

DEVELOPMENT OF TOURISM SECTOR OF GLAGAH BEACH SUNFLOWER TOURISM PARK COMMUNITY, KULONPROGO

by Risky Setiawan, Rhoma Dwi Arya Yuliarti, Saadilah Rosyadi

ABSTRACT

Tourism is a gift and a form of our love for God, especially with regard to natural tourism. The Kulon Progo regional government provides various policies that support the development of tourism, both driven by local governments and those formed by independent communities. One of them is the development of sunflower tourism parks that are managed independently by the surrounding community. This tourist village is located in the village of Jangkaran which is 38 km to the west of Yogyakarta State University. Sunflower tourism park is a strategic area that has the potential for economic growth and community welfare (eradicating poverty, overcoming unemployment) Social and cultural development, natural resource empowerment, (conservation of nature, environment and resources) and environmental support. The problem of the COVID-19 pandemic has made this tourism business quiet and tends to go out of business. PkM Regional Development seeks to help with management issues and procedures for health protocols in the era of COVID-19, fulfillment of COVID-19 prevention facilities and facilities and creation of websites with virtual reality facilities so as to reduce and prevent the widespread spread of COVID. And will grow the increase in the quantity of visits, especially local tourists in Yogyakarta, by adding IT supporting facilities, virtual promotions can be carried out creatively and effectively. The output of this program is the publication of accredited national journal articles and chapter books and articles published in national newspapers. Meanwhile, the practical output is the creation of an e-commerce website for sunflower tourism parks, the fulfillment of health facilities in the pandemic era and also IT facilities and the increasing public interest due to the loss of excessive worry about COVID-19. This is because the manager of the sunflower garden tourism village has met the requirements of standard procedures for the prevention and handling of COVID-19 properly.

Kata Kunci: *sunflower garden, COVID-19, e-commerce*