

Training of trainer of the batik and dolanan traditional for improving capacity of the potential management of the tourism village of batik Giriloyo

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ABSTRACT

This community service activity aims to develop the literacy skills on managing traditional game to tourism managers in tourism villages through experiential learning. The traditional game literacy means attitudes, knowledge and skills in managing of the traditional games to make it more meaningful for life and having sustainable. In the community life, the literacy has been decreases as a result of environmental development.

The activity formed by experience-based learning which was carried out of the stages including needs analysis, planning, implementation, evaluation. The activity held for the managers of tourism village as the target group numbering 25 people who are productive and have high motivation to develop tourism. They are selected based on their strategic role in the development of the Giriloyo tourism village as a batik center in special area of Yogyakarta which has various local wisdoms. For knowing its effectivity, data collected by using interviews, documentation and observation. The data were analyzed by using qualitative analysis techniques and to ensure the validity of data triangulation and extension of observation done.

Results of the activity show that the learning process taken to the target group can able to provide positive benefits. This is realized by changing of their behavior who realize the importance of the traditional game literacy in context of the developing tourism services, having ability to manage tourism services based on traditional games, and forming management of the traditional game tourism. Therefore, it needs to be carried out continuously and meaningfully by optimizing the involvement of parties involved in tourism development.

Kata Kunci: *literacy, game, traditional, improving, tourism*