

# COMMUNITY-BASED TOURISM DEVELOPMENT MODEL IN NGESTIREJO TOURISM VILLAGE TANJUNGSARI

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## ABSTRACT

Yogyakarta has a variety of tourist destinations, one of which is the tourist village of Ngestirejo. Ngestirejo tourist village is a tourism village that has the potential to be developed. In addition to having attractive natural resources, the tourist village of Ngestirejo also has support from the community and local government. This study aims to 1) produce a community-based tourism development model, 2) produce a learning guide for the community of Ngestirejo tourism village. The research model used in this research is research and development that produces products in the form of learning media using the ADDIE research model. The ADDIE development model consists of five stages which include analysis, design, development, implementation and evaluation. Data collection techniques used are observation, interviews, and questionnaires. Meanwhile, there are three data analysis techniques used, namely initial condition data analysis, product feasibility data analysis, and effectiveness data analysis. The results of this study are the formation of a community-based tourism development model design consisting of 3 components: (1) Prospective participants, namely people who are members of the Asma Dewi Ngestirejo tourism awareness group, Tanjungsari, (2) Selection of participants where the empowered participants are the people who become Pokdarwis members and active in various Pokdarwis programs, (3) The tourism development program in the form of training has 3 stages: preparation, program socialization and introduction, program implementation.

Kata Kunci : *development, community, tourist village*