

Paragliding Sports Tourism Development Strategy: A Case Study in Bumiwangi Tourism Village

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Abstract: The study delves into the specific case of Bumiwangi Village in Bandung Regency, West Java, as a potential hub for sports tourism, particularly in paragliding. Despite its natural beauty and environmental sustainability, the village's tourism potential remains underdeveloped, posing economic challenges for the local community. Through an analysis of the 4A components of tourist attractions—Attractions, Accessibility, Amenities, and Ancillary Services—the study identifies key areas for improvement in Bumiwangi Village's tourism infrastructure. It underscores the importance of government support, community involvement, and strategic development initiatives in harnessing the full potential of paragliding sports tourism. Ultimately, it sets the stage for further research into the potential of paragliding sports tourism in Bumiwangi Village, emphasizing the need for comprehensive strategies to capitalize on its natural resources and promote sustainable growth in the tourism sector.

Keywords: Tourism, Sport, Paragliding, Attraction.

1. Introduction

Sports and other activities are essentially inextricably linked to people's daily lives. Because sports allow the body to become more fit than it was previously, they have become an essential activity for humans. Sport will benefit every person since it will give their bodies the motion exercise and spiritual fulfillment that comes from participating in different sports. A positive shift in one's physical state is what is meant by physical fitness. As long as sports can bring enjoyment to oneself, spiritual fulfillment, on the other hand, prioritizes inner fulfillment. Given that a country's health is one measure of its overall development, and since this one has a healthy population, it can be said to be a developed country [1].

Tourism and sports are two slightly different things but it is very possible to combine them. This combination is known as sports tourism, which is a meeting point between sports activities and tourist attractions in an area, both in nature-based tourism activities, culture, and events, which can be utilized further as an effort maximizing the tourism sector. Any experiences gained by participating in or playing sports, or from just watching sports as a spectacle or form of entertainment, are included in sports tourism. These activities necessitate travel from one's home and place of employment [2].

Sport tourism can be categorized into two main areas: (1) Major sporting events, which include the Olympic Games, world ski championships, world boxing championships, and other competitions that draw thousands of supporters and spectators in addition to the competitors themselves (2) Sporting tourism of practitioners refers to travel to destinations for activities like mountain climbing, horseback riding, fishing, hunting, and so forth that individuals like to engage in for themselves [3]. People can feel more entire and that life is more comfortable and serene when they participate in regular, human-centered sports activities. Because of this support, modern sports culture has permeated human society, bringing with it an awareness of the significance of both spiritual and physical well-being.

The presence of sports tourism in Indonesia potentially can continue to be developed to further increase Indonesian tourism. For tours and travel business, sports tourism can be an alternative tourism product so they don't rely solely on natural tourism. In fact, the combination of tourism and sport has indeed been developing since ancient times and has generated a potential industry from the sports tourism sector. From the perspective of sports tourism participants, this activity is an opportunity to form relationships with other tourists or indigenous people during the activity, throughout or beyond the stay [4]. Therefore, several countries in the world even use it as one of the main attractions of their tourism. Meanwhile in Indonesia itself, the development of the sports tourism industry has actually been seen since some time ago. It's just that, in terms of its application and utilization, sports tourism in Indonesia is still far from optimal.

Bumiwangi Village, is one of 14 villages in Ciparay District, Bandung Regency, West Java, which has natural beauty and environmental sustainability. The Cula Hill Integrated Tourism Area is a plateau in Bumiwangi Village which is an attractive tourist destination in the village. Of course, the natural tourism

potential in this village is unique and couldn't be found in other villages. Apart from being on a plateau where you can see the scenery and natural beauty around it, it also offers fresh and healthy air. Tourists who visit Bumi Wangi Tourism Village can enjoy the beauty of nature through paragliding sports facilities. This paragliding sport supports the Bandung Regency Government's program in developing tourism villages. Paragliding in Bumiwangi Village can be developed into a superior sports tour, where in the Bandung Regency area itself, this type of sports tourism has not yet been developed. As a village with beautiful landscapes, this sports tourism model is the mainstay of Bumiwangi Village tourism. Since paragliding is an activity that is dependent on environmental factors, paragliding venues typically have distinctive features that are specific to their location and geographical conditions[2], so that Paragliding will have great potential if developed in Bumiwangi Village.

