

Abstract Kalibiru nature tourism is located in Hargowilis, Kokap District, Kulonprogo Regency, which is a harmonization of green forest with a very wide hilly expanse with beautiful scenery. Based on the documentation analysis of the number of visitors, in 2018 Kalibiru Tourism has reached 183,498 v

by Prof Dr Edi Purwanto, M.Pd, Dr. Aprilia Tina Lidyasari, M.Pd, Dr. Kiromim Baroroh, M.Pd,

ABSTRACT

Abstract

Kalibiru nature tourism is located in Hargowilis, Kokap District, Kulonprogo Regency, which is a harmonization of green forest with a very wide hilly expanse with beautiful scenery. Based on the documentation analysis of the number of visitors, in 2018 Kalibiru Tourism has reached 183,498 visitors / year with details of 163,662 local visitors and 19,836 foreign visitors. However, in 2019 it decreased to 120,384. The covid pandemic in 2020 the number of visitors dropped dramatically to 40,517, in 2021 there were 22,422 visitors on average local. The main problem is related to human resources (HR) management and member performance both when serving guests directly or online, thus requiring an increase in excellent service. The purpose of community service activities is to produce visitor service guidelines and improve excellent service in direct services, management and skills in optimizing online services through social media through training and practice. The training participants were determined by the head of Kalibiru nature tourism, a total of 32 consisting of employees and managers.

The service team developing the Visitor Service Book was carried out starting from define, design, development and dissemination by the service team. The flatter book is then printed and given to the Kalibiru tourism manager. Furthermore, training in the form of lectures, discussions and simulations was followed by direct assistance in services, management and online services. The results of the assistance are published in the online Jogja newspaper. The results of the pre and post test evaluations obtained the value of sig. (2-tailed) < 0.05 then there is a significant difference between the results of the pretest and posttest. So it can be concluded that there is a difference between before and after excellent service training in Kalibiru nature tourism.

This result was very encouraging for both parties, the Kalibiru management was greatly helped by the inclusion of academics because there had never been before and hoped that there would be continued assistance from the UNY in terms of academics. Obtained IA between the two parties.

Kata Kunci: *Excellent service, Managemen, Performance*