

DELI RIVER TOURISM EDUCATIONAL MODEL BY AVROS PARK IN DEVELOPING ECONOMIC POTENTIAL



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Abstract

A tourist attraction that can be developed to support the community's economy is natural resources. One of the natural resources is a river. The river as a source of water is very important in meeting the needs of society and enhancing national development. This is also intended as an implementation of the provisions of Law Number 11 of 1974 concerning irrigation, namely that in the context of utilizing and preserving rivers, it is deemed necessary to make arrangements regarding rivers which include protection, development, use, and control of rivers with government regulations. Deli River is one of the rivers in the city of Medan, which, if you look at history during the Deli kingdom, was the vein of trade. However, it is very unfortunate that at this time the existence of the Deli River was starting to be polluted by the large amount of river pollution carried out by the community. The efforts to preserve the river are carried out by Avros Park Medan, through its tourism vehicles trying to provide education to the public working with foundations concerned with the river environment. The purpose of this research is to conduct an assessment of the tourist education model that can be developed by Avros Park in an effort to preserve the environment of the Deli River and in an effort to attract tourists to visit Avros Park. The type of research is descriptive with a qualitative approach. Data collection was carried out through observation, interviews, and documentation studies. The design of the educational tourism model in this research consists of a tutorial and exploratory educational method.

Keywords: Education, Tourism, Rivers, Development, Economic Potential

INTRODUCTION

As one of the countries having high biodiversity and abundant natural resources, both on land and water, Indonesia is a country that has a very important role in tourism development. The tourism potential possessed by the Indonesian state, both biodiversity, in the form of uniqueness and authenticity of traditional culture, the beauty of landscapes, and historical and cultural heritage that exists if utilized optimally will be able to improve people's welfare (Sirayasa et al., 2020).

The development of tourism in Indonesia has progressed from year to year. This is marked by the large number of visitors who visit tourist attractions in Indonesia. It encourages tourist attractions to continue to experience improvements, starting from the tourist attractions themselves, food, existing facilities such as lodging, and comfort of the place, to the decorations in the tourist attractions themselves (Pradesyah & Khairunnisa, 2018).

Development of the tourism sector can be obtained through the charm of natural beauty and cultural heritage. It can be used as a tourist attraction and is capital for development in the tourism sector. The arrangement and maintenance of the tourist object environment which is a tourism capital must be carried out by the manager of the tourist park so that it is expected to be able to invite and attract tourists to be able to visit. To make the area a profitable tourist destination, both the region itself and the government and in order to advance tourism, tourist objects must have physical and non-physical potential that must be developed (Pinem & Natalia, 2009).

The physical potential of its own natural attraction is also obtained from tourist attractions with natural nuances, resorts with beautiful panoramic views and cool air (Sinambela & Satriawan, 2009). Apart from being a tourist attraction, in attracting visitors or tourists, several factors must also be considered by the tourism manager or what is known as consumer behavior.

Consumer behavior is influenced by cultural, social, personal and psychological factors, which are important to study, as a basis for understanding tourist park managers about consumer behavior, namely in influencing consumers in choosing tourist destinations, especially halal tourism (Irawan, N., & Pu, C. 2020). Next, managers will be

able to influence consumer decisions by identifying which factors are more dominant in determining tourist destinations (Handayani et al., 2019).

North Sumatra Province is the second province in the western part of Indonesia after Aceh Province, has many types of tourism providing many experiences for tourists who visit it. The city of Medan as the provincial capital is the entry point for tourists to eventually be distributed to tourist areas chosen by tourists (Miftah El Fikri, 2019).

Medan City is the capital of North Sumatra Province which is also the third largest city in Indonesia. The tourist objects owned by the Medan city area are formed from the geographical, historical and cultural conditions that are owned by the Medan city area. Tourism potential originating from geographical conditions includes natural tourism objects and artificial tourism objects. These tourist objects which are scattered in several sub-districts of Medan City have different potential, are unique and have an interesting panorama of natural beauty (Pinem & Natalia, 2009).

One of the tourist attractions in the city of Medan is river tourism, which in this case has been carried out by Avros Park through one of its tourism vehicles, which combines elements of natural attraction with the application of tourist education that can attract visitors to visit Avros Park which has an impact on the economic viability of the park manager, especially the workers in the Avros Park. This research will examine further the tourism education model that can be developed by the Avros Park, especially educational vehicles that utilize natural potential so that they can attract tourists to visit the Avros Park.

