

EMPOWERMENT OF TOURISM DRIVING GROUPS IN DEVELOPING THE TOURISM POTENTIAL OF EMBUNG KRIKILAN BAYAT KLATEN

by Nurhadi Santoso, Ratna Kumala Setyaningrum, Heri Yogo Prayadi, Fiki Sa'adah, Silvia Dewi Febriyani, Clarashinta Niko Maharani, Maritza Dwi Zahrani. Ema Yuliana Safitri, Fito Prayogo

ABSTRACT

The aim of this Community Service activity is to revive tourism at the Krikilan Bayat Klaten Embung and develop sports tourism. Tourism as a means of driving the economy of village communities is very important to be encouraged and developed as best as possible to increase the number of tourists visiting the Krikilan Bayat Klaten Embung.

The target audience for this PkM activity is the Embung Krikilan Bayat Tourism Awareness (Pokdarwis) group, numbering 15 and members of the Bumdes of Krikilan village, numbering 5. The total audience for suggestions for this PkM activity is 20 people.

The PkM activity with the title "Empowerment of Tourism Driving Groups in Developing the Tourism Potential of Embung Krikilan Bayat Klaten" can run well. PkM activities are carried out for 1 day, namely Sunday 5 November 2023 at 08.30 - 14.00 WIB at the Krikilan Bayat Embung. This PkM was carried out with two materials, namely 1) material about "Putting together a Dream Puzzle for Krikilan Village, Kec. Bayat, Kab. Klaten" and 2) material about "Sport Tourism".

Kata Kunci: *Empowerment, Tourism Driver, Tourism Potential Development, Krikilan Reservoir*