

Prospects of the Bersukaria Walking Tours as Educative Tourism Activities in the Middle of Social Media Development

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Abstract. Currently, the younger generation is confronted with the dynamics of social media development, which has various adverse outcomes, such as reduced social interaction, diminished moral values, and a restricted understanding of cultural and historical aspects. In this context, the Bersukaria Walking Tour emerges as a solution, offering an enjoyable learning experience while introducing cultural and historical heritage interactively and collaboratively. This research aims to assess the presence, prospects, and potential of the *Bersukaria* Walking Tour as a choice for educational tour activities for the younger generation. The research employed a mixed-methods approach, which involved collecting data through observations, interviews, surveys, and the analysis of documents. The gathered information was subsequently analyzed using a descriptive-qualitative approach. The findings indicate promising prospects for the *Bersukaria* Walking Tour among the younger generation, which can be categorized into two primary segments: students (62.80%) and young workers (65.70%). This clearly indicates the potential value of the *Bersukaria* Walking Tour as a beneficial educational tourism experience for them.

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1 Introduction

The rapid advancement of technology and information caused the younger generation to experience transitions that have an impact on various aspects of their lives. This fact has granted them global access through the internet and social media, which makes them more open to external influences, widens their social network, and provides extensive access to information concerning education, cultural diversity, and the latest trends. (Untari, 2020: 988). Furthermore, the tourism sector has also experienced an increase in popularity through various tourist destinations with local wisdom that attract the attention of the younger generation. The phenomenon not only provides a recreational experience but also contributes to strengthening the cultural identity and preserving the local heritage.

Considering the current situation, the walking tour activity has emerged as a solution to address the diverse needs and preferences of the youth. In this context, there is one suitable walking tour, namely the Bersukaria Walking Tour. Within this particular context, one appropriate walking tour stands out, specifically the Bersukaria Walking Tour. The Bersukaria Walking Tour offers more than 'fun' recreational activities, it can also provide sustainable educational tourism with valuable activities and experiences. This can be accomplished by integrating worldwide knowledge with authentic local experiences, all while harmonizing with the positive advancements within the tourism sector. This is in line with the World Tourism Organization's statement that the implementation of walking tour activities can serve a dual role as a sustainable form of tourism, simultaneously boosting visitor numbers to specific tourist destinations, thereby generating employment opportunities and increasing revenue (WTO, 2019).

Studies on walking tour activities have been carried out on multiple occasions. As a comparison, the results of research conducted by Francesca Simeoni and Veronica De Crescenzo indicate that through collective participation or crowdfunding mechanisms, walking tour activities hold promise as a powerful tool for preserving regional culture. While cultural preservation does fall within the purview of this study, noteworthy disparities exist in comparison to Francesca's research. This research places a stronger emphasis on the Bersukaria Walking Tour as an educational tourism activity, taking into account the proclivities and inclinations discernible among the demographic of the younger

generation. Consequently, the outcomes of this study are anticipated to refine and bridge existing gaps in knowledge, ultimately enhancing comprehension of Walking Tour undertakings.

This comprehensive depiction subsequently generates a strong motivation for researchers to conduct a more exhaustive investigation about how The Bersukaria Walking Tour could provide additional benefits beyond simply an enjoyable recreational activity, which potentially can evolve into a sustainable form of tourism with an educational aspect for the younger generation. In this study, it is crucial to acknowledge certain limitations that require attention. To begin with, the sample size is restricted, encompassing students and young professionals from Semarang City, Indonesia. This implied that varying social, cultural, or economic conditions in other nations could yield disparate outcomes. Consequently, this research sought to investigate the present state of the Bersukaria Walking Tour, as well as the values and factors that could potentially transform it into an educational tourism experience that is suitable for the younger generation.

2 Result and Discussion

Before considering the potential of this activity in the future, it is crucial to gain prior knowledge about the current state of the Bersukaria Walking Tour. The Bersukaria Walking Tour began with an attentive evaluation of Semarang city, Indonesian. The Bersukaria Walking Tour emerged from a genuine interest in and evaluation of Semarang, a city with significant tourism potential, which then evolved into an opportunity to enhance and sustainably utilize these circumstances, delivering a distinct and meaningful tourism experience set apart from conventional tours. The choice of the word 'Bersukaria' was made based on a snippet of the Gambang Semarang song's lyrics, which served as an indication of Bersukaria's origin in Semarang. Additionally, this selection aligns to bring happiness to all participant.

In recent times, the Bersukaria Walking Tour has also offer numerous routes based on determining aspects of the location or visit itinerary, grounded in cultural exploration, heritage appreciation, photography opportunities, places of interest, and shopping. This concept becomes more evident when we prioritize programs and routes. For example, the offerings encompass a wide range of experiences. Traditional and international culinary tours are available, as well as regular walking

tours that delve into multicultural encounters and explore heritage buildings dating back to the Dutch, British, and Japanese colonial periods, including visits to Ereveld (the Tomb of Honor in Semarang). Furthermore, if prioritizing mental well-being, consider the Mindful Walk route, or opt for the horror-themed route that explores one of Semarang's abandoned buildings.

Through conducting interviews and administering questionnaires, the study found that the younger generation responded positively to this situation. In this research, the younger generation was categorized into two groups: students and young workers. The findings revealed that the majority (62.80%) of student participants strongly agreed with the enjoyment of the walking tour activities; the remaining 37.20% agreed. In the given statement, it was mentioned that the majority of college students (54.20%) strongly agreed that the Bersukaria Walking Tour represented the interest of the younger generation, while the remaining 42.80% agreed, leaving a mere 3% in disagreement.

