

THE CONCEPT OF EDUCATIONAL TOURISM THROUGH THE ESTABLISHMENT OF SMALL INDUSTRIES BASED ON MATERIAL EXPLORATION APPROACH.

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ABSTRACT

Based on the research done on the Design education, has tested an approach that results can be applied as a creating approach in the field of craft, namely the approach of exploration material to produce unique creations made from non-conventional raw materials, such as tubers, fruit skins, weeds, and seeds. Through this approach, it can be demonstrated that the level of skill, intellect, and creativity, is not always being potentials should be owned by a creators, thing that as if of les only owned by society the academic course.

As written on the site of the National Education Ministry, the Directorate of Higher Education Indonesia (<http://www.dikti.go.id>), that the university as an institution is a dynamic living community in the role of mature levels of intellectual, emotional and spiritual students, struggling with the value of social life, the pursuit and dissemination of knowledge as a dedication to the advancement of society. However, reality shows that actually describe the state of research is based on the values that exist in the community still revolves around the level of society as an object only, while the dissemination of knowledge that can be used to improve the quality of life is still very little done.

This paper will describe, how the implementation of the approach to the exploration of material on the creative industries have the potential for a synergistic link between big industry, the potential of the area, intellectuals, government, the people who do not have the opportunity to develop intellectual abilities through higher institutions.

Keyword : *exploring material, new raw materials, craft in creative industry.*

Preface

According to A.J. Burkart and S. Medik, tourism is the movement of people for a while and in the short term to destinations outside the places where they normally live, work, and their activities during their stay in places that purpose, and according to Hunziger and Krapf of swiss in Grundriss Der Allgemeinen Fernverkehrslehre, said tourism is the whole network and symptoms related to the residence of foreigners in one place on the condition the person is not doing an important job (Major Activity) which provides benefits that are permanent or temporarily¹.

Currently, tourism has become an asset that is able to mobilize non-oil economy of a country. According IUOTO (International Union of Official Travel Organization) cited

by Spillane (1993), tourism should be developed by each country for the eight main reasons as follows: (1) Tourism as a trigger factor for the development of national and international economic. (2) The trigger of prosperity through the development of communication, transportation, accommodation, services and other services. (3) Special attention to the preservation of culture, social values to economic values. (4) Equitable distribution of welfare caused by the consumption of tourists at a destination. (5) Generating foreign exchange. (6) The trigger of international trade. (7) Triggers the growth and development of tourism professions education institutions and institutions that make up the special spirit of reliable and courteous hospitality. (8) The market share for local products so that a range of products continues to grow, as the socio-economic dynamics in the area a destinationⁱⁱ.

Until now, it still remains a discourse, which is question of how a tourist development area may improve the welfare of the community around the tourist sites. In fact, people who tend to get the highest financial benefit, still revolves around the owner of the area, that in fact it is not a native of the area. Meanwhile, communities have not been able to feel the optimal financial return. Activities of most of the people still regarded as complementary not included in the consideration of the establishment plan of the tourism industry itself. One cause of this condition is caused by society's role in the tourist area that is not part of tourism itself. In other words, there is or not, people in the area, not directly increase the value of tourism itself. Most still see that the community is not part of the assets of the tour. Unlike the traditional tourism industry, where people become part of the tourism assets themselves, can be seen that the role of the community is an asset that became the backbone of the tourism industry itself, however, as well as in other tourist industry, in fact, society itself is still not able to take advantage of high finance, which differs significantly from the owner of the tourism industry itself.

Increasing the level of the people economy in a tourist industry, in essence is not an impossible case. The phenomenon of the Guggenheim Museum Bilbao - Bilbao, Spain by Frank O, Gehry shows how a creative act can significantly increase the economic activities of a city, which had been dead a very moving in a relatively very short. Economic benefits not only felt by few people only, but will be felt by almost all parties involved.

Creativity is one of the true potential of every individual to engage in any activity without being too dependent on the capital.

This paper is a proposal, how the tourism industry can be planned as an economic activity that can be felt by all walks of life through community involvement and middle-class economy as one element of learning from what happened to the phenomenon of Guggenheim Museum Bilbao in Spain, then as a tourist area, it should be a tourism industry that will be built has a unique charm, originality, which as far as possible not shared by other areas. The second thing worth noting is that all means of appeal around the object is also required to have that offer unique recreational value as well. Industry, and feel the optimal financial effects.

