

# NATURAL TOURISM PARK DEVELOPMENT STRATEGY WITH THE CONCEPT OF EDUCATION, RECREATION AND CONSERVATION TOWARDS THE VISITING INTEREST OF THE COMMUNITY OF BATAM CITY

Fairuzzabadi <sup>a\*)</sup>, Yuanita FD Sidabutar <sup>a)</sup>, Cevy Amelia <sup>a)</sup>

<sup>a)</sup> *Batam University, Batam, Indonesia*

<sup>\*)</sup> *Corresponding Author: 102622017@univbatam.ac.id*

*Article history: received 13 June 2024; revised 21 June 2024; accepted 20 July 2024*

*DOI: <https://doi.org/10.33751/jhss.v8i2.9907>*

**Abstract.** Sekupang Deer Park is located on Jalan RE. Martadinata, Tanjung Pinggir Village, Sekupang District is a new tourist icon in Batam City. This tourist park, which carries the "Smart and Green Garden" concept, has an area of 12 hectares and is equipped with jogging track facilities, fountains, fish farming ponds, fishing ponds and children's playgrounds. Several types of animals found in the Sekupang Deer Park include deer, kate chickens, pigeons, koi fish, goldfish, tilapia and catfish. At Sekupang Deer Park, visitors can also learn plant cultivation techniques using a hydroponic system, how to make compost fertilizer, as well as a system for recycling water and electricity from solar power. With the various facilities available, Sekupang Deer Park is one of the choices of places to visit for the people of Batam City and tourists visiting Batam City. A natural tourist park is a natural conservation area which can also be used as a tourism location or recreation facility. Ecotourism is a tourism activity that is environmentally friendly by prioritizing aspects of nature conservation, aspects of socio-cultural economic empowerment of local communities as well as aspects of learning and education. This research aims to analyze the influence of developing a tourist park with the concepts of education, recreation and conservation on the interest in visiting the people of Batam City. The research method uses a quantitative approach with survey techniques using questionnaires distributed to respondents who are residents of Batam City. The collected data was analyzed using a simple linear regression method to determine the extent to which tourist park development variables influence the interest in visiting the people of Batam City. The results of the research show that the development of a tourist park with the concepts of education, recreation and conservation has a significant positive influence on the interest in visiting the people of Batam City. The existence of educational facilities, recreational activities and nature conservation efforts in tourist parks can increase public interest in visiting and participating in these activities.

**Keywords:** *Sekupang Deer Park; nature tourism park; education, recreation; conservation; Sekupang*

## I. INTRODUCTION

The emergence of tourism as a major industry is one of the most extraordinary changes that has occurred in global economic activity (Frederick, 1993). Apart from the oil and automotive industries, tourism is the third largest economic activity that is experiencing very rapid growth (Furqan et al, 2010). Revenue from tourism makes an important contribution to the economies of developing countries in terms of income, employment, and balance of payments effects. Because of this, many developing countries began to actively pursue tourism as a means of creating jobs, diversifying their economies, and earning foreign exchange (Sadler & Archer, 1975). Tourism development is seen as a way to improve the economic and social welfare of a country, but if this development is not handled carefully, tourists will migrate to competing destinations or attractions (Risman et al, 2016). In the future, there will be increasing pressure to develop tourism products with a sustainable focus, helping them adapt to the local environment and ensuring their preservation (Evitadkk, 2012). Batam City is the largest city in the Riau Islands Province, Indonesia. The Batam City area consists of Batam Island,

Rempang Island and Galang Island and other small islands in the Singapore Strait and Malacca Strait areas. Batam Island, Rempang and Galang are connected by the Bareleng Bridge. Since 2007, Batam City has become one of the main tourism destinations in Indonesia apart from Bali and Jakarta, with a number of foreign tourist visits of  $\pm 1,077,000$  people. This is because Batam City is very strategically located in the Malacca Strait and directly adjacent to Singapore and Malaysia, which makes Batam City easily accessible to tourists from these neighboring countries. Seeing that the number of foreign tourist visits continues to increase from year to year, Batam City has been designated as an industrial and tourism area.

Batam City, as one of the tourism cities in Indonesia, continues to strive to develop attractive and sustainable tourism infrastructure. One of the efforts made is the development and construction of a Natural Tourism Park in Batam City. There are several natural tourist attractions in Batam City.

