

Increasing the Competitiveness of Tourism Villages Through Empowering the Karang Taruna at Yogyakarta Special Region

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ABSTRACT

This community service program aims to increase the competitiveness of tourist villages by empowering the Yogyakarta Special Region Karang Taruna. The methods used in this service include assistance in creating Karang Taruna's strategic plan, assistance in the development of tourism villages assisted by Karang Taruna, training in the organization, and leadership and management of the Karang Taruna organization. Meanwhile, the activity stages that were prepared were the preparation of cooperation documents, a location survey in the Bejiharjo area, the preparation of the KT DIY Strategic Plan, landscape design, the FGD of KT DIY administrators through a human resource improvement training program, and the preparation of the DED. The results of this service are the products of Karang Taruna DIY's strategic plan for 2023–2027, increasing the HR capacity of Karang Taruna and landscape design for the Bejiharjo Tourism Village.

Kata Kunci: Tourism village, Karang Taruna, Competitiveness