

## Outbound Training Based on Local Wisdom and Art Attractions in Gamplong Tourism Village

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### ABSTRACT

The purpose of this community service activity is to develop tourist attractions based on local wisdom so that they can be used as one of the tourist attractions. The obstacles faced by Pokdarwis are the limitations in developing outbound training materials based on local wisdom and cultural potential in the form of dance arts that have not been explored as tour packages that can be offered to visitors. The program implemented is Outbound Training based on local wisdom aimed at outbound guides and modern-traditional creative dance training. The activity method is delivered through counseling and training where partners and the community participate directly in the activity. The results of the activity are increased knowledge and skills of partners in packaging outbound materials and games based on local wisdom.

## INTRODUCTION

Yogyakarta is one of the tourist destinations in Indonesia that is widely visited by domestic and foreign tourists. In 2020, the total number of tourist visits to Yogyakarta was 1,384,782, then decreased to 1,276,468 tourists in 2021 and after the Covid pandemic increased to 7,444,893 tourists in 2022 (source: Yogyakarta City Tourism Office, 2023). The high interest of tourists is one of the motivations for tourism managers to develop tourist attractions in a number of aspects such as: tourist attractions, accommodation and a number of supporting facilities.

One of the tourist destinations that is in great demand by tourists is the tourist village. The tourist village is a tourism development concept that integrates tourism elements with the lives of local communities including those related to traditions, culture and friendliness of the village community in order to create an authentic experience for tourists, while providing economic and social benefits for the village community (Tou et al., 2020). The objectives of developing tourist villages include increasing the empowerment or participation of local communities in the management and development of tourist villages, improving the welfare of local communities, increasing public awareness of tourism activities as a place for cultural preservation, and increasing tourist attraction by highlighting the uniqueness of local culture, customs and natural resources (Normelani et al., 2023).

Gamplong Tourism Village is one of the tourist destinations located in Sumberahayu Village, Moyudan District, Sleman, Yogyakarta. Gamplong Village has been designated as a tourist village since 2005 and is known as a craft tourism village, especially natural fiber crafts that are produced manually using non-machine looms. The management of the tourist village is coordinated by the Tourism Awareness Group (Pokdarwis) whose members are also members of the TEGAR Association which is a forum for MSMEs groups in Gamplong which plays an active role in the development of the tourist village. The tour packages offered include: (1). Education Learning Crafts (2). Culinary, (3). Homestay, (4). Nature Exploration Tour, and (5) Outbound. The majority of visitors to the Gamplong Tourism Village are domestic tourists, both individuals and groups from various institutions such as: educational institutions, government and other community organizations.



**Figure 1. Tour Package: Learn to Make Handicrafts**



**Figure 2. Tour Package: Outbound Game**



**Figure 3. Natural Fiber Craft Products**

This tourist village was developed with the concept of a local wisdom-based tourist village, namely the concept of tourism development that involves local wisdom such as: culture, customs, social systems and ways of life of the local community which are used as the main elements to attract tourists (Krisnawati, 2022). The development of Gamplong Tourism Village involves community participation with the concept of Community Based Tourism (CBT). CBT is an approach to tourism in which local communities are actively involved in the planning, development, and management of tourism activities in the local area with the aim of providing direct benefits to the local community (Ngo & Creutz, 2022). CBT has a significant impact on social, economic, and environmental aspects, such as providing welfare and satisfaction for the community, increasing community empowerment and participation, providing satisfaction to tourists, improving the economy, opening up employment opportunities, and preserving the environment (Pribadi et al., 2021).

The management of Gamplong Tourism Village coordinated by Pokdarwis has been running quite well but not optimally. In general, tourists visit Gamplong Tourism Village to do craft shopping tours and take craft learning packages, while other tour packages such as outbound are less popular. Based on the results of observations and interviews with the head of Pokdarwis, it can be explained that the outbound package has the potential to be developed but is still constrained by the ability and skills of outbound guides in developing materials, especially those related to local wisdom. In addition, the available outbound equipment is very limited so that it is more dominant to introduce outbound games that do not use equipment. Outbound package offers have also not been packaged attractively so that they have received less attention from tourists. Another problem related to the development of tourist attractions in Gamplong Tourism Village is the absence of traditional art attractions that can be shown to tourists so that they can be an attraction for visitors. The potential of

human resources is already available, namely the existence of a number of teenagers who have dancing skills but have not been developed.

The main objective of this community service activity is to develop the appeal of tourist attractions in Gamplong Tourism Village, especially outbound tourism based on local wisdom and the introduction of traditional arts. Activities are packaged in the form of counseling and training so that they can be practiced directly. To achieve this goal, active participation is needed from Pokdarwis members and the Gamplong Tourism Village community.