The strategy for developing natural tourist parks is carried out by designing the concept of Education, Recreation and Conservation in natural tourist parks in Batam City. This concept is designed to provide an interactive and fun tourist experience for the people of Batam City.

With this research, it is hoped that it can provide valuable insight for the government, tourist park developers and the general public about the importance of developing tourist parks with the concepts of education, recreation and conservation in supporting the concept of sustainable tourism which can provide long-term impacts both on the environment, social, cultural and economic in the present and future for local communities and tourists visiting Batam City.



Source: jdih.batam.go.id

Figure 1. Batam City Map

Table 1. Natural Tourism Parks in Batam City

NO	Place name	Location	Wide	Year of Operation
1.	Cat's Eye Tourist Park	Ex. Kibing, District. Aji Stone	200 Hectares	2003
2.	Eco Edu Park Panbil	Ex. Sukajadi, District. Batam City	200 Hectares	2021
3.	Sekupang Deer Park	Ex. Tanjung Pinggir, District. Sekupang	12.2 Hectares	2022
4.	Batam Zoo Paradise	Ex. Sadai, District. Bengkong	2 Hectares	2024

The objectives to be achieved from this research are:

1. Analyzing the influence of the development and construction of a Natural Tourism Park with the concept of Education, Recreation and Conservation on increasing the knowledge of the people of Batam City about the environment, biodiversity and nature conservation.
2. Assessing the influence of the development and construction of a Natural Tourism Park with the concept of Education, Recreation and Conservation on the environmental attitudes of the people of Batam City, including awareness of the importance of protecting the environment, biodiversity and nature conservation.
3. Identifying challenges and opportunities that arise in implementing the development and construction of a Natural Tourism Park with the concepts of Education,

Recreation and Conservation in the context of learning for the people of Batam City.

The problems that will be discussed in this research include:

1. There is still a lack of public understanding about the importance of protecting the environment and biodiversity in Batam City.
2. Limited recreational facilities that support interactive learning about the importance of protecting the environment, biodiversity and nature conservation for the people of Batam City.
3. There is no integrated learning approach between formal learning at school and learning experiences outside school such as at tourist parks in Batam City.

## II. RESEARCH METHODS

The research location was carried out in Sekupang Deer Park, Tanjung Pinggir Village, Sekupang District, Batam City. The location of this research was determined with the consideration that the area has potential and tourist attraction which, if developed, could become a natural tourist destination in Batam City. The data used in this research are primary and secondary data. Primary data is data taken directly from the research location in Sekupang Deer Park through direct observation at the location and filling out questionnaires. Filling out a questionnaire for the purpose of analyzing strategies for developing natural tourism parks in Batam City by selecting respondents from visitors to tourist parks and the community in Batam City. The respondents selected were 80 people with various social and educational backgrounds. Secondary data is data obtained by conducting literature studies sourced from books and the internet and then this data is used as a reference source in this research.

The data analysis method in this research was carried out by observing the design strategy for developing natural tourism parks in Batam City, especially in terms of physical environmental indicators in Sekupang Deer Park which were analyzed using qualitative descriptive methods and quantitative analysis by calculating the level of community perception in terms of their assessment of conditions. Sekupang Deer Park area. The value calculation is based on providing several indicators contained in a questionnaire with 80 respondents (visitors and local communities)

## III. RESULTS AND DISCUSSION

### *Community Response to the Education Concept in Sekupang Deer Park*

Researchers have created a questionnaire containing questions about the educational concepts implemented in Sekupang Deer Park to obtain alternative answers provided in this questionnaire. This can be seen from the following pie chart data results:

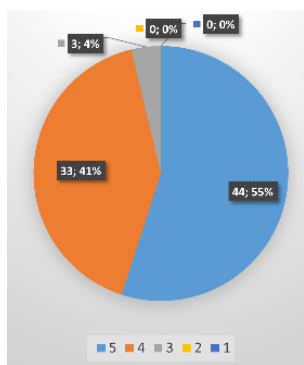


Figure 2. Sekupang Deer Park is suitable for educational tourism.

Based on 80 data obtained from respondents' answers to the variables above, the results were 44 said they strongly agreed (55%), 33 said they agreed (41%) and 3 said they disagreed (4%), which can be seen in the pie diagram above.

