

LEARNING NEEDS OF A TOURISM GROUP (POKDARWIS) IN TOURISM VILLAGE DEVELOPMENT NGESTIREJO, TANJUNGSARI

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ABSTRACT

Pokdarwis or tourism awareness groups are the driving groups in implementing tourism activities. Therefore pokdarwi has a very strategic role in tourism development. The objectives of this study were 1) to describe the tourism potential of Ngestirejo village, 2) to describe the learning needs of the tourism awareness group (pokdarwis) of Ngestirejo Village, Tanjungsari, 3) to describe the inhibiting and supporting factors of Pokdarwis in developing the Ngestirejo tourism village, Tanjungsari. This research is a qualitative research with a qualitative descriptive method. Data collection techniques are using interviews, documentation observation sheets. The data analysis technique used is qualitative analysis techniques. To obtain the validity of the data, triangulation and extension of observations were made. The results showed that 1) The tourism potential of the village of Ngestirejo, namely Tritis Cave, Tritis lake, Human Resources (SDM), infrastructure, transportation, socio-cultural environment, and community support. 2) learning needs for tourism awareness groups in the form of: a) Human Resource Management in the management of tourism villages, b) Vocational training for Pokdarwis members and local communities, c) Ability to provide services in tourist villages 3) supporting factors in village development tourism in the form of; a) motivation of Pokdarwis members, b) support from local governments, c) support from communities around the cave and lake. Inhibiting factors are a) low knowledge and skills of pokdarwis members, b) dry season ethics makes the lake dry due to lack of water.

Kata Kunci: *Tourism village, pokdarwis, learning needs*