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DEVOTION TO THE COMMUNITY AGENT OF TRANSFORMATIONAL CHANGE TOWARDS THE DEVELOPMENT OF COASTAL TOURISM DESTINATIONS IN PADANG CITY BY LOCAL COMMUNITIES

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ABSTRAK

This community service program aims to increase the role of local communities as agents of change in developing coastal tourism destinations in Padang City. The main focus of the program involves empowering the local economy through skills training and support for small and medium enterprises. The results include increasing community skills and knowledge, especially in small business management and local tourist guides. This program has created a real positive impact, especially increasing income and acceptance of local products and services from tourists. In addition, local economic empowerment also helps strengthen local cultural identity and heritage, creating an inclusive economic environment. Through a participatory and collaborative approach, this program has succeeded in empowering the community as the main stakeholder in developing tourism destinations. The success of this program creates a strong foundation for positive transformation towards economic sustainability and a memorable tourism experience in the coastal city of Padang.

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INTRODUCTION

Developing tourist destinations on the coast of Padang City is a challenge that involves complex dynamics between environmental sustainability, community participation and local economic growth. In this context, community service activities become a forum for introducing the role of local communities as agents of change. With a focus on transformation towards the development of sustainable tourist destinations, this activity sees the community as a key element in creating a positive impact. The background and context of the situation in Padang City, West Sumatra,

will be explained further to understand the problems faced and the solutions proposed.

Padang City, as a coastal city in West Sumatra, has great potential as an attractive tourist destination. Natural beauty, cultural richness and culinary diversity are the main attractions. However, the rapid growth of tourism in Padang City also brings a number of challenges. Rapid changes in tourism infrastructure, exploitation of natural resources, and lack of community participation in decision making have had a negative impact on the environment and community welfare.

Problem:

1. Uncontrolled tourism growth often results in an imbalance between infrastructure development and environmental conservation. The construction of resorts and tourism facilities can damage coastal ecosystems and have a negative impact on environmental sustainability.
2. Local communities are often not actively involved in the planning and decision-making process related to tourism development. This causes a low sense of community ownership of tourist destinations in their region.
3. The local community is not yet fully aware of the economic potential that can be generated through the tourism sector. This potential includes local business opportunities, increased employment opportunities, and economic empowerment of local communities.

Proposed Solutions:

1. Community service activities aim to increase active community participation in decision making related to tourism development. Through dialogue and collaboration, it is hoped that a mutual understanding will be formed between the various parties involved.
2. Education and awareness programs will be implemented to increase public understanding of environmental sustainability and the economic benefits of tourism development. This program includes outreach, training and campaign activities aimed at increasing public knowledge and awareness.
3. Long-term solutions include skills training, support for small and medium-sized businesses, and promotion of local products and services. The main goal is to increase the competitiveness of local products so that local communities can experience significant economic benefits from the tourism sector.

This problem requires a holistic approach that involves society as agents of change. Involving the community in designing and implementing tourism policies can increase shared responsibility for environmental sustainability, while empowering the local economy can improve the community's standard of living. Therefore, this community service activity aims to bridge this gap by providing knowledge, skills and support for local communities towards developing sustainable tourist destinations on the coast of Padang City. The proposed solution involves active community participation in the decision-making process, training in relevant skills, and increasing awareness of the positive benefits of sustainable tourism development. Through close collaboration between researchers and the community, it is hoped that this activity will create a significant and sustainable transformation for the City of Padang and the local community.

IMPLEMENTATION METHOD

In an effort to develop a sustainable tourist destination on the coast of Padang City, we are implementing a holistic method which includes outreach and training as the main pillars. By using innovative methods of outreach, such as interactive meetings and the use of social media, we increase public awareness about the importance of sustainable tourism. This socialization is not just an information session, but also becomes a stage for active community participation, through group discussions and open questions that involve them in the learning process. Furthermore, we apply action-based methods in the training stage, by holding interactive workshops and field activities that provide practical skills to the community. Community empowerment is our main focus, by forming joint working groups and discussion forums to provide space for the community in making decisions regarding tourism development. Ongoing evaluation is used to measure impact and ensure adaptation of methods to suit community needs. Sustainability is the main goal, by designing strategies so that outreach and training programs can last in the long term, so that the people of Padang City can become agents of positive change in the development of sustainable tourist destinations.

RESULTS OF ACTIVITIES

During the implementation of the project "Community Service, Agent of Transformational Change Towards the Development of Padang City Coastal Tourism Destinations by Local Communities," a number of significant achievements and positive impacts have been achieved. The following are the results obtained during project implementation:

Increasing Community Participation

One of the main focuses of this community service activity is increasing community participation. In an effort to develop sustainable tourist destinations on the coast of Padang City, this activity has created a spirit that encourages people to be actively involved in the decision-making process regarding their tourist destinations.

Through outreach sessions, discussion forums and workshops, the community is invited to convey their views, ideas and aspirations regarding local tourism development. This process provides an opportunity for various parties to exchange ideas and build mutual understanding. The community feels they have an important role in shaping the future of their tourist destination.

It should be noted that increasing participation not only involves the level of involvement, but also the quality of community contributions in decision making. Awareness of the benefits of collaboration is increasing. The community is not only heard, but also actively involved in designing sustainable solutions and strengthening local values in the development of tourist destinations.

Changes in community participation are reflected in the local policies formulated. The local government, as the main partner in this activity, responded to community aspirations by detailing more inclusive policies. Sustainability and environmental preservation are the focus, in line with community expectations to be involved in managing tourist destinations.

