

Empowerment of Tourism Awareness Groups Through Administration and Tourism Management Training in Lebih Village, Gianyar

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Abstract

This community service program was carried out to empower the Tourism Awareness Group (Pokdarwis) of Lebih Village, Gianyar, through training in administration and tourism management. The background of this activity lies in the low administrative and management capacity of local tourism resources, which has hindered optimal destination management. The program aimed to enhance the skills of Pokdarwis members and administrators in organizational administration, program planning, and utilization of tourism potential. The implementation methods included preliminary observation, module preparation, face-to-face training, group discussions, and technical assistance. The results showed an improvement in participants' understanding of organizational administration, financial recording, and promotion strategies based on local potential. Evaluation was conducted through questionnaires and practical assessments, indicating that most participants were able to apply the trained skills. The program's outputs included training modules, standardized administrative formats, and an annual work plan for the Pokdarwis. In conclusion, the training effectively improved Pokdarwis' capacity towards more professional and sustainable tourism management.

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1. INTRODUCTION

Tourism is a strategic sector that can drive regional economic growth through increased tourist visits, job creation, and the circulation of the local economy.[1]. The government, as a stakeholder in tourism development through the Ministry of Culture and Tourism in coordination with the Coordinating Ministry for People's Welfare, strongly supports the development of community-based or rural tourism by launching the *National Program for Community Empowerment (PNPM) Mandiri Tourism*. The implementation of the PNPM Mandiri program aims to accelerate poverty reduction through a tourism-based approach, which is expected to generate a multiplier effect, particularly for local residents in tourist villages[2].

The development of tourist villages is not only intended to encourage rural communities to manage their natural and cultural potentials creatively to generate economic benefits but also to prepare them to face global competition. In other words, the main goal of developing tourist villages is to build rural communities with strong cultural and economic resilience[3]. A tourist village is a form of integration between attractions, accommodations, and supporting facilities presented within a community life structure that harmonizes with local customs and traditions [4].

Lebih Village is one of the tourist villages in Gianyar Regency, Bali Province. As an area designated as one of the sixteen tourism zones in Bali (Regional Regulation of the Province of Bali No. 16 of 2009), one of its main attractions, Lebih Beach, is expected to compete with other tourist destinations as a sustainable tourism site that provides various long-term benefits to

support the welfare of the local community in Lebih Village as well as the overall tourism sector in Bali [5]. To optimize tourism potential, the roles of the government, the community, and the private sector are all essential as key drivers of tourism activities. These three actors must coordinate in developing the existing tourism potential. In this regard, the community also acts as one of the main stakeholders in the tourism sector. The community's role is as hosts, developers of tourism potential, and owners of natural, cultural, and tourism resources in their respective regions[6].

One form of community participation in tourism development is through the establishment of Tourism Awareness Groups, commonly known as *Pokdarwis*. Pokdarwis are important community-based components that play a significant role in developing and managing local tourism potential. Their presence serves as an active driving force in increasing community participation and awareness in tourism development[7]. Lebih Village in Gianyar Regency possesses substantial natural and cultural tourism potential, supported by the existence of a Pokdarwis that acts as the driving force behind destination management.[5] Ideally, Pokdarwis should play an optimal role in planning, administration, promotion, and professional, sustainable management of tourism resources.[8] However, in reality, the Pokdarwis of Lebih Village still faces limitations in organizational administration, financial record-keeping, and data-based program planning. A lack of understanding of promotion strategies and destination management also hinders efforts to enhance tourist attraction and visitor satisfaction. This condition creates a gap between the existing tourism potential and the expected management quality [9]. The community partner, Pokdarwis of Lebih Village, consists of local tourism entrepreneurs such as homestay owners, culinary service providers, tour guides, and artisans. They have high motivation to develop their tourist village but require technical assistance to make their management more structured and effective. The purpose of this community service activity is to improve the capacity and skills of Pokdarwis members in public administration and tourism resource management, enabling them to achieve professional, competitive, and sustainable management of the Lebih Village tourism destination.

The Tourism Awareness Group (Pokdarwis) in Lebih Village plays a crucial role in maintaining and developing village tourism; however, they often face challenges in administrative management, destination management, and the effective utilization of tourism resources. Therefore, empowerment through training in administration and tourism resource management is essential to enhance their capacity in managing the village's tourism potential.