Based on the survey results, the positive response to the Bersukaria Walking Tour was influenced by several tendencies. These tendencies include students' desire to make the most of their ample free time by engaging in experiences beyond formal education. Additionally, group excursions also increase enthusiasm and hold the potential to foster interaction with peers while strengthening social networks. In addition to this, the presence of a tour guide of the same age as the participants contributes to a more familiar and engaging experience during the trip. Instead, their disapproval stems from alternative preferences for leisure or educational pursuits, such as sports, the arts, or volunteer activities, which they perceive as better aligned with the proclivities of their generation.

Meanwhile, the results from the young worker category indicated that the majority (65.70%) of participants in this group strongly agreed that the Bersukaria Walking Tour is an inspiring educational tourism activity, while 34.30% agreed. In the second statement of the survey, a significant majority of respondents, comprising 45.70%, expressed a strong consensus that the activities introduced by the Bersukaria Walking Tour effectively embodied the interests of the younger generation, while the remaining 54.30% just agreed with this assertion. The young workers in the younger generation category participated in the Bersukaria walking tour for interconnected reasons, as indicated by the predominantly positive feedback they provided.

According to the field research, this trend has emerged from a strong aspiration to expand their horizons and establish a broader network. This trend is further fuelled by Bersukaria Walking Tour's use of digital technology for booking and its engaging informational content. As for young workers, they also have greater budgetary flexibility and are more inclined to allocate funds to educational experiences, often in the form of investing in paid tours. Furthermore, positive feedback from young workers concerning the alignment with their interests is on the rise, as the tour activities not only offer fresh insights and learning opportunities, but also furnish pragmatic solutions that applied to their everyday lives. To make it easier to comprehend, these findings can be presented in the following table:

Table 1. Participants' Assessment of the Existence of the *Bersukaria* Walking Tour as an Educational Tour.

Aspect	Presentation Results					
	College Students			Young Workers		
	Strongly Agree	Agree	Dis Agree	Strongly Agree	Agree	Dis Agree
<i>Bersukaria</i> Walking Tour as an Educational Tourism Activity	62,80%	37,20%	0%	65,70%	34,30%	0%
Representation of Interests of the Young Generation	54,20%	42,80%	3%	45,70%	54,30%	0%

Based on these findings, it appears that the majority of the younger generation, including both young workers and most students, have provided affirmative responses to the three statements. This response suggests that the younger generation is becoming more aware of the significance of cherishing their cultural and historical heritage, particularly in the digital age, where social media dominates as a tool that facilitates easy recognition of the environment and enhances knowledge. This shift also led the younger generations not only supporting the cause by participating in tours, but also driving demand for more diverse

educational experiences. It also unwittingly positions them as agents of change.

Based on previous findings, the researchers proceed to explore the fundamental values that provide the essential foundation and strengthen this enriching educational journey. This data was derived from interviews, observations, and document analysis, shedding light on the valuable advantages the Bersukaria Walking Tour offers to its youthful generations. The Bersukaria Walking Tour serves as a platform that provides younger generations with the opportunity to nurture empathy and foster mutual understanding about the realities and occurrences within local communities. Based on feedback from respondents, the majority of them confirmed that these travel routes effectively instill empathetic values.

These activities have unintentionally introduced an additional dimension of learning by promoting the understanding of proper walking etiquette and respect for pedestrian rights. This newfound knowledge has also contributed to enhancing participants' physical abilities and fostering a healthy lifestyle. This tour not only offers cycling but also provides budget-friendly cycling options courtesy of Bersukaria for exploring the city. The Bersukaria Walking Tour also endeavoured to introduce interactive learning methods, that is enabling the younger generation to engage in dialogue and share perspectives with their peers.

Regarding the tour visits, which encompass experiences like "Dusk at the Agung Giri Natha Temple," a visit to the "Tay Kak Sie Temple," and exploration of the "Catholic Church of St. Yusuf," participants are afforded a unique opportunity to enhance their comprehension of the religious diversity prevalent within society. Simultaneously, these visits facilitate the cultivation of values such as tolerance and respect for varying beliefs and religious practices. During the Walking Tour activities, participants also have the opportunity to observe, learn, and develop an appreciation for the distinctive architecture of buildings and urban planning inherent to a specific region.

Beyond its cultural heritage aspect, there is also an important value from this activity which triggers local tourism activities that are supported by the existence of various accommodations, transportation, retail, new insertion programs, and the presence of souvenir centers (WTO, 2019). The Bersukaria Walking Tour also encompasses a multitude of values and pivotal attributes, rendering it embraced by the broader community as an alternative tourism venture for the younger generation. Consequently,

these diverse routes serve as a space where younger generations can directly experience and gain a better understanding of the various social, economic, and cultural challenges encountered by society.

From this findings, significant practical implications emerge that emphasize the success of the Bersukaria Walking Tour activity in capturing students' interest in educational experiences beyond the confines of the academic curriculum. This revelation carries significant potential to inspire universities and other educational institutions to develop extracurricular educational programs or similar educational excursions.

3 Conclusion

In summary, the Bersukaria Walking Tour has bright prospects ahead, especially concerning the younger generation. This optimism was reinforced by the enthusiastic agreement of younger participants. In addition, the Bersukaria Walking Tour has also succeeded in becoming a model for inspiring educational tourism activities that not only see a tourist destination from its aesthetics and visualization but also have an impact related to providing learning about values that are beneficial to the younger generation. To achieve this, it is imperative to engage local government support in enhancing the management of regional tourist destinations with local significance. This will result in a broader array of tourist offerings, subsequently increasing participation in the Bersukaria Walking Tour. Additionally, storytellers and internal team members at Bersukaria Walking Tour play a crucial role in elevating their professionalism in oral and written communication skills as well as participant engagement. Moreover, it is essential to involve the younger generation to further kindle their interest in various aspects of local history and culture.

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