A tourist area will require the means of support, starting from transport, accommodation, to souvenirs, all of which can not be ignored existence as a binder so that the tourists volunteer their time and money for granted.

The industry based on a new material

Crafting is one of the most economic activities done by the people with the weak economy. In addition to the industry because it does not require a large capital, the effect

is significant that the industry is not too demanding high intellectual level. With capitalize skills, most of the crafts industry forms can be done by all levels of society.

Based on research conducted in the field of product design, found a creative approach to produce unique works which belonging to the craft. The approach in question is an exploring material approach, the approach undertaken in the field of creation as an attempt to get a novelty or uniqueness.

From research conducted, obtained at least four characteristics possessed by each raw material (material), namely:

1. Physical and Chemical Characteristics
2. Structural characteristics.
3. Dimensional characteristic.
4. And aesthetic characteristics.

Therefore, if the material is selected as the raw material is a unique material; it is supposed he will give you a bid response that also offers unique and distinctive.

This simple principle can be used on materials that are not conventional, such as seeds, tubers fruits, fruit peel, and even wild grass. By leveraging the potential that each material, it will offer its unique shape is obtained, according to the characteristics of each material.

Important thing to note from the results of this study is basically all the material can be used as raw material. And thus, if the raw material is something unique, then by itself can produce a unique work, too. Example of a simple case on the application of this approach is the use of avocado seed and corn tubers as the raw material of handicraft industry. With distinctive characteristics possessed material, can be obtained by the works of a unique and original, as shown in FIG.

A tube corn has unique characteristics not possessed by other material, physical and chemical characteristics that are owned by the corncobs will give the typical response when the material is treated by cuts or beatings. Typical structure will also offer a unique response, including the dimensions and even aesthetically. Sensitivity to this response should be done to be able to obtain a novelty in the works produced by this approach.



Figure 1 decorative vases made from corncoobs works Septi M, ITENAS Product Design

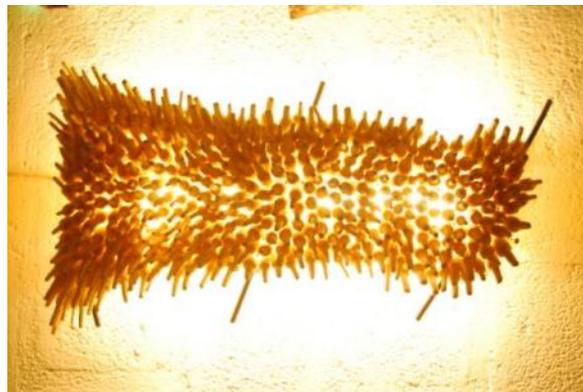


Figure 2. Decorative lights made from corncoobs, Seni S, ITENAS Product Design



Figure 3. bags made from corn tubers, works of Hendra, ITENAS Product Design



Figure 4. Lighting Design made from raw Skin Avocado Seed, author of Work.



Figure 5. Lighting Design made from raw Skin Avocado Seed, author of Work.

Of the works above, can be seen, that by using an exploring material approach to unconventional raw materials, will be obtained form a unique and original, due to the unique characteristics possessed by the material itself. And thus, the intellectual skills of the actors themselves and not required to be too high, because almost all the novelty of thought has to offer outside actors. Figure 1, 2, and 3 are examples of crafts made from corncobs materials. Dimensions and aesthetic characteristics that are typical of tubers produce a unique and distinctive. The size of the tubers that was never the same, if arranged in a certain way, will be result in an unexpected form. Corncobs that has a distinctive color offered another unique.

The same approach can also be seen in Figure 4, the lights that are made from avocado seed coat. Aesthetic characteristics of a typical avocado seed coat, providing a unique transparency effects and original. Structural characteristics of the avocado seed in Figure 5, is a hallmark of the avocado seed large shrinks when dried. When wet, seeds pierced with a toothpick, and when it dries, shrinkage will be result in unexpected forms, form a unique and original.

