

**PENGEMBANGAN KAPASITAS KELEMBAGAAN PENGELOLA TAMAN WISATA GENILANGIT,
KABUPATEN MAGETAN GUNA MENGUATKAN PARIWISATA BERBASIS MASYARAKAT**

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ABSTRACT

Genilangit Park is a tourist area with an area of 13 hectares located at the foot of Mount Lawu. The position of tourism park managers that survive independently without support from the government is quite alarming because many tourist destinations with similar concepts but capital intensive have started to emerge. The capacity of community-based tourism management institutions is seen to be an important factor capable of combating competitive attacks from mass tourism. However, the capacity of the management agency for the Genilangit tourism park is presumably not strong enough. This is related to the nature of its formation and maintenance which is still spotan. This condition is exacerbated by the absence of assistance from the government that specifically seeks to increase the capacity of the management institution. The implementation of this PPM activity aims to; (1) provide insight into the development of tourism attractions based on natural potential; (2) encourage managers to be able to maximize the distribution of tourism benefits to local communities; and (3) increasing the capacity of the Genilangit tourism park management agency to be able to face challenges. Methods of activity are carried out through educational activities, Focus Group Discussions and assistance to strengthen institutional capacity

Kata Kunci: *Tourism, Capacity Building, Community Based Tourism*