Paragliding is a type of free flying sport that utilizes hillsides and winds to be able to fly perfectly using parachute cloth wings that take off on feet for recreational or competitive purposes. Paragliding is carried out by flying yourself using a set of paragliding parachutes by taking advantage of the potential of the wind and high places [2]. Paragliding is a sport that is quite extreme. In paragliding, a person will slide from a height of hundreds of feet using a parachute. When flying using a parachute, tourists can feel the sensation of flying and see the sights from above.

The management of Bumiwangi Tourism Village are still new, so the community still can't feel the economic benefits. This could be seen from the people involved in the management of Bumiwangi Tourism Village still do not get optimal income from tourism activities. As a tourism destination, the development of sports tourism potential that exists at Cula Hill, In order to attract tourists, Bumiwangi Tourism Village needs to be expanded further in addition to serving as a training site. in order for it to offer greater value and broader advantages to society. Paragliding can develop properly if it gets support in the form of natural resources, human resources, infrastructure, and a healthy organization [5].

The regional government and other organizations that support the implementation of tourism activities that involve the local community as the host have not developed a development strategy, and accessibility, amenities, and supporting facilities are still scarce in Bumiwangi Village. This becomes the rationale behind researching the approach to growing sports paragliding in the Bumiwangi Tourism Village. The author is curious to learn more about the potential for paragliding sports tourism in Bumiwangi Tourism Village based on the description provided above.

2. Literature Review

2.1 The 4As of Tourist Attraction

According to Cooper et al., a tourist attraction must possess and develop the following elements, known as the "4A": (1) Attractions, such as scenic natural areas, captivating local cultures or performing arts, and intentionally created man-made attractions; (2) Accessibility, such as local transportation and all facilities that support the process of transferring tourists, such as terminals, ports, etc.; (3) Amenities or facilities, such as the availability of lodging, dining options, and travel agencies; (4) Ancillary services, which are items that support tourism and are necessary for tourist services, like travel agencies, tourism marketing management organizations, and related parties who work in the tourism industry[6].

Tourist attractions are events or events that take place periodically, both traditional and institutionalized in the life of modern society, have a certain attraction that stimulates tourists to witness or attend them. The development of tourist attractions means exploring and promoting something that can be witnessed by tourists so that they are interested in making a visit to a tourist destination [7]. Attractions are the main attraction for tourists to have a vacation. The attractions identified (natural resources, human resources, culture and others) need to be developed to become tourist attractions [8]. The purpose of tourist attractions is to showcase destinations to tourists in a way that would delight them and make their visit unforgettable[9].

Tourism accessibility as a means that makes it easy for tourists to be able to reach a tourist destination [8]. Tourist places must be made as accessible as feasible for those who have plans to visit, so services and facilities must be provided to enable visitors to get there[9]. The distance of a tourist attraction that is close and the time is not too long will make it easier for tourists to visit, and can be the main choice for tourists who don't have much time to travel [10].

An assortment of facilities designed to fulfill lodging requirements are called amenities (lodging, food and beverage service, entertainment venues, shopping venues and others)[8]. The amenity factor is one of the most important factors in a tourist attraction. This aspect is a supporting factor in improving service quality. The lack of amenities causes tourists to switch to tourist destinations that provide good facilities and infrastructure[11].

2.2 Sports Tourism

Sports tourism is a brief, sport-based trip away from home where the primary objective is sport for both athletes and non-athletes, with the majority of non-athletes being supporters or fans of the sport. From the perspective of sports tourism participants, this activity is an opportunity to form relationships with other tourists or indigenous people during the activity, throughout or beyond the stay [4].

There are two types of sports tourism: (1) big sport events, which are major competitions like the Olympics, world boxing championships, world sky championships, and other competitions that draw thousands of fans and spectators in addition to the athletes themselves, (2) Sporting tourism for practitioners refers to travel for persons who wish to engage in sports like mountain climbing, horseback riding, fishing, hunting, and so forth [12].

Any experience gained by participating in or practicing sports, or simply watching sports as a spectacle or form of entertainment, qualifies as sports tourism. Traveling from one's home and place of employment is necessary [2].

2.3 Paragliding

Paragliding is a type of free flying sport that utilizes hillsides and wind to be able to fly perfectly using parachute cloth wings that take off on feet for recreational or competitive purposes. Paragliding is carried out by flying yourself using a set of paragliding parachutes by taking advantage of the potential of the wind and high places. Since paragliding is a sport that is dependent on environmental factors, paragliding locales typically have their own distinct personalities and characteristics based on their geographic location [2].

