

Peningkatan Kesejahteraan Masyarakat dan Pelestarian Budaya Melalui Pengembangan Wisata Berbasis Budaya di Kampung Adat Girijaya, Sukabumi

(Improving Community Welfare and Preserving Culture Through the Development of Culture-Based Tourism in Girijaya Traditional Village, Sukabumi)

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ABSTRACT

Community-based tourism development requires high human resource capacity for both managers and implementers. Kasepuhan Girijaya has high physical, biological, and cultural tourism potential. The community, through its own initiative, has begun the development of tourism, a testament to their resourcefulness and determination. This is because their ability to develop and market tourism products still needs to be improved. This community service aims to enhance the knowledge and skills of the Kasepuhan community of Girijaya Village in recognizing resources to be used as tourist objects and attractions, developing various culture-based tourism products, and developing digital media for marketing. The activity method implemented is the provision of questionnaires for pre and post-tests, socialization and provision of materials, focus group discussions, workshops, and presentations. Women dominated participants who participated in this activity and came from various age groups. Participants were divided into four groups, and each group received different materials (tourism potential, tourism program design, facility planning, and digital marketing). The activity results showed that participants could identify existing tourism potential, as seen from the number and types mentioned at the end of the activity, which were more and more diverse than at the beginning. Participants could also create two tourism products, two promotional videos, and a map of the tourism facility plan to be built. This community service activity shows that the Girijaya Traditional Village community can develop tourism in its area. With proper and sustainable assistance, the goal of developing tourism can be achieved.

Keywords: attractions, traditional village, tourism