

ECOTOURISM DEVELOPMENT THROUGH IMPROVING OUTBOUND FACILITATOR SKILLS IN SERMO TOURISM VILLAGE, HARGOWILIS KAPANEWON KOKAP, KULON PROGO REGENCY

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Abstract - *The development of ecotourism through improving the ability of outbound facilitators is to provide education in improving welfare around the ecotourism area, increasing community productivity to form an independent village, and increasing village revenue (PAD) through the ecotourism sector. The Real Work Lecture (KKN) activities of the Outbound Facilitator Training program are carried out using the outdoor activity approach method, including (1) lecture method, (2) question and answer method, and (3) field practice and mentoring. The results of Ecotourism Development through Improving the Ability of Outbound Facilitators in Sermo Tourism Village, Hargowilis Kapanewon Kokap, Kulon Progo Regency, namely: (1) Insight, knowledge, experience, skills, and motivation of outbound facilitators at tourist attractions in the development of ecotourism in Sermo tourist village are more improved. (2) Providing a significant impact on the welfare of the ecotourism area, increasing community productivity in forming an independent village, and increasing the village's original income (PAD) through the Sermo Tourism Village ecotourism sector.*

Keywords: *Ecotourism, Outbound Facilitator Training*

1. INTRODUCTION

Indonesia is famous for its rich natural resources that have the potential for natural beauty and cultural uniqueness that are of high selling value in the ecotourism industry. Natural wealth in the form of ecosystems and biodiversity, natural phenomena with unspoiled scenic beauty, and diversity of flora and fauna.

Based on the Regulation of the Minister of Home Affairs Number 33 of 2009 concerning Guidelines for Ecotourism Development in the Region, it states that the principles of ecotourism development include: (1) suitability between the types and characteristics of ecotourism, (2) conservation, namely protecting, preserving, and sustainably utilizing natural resources used for ecotourism, (3) economical, namely providing benefits to local communities and becoming a driver of economic development in the region and ensuring that ecotourism businesses can be sustainable, (4) education, namely a person to have concern, responsibility, and commitment to environmental and cultural preservation, (5) provide satisfaction and experience to visitors, (6) community participation, namely community participation in ecotourism planning, utilization, and control activities by respecting the socio-cultural and religious values of the community around the area, and (7) accommodate local wisdom (Negeri, 2009).

Ecotourism is a concept of sustainable tourism development that is oriented towards resource sustainability which has many positive impacts on various aspects. Ecotourism as a form of tourism has its specificity, which prioritizes environmental conservation, environmental education, and community welfare, and appreciates local culture so that it becomes a big attraction in attracting tourists.

An active role in managing ecotourism potential is important because natural knowledge and cultural potential have a high selling value as a tourist attraction. Ecotourism development that prioritizes the active role of the community can provide an economic level in the community (M, 2014).

Various ways are sought to be able to develop ecotourism in each region. The ways that are sought are tried to be interesting so that it is fun for visiting tourism actors. A way that is fun and attracts attention is a way that can make people actively participate in various activity opportunities. One of the attractions to increase ecotourism is the existence of Outbound.

Outbound can stimulate physical and psychological aspects with various fun activities. Outbound activities are commonly carried out by people including adults, children, or companies that want refreshing activities for their employees. This can be seen from the many promotions that offer outbound training (Hardjana, 2003).

Hargowilis Village is one of the villages that has a strategic geographical location within the scope of complete ecotourism, which consists of surrounding the Sermo reservoir, along with a strategic camping area around the Sermo reservoir.

In the initial survey according to the head of the village in the Hargowilis sub-district, one of the plans is the development of natural tourism by managing the Sermo Reservoir area into ecotourism-based tourism, one of which is an outbound area.

With this strategic opportunity, it is hoped that it can become an ecotourism potential that can prosper the community and make community productivity increase.

2. METHOD

Outbound Facilitator Training activities are carried out with an outdoor activity approach, including:

- A. Lecture method, which is used to explain the material that has been prepared by the Implementation Team on the material forms of nature-based outbound games, Safety Standards in Outbound, tourism marketing, and the addition of facilities to support tourist attractions.
- B. Discussion method, which is used to respond to the extent of the trainees' understanding of the Outbound or Outdoor activity material in general that has been delivered by the resource person.
- C. Field practice, namely the introduction of various forms of outbound games, simulations, brainteasers, role-playing, and practice of outbound forms.

3. RESULTS AND DISCUSSION

A. Planning Stage

At this stage, observations were made to collect data related to the problems of Sermo tourism management. Furthermore, the data was used to analyze the needs of Sermo tourism development. The next activity was the socialization of the activity implementation plan to the Sermo tourism manager in Hargowilis. Preparations were made from a variety of things, ranging from preparing materials, and training methods used, to supporting tools for training implementation.

B. Socialization Stage

The KKN program was socialized with the management of Sermo Tourism Village through discussions with the head of Sermo Tourism Village and verbal invitations to the management of Sermo Tourism Village.

C. Implementation Phase

The activity was held on Sunday, August 20, 2023, from 08.30 to 12.00 at the Joglo Dewi Sermo. At the time of implementation, the KKN Group used the Training of Trainer (ToT) method designed to increase the number of potential trainers and knowledge in various fields, including providing outbound training to the Sermo tourism management. The purpose of the activity is to provide experience for the managers so that they can apply it in providing services for visitors.

Table.1 Activity Implementation

SESSION	ACTIVITY	ACTIVITY MATERIAL
1	Material with Lecture Method	<ol style="list-style-type: none"> 1. Outbound basics. 2. Outbound Management Training. 3. Get to know the Outdoor Activity game categories 4. Environmental Analysis in Making Arena 5. Equipment Introduction

2	Sharing and Discussion Sessions were held after the presentation of the material	<ol style="list-style-type: none"> 1. Discussion related to Outdoor Activity within the scope of Outbound. 2. Discussion of Games as an introduction to Outdoor Training. 3. How to organize the form of outbound games according to the age group. Starting from safety standards to the level of difficulty of the game.
3	Field Practice	Implementation of Outbound Management Training with several forms of games.

D. Evaluation Stage

In the final stage, an evaluation of the implementation of a series of activities was carried out with the manager through a discussion forum. The forum was used to exchange ideas between participants and also as a forum to convey impressions of the implementation of this community service program.



Figure 1. Material Activity



Figure 2. Field Practice

4. CONCLUSION

The results of Ecotourism Development through Improving the Ability of Outbound Facilitators in the Sermo Tourism Village of Hargowilis Kapanewon Kokap Kulon Progo Regency, in shaping the insights, knowledge, skills, and motivation of outbound facilitators at tourist attractions in the development of ecotourism in the Sermo tourism village are more improved. In addition, it will also have a significant impact on the welfare of the ecotourism area, an increase in community productivity in forming an independent village, and increased village revenue (PAD) through the Sermo Tourism Village ecotourism sector.

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