

Child-Friendly Sports-Based Edutainment Creative Tourism as an Effort to Improve the Local Community Economy in Aceh

Erizal Kurniawan^{1A-D*}, Husaini^{2BC}, Syahrianursaifi^{3ABC}, Musran^{4BD}, Davi
Sofyan^{5C}, Zulheri Is^{6AB}

¹²³⁴⁶Physical Education and Health Study Program, Abulyatama University, Indonesia

⁵Department of Physical Education, Universitas Majalengka

ABSTRACT

Aceh has a very diverse array of tourist attractions. Tourism development in Aceh must be carried out to reach all levels of society, including children. This study describes the development strategy for child-friendly sports-based educational tourism products to become tourist destinations that generate economic benefits for local communities in Aceh. Current problems include mapping and analysing the potential of child-friendly sports-based edutainment and developing a strategy for its development in Aceh. The data sources for this study were tourist locations in Aceh and the local community. The research was conducted through interviews, observations, and small group FGDs. Data were analysed using descriptive, qualitative, and development methods. The results show that Aceh's tourism potential includes natural attractions, tsunami heritage sites, cultural tourism, and artificial attractions. Forms of development that can be carried out include sports attractions, cultural attractions, cultural ceremony attractions, and local culinary attractions. Child-friendly sports-based edutainment tourism can be designed around push bikes, archery, swimming, obstacle courses, inline skating, and outbound kids' activities. Child-friendly sports-based edutainment tourism packages also offer economic products that local communities can use to generate additional income. Economic activities that the community can engage in include providing sports tourism packages and supporting amenities. Furthermore, the community can sell sports facilities, cultural procession packages, cultural education, and most prominently, culinary delights at tourist locations.

Keywords: Creative Tourism; Edutainment; Child-Friendly Sports; Economic Development

Corresponding author:

* Erizal Kurniawan, Physical Education and Health Study Program, Abulyatama University, Indonesia. Email: erizal_penjas@abulyatama.ac.id

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INTRODUCTION

Community economic development can be achieved through various aspects, one of which is tourism. Tourism is increasingly considered a valuable tool for local economic development. The presence of a tourist area will attract public interest and can serve as a marker for the development of the surrounding region (Hendyta, 2018). Nearly every country in the world has tourism concepts and aspects that serve as economic objects. Indonesia is doing the same by maximising the development of the tourism sector. This is because tourism and tourist attractions can increase community income (Karbella & Amalia, 2018). Tourism sector development is considered crucial because it can boost the local and global economy, creating jobs and fostering economic development (Suprobowati et al., 2022).



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Tourism development cannot be underestimated. The government and tourism managers must consider "something to see" related to tourist destination attractions, "something to buy" related to souvenirs, and "something to do" related to activities available in tourist areas (Yoety, 1997; Alfian, 2017). Without activities, there will be no tourists visiting (Sari, 2017). This will indirectly impact the local economy. To ensure that tourist attractions and the tourism industry operate effectively and directly provide visitors with experiences, creative tourism should be developed. Tourism is an industrial sector that has been adopted as an alternative to achieve economic revitalisation (Wesnawa, 2022). Currently, the concept of creative tourism is still lacking in Indonesia, especially in Aceh, which remains stagnant in nature and cultural tourism without further elaboration regarding its tourism potential. Creative tourism should be a new form of tourism that provides tourists with experiences to learn about culture, art, sports, and more. Creative tourism is a new generation of the tourism sector that previously focused only on observational and cultural tourism (Alemán et al., 2024). This shows that creative tourism can be one way to introduce culture with high economic value.

Creative tourism development adds value to a region's potential and resources (Swesti et al., 2020). Tourism development must be carried out wisely and creatively to have a positive impact on the region (Adikampana et al., 2018; Agung, 2015; Saepudin et al., 2017). In addition, tourist attractions should provide tourists with positive experiences, including memories, satisfaction, and a desire to return (Ali et al., 2016). Creative tourism based on art, culture, regional character, typical crafts, and traditional sports can also provide job opportunities to market local products effectively (Richards, G., & Wilson, J., 2006; Wurzbarger et al., 2009). Many activities can serve as the basis for creative tourism, such as cooking, painting, music, photography, crafts, and dance. The ultimate goal of various tourism activities is not only to provide a tourist experience but also to empower the community economically and encourage tourists to visit the destination, thus creating sustainable tourism (Winarni et al., 2020; Anshar, A., & Batubara, 2019). However, tourism development in Aceh has yet to incorporate child-friendly and sports-based tourism concepts that promote health (Syahrianursaifi et al., 2023). This problem arises because most tourist attractions and creative tourism destinations primarily target adult tourists. Children are not the focus of the destination. It is time for Aceh to embrace an edutainment tourism concept that harmoniously combines educational and entertainment content in a child-friendly way. This edutainment tourism concept offers a better vacation experience for children and provides parents with a sense of security. To date, there has been no truly child-friendly edutainment tourism concept in Aceh. Parents are required to maintain close supervision and focus while children are playing at tourist sites.

