

BUILDING TOURISM CONSCIOUS COMMUNITIES TO TOWARD THE TOURISM VILLAGE IN MEJING MULYODADI BAMBANGLIPURO BANTUL

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ABSTRACT

Tourism is an activity that is closely related to the economy. In fact, the existence of tourism activities can move many elements of the economy. Obviously this tourism activity can improve the welfare of the community, if managed properly by involving the community. Therefore, the activity of the tourism sector needs to be supported by the community with the main capital of the people who have tourism awareness. Meanwhile, it is known that Mejing is an area that has tourism potential, especially in terms of local arts which if managed properly will have its own charm. For this reason, the purpose of PPM (Community Service) activities is how to direct, awaken, and empower the Mejing community in relation to the formation of a Tourism Village. Thus, the existing potential can be realized to improve the welfare of the community through tourism activities.

The activities carried out in this service were analyzing the potential of the environment as one of the tourist location destinations and fostering a sense of tourist awareness in the Mejing community, Mulyodadi, Bambang Lipuro, Bantul. This is in line with the expectations of the Mejing community, to form a Tourism Awareness Group (Pokdarwis) and make the area a Tourism Village. In general, what the service team did was to make the Beijing community more empowered, namely by increasing economic income through tourism activities. Therefore, the initial step of this PPM activity is to make observations, analyze the main potential of Mejing Hamlet and then provide tourism-aware training to the community. The next step is to hold a sharing with the Forum Group Discussion (FGD) model with Mejing community leaders. Servants also provide stimulant funds to support tourism village development activities accompanied by mentoring.

Kata Kunci: Tourism Village, Tourism Awareness Society, and Mejing