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The Role of Universitas Pendidikan Indonesia's National Education Museum in Tourism Planning: Synergy Between Education and Heritage Preservation

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ABSTRACT

This study investigates the role of the Universitas Pendidikan Indonesia's National Education Museum in tourism planning, focusing on the synergy between education and heritage preservation. Employing a qualitative descriptive methodology, data were collected through field observations and analysis of existing conditions within the museum. The findings reveal that the museum enhances cultural awareness and serves as an educational tourism destination through innovative programs and community engagement. The study highlights the importance of integrating modern technology to attract diverse audiences while preserving cultural heritage. Recommendations include developing interactive educational initiatives and strengthening partnerships with local communities to foster sustainable tourism practices. Future research should explore the long-term impacts of these initiatives on visitor engagement and cultural preservation.

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1. INTRODUCTION

Museum play an indispensable role in the preservation of cultural heritage and historical education. As institutions tasked not only with archiving historical artifacts but also with serving as centers of learning, museums provide opportunities for the public to understand and appreciate their past. With the rise of heritage-based tourism, museums have become pivotal in the tourism sector, particularly in attracting visitors seeking educational experiences related to history and culture. The growing popularity of heritage tourism reflects a modern society's desire to connect with its historical roots, positioning museums as key destinations for tourists (ShawHong, 2020).

Universitas Pendidikan Indonesia's National Education Museum in Bandung possesses significant potential to expand its role beyond a mere educational center to a heritage-based tourism destination. This museum is crucial in archiving and presenting the history of national education, thereby contributing to the preservation of national identity. It functions not only as a knowledge provider but also as an agent promoting inclusive education and citizenship development through cultural heritage understanding (Gómez-Hurtado et al., 2020). This highlights the importance of collaboration between schools and museums in fostering social inclusion principles, ensuring that museums serve as accessible spaces for all individuals, including those with special needs.

However, a major challenge faced by museums, particularly in Indonesia, lies in their promotional strategies and visitor engagement experiences. Many museums, especially those located in rural areas, struggle to attract substantial visitor numbers due to ineffective marketing (ShawHong, 2020). In today's digital age, it is essential for museums to leverage modern technology and social media to broaden their reach and engage younger generations who are more familiar with digital platforms (Hermawan et al., 2021). Museums need to carry out innovations and developments in connection with the digital era (Hadiapurwa et.al, 2024).

Moreover, it is important to recognize that museums play a strategic role in supporting inclusive education. Heritage education within museums is vital for shaping community identities and fostering a sense of citizenship (Gómez-Hurtado et al., 2020). Museums that implement inclusive educational practices enable various community segments, including those with physical or cognitive limitations, to learn about and engage with cultural heritage. By developing educational programs that respond to community needs, museums can facilitate the construction of both collective and individual identities, which is crucial in the context of modern citizenship.

The synergy between museums and tourism underscores the museum's role as a bridge between education and heritage preservation. Museums that position themselves within the tourism sector can reap economic benefits from increased visitor traffic (ShawHong, 2020). To achieve this goal, museums must strive to develop relevant promotional strategies. Utilizing digital media, offering virtual tours, and hosting culturally themed events are effective methods for enhancing tourist interest in museums.

Additionally, the museum's role in inclusive heritage education cannot be overlooked. Heritage-based education can connect communities with significant historical values crucial for national identity formation. Museums have substantial potential to develop inclusive and integrative educational programs that engage learners not only in historical understanding but also in building social and emotional skills necessary for fostering a more inclusive society (Gómez-Hurtado et al., 2020). Technologies such as virtual reality (VR) and

augmented reality (AR) can significantly enhance the appeal of museums as educational tourist destinations by allowing visitors to engage more deeply with presented content.

This research aims to comprehensively identify and analyze the strategic role of Universitas Pendidikan Indonesia's National Education Museum within the context of heritage-based tourism planning. It will explore how the synergy between education and cultural preservation can be optimized to support sustainable educational tourism development in Indonesia. The study seeks to uncover the museum's potential as a center for historical education while simultaneously serving as an attractive destination for both local and international tourists through interactive and educational approaches.