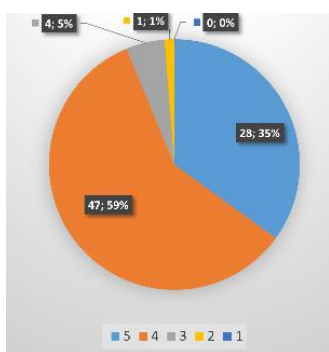


Figure 3. The design of the Sekupang Deer Park is good and easy to understand

Based on 80 data obtained from respondents' answers to the variables above, the results were 28 stated strongly agree (35%), 47 stated agree (59%), 4 stated disagree (5%) and 1 stated disagree (1%) can be seen in the pie chart above.

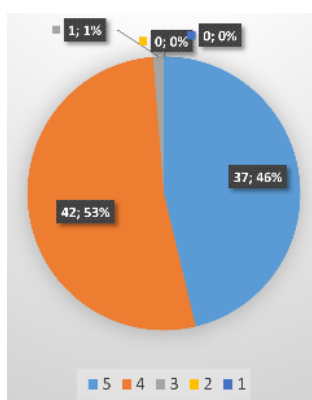
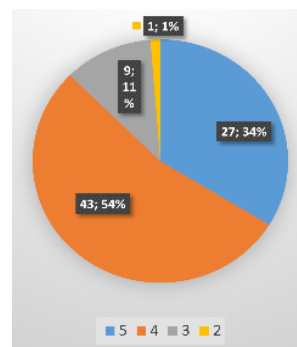


Figure 4. Sekupang Deer Park provides knowledge about the environment and biodiversity

Based on 80 data obtained from respondents' answers to the variables above, the results were that 37 said they strongly agreed (46%), 42 said they agreed (53%) and 1 said they disagreed (1%) which can be seen in the pie diagram above.

Figure 5. Visitors to Sekupang Deer Park are actively involved in education/educational activities



Based on 80 data obtained from respondents' answers to the variables above, the results were 27 who strongly agreed (34%), 43 who agreed (54%), 9 who disagreed (11%) and 1 who disagreed (1%) can be seen in the pie chart above. Based on data obtained from 80 respondents and the results of the respondents' answers above, it can be seen that the response of the people of Batam City is very positive towards the development of the Sekupang Deer Park with an educational concept.

*Community Response to the Recreation Concept in Sekupang Deer Park*

Researchers have created a questionnaire containing questions about the recreation concept applied in Sekupang Deer Park to obtain alternative answers provided in this questionnaire. This can be seen from the following pie chart data results:

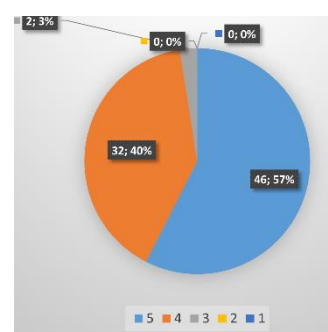


Figure 6. Sekupang Deer Park is suitable for recreation/entertainment tourism

Based on 80 data obtained from respondents' answers to the variables above, the results were 46 said they strongly agreed (57%), 32 said they agreed (40%) and 2 said they disagreed (3%), which can be seen in the pie diagram above.

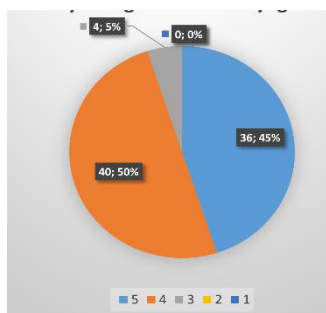


Figure 7. Sekupang Deer Park provides a pleasant and refreshing experience

Based on 80 data obtained from respondents' answers to the variables above, the results were 36 said they strongly agreed (45%), 40 said they agreed (50%) and 4 said they disagreed (5%), which can be seen in the pie diagram above.

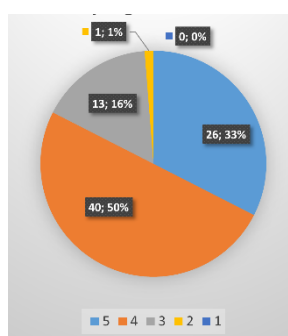


Figure 8. Sekupang Deer Park provides a wide variety of recreation/entertainment activities

Based on 80 data obtained from respondents' answers to the variables above, the results were 26 stated strongly agree (33%), 40 stated agree (50%), 13 stated disagree (16%) and 1 stated disagree (1%) can be seen in the pie chart above.

