning art, appreciating art, introducing cultural values, and learning through art.

#### V. CONCLUSIONS

Conceptual model of art educational tours conducted at Saung Angklung Udjo Bandung, Indonesia able to combine three disciplines namely tourism, education and arts in an effort to provide a learning experience directly to tourists, in this context are school students so that they are able to get a variety of direct experience in appreciating various aspects of learning benefits from art education tourism activities obtained directly at the intended location. The art education tourism design model developed at Saung Angklung Udjo Bandung-Indonesia has a conceptual model that emphasizes the aspects of student learning needs. They were present at Saung Angklung Udjo Bandung-Indonesia not only wanted to see a variety of traditional art performance material but more to study the need to learn more about the existence of art in direct experience.

During this time students learn more about art from textbooks they have obtained from the school. The rest they didn't know too much about the material they learned. From the experience of this art education tourism activity, students can get to know directly related to the art material they have learned from school textbooks. The students can get a variety of experiences ranging from developing students' knowledge competencies through the process of appreciation and observation from the performance material, learning to appreciate artwork as the development of attitude or affection aspects, learning to do or playing musical instruments as an effort to develop students' psychomotor aspects, and much

more other benefits that students can get through art education tourism activities.

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