There are several criteria for paragliding sports locations that must be met in order to carry out paragliding activities by paying attention to aspects of safety and comfort, namely; (1) Physical and (2) Meteorological. The physical criteria for the location must have the slope, the height of the site, and the runway pavement used on the take-off runway itself. The landing area must have proper accessibility and be clearly visible, as most accidents and injuries tend to occur during landings. The meteorological criteria that must be met are wind speed, cloud conditions, and ideal weather analysis for pilots. The wind that is used as a source of parachute lift is the rising wind that hits the slope (dynamic lift) and the rising wind caused by thermal (thermal lift) [13].

Also, there are several tools and equipment that need to be owned so that paragliding activities can run safely and comfortably, namely; (1) Paragliders; (2) Harness, namely the strap between the paraglider and the participants; (3) Parachutes, if unwanted things happen to the paraglider wings; (4) Helmet, can use a half face or full face helmet as desired; (5) Variometer or Altimeter, to be able to measure the altitude and tilt angle of flight; (6) GPS, in order to know the location if a pick-up facility is needed when landing; (7) Stirrup or Speed bar, helps pilots to be more comfortable when using the harness and do not need to control excessively; (8) Radio for communication and exchanging information; (9) Hook Knife, if the pilot needs to cut the rope when making a wrong landing or for other uses; (10) Flying Suit, helps protect pilots from bad weather, especially when air pressure increases as altitude increases [13].

3. Methodology

The research location was conducted in Bumiwangi Village, Bandung Regency. This research aims to formulate a strategy for the development of paragliding sports tourism through analysis of tourism products. This research is a case study qualitative research, namely qualitative research based on human understanding and human opinion based behaviour. The analysis technique in this study uses descriptive analysis and SWOT analysis. Data collection techniques consisted of direct observation of the potential for paragliding tourism, in-depth interviews with village heads, heads of tourist village managers, and academics and documentation.

4. Result

4.1 The Potential for Paragliding Sports Tourism in Bumiwangi Village

4.1.1 Attraction

Anything that is distinctive, beautiful, and valuable in the form of a variety of natural, cultural, and man-made assets is considered a tourist attraction. Paragliding sports tourism is the main sports tourism in Bumiwangi Tourism Village which has beautiful natural scenery. Paragliding tourism in the Bumiwangi Tourism Village takes advantage of Mount Bukitcula's landscape. Mount Bukitcula is located in the southeast direction from the center of Bandung City with a distance of about 17 kilometers. Administratively, this mountain has a peak which is on the border between Bumiwangi Village and Babakan Village, both of which are in Ciparay District, Bandung Regency. Bumiwangi Village itself is a new village that was formed in 2003, the result of the division of Ciheulang Village. Mount Bukitcula has the highest point of 1,073 MDPL (meters above sea level),

based on the RBI (Rupa Bumi Indonesia) map, with map sheets 1208-634, map title Pakutandang, edition: I – 2000, scale 1: 25,000.

Geologists include Mount Bukitcula as part of the Baleendah Hills Mountains, also known as the Baleendah Volcanology Unit (BV). These mountains stretch from east to west, with the easternmost part being Mount Bukitcula, then sequentially to the west there are Mount Nini, Mount Pipisan, Mount Pabeasan, Mount Geulis, Mount Koromong, Mount Heulangngambang, and so on, up to Mount Karikil in the westernmost part.

Since paragliding is an activity that is dependent on environmental factors, paragliding locales typically have their own distinct personalities and characteristics based on their geographic location and environmental factors. Paragliding sports tourism is a new attraction, especially in the Bandung Regency area, with a distance that is not too far from the center of Bandung city, Mount Bukitcula has views of Bandung Regency from above the heights and mountains. This paragliding location has been declared worthy of a championship, so it is not only used for tourist activities, but can be developed for professional paragliding championship activities.

