

WULENPARI OUTBOUND WELLNESS (WOW) AS A COLLABORATION PROGRAM FOR INCREASING INCOME OBJECT

by Saryono, Soni Nopembri, Komarudin, Ranintya Meikahani

ABSTRACT

Ecotourism is one of the environmentally friendly tourism activities by prioritizing aspects of nature conservation, socio-cultural-economic empowerment of local communities, and aspects of learning and education. Ecotourism can provide many benefits, such as a source of funding for conservation areas, protection of conservation areas, alternative sources of livelihood for local communities, options for promoting conservation and encouragement of conservation efforts in particular. Wulenpari is one of the popular ecotourism villages in the Gunungkidul area, Yogyakarta, Indonesia. Tourism is one of the sectors most affected by the COVID-19 pandemic, given the restrictions on human mobility. The vast land owned by Wulenpari provides the potential to reclaim income that has been affected by COVID-19. Holding outbound programs for various age groups has great potential in this tourism. In integrating outbound destinations and methods with available locations, creative outbound facilitators/concepts are needed to revive tourist villages affected by the pandemic. The solution to the problems above is the existence of Wulenpari Outbound Wellness (WOW) as a Collaborative Program for Increasing Income for Ecotourism Objects, a PKM-KKN program for the service team. Based on the results of the PKM-KKN implementation and the discussion, it can be concluded that the Wulenpari Outbound Wellness (WOW) activity as a Collaborative Program for Increasing Income for Ecotourism Objects ran smoothly and achieved its goals very well.

Kata Kunci: Wulenpari outbound wellness, increase income, ecotourism