

# **TRAINING FOR STUDENTS IN THE RECREATIONAL BUSINESS MANAGEMENT PROGRAM DEVELOPING RECREATIONAL SPORTS IN KAMPUNG EMAS SEYEGAN**

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## **ABSTRACT**

The aim of this research is to develop Recreational Business Management Study Program students related to recreational sports that can be developed in Seyegan Village. There's a lot of potential developed by people inside and outside the village of Emas Seyegan. In the era of globalization, Tourism does not only focus on the aspect of having fun, but tourism as well interpreted by including aspects of education, local culture and the development of creativity. The activity method is carried out by preparing a plan and schedule of activities for implementation as follows: Observation of recreational sports needs in Kampung Emas, sports mapping Recreation in Kampung Emas, training for PUR Study Program students, socialization of students in the Village Gold. This research uses survey methods and also field observations to strengthen, The division of subjects who took part in the training and those who did not take part in the training will also have an effect on the results. Data analysis using SPSS techniques based on the answers obtained. Subject In this research, there were 60 Recreation Business Management students. The data collection process uses a structured questionnaire. Conclusion of this research shows that: 1) The normality test value for the pretest is 0.289 and for the posttest it is 0.2890. 342, 2) The homogeneity test of the pretest score was obtained by the average of Business Management study program students Recreation before participating in training was 51.56 while the posttest score was average Recreational Business Management study program students after attending training was 54.74.

Kata Kunci: *Keywords: PUR Study Program, Golden Village, Training, Outbound.*