Apart from that, community participation is also seen in efforts to preserve and improve environmental quality. Through environmental awareness and sustainability programs, the community is directly involved in preserving the natural beauty and natural resources that attract tourist destinations. Beach cleaning, waste

management and environmental conservation are important parts of growing community participation.

It is important to recognize that increasing community participation is not the end goal, but the first step on the journey towards sustainable tourism destinations. Continuous collaboration, open communication, and increasing community capacity will be the key to maintaining high levels of participation and realizing the sustainable goals we hope for together.

Through increasing community participation, tourist destinations on the coast of Padang City will not only become travel destinations, but also a reflection of the involvement and concern of local communities. In this framework, the community is not only a spectator, but also the main actor in building a sustainable and competitive future for tourist destinations.

Increased Environmental Awareness

At the implementation stage of community service activities, a significant increase in environmental awareness was seen among the coastal communities of Padang City. This process not only builds understanding about the importance of environmental conservation, but also inspires concrete actions that show concern and responsibility for the natural environment.

Socialization sessions and environmental awareness campaigns have succeeded in building a strong foundation of knowledge among the community. Information regarding ecosystem diversity, the relationship between environmental conservation and tourism sustainability, as well as the impact of human activities on coastal ecosystems is presented in a way that is easy to understand and relevant to people's daily lives.

This environmental awareness program not only provides knowledge, but also focuses on practical experience. Through direct involvement in conservation activities, such as cleaning beaches and planting mangrove trees, communities gain in-depth experience and feel responsible for their own environment.

It should be noted that this increased awareness involves ecological, social and economic aspects of environmental conservation. Activity participants understand that environmental preservation efforts are not only for current purposes, but are also long-term investments that can improve community welfare and the sustainability of tourism destinations.

The impact of this increased awareness can be seen in changes in people's daily behavior. Reducing the use of single-use plastics, choosing sustainable transportation, and participating in recycling programs are some signs that environmental awareness has become part of people's lifestyles. Not only does this have a direct positive impact on the environment, but it also drives cultural change that supports sustainability.

Apart from that, increased environmental awareness can also be seen in the active involvement of the community in monitoring and reporting environmental changes. Local communities are a sensitive source of information about changes that could endanger coastal ecosystems. This involvement makes a positive contribution to environmental monitoring and conservation efforts.

In the context of developing sustainable tourism destinations, increasing environmental awareness provides a moral and ethical basis for tourism

sustainability. People who are more aware of the importance of environmental conservation tend to support policies and initiatives that support sustainable goals. Therefore, increasing environmental awareness on the coast of Padang City is not only an achievement, but also a strong basis for maintaining the sustainability of environmentally friendly and competitive tourist destinations.

Increasing Skills and Knowledge of Local Communities

The results of the implementation of the activity "Community Service, Agent of Transformational Change Towards the Development of Coastal Tourism Destinations in Padang City by Local Communities" created a qualitative leap in increasing the skills and knowledge of local communities. Through workshops, training and education, the community gains a deep understanding of tourism sustainability, small business management and local values that can enrich the tourism experience. Local tour guide and small business management skills are enhanced, creating a resilient economic base. The result is a more independent, skilled and informed community, ready to play an active role as agents of change in directing the coastal tourist destination of Padang City towards sustainable transformation. This increase has a positive impact not only on the economic level of society but also on environmental sustainability and the quality of the tourist experience.

Local Economic Empowerment

Local economic empowerment programs through skills training and support for small and medium enterprises have created significant economic transformation in local communities. By increasing the skills of local entrepreneurs through comprehensive training, the small and medium enterprise sector can now provide local products and services with higher quality standards. This positive impact can be felt in the increased attraction to tourists who are increasingly interested in the authenticity of local experiences.

Local products and services find better and wider acceptance from tourists, creating an inclusive economic environment. Increased income directly strengthens the purchasing power of local communities, creating a sustainable economic circle. Local businesses, which previously may have faced challenges in competing, are now able to compete more effectively in the growing tourism market.

Through local economic empowerment, this program not only provides financial benefits but also develops local cultural identity and heritage, fostering a sense of togetherness and pride in the community. The sustainability of this program will provide a sustainable positive contribution to economic growth and welfare of local communities.

Positive Impact on Community Welfare

Overall, these community service activities have a positive impact on the welfare of local communities. Increasing income, environmental awareness and participation in decision making creates a more inclusive and highly competitive environment for the coastal communities of Padang City.

From this project, it can be concluded that community service as an agent of change has been the key in achieving transformation towards the development of sustainable tourist destinations on the coast of Padang City. The synergy between researchers,

local government, tourism actors and local communities provides a solid foundation for achieving the expected sustainable goals.

CONCLUSION

Overall, the local economic empowerment program in Padang City has succeeded in providing significant positive changes for local communities in coastal tourist destinations. The program involves skills training and support for small and medium businesses. By increasing skills and quality of local products, communities are able to increase their competitiveness in the tourism market and get a positive response from tourists.

Increasing income and empowering local business actors has a sustainable positive effect. This can stimulate local economic growth and improve community welfare. Apart from that, this program also contributes to preserving local cultural identity and heritage. This program also strengthens the sense of pride and togetherness among the community.

With continued support, this local economic empowerment program has the potential to become a major driver in encouraging economic sustainability and meaningful tourism experiences in the coastal tourist destination of Padang City. Its success shows that involving local communities as agents of change can be the key to achieving positive and sustainable transformation in the development of tourism destinations.

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