1.1. Literature Review

Recent studies highlight the need for innovative management strategies in museums to enhance their appeal as tourist destinations. Innovative management practices can modernize museum operations, making them more responsive to visitor needs while preserving cultural integrity (Vasylenko et al., 2020). This aligns with the goals of UPI's National Education Museum, which aims to attract diverse audiences through innovative educational programs and exhibitions.

The concept of synergy between education and heritage preservation is essential for effective tourism planning. Successful tourism strategies often integrate educational components that promote understanding and appreciation of cultural heritage (Lam et al., 2024). UPI's museum exemplifies this by offering educational programs that not only inform visitors about Indonesian culture but also encourage active participation in heritage conservation efforts.

Cultural heritage plays a crucial role in tourism development. Heritage sites attract tourists by providing unique cultural experiences (Seyfi et al., 2020). Museums, as custodians of cultural heritage, are pivotal in this context. They not only preserve artifacts but also serve as educational platforms that enhance visitor engagement with local history and culture.

The integration of technology in museum management is increasingly recognized as a vital component for enhancing visitor engagement and educational outreach. The implementation of innovative technologies can significantly improve the operational efficiency of museums, allowing them to adapt swiftly to changing visitor expectations and societal trends (Taormina et al., 2023). For UPI's National Education Museum, leveraging digital tools such as virtual reality, interactive exhibits, and online educational resources can create immersive experiences that resonate with a diverse audience. This technological advancement not only enriches the educational value of museum exhibits but also positions the museum as a modern cultural hub that appeals to both local and international tourists.

Moreover, the role of community involvement in museum activities cannot be overstated. Engaging local communities in the planning and execution of educational programs fosters a sense of ownership and pride in cultural heritage, which is essential for sustainable tourism development. Successful tourism strategies often incorporate local narratives and community participation, thereby enhancing the authenticity of the visitor experience (Kastenholz et al., 2022). UPI's National Education Museum exemplifies this approach by collaborating with local educators, artists, and historians to curate exhibitions that reflect the rich tapestry of Indonesian culture. Such partnerships not only enhance the educational offerings but also promote heritage preservation, ensuring that future generations appreciate and engage with their cultural legacy.

2. METHODOLOGY

The research method employed in this study is qualitative descriptive, which is appropriate for understanding the role of the Universitas Pendidikan Indonesia's National Education Museum in tourism planning through the synergy between education and heritage preservation. Qualitative descriptive research employs a straightforward qualitative approach with an inductive flow, beginning with explanatory processes or events, from which a generalization—in the form of a conclusion—can ultimately be drawn (Yuliani, 2018). Primary data collection will be conducted through field observations and an analysis of the existing conditions within the museum, including educational activities and visitor interactions. The measurement instruments will consist of observation checklists and interview guides to ensure comprehensive data gathering. A purposive sampling method will be utilized to select participants who are directly involved with or impacted by the museum's activities. The data obtained will be organized systematically through descriptive analytical methods.

2.1 Analysis

The analysis will address the research problem by evaluating how the museum contributes to raising awareness about the importance of cultural heritage preservation while functioning as an educational tourism destination. This analysis will link directly to the research problem by examining the implications of the museum's role in sustainable tourism. The argument will be grounded in a strong theoretical framework that integrates concepts of heritage preservation and educational engagement, supported by valid data and information gathered during the research process. By doing so, this study aims to provide meaningful insights that can inform recommendations for museum management and relevant stakeholders.

3. RESULTS AND DISCUSSIONS

3.1. Results

Universitas Pendidikan Indonesia's National Education Museum in Bandung was established in 2015, aligning with Indonesian Education Day. According to Dr. Erlina Wiyarti, M.Pd., head of the MPN development team, this UPI education museum serves as an institution that presents a character and image beneficial for the purposes of education, culture, and recreation (UPI Public Relations, 2015). The development of the National Education Museum serves as an expression of UPI's responsibility as a higher education institution committed to preserving the nation's historical and cultural heritage, particularly within the field of education (Sucilawati & Sujana, 2024). Strategically located between Bandung and Lembang, the museum operates as a multifaceted entity dedicated to preserving and showcasing Indonesia's educational heritage. Its core objectives include serving as a conservation, education, and research facility focused on the evolution of education in Indonesia. Additionally, it aims to be a leading recreational learning destination offering interactive experiences tailored for diverse audiences such as schoolchildren, students, communities, and locals alike.



