

OPTIMIZATION OF CULTURAL AND ENVIRONMENTAL POTENTIALS SEGAJIH TOURISM VILLAGE, HARGOTIRTO, KULON PROGO BASED COMMUNITY EMPOWERMENT

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ABSTRACT

Segajih Tourism Village is located in Segajih Padukuhan, Hargotirto Village, Kokap District, Kulon Progo Regency. Segajih held 'Segajih Live in Education'. Tourists are treated to the process of making batik, making ant sugar, painting and playing the gamelan. Apart from that, camping ground, tracking and home stay activities are also the main attraction of this village. The homestay amenities are a means of staying in this area and this activity is a mainstay attraction (Segajih tourism village manager interview, 21 February 2021). Based on a field survey on February 12, 2022, information was obtained that the pandemic conditions had affected tourist visits both locally and regionally and even globally. This condition resulted in a minimum income for the Segajih tourism village. However, several cultural potentials have actually emerged as alternative products for tourist villages in addition to the superior product of ant sugar. The objectives of this Community Service activity are: 1) Improving and preserving the environmental quality of the Segajih Tourism Village. 2) Improving the governance of the Segajih Tourism Village. 3) Increase awareness of tourism in Segajih Tourism Village. Implementation of New Normal Tourism Awareness Technical Guidance can be carried out using several methods including: lectures, with this method participants are expected to increase their theoretical knowledge about Tourism Villages, discussions with this method are expected that participants or the community will get the opportunity to express opinions or ask questions related to tourist destinations and skills training with this method the community is expected to get practices in several groups related to the development of tourist villages. The proposals for this activity will be submitted to village officials and also the Melkan Padukuhan community

Kata Kunci: *Training, improving the community's economy, Segajih Tourism Village*