

## ABSTRACT

### **REVITALIZATION OF THE TOURISM DESTINATION "KAMPUNG BATIK GIRILOYO" AS A CONTACT TO SUPPORT EDUTOURISM AND CREATIVE ECONOMY**

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*Batik is one of the creative economy products that needs to be preserved. Yogyakarta is one of many cities that still preserves this culture. As time goes by, humans are trying to preserve existing culture through the provision of tourist destinations. Educational Tourism is one form of this effort. Giriloyo Batik Village is one of the written batik educational Tourism destinations which is often visited by domestic and international tourists. Architecture as a place of activity should accommodate the activities of its users, but in reality Kampung Batik Giriloyo has not accommodated the activities of its users well. Therefore, a revitalization plan will be made for the "Giriloyo Batik Village" so that it can more optimally accommodate edutourism and creative economy activities.*

**Keywords:** Revitalization, Educational Tourism, Creative Economy, Batik Village

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