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Development of Marine Education Tour in Tidung Island, Jakarta, Indonesia

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Abstract:

The research aims to find a component of marine educational package tour at Tidung island such as the tourist attraction, tourist activity, accessibility, amenities, and organizations which can be developed as marine educational tour product to capture market opportunities in the student market segment. This study used qualitative research methods with reference to the concept of educational tours. The participant of this study includes the local tourism business, Marine National Park, the local tourism industry and the residence of Tidung Island. The data were collected by observation, interviews and analyzed on the basis of the model miles and huberman with triangulation of data. These results indicate that the tourism attraction of the Tidung island consisting of natural resources a socio-cultural community, marine educational tourism activity, accessibilities, amenities and organization in general education adequately and can be developed in accordance with General Spatial Plan in the area of Island Seribu in 2018, although there is short coming that need to fix, especially in term of management and the promotion marine education tourism in the Tidung Island. It is therefore necessary to synergize cross-sectoral cooperation efforts between government, private and community to manage marine educational tour activities such as the amenity, accessibility, attraction and information of Tidung Island.

Keywords: Marine education, Tidung Island, tourist activity, tourist attraction

1. Introduction

Tidung Island is one island settlement in the islands Seribu region. This area belongs to the Administrative District islands Seribu, Jakarta Province. Tidung Island is one of the tourist destinations in north Jakarta. Natural resources such as biodiversity of flora and fauna which is owned by Tidung Island is natural potential is the main attraction of the tourist. The clean attractive beaches and potential cultural community that has unique characteristics are able to attract the tourists.

Tidung Island tourism has developed quite large, these conditions can be seen from the number of tourists. Both domestic and foreign tourist visiting the island has increased every year Tidung Island statistically Tribe Department of Tourism & Culture of islands Seribu regency in 2017 showed the number of tourist both foreign domestic an came to Tidung Island as much as 59.636 people. That number has increased compared with the number of visits in previous years.

But in fact, when the number of tourists visiting the island to Tidung island still has not reached its maximum target or maximum capacity. Based on the above data it can be concluded that the average tourist arrivals both foreign and domestic at Tidung Island counted to 164 tourist per day, while the caring capacity of the tourist visiting the island, Tidung island is approximately 600 people per day.

Group of the tourist visiting is dominated by a group of Tidung island private sector workers and student. It also shows that the demand in this segment of the student is also large enough for a visit to the Tidung Island student segment is potential market because of the large numbers and are likely to continue to grow in number. Of the total population of Jakarta is apparently less than 28 % of this or 2.791.275 is the population of student who are spread from various school levels.

However, this segment has not fully received appropriate attention by the existing travel bureau through the tour package offered by tour as required by students in the context of education. The tourism activities not only give the feel of the streets and enjoy the natural scenery, but also must have a good education so that charge these students not only get pleasure alone but also must acquire knowledge and learning experience.

The average number of tourists visiting the island to Tidung Island potential is not maximal although there is a large potential market segment such as school and university students in surrounding areas. The presence of marine education tour packages is able to provide the knowledge and experience of learning. It will support the development of maritime educational tours in marine areas of Tidung island (space marine and the terrestrial / coastal) corresponding to the potential perks of Tidung island and is able to attract students as tourist market segments of Tidung Island.

2. Literature Review

2.1. Tourism

Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. In 21st century, travel is a common thing for people, but in the past people hard to travel from place to place because lack of transportation and technology. Travel defines as people moving from one place to another (Birtles et al 2001).

2.2. Tour Package

The tour package is a mix of some of the tourist product of at least two products, which are packed into a single unit that can not be separated from one another, while the tourism product has to have an understanding of totality of the experience rating since he left the place and returned to where he left (Young chen et al, 2014). While forming part of tour package according to Kim and Sohn(2003) basic elements that are 'Elements are the basic components of a tour : the elements of the category of include; transportation, lodging, dining, sightseeing / guide service, attraction, shopping'.

