

ABSTRACT

Universitas Gadjah Mada Student Community Service-Community Empowerment Learning is a community service in the form of an empowerment program for final-year students to implement their study during the learning process. The program refers to a theme determined by the local government as a development partner. There is a significant increase in data of student groups who used tourism as the program theme. The data kept increasing from 2015 to 2019. In 2019, as much as 40 percent of student groups used tourism theme. However, UGM Directorate of Community Service as the program manager has not yet known how optimal the tourism program to manifest empowered local communities in tourism development. Therefore, the researcher wanted to identify the tourism programs carried out by student groups based on the aspect of tourism program sustainability. The criterion to determine this aspect is in the form of the same goals, namely the community and the activities sustainability. This research uses the descriptive qualitative method. The researcher undertakes in-depth interview techniques for data collection. In determining the informant, the researcher uses the snowball technique for the field advisory lecturer, community, and program manager group, then the multi-stage purposeful technique for the student group. Based on the analysis results, the researcher found that the tourism programs carried out by student groups has implemented the socio-cultural, economic, and environmental aspects. Several factors support these implementations, namely collaboration between student clusters, the sustainability of the location and theme, and the partnership system.

Keywords: student community service, community empowerment, sustainable tourism