Previous research on creative tourism and edutainment has addressed a range of issues. However, the novel concept in this study is creative tourism, which combines edutainment with child-friendly sports. Novelty is also evident in the study's object and location. Previously, research on creative tourism and edutainment had not been conducted in Aceh. The researcher's study identified several previous studies relevant to this proposed research. In 2016, research conducted by Latifah and Damayanti (2015) titled "Creative Tourism Based on the Batik Industry as an Effort to Develop the Local Economy of Pekalongan City" produced creative tourism attractions that could be one effort toward economic development. The method used in this study is a mixed-method convergent parallel design, with the batik industry as the object of study, which is entirely different

from the proposed research. The study did not identify a strategy or product output; it only provided descriptive information on location and attractions.

In 2016, Rahmatin & Mahagangga (2016) also conducted a study. The study, titled "Edutainment-Based Museum Tourism at Jawa Timur Park, Batu City, East Java," used qualitative methods and found that the JTP tourist attraction aligns well with the edutainment concept, which offers innovation in postmodern museum presentations. The study focused solely on describing museum tourism without generating any new insights. It also did not focus on child-friendly sports, making this study entirely different from the proposed research. Finally, Sihana's 2016 study, "Developing Camping-Based Sports Tourism to Increase the Economic Income of Pela Village Communities," used focus group discussions (FGDs) and a SWOT analysis. The study identified strengths and opportunities for developing camping-based sports tourism, including ample available land and the beautiful scenery surrounding the attraction. This study did not yet address child-safe tourism (Amar, Satriawan, & Susanty, 2022). A review of previous research confirms that the proposed research has novelty in the field of child-friendly sports-based edutainment tourism. This study describes the development strategy for child-friendly sports-based educational tourism objects to become tourist locations that generate economic impacts for local communities in Aceh. Current problems include mapping and analysing the potential of child-friendly sports-based edutainment and developing a strategy for its development in Aceh. These problems are the main things that must be solved to develop the concept of child-friendly sports-based edutainment tourism in Aceh. The urgency of this research is to address the research problem by developing child-friendly sports-based edutainment tourism destinations that meet the criteria of security, safety, service, and compliance. Tour organisers and tourist attractions must have a guarantee of safety and comfort for children.

METHOD

This research employs a descriptive qualitative approach (Moleong, 2007). Qualitative research was chosen to yield more detailed, comprehensive results on tourist destinations and the potential for child-friendly edutainment tourism in terms of safety and comfort. The study also used the SWOT technique to examine the strengths and weaknesses of tourist attractions in Aceh that could be developed into child-friendly sports-based edutainment tourism.

The data sources for this study were tourist locations in Aceh that could be developed using the concept of creative edutainment tourism based on child-friendly sports. The criteria for the locations and tourist attractions used as data were those that meet child safety standards. Given the vast research area comprising 23 regencies/cities and the impossibility of conducting research in all locations, the research team selected the sample purposively. The research sample was collected in five regions covering the entire Aceh region: (1) the Central Capital Region, located in Banda Aceh and Aceh Besar; (2) the Central-Southeastern Region, located in Central Aceh.

Data collection techniques were conducted using several methods, including interviews, observation, and documentation. Interviews were conducted to determine tourism potential and community views on tourist locations and the edutainment concept. Observations were conducted to support the availability of secondary data for this study, specifically to directly assess tourism potential and appropriate strategies for developing child-friendly sports-based edutainment at the tourist sites. Finally, documentation was

conducted to obtain images and documents about the tourist sites, maps, and amenities. Research data collection was also combined with Focus Group Discussions (FGDs) to gather additional data from tourism stakeholders and the community.