REVIEW OF LITERATURE

Tourist Attraction

According to Law No. 10 of 2009, a tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made assets that are the target or destination of tourist visits (Regulations and Legislation of the Republic of Indonesia, 2009).

Another opinion is that tourist attraction is something that has an attraction to be seen and enjoyed that is worth selling to the tourist market (Zaenuri, 2012). Tourist attractions can be classified in two forms, namely in the form of tourist objects and tourist attractions. Tourist objects can be described as tourist attractions that are static and tangible

and without the need for prior preparation to enjoy them. Tourist attractions can be seen through performances and require preparation and even sacrifices are needed to enjoy them (Aprilia, 2017).

In Regulation of the Government of the Republic of Indonesia No. 24 of 1979 provides an understanding of tourist objects as the embodiment of human creation, the way of life of art and culture and the history of the nation and places or natural conditions that have an attraction for tourists to visit. A very broad understanding is found in the usual tourism literature which is referred to as an attraction (tourist attraction) (Regulation of the Government of the Republic of Indonesia, 1979).

It can be concluded that tourist attraction is everything that has attractiveness, uniqueness and high value, which is the goal of tourists or visitors coming to a certain area or place. Socio-cultural tourist attractions can be exploited and developed according to specific objectives such as historical heritage, traditional ceremonies, performing arts and natural potentials that support a particular area or tourist object.

Educational Tourism

The Law No. 10 of 2009 defines tourism as a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen and local governments. The tourism sector can be developed by identifying the potential of existing tourism objects. In tourism, tourism potential is an element of supply that needs to be offered to consumers (Regulations and Legislation of the Republic of Indonesia, 2009).

Tourism needs to be organized as a whole, integrated by involving other related sectors in a tourism business unit that is mutually supportive and mutually beneficial, both small, medium and large scale. Tourism is very influential on regional development, besides that tourism development will affect the development of other sectors such as crafts, transportation, lodging and restaurants.

One form of tourism development in tourist parks is in the form of tourism education, which is trying to be offered through existing tourist vehicles. Tourism education can be interpreted as a program in which tourists visit a tourist location with the main objective to gain direct learning experience at the tourist object. Educational tourism is an activity that is usually carried out by educational institutions, such as elementary schools, junior high schools and high schools (Maesari et al., 2020).

Educational tourism is a non-formal learning activity, so it is not as rigid as learning activities in the classroom. In addition, in its implementation, this concept is more directed to the concept of edutainment, namely learning accompanied by fun activities. The main goal of educational tourism is to provide maximum satisfaction as well as new knowledge to tourists (Priyanto et al., 2018).

Educational tourism or educational tourism, or better known as field trips, is an activity or journey done for recreation or holiday but there are educational activities or education inside it. Many educational tourism activities that can be done. Tourism education can also be intended as a tourist trip that has added value of education, not just traveling or recreation but also has the aim of adding educational values or education for visiting tourists (New Profile, 2021).

The educational tourism program is a program that combines elements of tourism activities with educational content in them. It can be packaged in such a way as to make annual tourism activities or extracurricular activities of high quality and weight. The materials in the guide have been adapted to the weight of the students and the educational curriculum. Every time you visit a tourist object, it will be adjusted to the interest of the object and the field of knowledge to be studied (School Travel, 2021).

Cultural diversity and tourism objects can increase the likelihood that tourists will come to visit Indonesia to conduct educational tourism activities. The long-launched educational tourism program has also become a necessity for schools to foster and educate students. In addition to in-class learning programs, educational tourism programs have proven to be effective in improving students' learning patterns and outreach. The educational tourism program is also supported by university academics in delivering material in the field, so that this program is truly structured to fulfill quality school tourism activities. It is time for educational tourism programs to be developed in every school as a student learning process about love for the nation, country and homeland (School Travel, 2021).

Tourism education has been developed by several tourist destinations in Indonesia. Among other things it is carried out by the Kampung Tulip tourist park as a new tourist destination in the city of Bandung, offering a tourist attraction with a distinctive Dutch feel, where this concept is a form of tourism that is relatively new in the city of Bandung, within

the Kampung Tulip area of $\pm 800 \text{ m}^2$, the manager has built a landscape of a tourist destination which is dominated by various types of plants, artificial lakes and Dutch buildings with their trademark being the presence of windmills. In addition to meeting the needs of tourists, tour managers provide various tourism support facilities such as cafes, photobooths, clothing rental, fish therapy and so on (Priyanto et al., 2018).