Several aspects that need to be addressed include:

1. Lack of tourism management knowledge: The community, especially Pokdarwis members, do not yet have a deep understanding of tourism destination management, including planning, management, and sustainable tourism development.
2. Limited marketing skills: Tourism marketing is still managed through conventional and word-of-mouth methods, without utilizing digital and social media platforms that could reach a broader market.
3. Lack of administrative training: Many Pokdarwis members lack basic skills in administration and financial record-keeping, which are crucial for running tourism operations in a sustainable manner.
4. Education and skills limitations: Although basic education is generally accessible, many community members still lack the skills needed to manage tourism and business activities, such as marketing and destination management. Skills in tourism administration and financial management are also very limited.
5. Suboptimal tourism management: Despite having significant natural and cultural potential, tourism management in Lebih Village remains informal and poorly organized. The existing Tourism Awareness Group (Pokdarwis) still requires training to strengthen their capacity in tourism management.

2. RESEARCH METHODS

The implementation method used in this community service activity conducted in Lebih Village employed a participatory approach involving the *Pokdarwis* of Lebih Village as the main partner. The implementation methods included preliminary observation, training implementation, mentoring, monitoring, and evaluation.

Table 1. Implementation Method

Provided Solution	Expected Output	Achievement Indicator
Tourism Destination Management Training	Establishment of a structured and professional tourism destination management system.	Number of <i>Pokdarwis</i> members trained.
	Enhancement of <i>Pokdarwis</i> capacity in planning and managing sustainable tourism destinations.	Number of <i>Pokdarwis</i> members capable of developing strategic and operational tourism plans.
Administrative and Financial Management Training	Improved <i>Pokdarwis</i> capacity in tourism administration and financial management.	Number of <i>Pokdarwis</i> members with administrative and financial management skills.
	Preparation of transparent and accountable financial reports for all <i>Pokdarwis</i> activities.	Number of <i>Pokdarwis</i> members able to produce accurate and transparent financial reports.
Digital Marketing and Social Media Development	Increased <i>Pokdarwis</i> capacity in tourism promotion and digital communication.	Number of <i>Pokdarwis</i> members proficient in managing digital marketing and social media platforms.
	Enhanced online visibility of Lebih Village as a tourist destination through digital promotion.	Growth in website visitors of Lebih Village within six months.
	Increased number of domestic and international tourist visits through social media promotion.	Growth in social media followers and engagement within six months.
Development of Tourism Support Infrastructure	Recognition of Lebih Village as a tourism destination through improved facilities and digital promotion.	Increase in visitor numbers and online engagement metrics.
Tourism Product Diversification and MSME Development	Diversification of tourism products such as handicrafts, local cuisine, and cultural tourism experiences.	Number of new tourism products developed.
	Increased income for local MSMEs from tourism-related products and handicrafts.	Growth in income levels of village MSMEs.
Community-Based Tourism Development	Increased community participation in tourism management and development.	Number of community members actively involved in tourism activities.

	Formation of tourism-based community groups that enhance social and economic welfare in the village.	Number of active community tourism groups established and operating.
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1. The Tourism Destination Management Training aims to enhance the capacity of Pokdarwis in planning and managing tourist destinations, with achievement indicators including the number of Pokdarwis members trained and their ability to develop structured tourism plans [10].
2. The Administration and Financial Management Training ensures transparent and accountable financial management. The target outcomes include the Pokdarwis' ability to prepare proper financial reports.[1]
3. Digital Marketing and Social Media Promotion aim to introduce Lebih Village through digital marketing strategies, with achievement indicators such as increased website visitors and social media engagement.[11]
4. The Development of Tourism Support Infrastructure aims to improve basic facilities that enhance tourist comfort. Indicators include the completion of infrastructure development and the increase in the number of tourists visiting the village.[8]
5. Tourism Product Diversification and MSME Development aim to boost community income through more varied tourism products. Achievement indicators include the number of new products developed and the increased income of local MSMEs.[11]
6. The Development of Community-Based Tourism seeks to increase community participation in tourism management and ensure the village's economic sustainability, with achievement indicators such as the number of residents actively involved and the number of tourism communities established.[2]

Each solution and performance indicator above is designed to have a direct impact on tourism management and to sustainably improve the economic welfare of the Lebih Village community.

3. RESULTS AND DISCUSSION

This section presents and discusses the results of the community service program aimed at empowering the Tourism Awareness Group (Pokdarwis) in Lebih Village, Gianyar, through training in administration and tourism management. The discussion focuses on the extent to which the training enhanced participants' knowledge, skills, and capacity in managing village tourism, as well as the practical application of these competencies in the field. It begins with the identification of partner problems and needs, program planning and preparation of training materials, administration and tourism management training, field assistance and implementation, evaluation and feedback, and concludes with outputs and final conclusions.