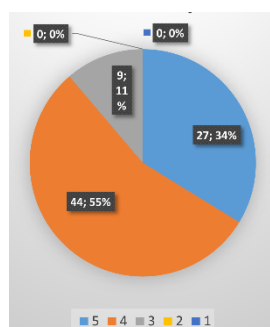


Figure 9. Sekupang Deer Park provides adequate and comfortable recreation/entertainment facilities

Based on 80 data obtained from respondents' answers to the variables above, the results were that 27 said they strongly agreed (34%), 44 said they agreed (55%) and 9 said they disagreed (11%), which can be seen in the pie diagram above. Based on data obtained from 80 respondents and the results of

the pie diagram above, it can be seen that the response of the people of Batam City is very positive towards the development of the Sekupang Deer Park with a recreation concept.

#### Community Response to the Conservation Concept in Sekupang Deer Park

Researchers have created a questionnaire containing questions about the conservation concept applied in Sekupang Deer Park to obtain alternative answers provided in this questionnaire. This can be seen from the following pie chart data results:

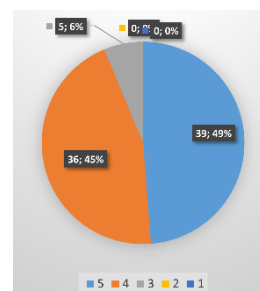


Figure 10. Sekupang Deer Park is suitable for conservation/preservation tourism

Based on 80 data obtained from respondents' answers to the variables above, the results were 39 said they strongly agreed (49%), 36 said they agreed (45%) and 5 said they disagreed (6%), which can be seen in the pie diagram above.

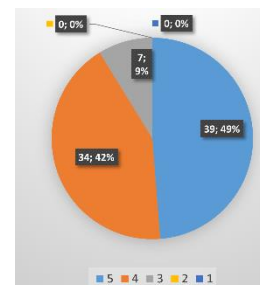


Figure 11. Sekupang Deer Park contributes to efforts to preserve the environment and biodiversity

Based on 80 data obtained from respondents' answers to the variables above, the results were 39 said they strongly agreed (49%), 34 said they agreed (42%) and 7 said they disagreed (9%), which can be seen in the pie diagram above.

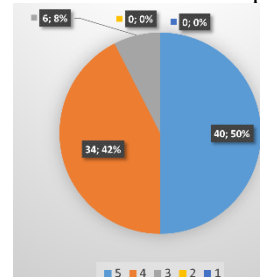


Figure 12. Sekupang Deer Park brings awareness to environmental issues and the importance of conservation

Based on 80 data obtained from respondents' answers to the variables above, the results were that 40 said they strongly agreed (50%), 34 said they agreed (42%) and 6 said they disagreed (8%), which can be seen in the pie diagram above.

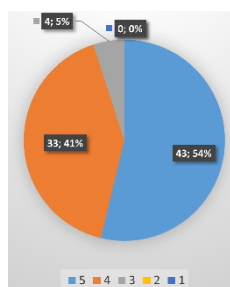


Figure 13. Sekupang Deer Park conveys a message about conserving nature and animals

Based on 80 data obtained from respondents' answers to the variables above, the results were 43 said they strongly agreed (54%), 33 said they agreed (41%) and 4 said they disagreed (5%), which can be seen in the pie diagram above. Based on data obtained from 80 respondents and the results of the pie diagram above, it can be seen that the response of the people of Batam City is very positive towards the development of the Sekupang Deer Park with a conservation concept.

#### IV. CONCLUSIONS

From this research several conclusions can be drawn as follows: a. This research shows that a holistic approach that combines aspects of education, recreation and conservation in the development of natural tourism parks has a positive impact on the interest in visiting the people of Batam City. b. The educational concept plays an important role in attracting people's interest in visiting. The educational concept offers interesting and relevant information about nature and conservation efforts can increase public understanding and awareness to protect the environment and biodiversity. c. The three concepts used can make Sekupang Deer Park a sustainable tourist park and can have a long-term impact on the environment, social, cultural and economic. In the future, tourist park managers can design interesting and varied educational programs about biodiversity, ecology and conservation efforts that can be adapted to various age groups and levels of knowledge. Utilize information technology such as mobile applications or websites to provide information about Sekupang Deer Park regarding available activities and programs provided.