In line with this, other tourism education is in the village of Pujonkidul. Pujonkidul village nature is very supportive to be made a tourist destination that can bring in tourists, by offering the beauty of natural scenery in the area of green rice fields and the simplicity of people's lifestyles as a tourist attraction. On August 10th, 2016, this village was inaugurated by the regent of Malang at that time and became the Pujonkidul tourist village with a rice field cafe as one of the amenities and tourist attractions offered. The rice field cafe, which has an attractive view and a fresh atmosphere, is almost never empty of visitors. Every day no less than 300 visitors who come to this tour. Even if the weekend arrives or the holiday season, visitors who come can increase up to 3000-5000 people per day (Herman et al., 2021).

Tourism education can also be seen. UNPAD's potential as an eco-based educational tourist attraction can be found at the campus waste management area site, Jalalista Drinking Water Station which is one of the manifestations of UNPAD's response as an environmentally friendly campus. While the supporting amenities for its uniqueness are campus bicycles to accommodate tourists, *odong-odong* vehicle of campus, and camp-based accommodation at Kiara Payung. Meanwhile, accessibility has been supported by the availability of adequate public transportation modes (Evi Novianti, Rifki Rahmada Putra, Raden Willy Ananta Permadi, Muhammad Iqbal Maulana, 2021).

Several tourist destinations in Indonesia have also developed the concept of tourist education in their tourism vehicles, namely Taman Pintar, Yogyakarta Sangiran Archaeological Museum, Sragen, Museum Angkut, Malang, Kota Tua, Jakarta, The Bagong Adventure, Malang, Planetarium and Observatory, Jakart Kidzania, Jakarta, Taman Mini Indonesia Indah, Jakarta, Tour of Taufik Ismail's Poetry House, and Tanah Datar World Record Museum, Semarang (Traveloka, 2020).

RESEARCH METHOD

Based on the nature of the research, it is descriptive qualitative, the approach used in this research is a qualitative approach. Qualitative research methods are used to obtain in-depth data that contains meaning. This descriptive qualitative approach aims to make a systematic, factual and accurate description, picture of the facts, characteristics and relationships between the phenomena investigated (Sugiyono, 2017).

The type of research used is descriptive research with a qualitative approach, where the purpose of this research is to describe the design of the educational tourism concept at the Avros Park tourist attraction. Sources of data in this study consisted of two forms, namely primary data and secondary data. Primary data was obtained through direct observation in the field and data from interviews with tourist destination managers at Avros Park Medan. The secondary data was obtained through a study of various documents and literature related to research.

RESULTS AND DISCUSSION

This research examines the form of tourism education that can be applied in Avros Park as one of the tourist destinations in the city of Medan. Medan as one of the largest in Indonesia still has beautiful and cool places that can be enjoyed for recreation and releasing fatigue. Located in the middle of the city, this place is worth visiting for its many green trees, flowers and entertaining recreational rides.

Avros Park which is located at Avros street, Kampoeng Baroe, Medan Polonia District is a tourist destination that can be visited in Medan City. Avros Park Tourism Park is located on Avros street Kp. Baru, Medan Polonia district. Avros street is in Kampoeng Baroe Village, which is in the middle of the city. Avros Park itself has an area of ± 4 ha. This land belongs to an oil palm company PPKS (Palm Oil Research Center). The history of the Oil Palm Research Center (PPKS) dates back to the formation of A.V.R.O.S (*Algemeene Vereeniging van Rubberplanters ter Oostkust van Sumatra*) on June 27th, 1910. This AVROS was also the name of the road. At that time, the association of rubber owners, planters and traders on the East Coast of Sumatra took the initiative to build a separate research center by purchasing land in Kampoeng Baroe, Medan. Finally, on December 8th, 1916, this research center is officially named *Algemeen Proefstation der AVROS* (APA)

and A.A.L. Rutgers as its first director. The publication of *Mededeelingen van het APA Rubber Serie No.1* which conveys the effect of tapping and season on the nutritional needs of rubber plants is one of the indicators that APA provides rubber training/courses for various rubber plantation owners (Archigreen & 2018, 2016).

