

INCREASING THE CAPACITY OF POKDARWIS WISESA IN TOURISM DEVELOPMENT OF WIDODOMARTANI VILLAGE, NGEMPLAK, SLEMAN, YOGYAKARTA

by Dr. Minta Harsana, A.Par., M.Sc./NIP. 19690314 200501 1 001 Prof. Dr. Erwin Setyo Kriswanto, S.Pd., M.Kes./NIP. 19751018 200501 1 002 Dr. Drs. Suyud, M.Pd./NIP. 19570513 198811 1 002 Agus Riyanto/NIM. 21107251039 Adilla Desy Rizbudiani/NIM. 19701251034 Meutia Ika Suryani/NIM. 22103251107 Arpiaka Har

ABSTRACT

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The aim of this Community Service Partnership is to accompany partners in overcoming problems regarding tourism, by increasing the capacity of POKDARWIS "Wisesa" in tourism development. The approach used to help resolve partner problems is carried out by providing training assistance through training and competency tests, PkM partners are provided with training materials and mentoring on a regular and ongoing basis.

The training material provided is related to processes in the form of identifying tourism potential, tourism awareness, Pokdarwis management governance, tourism development policies, tourism packaging, tour guides for managers and competency tests for tour guides. The target of the training is all 30 POKDARWIS "Wisesa" members who are designed to use lecture, discussion, question and answer techniques and direct practice. Through this PkM activity, it is hoped that partners can overcome the problems they have been experiencing, namely improving management governance so that in the long term they can achieve independence in management. The number of visitors increases, and with a manageable business management system it is hoped that partner income will also increase both in quantity and quality.

The result of this activity was that the target audience was very enthusiastic and gave a positive response during the activity. This is proven by the pretest and posttest results of participants which show differences before being given the training material and after being given the training material with values of Sig (0.00) < 0.05 and tcount (3.587) > ttable (1.710).

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