Community Service Learning Program

Supporting Community-Based Tourism in Gunungkidul Regency, Yogyakarta
Sanata Dharma University
Integrating Academic Excellence and Humanistic Values

Competence
Conscience
Compassion
• In the history of tertiary education in Indonesia, service learning is known as Rural Development Internships (or popularly known as “KKN” = Kuliah Kerja Nyata)

• Since 1990, Sanata Dharma University has included KKN in its curriculum. It is a compulsory program

• The design of service learning program has developed into various forms.
CSLP in SDU

Regular
- Twice a year
- During the semester break
- Live-in for 2 - 6 weeks
- Accomplishing 240 working hours

Alternative
- Along the academic year
- During the running semester
- Not live-in
- Accomplishing 240 working hours
Background Information

- Gunungkidul is one of five regencies in Yogyakarta Special Region.
- The regency mainly consists of thin layer of infertile soil.
- The number of poor families in the district is the highest among the other districts in the region.
Background Information

• Despite the unfortunate condition, Gunungkidul has many distinctive tourism attractions.

• The regency has beautiful white-sand beaches along its southern parts.

• Previously, the local tourism office relies on the beaches as the main tourism attraction.
For the last three years, the tourism office has promoted some new ‘non beach’ destinations.
Background Information

NGLANGGERAN
An ancient volcano
Location: approximately 20 km from downtown.
BOBUNG
A tourism village
A village of wooden batik crafts.

Location:
approximately 24 km from downtown.
Background Information

PINDUL CAVE
A river tube

Location: approximately 60 km from downtown.
Who are involved...???

Tourism Office of GK Regency

Office of CSLP

Center for Tourism Training and Development

Students

Lecturers

Community
The Design of the Program

- Observation
- Program Planning
- Program Implementation
- Evaluation and Reflection
The Goal

Empowering the local people to be a good host for the visitors
Programs on Supporting CBT in Gunungkidul Regency

- First Aids
- Culinary Training
- Aesthetic Hygiene, and Sanitation
- English for tour guides
- English for vendors
- Public Speaking
Education on Hygiene and Sanitation
Culinary Training
Culinary Products using Local Ingredients
Training for Homestay Operators

before

after
Training on English for Local Tour Guides and Souvenir Vendors
Training and Coaching on Public Speaking for Local Tour Guides
Constrainsts

• Lack of consistency in terms of the number of the students enrolling CSLP in every semester
• Lack of awareness of the local people about the importance of the program
• Inconvenient time for program implementation
Benefits

- Time Management
- Team Work
- Understanding to the Local Customs
- Awareness to the Local Tourism Attractions
- Opportunity to Do Free Promotions
- Chances to Cultivate the Local Potentials