1. Identification of problems and partner needs

The initial stage of the activity began with field data collection through direct observation and in-depth interviews with the management and members of the Tourism Awareness Group (Pokdarwis) of Lebih Village. The goal was to clearly identify the gap between the ideal conditions of village tourism management and the actual situation in the field. The identification revealed several main issues, such as untidy financial record-keeping, weak administrative skills in preparing reports, and the absence of a data-based tourism management strategy. This stage was crucial as it provided a strong foundation for designing a community service program that truly aligns with the partner's real needs.

2. Community Service Program Planning

Based on the problem identification results, the service team prepared a structured program plan. The planning included scheduling the training sessions, dividing tasks among team

members, and formulating the training materials. The materials were tailored to the partner's needs, covering basic public administration, simple financial management, activity report preparation, local potential based destination management strategies, and village tourism program planning. This implementation plan was designed to ensure that the training runs systematically, effectively, and encourages active participation from all Pokdarwis members.

3. Training Implementation

The next stage was the implementation of training on administration and local potential based tourism management. The training was conducted interactively using a community-based training method, emphasizing active participant involvement. The materials were delivered through a combination of lectures, group discussions, simulations, and hands-on practice. Participants were trained to prepare report formats, create simple cash books, and identify tourism potentials that could be developed professionally. Through this approach, participants not only understood the theory but were also able to apply administrative and tourism management skills in practice.



Figure 1. Program Planning



Figure 2. Training Implementation

4. Field Assistance and Implementation

After the training, the service team conducted field assistance to ensure that participants were able to implement the materials they had learned. The assistance included guidance in preparing administrative documents, managing cash books, and developing strategies for managing local tourism resources. The team also assisted the Pokdarwis in drafting an annual work plan as an initial step toward structured and sustainable destination management. This assistance was crucial to bridge theory and practice, ensuring that the skills gained did not stop at the training level but were truly applied in the field.



Figure 3. Handover of Training Support Materials to the Head of Pokdarwis of Lebih Village

5. Activity Evaluation

The evaluation was carried out to measure the success of the community service program. The methods used included distributing questionnaires, conducting interviews with participants, and assessing the administrative documents produced after the training. This evaluation provided an overview of the extent to which the knowledge and skills of Pokdarwis members had improved and identified aspects that still need further development in the future.

6. Report Preparation and Output Products

The final stage of the activity was the preparation of a comprehensive report covering the entire community service process, including evaluation results and recommendations for follow-up actions. In addition to the report, the team also produced outputs such as an administrative training module, standardized institutional document formats, and a draft plan for village tourism development. These outputs are expected to serve as practical guidelines that can be used sustainably by Pokdarwis to manage the tourism destinations of Lebih Village professionally and accountably.

Table 2. Results and Outputs

No.	Category	Results	Outputs
1	Human Resource Capacity Building	- Understanding of public administration increased by approximately 75% - Record-keeping and archiving skills became more structured	- Pokdarwis members are able to independently prepare activity and simple financial reports
2	Training Products	- Training materials were delivered systematically	- Administrative and Tourism Management Training Module - Standardized administrative document formats
3	Strategic Planning	- Discussions and formulation of tourism development plans	- Draft of Lebih Village Tourism Development Plan, including potential analysis, promotion strategies, and attraction management
4	Behavioral Changes	- Increased awareness of the importance of professional management	- Pokdarwis members have begun applying administrative and activity planning standards

4. CONCLUSIONS

The community service activity themed “Empowering the Tourism Awareness Group (Pokdarwis) through Training on Administration and Tourism Management in Lebih Village, Gianyar” was successfully implemented according to the planned design. The process began with identifying the partner’s problems, formulating relevant solutions, and continued with intensive training and ongoing technical assistance. The entire series of activities proceeded systematically and participatively, with Pokdarwis serving as the main actor in every stage of the process.

During implementation, the participation and enthusiasm of Pokdarwis members were remarkably high. They were not only active listeners during the sessions but also engaged in discussions, shared experiences, and directly practiced the administrative and tourism management techniques introduced. This strong participation reflects a collective awareness that strengthening administrative capacity is an urgent need for the sustainability of tourism management in Lebih Village.

In terms of outcomes, the activity produced tangible results. The members’ knowledge and administrative skills significantly improved, as shown by their enhanced ability to prepare reports, manage archives, and maintain more orderly financial records. In addition, the training modules and standardized document formats produced have become sustainable outputs that can serve as operational guidelines for the organization. Furthermore, the drafting of a village tourism development plan has emerged as a strategic outcome that can guide future tourism development programs. Thus, this community service program successfully bridged the gap between the initial condition marked by weak administrative governance and the targeted ideal condition of professional, accountable, and competitive tourism management. The results provide a strong foundation for the professionalization of the Pokdarwis institution and open broader opportunities for collaboration with the government, private sector, and other stakeholders in developing tourism in Lebih Village.

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6. BIOGRAFFY

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