#### REFERENCES

[1] Ansori, M., Hidayat, R., & Hasnira, H. (2021). Instagramable Spot Design in the Mata Cat Tourist Forest to Develop a Marketing Strategy as a Tourist Destination for Batam City in the Millennial Era. *Journal of Accounting, Economics and Business Management*, 9(2), 216-236.

[2] Dwipayoga, B. (2019). Characteristics of the Punti Kayu Nature Tourism Park as an Urban Forest (Case Study: Punti Kayu Nature Tourism Park, Palembang).

[3] Indonesia, PR, & Indonesia, PR (1990). Law no. 5 of 1990 Concerning: Conservation of Biological Natural Resources and Their Ecosystems. Jakarta: Ministry of Forestry.

[4] Indonesia, PR (1998). Republic of Indonesia Government Regulation Number 68 of 1998 concerning Natural Reserve Areas and Nature Conservation Areas. Forestry Department. Jakarta.

[5] Kanom & Darmawan, RN (2020). Development of the Mount Tunak Natural Tourism Park as a Sustainable Tourism Destination. *Tourism Scientific Journal*, 25(2), 84.

[6] Lokantara, IGW, Hidayati, N., & Putri, MB (2018). Implementation of the Green and Eco-Habit Concept in the Physical Design of Tourist Areas in Ubud City. *Curvatek*, 3(1), 95-105.

[7] Palit, I.G., & Rumagit, G.A. (2017). Rurukan agrotourism area development strategy. *Agri-Socioeconomics*, 13(2A), 21-34.

[8] Putranto, E.Y. (2017). Eco Green Park Tourism Development Strategy Based on Consumer Perceptions in Batu City (Doctoral dissertation, Brawijaya University).

[9] Santika, AA, Saragih, TH, & Muliadi, M. (2023). Application of the Likert Scale to Classify Brilink Agent Customer Satisfaction Levels Using Random Forest. *JUSTIN (Journal of Information Systems and Technology)*, 11(3), 405-411.

[10] Sidabutar, YF (2018). Historical Buildings in the Kesawan Area and Merdeka Square Support Regional Development Activities in the City of Medan. *Corridor Journal*, 9(2), 335-344.

[11] Sidabutar, YF, Rumengan, AE, Bintang, MR, Indrawan, MG, & Raymond, R. (2024). Developing a Marketing Strategy to Increase Productivity for Traditional Herbal Craftsmen in Batam City. *Journal of Indonesian Warriors*, 1(2).

[12] Sidabutar Yuanita FD, 2021, "Regional Planning Science for Developing the Riau Islands", <https://batampos.id/2021/03/08/ilmu-peplanan-region-untuk-membangun-kepuasan-riau/>

[13] Sidabutar Yuanita FD, 2020, "The effect of building quality and environmental conditions on community participation in Medan city historical buildings", Vol 5 NO 1 (2020): IDEALOG JOURNAL (<https://doi.org/10.25124/idealog.v5i1.28>)

[14] Suwindar Agung Sutianto, Yuanita FD Sidabutar, M Ismael P Sinaga, 2023, Development of Historical and Religious Tourism in Spatial Planning Towards the Utilization of Local Wisdom Potentials in Penyengat Island, JMKSP (Journal of Educational Management, Leadership and Supervision), Vol 8 no <https://doi.org/10.31851/jmksp.v8i2.11234>, P-ISSN 2548-7094, E-ISSN 2614-8021

[15] Tri Sutrisno, Yuanita FD Sidabutar, 2022, Design for the Development of Kampung Melayu Nongsa as a Coastal Tourism Identity for Batam City, *Jurnal Potgens*, Vol 2 no 1, Pages 1-17, <https://doi.org/10.37776/jpot.v2i1.817>

[16] W Wartono, YFD Sidabutar, MG Indrawan, P Panusunan, 2023, The Impact of Fly Over Construction at Simpang Ramayana Mall in An Effort to Reduce Traffic Logs and Community Economic Growth in Tanjungpinang City, JMKSP (Journal of Management, Leadership and Educational Supervision) , Vol 8 no 1, pp 225-236, <https://doi.org/10.31851/jmksp.v8i1.11075>