The location of the Avros Park is on the banks of the river Avros street, previously it was one of the garbage dumps for the residents of the Medan Maimun District. Since 2011, PPKS through its cooperative and various parties who care about the environment have succeeded in turning the place into a tourist park in the middle of the city. Avros Park is open to the public and entry is free of charge. The place is beautiful, lots of trees that make this park cool. Avros Park is widely used as a place for outsiders for recreation and education. Avros Park officially opened to the public in April 2018. Access to Avros Park can be done at several points to the location, namely, from Brigjend. Katamso street, Karya Jaya street, intersection of SMAN 2 Titi Kuning, or from Adi Sucipto Junior Commodore street (the road behind the former Polonia Airport LANUD Soewondo). Avros Education, has now changed to Avros Park (Education and Fun) at the end of 2017. Starting from a foundation engaged in the environmental and environmental care sector, especially the cleanliness of the Deli River called the Go River Indonesia Foundation which was entrusted with developing the existing land so that can be used as a useful educational location. Avros Park also collaborates with the Medan City Oil Palm Research Center (PPKS) given the trust to develop the existing land so that it can be used as a useful educational location. The rides in Avros Park Medan are: a) Bogie Car Tour Sets IDR 10,000.00 - visitors are invited to go around enjoying the beauty of Avros Park which covers two hectares; b) For adrenaline testing rides, Avros Park presents the Flying Fox. This vehicle is priced at IDR 25,000 per person; c) Archery rides priced at IDR 10,000 for six arrows. Besides that, here visitors can also see captive deer animals which are deliberately released to be closer to visitors and these deer are tame, so they don't harm visitors; d) The Avros Park also provides a camping area or camping ground with a semi-hotel concept. Visitors who want to spend the night here can check-in first. If check-in is at 12.00 WIB, visitors can check-out at the same time the next day. The facilities provided include mattresses, pillows, mineral water and breakfast. In addition, visitors will also be given a set of toiletries except towels;



Figure 1
Camping Ground

e) The Avros Park also provides services for visitors who want to organize various activities such as family gatherings, corporate outings, garden parties, reunions, social gatherings, birthdays, weddings, recitations, outbound, as well as small and large scale meetings at affordable prices;



Figure 2
Garden Party

f) Apart from offering tourist rides, Avros Park also provides a culinary spot with photo spots that are suitable for capturing on social media. The dishes served are also very delicious at a friendly price. The management of Avros Park also pampers visitors with live music, thus adding to the beautiful atmosphere of relaxing and having fun while enjoying the food that has been ordered;



Figure 3
Culinary Places

g) As the name implies, Avros Park Education and Fun, various educational rides are here. Starting from education to making handicrafts, spreading fish seeds and planting trees. One of the educational rides that only exist at Avros Park is the Deli River Walk using a boat. Unfortunately, this vehicle cannot be used at random, because you have to see the river water discharge first. During the dry season, the water discharge is usually low and the boat cannot operate optimally. To be able to walk along the Deli River, visitors are charged Rp. 20,000.00.



Picture 4
Educational vehicle along the Deli River

Avros Park is open every day from 09.00 – 23.00 WIB (weekdays) and 08.00 – 23.00 WIB (weekends). To enter Avros Park is free of charge or free. Usually the visitors are crowded on weekends. The visitors were very satisfied.

One of the educational rides at Avros Park, namely the Deli River ride at Avros Park, is able to change the negative paradigm about the Deli River. Visitors will be given an understanding starting from the historical value of the Deli River and how to keep the environment clean, especially the river. It was explained by the Director of Go River

Ahmad Hakiki (2019) with a vision of a commitment to a better Deli River, the Go River Indonesia foundation hopes to contribute to realizing this vision. Vision of the Go River Indonesia Foundation: The realization of quality water resources, rivers and areas for the welfare of the community. The mission of the Go River Indonesia Foundation: a) Building the participation of the community, stake holders and government for the better preservation of ecosystems of water resources, rivers and areas; b) Increasing the carrying capacity of water, river and regional resources as creative economic power and tourism for the welfare of the community.

