

Abstract

Wisata Gunung Kelir is an educational natural tourism in which is also a coffee yielding region located in Dusun Sirap. This coffee educational natural tourism has a decent potential to develop, especially in managing its educational tourism. This research aims to observe the form of education and to formulate a strategic development of educational tourism located in Dusun Sirap to improve the quality of educational tourism to increase annual tourists visit.

This research is the first research concerning tourism management in Dusun Sirap, conducted through explorative-qualitative method using data collection technique through observation, interviews, and literature study.

The result of this research shows that Dusun Sirap has various choices of education, from cultural education to coffee education. The most crucial finding in this research the emergence of various ways of development such as improvement of quality of the learning environment, development of capacity in facilitators, and also the improvement on how the knowledge or information is conveyed.

Keywords: Development, Educational tourism, Dusun Sirap, Coffee, District Jambu

Intisari

Wisata Gunung Kelir merupakan objek wisata alam berbasis edukasisekaligus daerah penghasil kopi yang berlokasi di Dusun Sirap. Objek wisata berbasis edukasi kopi ini memiliki potensi yang layak untuk dikembangkan, khususnya dalam lingkup pengelolaan wisata edukasi. Penelitian ini bertujuan untuk mencari tahu bentuk edukasi dan merumuskan strategi pengembangan wisata edukasi yang ada di Dusun Sirap guna meningkatkan kualitas atraksi wisata edukasi sehingga dapat meningkatkan jumlah pengunjung.

Penelitian ini adalah penelitian pertama kali terkait pengelolaan pariwisata di Dusun Sirap, dilakukan menggunakan metode eksploratif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan studi pustaka.

Hasil penelitian menunjukkan bahwa Dusun Sirap memiliki beragam pilihan edukasi, dari edukasi budaya hingga ranah edukasi kopi. Temuan terpenting yaitu munculnya rumusan strategi pengembangan berupa peningkatan kualitas lingkungan belajar, pengembangan kapasitas pemateri, serta metode penyampaian materi.

Kata kunci: Pengembangan, Wisata Edukasi, Dusun Sirap, Kopi, Kecamatan Jambu