## IMPLEMENTATION AND METHODS

This community service program was implemented by Universitas Mercu Buana Yogyakarta (UMBY) as a realization of a community service grant from the Directorate General of Higher Education, Ministry of Education and Culture of the Republic of Indonesia in 2024. This activity was carried out in Gamplong Tourism Village during July 2024 which was attended by Pokdarwis members and the local community. This activity was carried out in 3 (three) stages which include: preparation stage, activity implementation and evaluation.

### Preparation Stage

The preparation stage was carried out by the community service team through observation activities at partner locations and conducting interviews with the head and members of Pokdarwis Gamplong Tourism Village. This activity was intended to explore information related to partner activities and identify a number of problems faced in efforts to develop tourism villages. At this stage, discussions and coordination were carried out with partners to map the priority scale of problems and their handling through mutually agreed programs. Furthermore, the community service team prepared the materials needed to run the program.

### Implementation Stage

At this stage, the community service team socialized the program activities that would be carried out at the partner location complete with an implementation schedule. Dissemination of information to participants using digital media posters and invitations distributed online via WhatsApp.



Figure 4. Program Information

The activities carried out were divided into two groups, namely Local Wisdom-Based Outbound Training and Cultural Attraction Training through traditional dance arts. The method used is counseling on important aspects in designing outbound based on local wisdom and training where participants can participate directly to practice the material taught. In addition, in the outbound training, role play activities are also carried out for Pokdarwis members who are responsible for handling the outbound unit.

### **Evaluation Stage**

The last stage is an evaluation carried out through program monitoring activities to identify deficiencies and obstacles faced by partners in implementing the program so that solutions can be provided to overcome these problems. The results of the evaluation are the basis for further program development.

## **RESULTS AND DISCUSSION**

This community service program is aimed at developing local wisdom-based tourist attractions in Gamplong Tourism Village so that they can become an attraction for tourists. The results of the implementation of this program can be explained as follows.

### **Outbound Training Based on Local Wisdom**

Outbound training is an activity designed to improve individual and team skills through various outdoor activities, such as games, challenges, and simulations. Outbound tourism has been developed in Gamplong Tourism Village but is not very popular, while human resources, namely outbound guides, are already available from Pokdarwis members. Outbound packages are generally chosen by groups of children and adults with a minimum number of participants of 20 people.

The outbound material and various games that have been delivered so far are still simple due to the limited knowledge and skills of the outbound guides. To overcome this problem, the community outreach team provides counseling related to the development of local wisdom-based outbound materials and training that directly practices the material that has been delivered. Before the implementation of the activity, the community service team provided assistance in the form of outbound equipment facilities containing elements of local wisdom, namely in the form of traditional game equipment such as clogs, hula hoops, coconut shell stilts, rattan balls and so on. The equipment assistance is intended to make outbound tour packages more varied and attractive.

The outbound training developed in this community service activity is outbound based on local wisdom with target participants being Kindergarten students accompanied by parents. Outbound based on local wisdom is packaged in various traditional games equipped with the use of traditional equipment, where this activity is able to develop participant cooperation gradually to become very good (Agusta & Noorhapizah, 2019). The purpose of outbound based on local culture for students is to be able to grow self-confidence; develop social skills; eliminate boredom in learning; grow children's courage; train

concentration; help children's growth and development; and increase intelligence (Yulianingsih et al., 2019).



Figure 5. Outbound Equipment Assistance



Figure 6. Outbound Equipment Handover

In implementing this activity, the community service team involved the Psychology Service Bureau of Universitas Mercu Buana Yogyakarta as an outbound trainer. In the initial stage of the activity, counseling was given to outbound guides from Gamplong Tourism Village regarding the materials to be practiced and the essence that can be learned from the outbound. The next step was to carry out outbound practices based on local wisdom which were attended by 20 Kindergarten students, 20 parents of students. The training content included an introduction to local culture through traditional games, building team cohesion and cooperation, and building trust between participants.



Figure 7. Outbound Training Based on Local Wisdom

The outbound method is packaged in a simple, interesting and easy-to-understand way for participants, in addition, the material components contain elements of local culture and group cooperation skills. The result of this activity is the increase in knowledge and skills of outbound guides from Gamplong Tourism Village regarding outbound materials based on local wisdom and understanding the use of traditional game equipment to support outbound activities. In addition, outbound guides are also more skilled in packaging local culture as a component of outbound activities. This outbound is not only intended for children but also for adults so that they can reminisce about various traditional games and local culture.

