

# **OPTIMIZATION OF TOURISM POTENTIAL THROUGH EDUSPORT TOURISM IN TELAGA NGREJEK GUNUNG KIDUL TO REALIZE TOURISM VILLAGE IN THE INDUSTRIAL ERA 4.0**

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## **ABSTRACT**

Gunungkidul Regency, Yogyakarta Special Region Province has very abundant natural tourism potential, one of which is the Ngrejek Lake in Ngrejek Wetan Hamlet, Ponjong District. Telaga Ngrejek has a large area surrounded by flat land and very beautiful shady trees. The existence of the Ngrejek Lake is still very pure, blending with nature and has not yet reached the touch to become a natural tourism potential. and only used for fishing for local residents. The large and shady area is very possible to be developed into a tourist spot and even a tourist village for Dusun Ngrejek. The expected goals of this program are to increase public awareness of the potential that exists in Telaga Ngrejek, as well as to optimize tourism management by Karang Taruna and Pokdasawisma by providing assistance on Edu-Sport Tourism as well as socializing the spilled market as part of tourism charm that can be managed by residents. The implementation method is in the form of outbound and marketing training, implementing sports with residents, creating dance photo spots and sports, food and culture festivals.

Kata Kunci: *Ngrejek Lake, Edu Sport, sporttours*