

DEVELOPMENT STRATEGY OF EDUCATIONAL TOURISM BASED ON TEACHING FACTORY AT SMK NEGERI 2 BONDOWOSO

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ABSTRACT

Educational tourism is one of the forms of non-formal learning that combines elements of skills and hands-on experience. SMK Negeri 2 Bondowoso utilizes the potential of the Teaching Factory (TEFA) from four expertise programs, namely culinary, fashion design and production, hospitality, and beauty care (skin and hair), to develop an educational tourism program based on vocational competencies. The educational tourism activities that have been carried out include cooking class, batik-making, character makeup, brooch making, finger puppets, sewing class, and suminagashi. However, in its implementation, these activities still face several challenges, such as limited program variation, suboptimal practice room capacity, ineffective reservation systems, and underutilized promotional strategies. This research aims to formulate development strategies for educational tourism through a SWOT analysis approach. The research was conducted using a qualitative descriptive method through observation, interviews, and documentation techniques. The informant selection technique used purposive sampling for school representatives and snowball sampling for students recommended for their active involvement in supporting educational tourism activities. The results of the study show five main development strategies, namely: (1) increasing the capacity and quality of facilities, (2) diversifying educational tourism programs, (3) strengthening promotional strategies, (4) improving the management of activities and tourism services, and (5) strengthening partnerships and networking. These strategies are expected to optimize the school's potential in developing more professional, attractive, and relevant educational tourism in line with current skill-learning needs.

Keywords: educational tourism, teaching factory, development strategy, SWOT