2.3. Educational and Learning

Understanding learning often raised by some education experts, among others, state 'Learning means finding the meaning, the meaning of the object created by students of what they see, hear, and from which they perceived and experienced by the experience of learning objects with physical world and environment (mustaji)

2.4. Tourism Education

According to Ritchie(2002) educational tour that is 'tourist activity undertaken by those who are undertaking an overnight vacation and those who are undertaking an excursion from whom education and learning is a primary or a secondary part of their trip. This can include adult study tours, international and domestic travel university and school student, including language school, school excursion and exchange programmes. Educational tourism it can be independently or formally organize and can be undertaken in a variety of natural or human made settings' (Ritchie, 2003)

2.5. Marine Tourism

According to Michael(2015) marine tourism is a marine tourism includes those recreational activities that involve; travel away from one's place of residence and the which have as their host or focus the marine environment (where the marine environment is defined as those waters whose boundaries are saline and tide-affected)

2.6. Marine Educational Tours

According to Birtles several studies have shown that marine tourism with a strong education can transform into pro environmental attitudes and confidence of visitors and suggest that marine tourism with strong education can create long term behavior changes in lifestyle of the visitors. Schanzel and Alison (2000) found that the visitors who have felt the underwater life derive psychological benefits such as ; mood and evoke positive emotions, as well as environmentally sensitive.

3. Research Method

The methods of this study is a qualitative research is a research method that aims to understand the phenomenon of what is experienced by research subject in a holistic manner and by means of a description in a particular context by using natural methods. In this study will be carried out analysis of condition associated with Tidung Island tourism, namely accessibility, facilities and supporting infrastructure, amenity, tourism activities, tourism related industries, stakeholders related to tourism and others. Tourism potential in the form of natural resources and socio-cultural resources as a tourist attraction in Tidung Island.

This study will be conducted in the general area of the Thousand Islands district, Jakarta province and will be focused on Tidung Island. Population in qualitative research can be referred to as 'social situation' or social situation that consist of three elements ; place, actors and activities that interact synergistically. The social situation can be expressed as an object of research to know what happens in it. In social situations or object this study, researchers will observe the activities of people who exist in a particular place.

Technique of data collection in this research is to use observation techniques. Activity observations made by the researcher is observing conditions forming part of tour packages such as tourist attraction, tourist activities, amenity, accessibility and transport as well as organizations or institutions that exist at the location. The second technique is the key informant interviews. And the third is the study of literature and documents related to the travel conditions in Tidung Island.

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4. Result of the study

4.1. Attraction of the Marine Education Tour

Based on observations, interviews and literature studies and documents it was found that the potential of a marine educational tours of tourist attractions and marine education. The various tourist attractions in the Tidung Island marine education as follows:

The Tourism Potential	Attraction
Natural Resources (Flora and Fauna)	Coral reefs and marine life
	Mangrove forest
	Seaweed's ecosystem
	Hawksbill turtle breeding
	Sea birds
Social & Cultural Resources	Social and cultural activities of the Tidung Island

Table 1: Analysis of Potential and Attraction of Marine Education Tour on Tidung Island

4.2. The Marine Educational Tours Activity in the Tidung Island

Based on the potential of maritime marine educational tours and tourist attractions that exist, it can be developed into a marine educational tour's activity. The activity of marine educational tours that can be developed in the Tidung Islands as follows:

Tourism Potential	Attraction	Activity
Natural Resources (Flora and Fauna)	Coral reefs and marine life	Introduction of coral reefs and marine life through snorkeling activity
		Transplantation (planting) and the adoption of the sea coral
	Mangrove forest	The introduction of the types of mangrove plants and mangrove plant morphology Mangrove planting
Natural Resources (Flora and Fauna)	Lamun forest	Introduction to the types of plants and plant morphology seaweeds. Seaweed's planting
	Hawksbill turtle breeding	Observing Hawksbill turtle Introducing Hawksbill turtle morphology
	Miniature garden of shallow and marine ecosystems	Marine ecosystem observations Introduction miniature garden of shallow marine ecosystem
	Sea birds	Observations of various types of sea and birds Introduction to the morphology of various types of sea birds Observation of endemic bird habitat (eagle bondol)
Social & Cultural Resources	Social and cultural activities of the Tidung Island	Watching the art of Gebrak tidung and konkow pulo dance performance Making fishing nets Making a fishing equipment Participate in a workshop repairing ships in the ship belonging to the community.

Table 2: Analysis of Marine Educational Tour Activity on Tidung Island

Marine Educational tours activity in the above table must be given charge of the tourists learning to marine education tour participants not only gain experience but also traveled alone will get the experience off learning in educational marine tourism activities.

4.3. Accessibility of Marine Educational Tours at Tidung Island

Tidung Island's region is an archipelago, the area is an open area (open access). To go to the region is the main entrance to the port in North Jakarta. The port became the entrance to the Tidung Island is:

- Ancol Marina harbor, the port is a port located in the tourist area of Ancol. This port serves the regular crossing and special charter of speed boat.
- Muara Angke port, the port which serves both regular and charter vessels belonging to private and public.
- Kali Adem port, the port which serving the crossing by using fast ships belonging to the government subsidized the Thousand Islands regency.