When the products exhibited, at national scale exhibition, gained evidence that the work has a high economic value. thus, will be able to be used as one type of livelihood for the people who live around a large industry. Wherein, the raw material from small industrial owned by the community will be available continuously

If the public can use this approach in producing works of craft, the craft industry made from non-conventional material can be grown in one area that has a processing industry. For example, craft industries can be established around the plantation of corn, and has also established the corn processing industry that produces the raw material continuously. Original works of this kind can be offered as one characteristic of which is owned by one of the existing industrial area that has a yield of raw material, and the distinctiveness and uniqueness that it has, it should also be able to appeal to consumers who come to the area.

Educational tourism ideas, creative craft-based industries

By considering the relationship between the existing plantation area, plantation product processing industries, and craft industries which process the waste from industrial processing of farm, then with good planning, these linkages can be used as an educational proposal for the tourism industry, which offers recreational-educational elements in one area.

The industry can be started from how to cultivate a farm area of commodities, for example corn, as a farm area that has a natural appeal as one component of this industry. This area is then continued in the Corn Processing Industries such as processing of cornstarch, which is packaged in such a way as to provide recreational information on how the corn can be processed into flour. Area of the processing industry, tourism can proceed on industrial raw materials corncobs craft that uses waste from the processing industry. In this area, presented typical products are uniquely made from raw corncobs.

With a good level of synergy of three components, you will get a tourist area that offers a variety of unique educational as to what happened at the Guggenheim Museum in Bilbao, Spain.

And further, synergy of the three components of the relationship will bring to other industries, such as the culinary industry, packaging, lodging, to transportation.

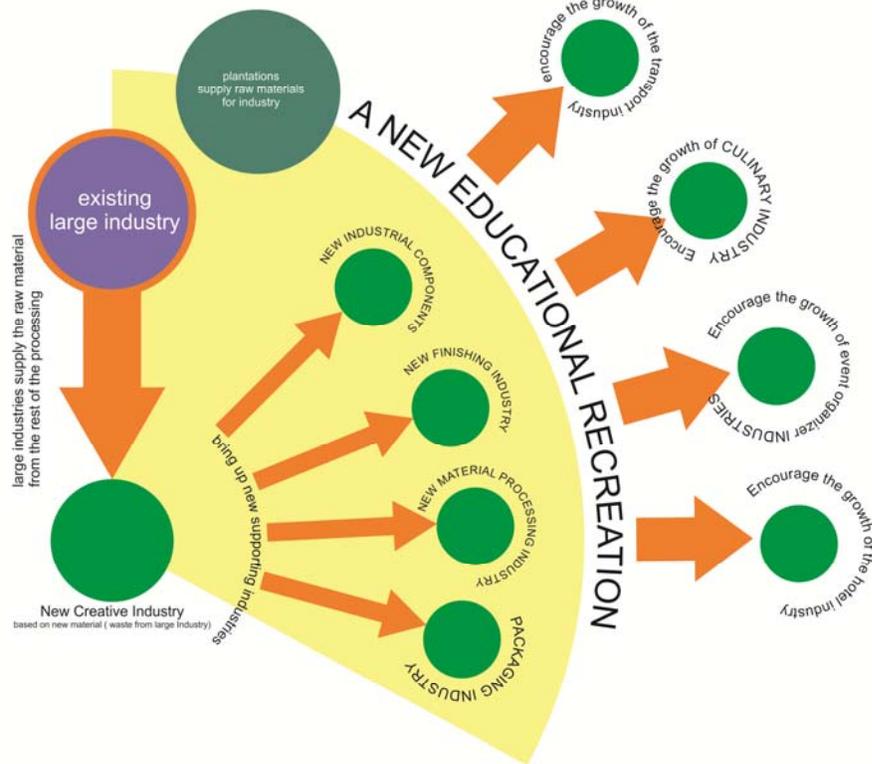


Figure 6. Multiplier effects of the creative craft industry non-conventional raw material

Conclusion

The description above shows that essentially every component involved in educational tourism industry will offer the ability to rely more on creativity than financial ability.

And thus, if this can be realized either, then the community as a component of the tourism industry will benefit financially significant, without having to be components that are complementary.

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