

MANAGEMENT SKILLS TRAINING FOR TOURISM VILLAGE MANAGEMENT IN KRAPYAK MARGOAGUNG SEYEGAN SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

Abstract

Management Skills Training for Management of Tourist Villages in Krapyak Margoagung Seyegan Yogyakarta Special Region is training attended by tourist village managers whose final results will be awarded certificates to participants who take part.

The aim of Community Service (PPM) is to

increase the knowledge and understanding of tourism village business managers in managing their business units. Thus, after this training, it is hoped that managers will be able to implement knowledge and understanding in managing its business including fisheries, agriculture, animal husbandry, education, recreation and cultural sports locations well and maximally so as to increase the income generation of the community in the village.

The method used to carry out this Lecturer Group PPM activity is:

online and offline, the training implementation process uses lecture and question and answer methods, while the media uses LCD and power point. There are three, namely: (1) lecture method, (2) question and answer method, and (3) assignment method (recitation). Providing theoretical material through lecture, question and answer and discussion methods. Tori's training material consists of: introduction to MSME Policy, Management, marketing strategy..

The PPM results show that even though the training was conducted online and offline, the participants participated enthusiastically. This can be proven that the training participants show a high level of discipline, seriousness, responsibility and commitment. Likewise, based on the PPM Team's observations, during the activities the participants carried out their activities seriously, with discipline and with high enthusiasm. Thus, it can be concluded that PPM activities can run successfully without any significant obstacles.

Keywords: Tourism Village, management, Manager,

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