As for the means of transport available to transport tourists divided into 2 categories:

- Motor boat crossing from Jakarta to Tidung Island. Crossing vessel is divided into 2 types, namely a fast boat (speed boat) private and government-owned and community-owned motorcycle rental boats. The ship has a large enough capacity between 100-250 passengers on motorcycles and boats to speed boats for 20-120 (speed boat)
- Ships crossing between islands is serving vessels crossing from one island to another. This ship is a small capacity to accommodate 15-30 passengers per boat.

4.4. The Amenities of Marine Educational Tours at Tidung Island

In terms of tourism development, marine education should not be overlooked as the amenities side. Amenitas are all supporting facilities necessary to meet the requirements for conducting marine educational tours in Tidung Island. Amenitas existence or support facilities is very important because it will affect the length of stay of tourist at Tidung Island. The Amenitas include:

4.4.1. The Accommodation of Marine Educational Tour at Tidung Island

Accommodation available at Tidung Island is a villa and homestay. The number of homestays on the island is much more than the villa. Homestays are houses rented to tourists. Homestay facilities are adequate, namely TV, air conditioning, a bathroom and a bed. However, based on the result of field research home-stay available today, there are still shortcomings, especially on the side of management is therefore necessary to improve

4.4.2. Provision of Marine Services Consumption of Tourism Education

In addition to accommodation services consumption also has a vital role. There are many different types of businesses in the consumer services, namely the Tidung Island restaurants, restaurants and catering, Catering business more than two other businesses, but based on the findings of the entire field of consumer services business that there is still a shortage in food processing where food is though still not accepted by the tongue of the tourists. This happens due to the lack of public knowledge of the treatment and diet variation making, so this needs to be improved.

4.4.3. Other Supporting Facilities

Other means of support is meant here is the creation of all the facilities to support the development of educational tours in Tidung Island. Based on observations found some support facilities that are clean water, power, telecommunications facilities in the form of Base Transfer System (BTS) to support mobile phone signal, banking facilities which in this case is Bank DKI, health facilities such as hospitals and sanitation facilities and souvenirs shop.

4.4.3.1. Organizational/Institutional of Marine Educational Tourism at Tidung Island

Organization/institution in question in this case is a group of organizations that can help in the planning and implementation of educational tours in marine activities. Organizations/institutions are community-owned institutions, private and public. Based on observations in the field that at Tidung Island there are some agencies that can help and support the education of nautical tourism activities from the planning phase to the implementation of marine educational tours. They are a) Local tourism business of the Thousand Islands, b) Tourism association of Tidung Island, c) Penunggul Karang group and d) Local guide groups.

5. Conclusion and Recommendation

Based on the analysis above it can be concluded that:

Tidung Island has tourist attractions such as coral reefs, mangroves, seaweeds, hawksbill breeding, Miniature Park Shallow Marine Ecosystems, marine life and fish are typical in a thousand islands. In addition, there is also a shallow marine ecosystems seabird. It also has the potential of travel in the form of social and cultural conditions which are predominantly fishing communities.

To create educational tours in marine educational tourism activities, require the development of both existing and not existing. The development of marine tourism activities i.e., education by including elements of education in it so that the tourists not only enjoy the beauty of nature but gain knowledge about the natural world.

As an open area (open access), the main entrance is the port. There are three ports namely Port to the Tidung Island Marine, Muara Angke and Kali Adem. Means of transportation to support tourism activities in the island is a motor boat crossing and crossing between islands

The Actual conditions of Tidung Island amenities there are still some shortcomings in particular is the home-stay management and food management to the tourists

Institutional educational tours in Tidung Island are composed of two types of organizations or institutions that the government and non-government organizations. As these institutions are:

- Marine national park of the Thousand Islands,
- Local tourism business of the Thousand Island

- Tourism association of Tidung Island
- Coral conservation group
- Local guide groups

Based on the above conclusions can be drawn a recommendation that:

- Perform the existing inter-agency cooperation in the form of joint supervision of all tourist activities and information regarding the prohibition of the manufacture of boards and suggestion for visitors of tourists
- In the marine tourism activities educational setting always made a visitor management
- Needs to be improved operational control of the public transport is government-owned marine transportation, private and public.
- In order to meet the needs of the tourists, the amenity of Tidung Island need to be improved. Amenity that needs to be improved is the accommodation and restaurant services and catering
- Organizational/institutional educational tour continues to integrate maritime activities and to promote educational tourism to the market segments such as potential schools in Jakarta and surrounding areas.

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