The benefits of outbound training activities based on local culture, especially for students, are expected to help optimize children's growth and development. Through this activity, students can have the skills to build cooperation between friends, learn to be good leaders, foster a sense of responsibility and have the motivation to learn with enthusiasm.

### **Dance Arts Training**

Gamplong Tourism Village has been known as a craft tourism village, but along with the high interest of tourists visiting Yogyakarta, the Gamplong Tourism Village Pokdarwis needs to develop elements of tourist attractions in order to increase the appeal of tourists to visit. One of the potential tourist attractions to be developed is traditional arts.

Traditional arts include various forms of cultural expression that are passed down from generation to generation, such as dance, music, theater, and handicrafts that reflect the values, beliefs, and way of life of the local community. Art is a part of the elements of culture, which is formed from various results of creativity and innovation from the community and its environment (Budiwirman et al., 2023). Tourist attractions that are realized through traditional dance arts that are performed to welcome the arrival of tourists can be an attraction for tourists (Lestari & Masunah, 2021).

In order to support the development of the tourist attraction, the community service team provided creative dance training guided by a dance instructor. The training participants were 6 (six) teenagers from the Gamplong tourist village who already had dancing skills so that it was easy to practice the new type of dance that was taught. The training activity took place at the Gamplong Educraft Hall, Gamplong Tourism Village. The dance taught was the "Tari Pelajar Pancasila" which is a modern traditional creative dance with the philosophy of nationalism. This dance has simple movements so that participants can easily follow and remember each movement.



Figure 8. Art Dance Training “Pancasila Student Dance”

**Urutan Gerakan TARI PELAJAR PANCASILA**

1. **Pembukaan:** Para penari berdiri dalam formasi awal dengan posisi tangan di samping badan. Dimulai dengan sikap hormat atau pengenalan.
2. **Gerakan Persatuan:** Menari dengan gerakan yang menunjukkan keharmonisan dan kebersamaan. Gerakan ini melibatkan formasi kelompok yang saling berhubungan.
3. **Gerakan Keadilan:** Menampilkan gerakan yang melambangkan keseimbangan dan keadilan. Termasuk langkah-langkah yang simetris atau berpasangan.
4. **Gerakan Kemanusiaan:** Gerakan ini melibatkan ekspresi empati dan perhatian. Dilakukan dengan gerakan lembut dan penuh rasa.
5. **Penutup:** Menari dengan gerakan yang menandakan akhir dari tarian, diakhiri dengan formasi atau posisi yang menunjukkan persatuan dan kesimpulan.

Picture 9. Sequence of Movements “Pancasila Student Dance”

The result of this training activity is to increase the knowledge and skills of participants in dance activities. It is expected that participants can practice independently in order to master the dance. The dance can be an additional tourist attraction in Gamplong Village which can be performed when there is a group of tourists visiting. The next plan is that Pokdarwis will add an arts unit that is responsible for managing arts attractions in Gamplong Tourism Village. The dance arts attractions can be packaged into an arts tourism package which is not only to welcome tourists but can also be offered to visitors to learn dance arts so that it will be an attraction for tourists. In the next stage, Pokdarwis will conduct a pilot project to form an arts unit as part of the tourism package.

## **CONCLUSIONS AND RECOMMENDATIONS**

In order to attract tourists to visit Gamplong Tourism Village, the UMBY community service team and Pokdarwis designed a program to develop tourist attractions based on local wisdom. One of the programs is outbound training based on local wisdom. The main target of this training is outbound guides who are members of Pokdarwis with the aim of increasing their knowledge and skills in developing outbound materials based on local wisdom. The material contains aspects of culture, local customs, and knowledge aspects. The results of this activity are increased insight and skills of outbound guides, especially in packaging local cultural elements in outbound games. In addition to outbound programs based on local wisdom, other tourist attractions that are developed are dance attractions. Dance training is intended to improve participants' skills in mastering modern creative dance combined with traditional dance. It is hoped that this program can become one of the tourism packages developed in Gamplong Tourism Village, both as an attraction displayed for tourists and as an educational arts tourism package.

The recommendation for the manager (Pokdarwis) of Gamplong Tourism Village is that intensive promotion is needed to be carried out to the wider community to introduce Gamplong Tourism Village including the tourist attractions it has. This promotion can be done online through social media such as Instagram, Facebook, TikTok or website. In addition, Pokdarwis can release publications containing activities in Gamplong Tourism Village to be published in online newspaper media. Pokdarwis actively needs to participate in programs organized by the Tourism Office in order to develop the management of tourist villages.

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