

## **Increasing the Competitiveness of Kemadang Village Through Sport Center-Based Tourism Development**

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### **ABSTRACT**

This community service aims to increase the competitiveness of Kemadang village through the development of sports center-based tourism. Kemadang Village is one of the villages in Tanjungsari District, Gunungkidul Regency, Yogyakarta Special Region. Before there was a northern ring road in the Wonosari urban area, Kemadang Village could be said to be one of the inland villages. The methods used in this service include (1) assistance in making the grand design of the Kemadang sports center; (2) assistance in developing village tourism; (3) development of village human resources through structured training for those responsible for sports centers and tourism assistants. The results of this activity are (1) the grand design for the development of the Kemadang sports center prepared based on the needs of the FGD results with the local community; (2) Identification of a structured program for developing village tourism; (3) Superior human resources who understand the concept of developing grand tourism designs and increasing tourist interest.

Kata Kunci: *Tourism, Kemadang, Competitiveness*