Data analysis was conducted according to the data triangulation model proposed by Miles & Huberman. The stages involved were data reduction, data presentation, and conclusion. Data reduction was carried out to group, sort, and organise interview data, documentation, and observations suitable for use as primary data.

RESULTS AND DISCUSSION

Tourism Potential and Contribution in Aceh

Aceh is Indonesia's westernmost province, boasting a diverse array of attractions. Aceh's primary tourism draws are natural attractions and tsunami relics. Sabang Island, a tourist icon in Aceh, is home to the Kilometre Zero Monument and stunning underwater attractions. These attractions continue to drive high tourist numbers. Statistics Indonesia (BPS) recorded that in 2023, 382,029 tourists visited Aceh, of which 26,778 were international. This makes Aceh a favourite tourist destination in Indonesia. Aceh's natural attractions are a key contributor to the increase in tourism to Aceh. Aceh has 23 regencies/cities, with tourism concepts divided into three categories: marine nature tourism, mountain tourism, and religious/cultural tourism. Marine tourism is synonymous with several regions, such as Sabang, Aceh Singkil, Aceh Besar, and most of Aceh. Mountain nature tourism is synonymous with Central Aceh. Cultural tourism and tsunami relics are centred in Banda Aceh. Tourists encounter a variety of tourism concepts during a single trip.

Currently, Aceh's local potential has not received the full attention and development it deserves. Tourism still relies on available resources. Local potential is the ability and resources a region possesses to achieve high, sustainable prosperity (Trisnawati et al., 2018). Sustainable tourism development requires integration between tourist locations and the surrounding local potential. This local potential can include traditions, culture, and local wisdom. Aceh has extraordinary natural attractions, but collaboration with artificial attractions remains limited. Tourist locations are still purely natural attractions. Tourism potential is developed by focusing on native attractions. There is no processing or collaboration with other potential partners, such as children's playgrounds and other supporting materials. Interviews with IB, residents of Banda Aceh, found that tourism is currently not child-friendly in various locations. Beach tourism in Lampuuk, Aceh Besar, has dangerous seawater depths for children.

Description of Tourism Attractions and Education for Children

Aceh's natural and cultural attractions are the primary focus of its marketing. An additional attraction currently prominent in Aceh is the remains of the 2004 tsunami. Based on observations during the research, the following describes tourism attractions and educational opportunities suitable for children.

Table 1. Aceh's Tourist Attractions and Education for Children

| Attractions | Tourism Type | Description |
|-------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beach | Natural tourism | Natural tourism located on the coastline, featuring beaches, rivers, and the sea, is a popular destination in Aceh, with its white sand beaches. These include Lampuuk Beach, Sabang Beach, Lhok Mee Beach, and others. |

| | | |
|-----------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mountains | Natural tourism | Highland tourism is located in the Central Aceh area. The expanse of mountains and freshwater lakes offers a cool and beautiful natural tourism experience. |
| Plantation | Natural tourism | Agro-tourism, which focuses on agricultural products. Several types of plantations exist in Aceh, including date palm plantations, coffee plantations in Central Aceh, and grape plantations. |
| Field Land | Natural tourism | Tourism features open fields used by the community as gathering places. |
| Tsunami Object | Religious tourism | Tourism remains of the Aceh tsunami disaster, with various locations such as the Floating Diesel Power Plant (PLTD Apung), the Tsunami Museum, a Ship on a House, and the Aceh Thank the World Monument. |
| Dance | Cultural tourism | Traditional Acehese dances such as the Seudati dance, the Saman dance, and the Tarek Pukat dance are usually performed on national and religious holidays in Aceh. Types of oral arts and traditions in Aceh include folk tales, ancient poetry, and poems performed for entertainment and education. Cultural tourism includes various educational activities about historical objects in Aceh. The Aceh Museum and the Tsunami Museum are popular destinations in Aceh. Historical relics are located in various locations in Aceh, such as the Cut Nyak Dhien house, the Japanese Fortress, the Kherkhof, the tombs of national heroes, and others. Acehese culinary specialties are a center of the creative industry in Aceh. They are located in various tourist attractions and souvenir centers. Currently, the souvenir center is in Banda Aceh. Weaving is one of the traditional occupations of the Acehese people. Woven bamboo and other materials are used to create tourist attractions, such as woven mats. Typical woven fabrics from Central Aceh and other places. |
| Speech Arts | Cultural tourism | Aceh also boasts calligraphy and ironworks, as well as rencong (traditional Japanese sword) crafts, in various tourist villages, such as Gampong Pande and the Pidie area. |
| Museum | Cultural tourism | Natural tourism located on the coastline, featuring beaches, rivers, and the sea, is a popular destination in Aceh, with its white sand beaches. These include Lampuuk Beach, Sabang Beach, Lhok Mee Beach, and others. |
| Historical Heritage Objects | Cultural tourism | Highland tourism is located in the Central Aceh area. The expanse of mountains and freshwater lakes offers a cool and beautiful natural tourism experience. |
| Culinary | Man-made tourism | Agro-tourism, which focuses on agricultural products. Several types of plantations exist in Aceh, including date palm plantations, coffee plantations in Central Aceh, and grape plantations. |
| Wicker Weaving | and Man-made tourism | Tourism features open fields used by the community as gathering places. |
| Carving Blacksmith Center | and Natural tourism | Tourism remains of the Aceh tsunami disaster, with various locations such as the Floating Diesel Power Plant (PLTD Apung), the Tsunami Museum, a Ship on a House, and the Aceh Thank the World Monument. |

