

## **WORKSHOP FOR IMPROVING MARKETING CAPABILITIES OF SLEMAN DISTRICT TOURISM VILLAGES**

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### **ABSTRACT**

*Sports marketing management is the process of planning, organizing, implementing and evaluating marketing strategies for products or services related to the world of sports. It involves various activities designed to promote sports, sporting events, athletes, teams, brands and other related products to relevant audiences*

*A workshop is an activity or meeting that is usually carried out in a controlled environment, with the aim of learning, practicing or developing certain skills in a particular field by collaborating with the people of Kampung Emas Krapyak Seyegan as partners for workshops to increase the marketing capabilities of tourist villages.*

*Community Service (PkM) regarding the workshop on improving tourism village marketing capabilities which was held offline on 1 and 2 July 2023 in Kampung Emas Krapyak Seyegan seems to be a very valuable initiative. This workshop was an opportunity to introduce theory and practice regarding tourism village marketing, especially in sports facilities, to the 30 participants who attended*

*Kata Kunci: Management, Marketing, Tourism Village, Workshop,*