Go River Indonesia wants Deli River to become a tourism icon for Medan City. As stated in several Old Malay literature. Go River Indonesia is a non-governmental organization that was founded on October 25th, 2014. The focus of the Go River Foundation is concentration on improving the ecosystem and socio-culture of the people in the watershed areas, especially the Deli River in Medan City as well as being the center for studies and data on the Deli River (Go River Institute) (Sinambela & Satriawan, 2009).

The Deli River as one of the rivers in the city of Medan has many benefits. However, it takes courage and firmness in maintaining its sustainability, so that this river can be of great benefit to the community, even though there are still obstacles that occur and potentials that can be addressed in the future from the use of the Deli River, such as plants on the banks of the river that should be a buffer. erosion so that the use of the river for the economy through conservation activities can run optimally.

Efforts that can be made in the midst of existing settlements are how to protect the environment, so that flooding does not occur, makes the river not a scourge, and most importantly, useful for many people, the birth of the Go River Foundation, which has successfully developed Avros Park since 2014. They have a vision of creating quality water, river and insight resources for the welfare of the community so that in the end, Avros Park has a tourism and educational concept with a variety of activities (Sinambela & Satriawan, 2009).

It is in line with conveyed by Bobby Nasution (2021) acknowledged that the Deli River has extraordinary potential for the City of Medan. Moreover, in the past the Deli River was once the identity of Medan City which was used as a trade transportation route. The Deli River had to be maintained properly. In the past, this river was a transportation

route for trade and identity for Medan City. The role of the Deli River is quite large in the progress of Medan City. As a native, Bobby really appreciates the steps taken by Go River in managing Avros Park as a concrete form of preserving the river. Go River develops the potential of the Deli River while maintaining its natural preservation. Deli River will provide even wider benefits if all parties collaborate with each other to preserve it (Herman et al., 2021). With the involvement of all elements, including the government, the community and environmental activists, the problems that have occurred so far can be anticipated and solutions sought.

The marketing department for Avros Recreation Park, Wahyu (2021) admitted that last week this place was still visited by many visitors which coincided with the wedding ceremony, holidays, looks lonely. There has been a decrease of around 25 percent of visitors, since this outbreak, it is usually always crowded on weekends. In this place there are several games such as learning archery, walking along the river, feeding animals (deer) and also a kid zone. During holidays, many families bring their children here. There had been a decrease in income due to the Covid 19 pandemic. In dealing with this Covid 19 pandemic, the management of the Avros Recreational Park also implemented strict health protocols, including the use of masks and washing hands with soap for employees and visitors to prevent the spread of the corona virus.

From several studies conducted and researchers' observations, there are several tourist rides, both in the form of games, which can support the continuity of this park so that it can attract tourists to visit, especially with several existing educational rides. In practice, what is happening is still not optimal in providing educational facilities. Thus, it is felt necessary to add spots that are able to support educational facilities which are expected to also require better arrangements.

The park is more comfortable to be used as a tourist attraction in the middle of the city. Besides that, an emphasis on sustainable architecture is deemed necessary to increase educational materials for visitors to understand the importance of a sustainability system for sustainability. This park can also develop a form of tourism education that supports existing educational vehicles, namely tutorial education to provide basic knowledge about various things found in tourist destinations and also exploratory education to increase the knowledge and understanding of tourists by seeing the educational object directly,

especially for educational vehicles related to the Deli river as a tourist attraction that utilizes natural resources and also as one of the icons of the city of Medan in natural tourism. Therefore, it can attract visitors to have recreation in this park and have a positive impact on the economy in the city of Medan.

CONCLUSION

Avros Park is one of the tourist parks in the city of Medan which utilizes one of the natural potentials, namely the Deli river which is one of the icons of the city of Medan with its educational rides, namely along the river, namely how to recognize this natural tourist object. However, in practice there are still problems faced in realizing this vehicle, including the need to develop educational facilities and forms of tourism education in the form of tutorials and explorations to increase the understanding and knowledge of visitors visiting Avros Park. The development of the Avros Park tourism education model can be realized with the involvement of all elements, both the government, the community and environmental activists so that the problems that have occurred so far can be anticipated and solutions sought.

Based on the conclusions that have been made, several suggestions are put forward, namely the need for more intensive promotion that must be carried out by the management of Avros Park, as well as adding facilities and facilities that support existing tourist education vehicles and caring for and maintaining watercraft tourism attraction facilities.

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