The education provided in this program relates to children's enjoyment of vacations. Vacations and tourism for children are not just about enjoying nature. Children have their own world of travel and play. Currently, tourism is only adult-friendly, offering natural and artificial attractions that are not necessarily accessible to children. Types of education that can be included in child-friendly tourism activities include sports and games. Combining natural tourism with mini-games at tourist locations can attract children's interest. AR, a parent, stated during an interview that parents want to take their children to tourist

destinations with educational systems. However, this is not yet fully available in Aceh. Parents must closely supervise their children in tourist areas, as these areas are not yet child-friendly.

The Concept of Child-Friendly Sports-Based Edutainment Creative Tourism in Aceh

Tourism development in a region has positive implications for community economic development. One example is the development of a creative economy based on local community potential and tourism needs. The creative economy is a financial concept that intensifies the flow of information and creativity and relies on a variety of new ideas. This encompasses economic transformation based on natural resources by integrating human resources with ideas and their development (Prakoso & de Lima, 2019). The tourism concept currently needed is child-friendly tourism. This new concept requires commitment and creativity from tourism operators to create child-friendly tourism in Aceh. One concept to offer is creative edutainment tourism based on child-friendly sports. Edutainment can be understood as learning activities that combine educational and entertainment elements. This edutainment can be combined with forms of sports that children enjoy. Based on field observations, social media studies, and interviews with the community in Aceh, the development of child-friendly sports-based edutainment tourism is attractive. This form of creative edutainment tourism based on child-friendly sports can be implemented by integrating local culture and wisdom. The following are forms of creative tourism that can be developed.

Table 2. Forms of Creative Edutainment Tourism Development

| Attractions | Activity Types | Products |
|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Sports Attractions | Child-friendly sports activities combined with various traditional and modern games that can improve children's motor skills while playing at tourist sites. | Sports tour packages with guidance from a guide/mentor |
| Ceremonial Attractions | Traditional activities at tourist sites, including traditional ceremonies, involve children in learning about local customs. | Traditional ceremony procession packages and tourist involvement in educational activities |
| Cultural Attractions | Activities that involve children in understanding the culture at tourist sites. Children will be involved in various cultural attractions with creative and engaging content. | Local cultural education packages |
| Local Cuisine | Child-friendly local food and beverage production activities, involving children in the production. | Traditional food and drinks around the tourist location and cooking and mixing classes for children |

The data in bold 2 is the result of the author's study, referring to observations and interviews with tourism stakeholders and the community in Aceh Besar, Banda Aceh, and Central Aceh. The activities offered for development have been tailored to the types of activities feasible at the tourist sites. This has also been confirmed through a SWOT analysis of the tourist sites and the educational programs to be implemented. To realize this goal, particularly in the field of child-friendly sports-based edutainment tourism, several child-friendly sports programs have been designed by the researcher for education and entertainment for children in Aceh, including:

