

# OPTIMIZATION OF THE CONCEPT OF GREENING SMART AND SPORT TOURISM VILLAGE IN TOURISM IN GUNUNG KIDUL DISTRICT

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## ABSTRACT

In an effort to develop tourist destinations in Bejiharjo village, it can be packaged with sports-based tourism management by optimizing its potential. Currently, managers have not targeted opportunities in the sports tourism sector because they are unable to manage the potential of the design optimally. Seeing these problems, tourism village managers should be equipped with knowledge and skills in sports tourism-based tourism management through the resources they have. In this context, sustainable community service activities are something that lecturers can do to provide many benefits to society and the environment. The application of the circular economy concept is an option that suits Indonesia's current environmental conditions, especially for the tourist village in Gunung Kidul. in more detail, both in theory and practice, can be used as a solution for developing attractions in the Bejiharjo tourist village. So, as a necessary step, training activities need to be carried out to develop the attractiveness of the Bejiharjo tourist village based on the concept of greening smart and smart tourism village.

Evaluation of program implementation is carried out directly while the program is running as a whole. Apart from that, evaluation is also carried out in writing with a questionnaire containing the meaningfulness and usefulness of the training program for the target group. Continue to monitor and evaluate the success of the sport tourism tourism program, and make continuous improvements based on feedback from visitors and other relevant stakeholders. The target for sports tourism optimization activities in the Bejiharjo Tourism Village is 25 people as managers.

Kata Kunci: *GREENING SMART, SPORT TOURISM, VILLAGE TOURISM*