

## ABSTRAK

OPTIMIZATION OF HEALTH TOURISM MANAGEMENT IN IMPROVING THE WELFARE OF THE COMMUNITY OF BANCAMARA VILLAGE GILI IYANG DUNGKEK SUMENEP.

Keywords: Health Tourism, Tourism Community Welfare, Gili Iyang Oxygen Island

Speaking of tourism village assets, of course, it cannot be separated from the policies of the local village government, where the village government is an important part that contributes and determines the development of health tourism in Bancamara Village. The number of new tours that are very creative and innovative makes local and foreign tourists prefer to come to interesting tourist attractions both in terms of natural potential, creations and innovations of the community as well as existing facilities and infrastructure, this is a challenge in itself in efforts to optimize management comprehensive and sustainable health tourism in Bancamara Gili Iyang Village.

Based on the background of the research that has been described, the formulation of the problem that will be studied is 1. How to optimize the management of health tourism in Bancamara Gili Iyang Dungkek Village, 2. How to improve the welfare of the people of Bancamara Gili Iyang Dungkek Village?

This research was carried out using a qualitative approach, namely an approach by looking at the object of study as a system, meaning that the object of study is seen as a unit consisting of related elements and describing existing phenomena (Arikunto, 2006: 209). findings in the field. The place of this research is in Bancamara Village, Dungkek District, Sumenep Regency. The data sources in this study include primary data consisting of the oxygen point area, the village government, tourism managers, Pokdarwis, and the people of Bancamara Village.

From the results of data analysis in chapter IV the authors can conclude as follows:

First, with synergies with this optimization, it can be boosted properly and resulted in some significant changes, with the implementation of the work program plan initiated by the village government and tourism managers showing positive results including: Adding gazebos at oxygen points and ropet beaches, building toilets, procurement pots + decorative flowers in the oxygen tourism area and ropet beach, and a permanent concrete staircase construction project which cost almost 200 million rupiahs which was given directly by the Sumenep district government.

Second, with the work program that has been optimized from both the government and tourism managers, resulting in a fairly positive trend, a significant improvement in the community's economy is the main measure of the success of the work program that has been planned. The community can have new income from the tourism industry, so that in the future there is a need for special assistance and training for the tourism industry community in Bancamara Village so that their business can develop even more.