1. Push Bike

Push bike is a new sport that is gaining popularity among children. This term was developed in Indonesia under various names, including "tending bikes," "learning bikes,"

and "road bikes" (Pursitasari et al., 2021). Judging by its shape, push bikes are a children's sport that uses a pedalless bicycle pedalled with the feet. This sport is now recognised as a community sport under the Indonesian Community Sports Committee (Kormi). Push bikes can be a creative tourism activity that combines learning and play for children. This activity can be packaged as push bike events with themes that reflect Aceh's local wisdom. Based on a SWOT analysis conducted by researchers, this child-friendly sports package has several advantages. A prominent strength of push bikes is the availability of various adequate sports fields in Aceh for their implementation. The events are also relatively inexpensive. A weakness of this activity is the constraints imposed by an inadequate publicity process. The activity also offers significant potential with a large number of enthusiasts. Currently, push bike activities are poorly organised. Children are often seen playing alone or with their parents in the fields of Aceh.

2. Archery

Archery is a favourite sport in Indonesia, especially among Muslim communities. This is because it is a sport recommended by the Prophet Muhammad (peace be upon him). In Aceh, archery is already played by children using bows modified to suit their age. Susanto (2015) describes archery as a status sport that also requires physical strength and endurance. To develop child-friendly sports based on edutainment, archery becomes an attraction. Consideration must be given to the use of child-friendly bows and arrows. Based on observations and interviews, an edutainment concept for archery could use lightweight bows and arrows with rubber tips. Archery activities can develop children's knowledge through play. The aspects honed are physical and motor skills.

3. Swimming

Swimming can be a creative edutainment tourism option in Aceh. Various regions in Aceh have beaches, rivers, and pools suitable for developing swimming tourism. For children, swimming can be a valuable tool for motor development (Febrianta, 2016). Aquatic activities for children provide opportunities for play and education. Parents and tourists can find various swimming spots for children, including Ulee Lheue, Sabang, Takengon, Aceh Besar, and other natural water tourism areas. However, a current weakness is the lack of creativity among tourism operators in developing child-friendly swimming areas. Tourism operators should develop shallow, child-friendly water areas in Aceh. Furthermore, tourist locations provide swimming aids such as armbands, arm discs, swimsuits, waist floats, and other equipment that allow children to move freely in the water.

4. Obstacle Course

Obstacle course activities are a child-friendly sport rarely found in Aceh. Based on the analysis, this activity has significant potential to increase community income. Communities, as tourism operators, can utilise the concept of child-friendly obstacle courses in various cities in Aceh. Obstacle courses are an interesting and beneficial educational and entertainment tool for children. The edutainment concept in obstacle courses is highly relevant. This game is a physical activity that offers children exploration, with obstacles designed to develop their gross motor skills (Kartini, 2021). Activities can be designed by creating a children's play area with beach sand, dirt, or indoor concepts. The play area is designed to combine walking from point A to point B. The obstacles provided are tailored

to the target number of participants. One example is the spider rope obstacle. Children must climb a rope designed to prevent accidents to reach the next point.

5. *Inline Skating*

This sport is designed explicitly for kindergarten and elementary school children. Kusuma et al. (2024) explain that this sport is believed to increase children's motivation to achieve and boost self-confidence. As a sport that requires dedicated space, inline skating is currently played only by children during Car Free Day. In Aceh, particularly in its cities, there are no designated land or fields for children's roller skating. Interviews with parents during the CFD in Banda Aceh City concluded that many parents hope for a dedicated location for children to practice roller skating. A SWOT analysis conducted by researchers indicates that this business opportunity could boost the local economy. However, it requires support from the government or the private sector in providing the location and facilities. Tourism operators can offer edutainment packages, including roller skating courses for children and on-site roller skate rentals. The challenge is the current lack of roller-skating locations in Aceh.

6. *Outbound for Kids*

This activity is challenging for both children and adults. Bangun (2016) explains that outbound kids is a sport with an educational approach that prioritises direct and spontaneous learning for children. This activity is carried out outdoors or in the open air, with the experiential learning principle of game simulations. Outbound activities have great potential in Aceh. The natural beauty of Aceh can be combined with child-friendly games in this edutainment concept. Children can play and learn something at tourist locations. The development of outbound locations in Aceh can be done in various locations. According to researchers' observations, the centre of Banda Aceh is a suitable location for outbound development. Recommended locations are the Blang Padang field and Tamat Bustanus Salatin. Children's play areas can be designed with simple outbound activities that suit children's needs. Outbound activities can include sliding down a rope slide, playing with a rope ring, climbing a rope bridge, and other edutainment concepts.