Figure 1. Universitas Pendidikan Indonesia National Education Museum
Source: berita.upi.edu, 2015



Figure 2. Universitas Pendidikan Indonesia National Education Museum
Source: Universitas Pendidikan Indonesia National Education Museum, 2024

The UPI National Education Museum serves as an alternative learning resource that makes the study of history more vivid and contextual, as it offers students the opportunity to engage in a learning experience distinct from that of a traditional classroom—facilitated by modern technology and interactive historical content (Wahyudi et. al, 2024). The development of digital content at the UPI National Education Museum represents a pivotal effort in transforming the museum's traditional image (Yulifar et. al, 2024). According to Yulifar et. al (2023), The UPI National Education Museum which is strategically located UPI campus environment is a very valuable asset with infrastructure in the form of parking lots and spaces consisting of: rooftop 1342 m², 4th floor of the Museum of National Education 1000 m², Teracce Café 120 m², Keong Theatre (Shell dome) 95 m², Show Room 25 m², Multipurpose Room 76 m², and Multi Media Room 51.84 m².

Universitas Pendidikan Indonesia's National Education Museum serves a pivotal role in advancing heritage tourism through strategic partnerships, notably as a member of the West Java Museum Association (AMIDA). The museum has implemented package tours that facilitate visits to multiple museums, culminating at its own location, thereby enhancing the educational narrative of Indonesia's history. Collaborative efforts with tourism agencies and educational institutions further amplify the promotion of cultural heritage values. Qualitative feedback gathered from visitors underscores the effectiveness of various programs and workshops in deepening their understanding of educational heritage, fostering cultural appreciation, and enhancing engagement. This multifaceted approach not

only attracts a diverse demographic of visitors but also solidifies the museum's significance in the preservation and promotion of Bandung's educational history.

Table 1. Summary of Visitor Engagement Initiatives

Engagement Initiative	Description
Package Tours	Connects multiple museums, concluding at UPI's National Education Museum.
Collaborative Partnerships	Joint efforts with tourism agencies and educational institutions to promote heritage.
Educational Workshops	Programs designed to deepen visitors' understanding of educational history.
Visitor Feedback Mechanism	Continuous collection of qualitative feedback to refine programs and enhance visitor experience.

Source: Author, 2024

Universitas Pendidikan Indonesia's National Education Museum has developed several educational programs targeting youth, including schoolchildren and university students, to enhance their appreciation of heritage. These initiatives align with relevant school curricula and include socio-drama events led by curator Achmad Iriyadi, a history lecturer at UPI. The socio-drama performances recreate historical contexts, such as the Japanese occupation, using authentic costumes to illustrate the experiences of "sekolah rakyat" (people's schools). This immersive approach provides a memorable educational experience that resonates with participants.

Table 2. Overview of Educational Programs

Program Type	Description	Target Audience
Socio-Drama	Interactive performances depicting historical education.	Schoolchildren & Students
Workshops	Curriculum-aligned sessions focusing on educational heritage.	Students & University
Thematic Events	Special events related to historical themes.	General Public & Schools

Source: Author, 2024

The study found that expert involvement plays a vital role in the development of educational content for the museum's programs. A multidisciplinary team was identified, involving educators, curators, registrars, conservators, and preparators. Specifically, educators act as program creators, curators take responsibility for content accuracy, and conservators ensure the preservation of artifacts. The collaboration flow starts with curators, who receive collections from donors, and then registrars document the collection. The process involves educators interpreting and summarizing the collections' historical background for educational programs, while preparators organize exhibitions under the conservators' guidance. This coordinated workflow demonstrates the importance of interdepartmental cooperation in content creation and preservation within the museum.



Figure 3. Collections of Universitas Pendidikan Indonesia National Education Museum
Source: Universitas Pendidikan Indonesia National Education Museum, 2024

The findings indicate that the museum plays an active role in educating the public about heritage preservation through various educational tourism activities. The museum integrates modern concepts with elements of local wisdom, attracting visitors to explore history across different eras—from prehistoric times to the envisioned future of education, particularly at Universitas Pendidikan Indonesia (UPI). Visitors, including students, express positive feedback, often visiting during their free time to engage with the exhibits. Additionally, the museum collaborates with community groups such as the "Celah Celah Langit" arts collective, cycling enthusiasts, and veteran communities, enriching the educational experience with local cultural involvement.

