

TRAINING ON IMPROVING THE CAPABILITY OF LOCAL POTENTIAL-BASED EDUCATIONAL TOURISM MANAGEMENT FOR THE COMMUNITY OF BATIK KAMPUNG GIRILOYO, IMOGIRI, BANTUL

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ABSTRACT

The Giriloyo batik community already has a website, but for web management, the new association can serve for batik ecotourism activities. This is due to the lack of human resources (HR) who are experts in creating or managing the web. Advances in information technology in era 4.0 are ideally utilized optimally by the Giriloyo Batik Village community to develop businesses both in batik marketing and tourism activities. However, due to limited human resources, marketing is only done traditionally, through showrooms. One of the innovation skills that need to be developed by CLC managers is how they understand, master, and use information and communication technology in tourism management so that they can continue to develop in uncertain situations. Educational and training activities to improve ICT-based educational tourism management skills for batik village community managers. The activity procedure is carried out with project-based learning thinking, namely: define, plan, do, and review. The managers who became the subject of the activity were 24 people who were managers and craftsmen of Giriloyo batik. The results of the PKM activity, namely the implementation phase, include exposure to resource 1 related to entrepreneurship, exposure from resource person 2 related to online marketing, shooting training, and website creation tutorials. Through the implementation of PKM, increasing of innovation in the marketing of MSME Batik, Batik Giriloyo as well as improves skills in website creation.

Kata Kunci: *literacy, local, tourism, management, craft, batik*