

***DEVELOPING STRATEGIES FOR THE BONDOWOSO MEGALITHIC
OPEN-AIR MUSEUM AS AN EDUCATIONAL TOURISM DESTINATION
AND CULTURAL PRESERVATION SITE***

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ABSTRACT

The Bondowoso Megalithic Open-Air Museum is a repository for megalithic artifacts scattered throughout Bondowoso Regency, particularly in Grujagan District. The museum also serves as a venue for educational tourism and history education for the public. This study aims to identify the potential of the Bondowoso Megalithic Open-Air Museum as an educational tourism destination, and cultural preservation site, as well as formulate it's development strategies. In this study, a qualitative descriptive method was used, with data collection techniques including observation, interviews, documentation, and a literature review. The study involved 12 informants who were selected through purposive sampling based on the research objectives. The analysis of educational tourism potential was conducted using the 6A approach (attraction, accessibility, amenity, ancillary, activity, and accommodation), while the analysis of cultural preservation referred to the Law on Cultural Heritage, which covers aspects of protection, development, and utilization. Development strategies were formulated using SWOT analysis. The research findings indicate that the Bondowoso Megalithic Open-Air Museum has strong potential as an educational tourism destination due to the diversity of its megalithic collection, its open-air museum concept, significant historical and cultural value, good accessibility, supporting facilities, and educational activities. From a cultural preservation perspective, the museum has implemented efforts to protect, develop, and utilize its megalithic collection. The SWOT analysis yielded seven priority strategies, enforcing visitor regulations and improving visitor services, collaborating with accommodation providers and SMEs, developing attractions through partnerships with schools and communities, enhancing the museum's digital promotion, developing tour packages through partnerships with travel agencies, expanding the museum grounds, and improving supporting facilities.

Keywords: *Bondowoso Megalithic Open-Air Museum, Educational Tourism, Cultural Preservation, Development Strategies, SWOT*