3.2. Discussions

The integration of education and heritage preservation is essential because it enriches the visitor experience by establishing meaningful connections between cultural heritage and modern knowledge. Visitors do not just gain historical insights; they also develop an appreciation for local wisdom embedded in the exhibits, thereby fostering a deeper understanding of the past and its relevance to the present and future. The modern yet locally inspired design of the Universitas Pendidikan Indonesia National Education Museum enables visitors to engage with history across different eras, making their visits both educational and entertaining. This integration ensures that heritage remains relevant and accessible, encouraging visitors to value cultural preservation as part of their learning journey. Furthermore, by connecting with local communities such as art groups, veterans, and cycling enthusiasts, the museum bridges heritage with everyday life, cultivating public involvement in heritage conservation.

Special programs targeting younger generations play a critical role in promoting heritage awareness by fostering early engagement with cultural preservation. The Universitas Pendidikan Indonesia National Education Museum offers interactive activities that attract young visitors, encouraging them to explore historical narratives spanning from prehistory to the future of education. Collaborations with local communities, such as art groups and veteran associations, provide opportunities for young participants to engage directly with cultural knowledge and practices. While these efforts are commendable, there is room for improvement by integrating more hands-on workshops, leveraging digital media platforms, and incorporating gamified learning experiences—making heritage preservation both accessible and enjoyable. These initiatives help cultivate a sense of responsibility among the youth toward protecting cultural heritage over the long term.

Expert collaboration plays a pivotal role in enhancing the quality of museum education programs by ensuring both educational relevance and historical accuracy. Educators working alongside curators help interpret collections into meaningful content, ensuring that exhibitions are engaging and informative. However, challenges arise when balancing inputs from multiple departments and ensuring seamless communication among curators, conservators, and educators. Maintaining the physical integrity of artifacts while making them accessible for public engagement can also be challenging. Addressing these issues through expert collaboration ensures that museums not only preserve heritage but also deliver impactful educational experiences.

Museums possess considerable potential to enhance public education about heritage preservation by further engaging local communities and diversifying their activities. To boost public involvement, the museum should introduce more interactive programs, workshops, and collaborative events. Strengthening partnerships with community groups and expanding outreach programs will deepen the connection between the public and cultural heritage. Incorporating digital platforms for virtual tours and interactive content could attract a broader audience. These initiatives would not only preserve heritage but also foster a sense of shared responsibility among the public for its conservation.

In line with these strategies, the Universitas Pendidikan Indonesia National Education Museum has implemented several innovative measures to attract visitors in today's digital age. For instance, it has integrated digital technology into exhibitions and developed interactive learning experiences using tools like virtual tours, augmented reality displays, and engaging social media campaigns—all aimed at enhancing the educational experience and increasing accessibility to a wider audience. Consequently, the museum has evolved into a vibrant space for community engagement—particularly among younger generations who are increasingly adept at navigating digital platforms. This shift towards digital engagement not only draws more visitors but also solidifies the museum's position as a vital institution for heritage preservation and education in contemporary society.

4. CONCLUSIONS

This research has successfully identified and analyzed the strategic role of the Universitas Pendidikan Indonesia's National Education Museum in tourism planning, emphasizing the synergy between education and heritage preservation. The findings indicate that the museum not only serves as a repository of educational heritage but also plays a vital role in promoting cultural awareness among diverse visitor demographics. By integrating innovative educational programs and interactive experiences, the museum enhances its appeal as a heritage tourism destination, thereby contributing to sustainable tourism development in Indonesia.

The work advances the field by providing a comprehensive understanding of how museums can effectively bridge educational objectives with heritage conservation efforts. This research highlights the necessity for museums to adopt modern marketing strategies and leverage technology to engage younger audiences, ensuring that cultural heritage remains relevant in contemporary society. Possible applications of this study include the development of tailored educational programs that address community needs and enhance visitor engagement.

Future research should explore longitudinal studies on visitor engagement and satisfaction to assess the long-term impact of educational initiatives on cultural preservation. Additionally, examining the effectiveness of digital tools in enhancing museum experiences could provide valuable insights for further innovations in museum practices.

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