Child-friendly sports are designed to align with play and children's comfort. Furthermore, this tourism concept for children will also boost the local economies of surrounding communities. The following is an integration of strategies that can be implemented by the government, community, and tourism stakeholders to develop creative, child-friendly sports-based entertainment tourism in Aceh.

Based on Figure 1, to develop creative edutainment tourism based on child-friendly sports, the first step is to examine tourism potential. Tourism potential varies from region to region. A region's potential, as reflected in its various tourist attractions, greatly determines the form of tourism development that can be pursued. The form of tourism development depends on the community's needs. This assessment can be conducted by analysing the SWOT analysis of the tourist location and the required development pattern. The next step is to determine child-friendly sports that are appropriate for the tourist attraction and the desired development form. Finally, creative economic products that will impact the community's economy are identified. This is the primary goal in improving the local economy. This can be done by understanding the tourism concept and the products tourists need.

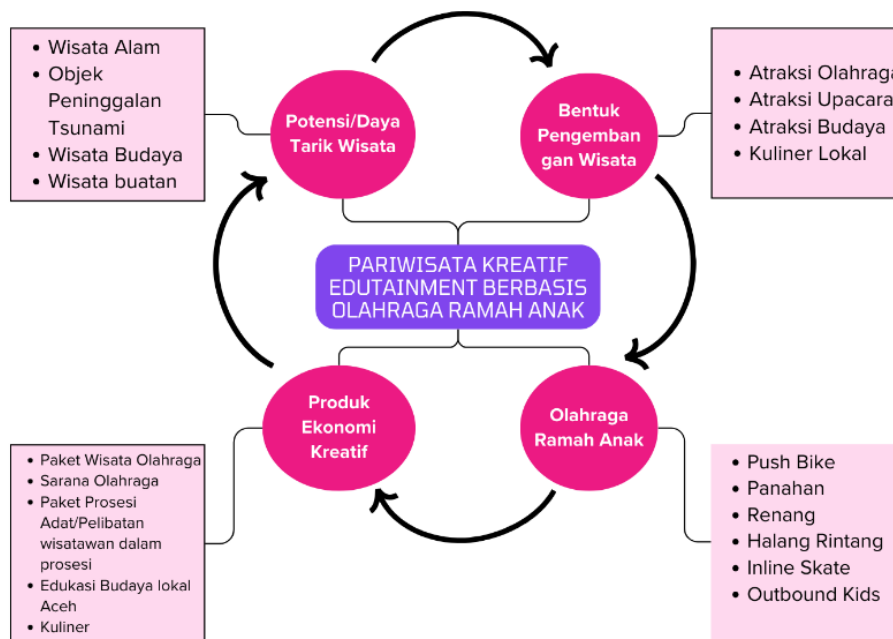


Figure 1. Development of Creative Edutainment Tourism

CONCLUSION

Tourism development in Aceh, particularly edutainment tourism, remains severely lacking. Acehnese tourism still emphasises nature tourism, which is not at all child-friendly. Currently, observations indicate that Aceh's tourism potential includes natural attractions, tsunami relics, cultural attractions, and artificial attractions. Tourism development in Aceh is still limited to natural attractions. This study, based on analysis, suggests that tourism in Aceh can be developed through several options, including sports attractions, cultural attractions, cultural ceremonies, and local cuisine. Based on these developments, one of the main points of this study is the concept of child-friendly sports-based edutainment tourism. Based on this, a study conducted through interviews and a SWOT analysis revealed that child-friendly sports-based edutainment tourism can be designed, including push bikes, archery, swimming, obstacle courses, inline skating, and outbound activities for kids. The tour packages are designed to ensure children's safety and comfort during field activities, with trained guides. These child-friendly sports-based edutainment tourism packages also offer economic products that local communities can utilise for additional income. Economic activities that the community can undertake include offering sports tourism packages and supporting amenities. Furthermore, the community can sell sports facilities, cultural procession packages, cultural education, and most importantly, culinary delights at tourist sites. The development of these child-friendly tourist locations will boost the local economy by increasing employment, fostering MSMEs, and advancing other initiatives.

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CONFLICT OF INTEREST

The authors declare no conflict of interest.

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