

***Tamansuruh Agro-tourism Strategy to Increase Numbers
Visitors During the Covid Pandemic 19***

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ABSTRACT

The Community Learning and Empowerment Practice (PPPM) aims to help form a marketing team, compile SOPs for the provision of health program facilities or facilities, compile online ticketing SOPs, and compile SOPs for Cultural Arts attractions in Tamansuruh Agro-tourism, as well as designing collaborations with MSMEs in Banyuwangi Regency. This practice is carried out for three months, from October to January 2021. The method used is interview, discussion, implementation and final assessment according to the results of the practice that has been carried out. Developments carried out during PPPM include improving the composition of human resource management from the top to the bottom lines, including the addition of Promotion and Marketing divisions, helping to socialize the implementation of SOPs for the provision of health program facilities or facilities, online ticketing, and cultural arts attractions in Tamansuruh Agro-tourism and help establish cooperation between Tamansuruh Agro-tourism and several MSME players in Banyuwangi Regency. The results during the PPPM process were obtained by a marketing team that has the duties and authorities according to the organizational structure, namely promoting and marketing Tamansuruh Agro-tourism, running SOPs for the provision of health program facilities or facilities, online ticketing with online payments via linkaja, and cultural arts attractions, and product sales. -products from UMKM Banyuwangi Regency in Tamansuruh Agro-tourism. Some of these developments are carried out so that Tamansuruh Agro-tourism is more developed and has increased productivity.

Keywords : Development, Organizational Structure, SOP for health facilities or facilities, SOP for online ticketing, SOP for cultural arts attractions, and UMKM.