4.1.2 Accessibility

Paragliding sports tourism in Bumiwangi Tourism Village can be accessed via Mount Bukitcula which can be reached via several routes, such as the Barugbug Village route and Calengka Village route in Bumiwangi Village, the Kadaleman Hamlet route in Pakutandang Village, and the Cihonje or Cianginpuyuh route in Babakan Village. Of all these routes, the most chosen one by climbers is the Kampung Calengka route, Bumiwangi Village. From the center of Bandung City, the trip can be directed south towards Jalan Bojongsoang, then towards Jalan Siliwangi and Jalan Laswi, Baleendah, all the way to Ciparay Square. From Ciparay Square, tourists can take Jalan Paledang which is beside the Ciparay Great Mosque to go to Jalan Gunungleutik. Then head for the road that leads to Kampung Calengka.

4.1.3 Amenities

Supporting facilities that might satisfy visitors' needs and wants while they are at tourism attractions are known as amenities. Amenities pertaining to the availability of places to stay and dine. Additional amenities that visitors might desire and require include parking spaces, public restrooms, rest areas, health clinics, and houses of worship. The availability of paragliding sports tourism amenities at Bumiwangi Tourism Village is currently still relatively minimal. Until now, toilet facilities are not yet available. Tourists will also find it difficult to be able to directly access paragliding sports tourist sites with four-wheeled vehicles. The accommodation facilities offered to tourists utilize homestays managed by the local community. However, homestay management itself is still not optimal, due to the lack of public knowledge of accommodation management and services to tourists. Likewise with the availability of food businesses. There are no restaurants that are managed professionally in serving tourists.

4.2 Paragliding Sports Tourism Development Strategy

Based on the results of the discussion of strategic situation analysis (internal and external environment) paragliding sports tourism on Mount Bukitcula, Bumiwangi Tourism Village, several strengths, weaknesses, opportunities and threats are obtained as follows:

4.2.1 Strength

- a. It is one of the Pilot Project for Tourism Village Areas in Bandung Regency.
- b. Paragliding sports tourism is the only paragliding tourist attraction in Bandung Regency.
- c. The village government makes paragliding tourism a priority in developing village potential
- d. Strategically located on the main route of Bandung Regency.

4.2.2 Weakness

- a. Lack of Human Resource capabilities in the field of tourism.
- b. There are no clear regulations regarding the development of paragliding tourism potential.
- c. Managers or organizations of paragliding activists have not had an effective role.
- d. Community participations in the management of tourism potential are still minimal.
- e. The condition of the access road to the paragliding tourist location is inadequate for four-wheeled vehicles to pass.
- f. The unavailability of adequate public facilities for the needs of tourists.

4.2.3 Opportunity

- a. The potential of the Mount Bukitcula hiking trail as a hiking area and camping ground.
- b. As a training ground for paragliding championships held in Bandung Regency, so that the use of objects is not only intended for tourist activities.
- c. Increase in high social media trends make promotion easier
- d. Potential to cooperate in a tour package with other objects

4.2.4 Threat

- a. Lack of financial support in the development of paragliding tourism from the government
- b. Environmental damage arising from tourism development.
- c. The distance is quite close to other tourism potential.
- d. There is still a lack of interest from tourists to enjoy paragliding tourism.
- e. The safety factor has not been seriously prepared by the manager in dealing with extreme sports tourism.

Strategic situation analysis produces four alternative strategies for developing paragliding sports tourism. The resulting four alternative strategies are as follows:

4.2.5 S-O Strategy

- a. Maximizing the development of hiking sports tourism, namely the Mount Bukitcula climbing route and the camping ground area which has been opened for tourists, thus contributing to the introduction of paragliding sports tourism
- b. Maximizing promotions by utilizing information technology.

4.2.6 W-O Strategy

- a. Increasing the capacity of human resources in the field of tourism through education and outreach to the community and in collaboration with tourism stakeholders, namely pentahelix which consists of the media, academics, business actors, the public and business tourists, training and education of human resources paragliding actors in Bumiwangi Village.
- b. Propose clear regulations regarding the management of paragliding sports tourism.

4.2.7 S-T Strategy

- a. Organizing an annual sports event to attract tourists visiting paragliding and hiking lovers, so that a community of extreme sports lovers could be established in Bumiwangi Tourism Village which will contribute to the development of sports tourism.
- b. The development of the paragliding sports tourism area is carried out by involving the surrounding community.

4.2.8 W-T Strategy

- a. Collaborating with the Regional Government regarding the development and improvement of human resources in the tourism sector.
- b. Increasing the role of paragliding activists in Bumiwangi Village in managing paragliding sports tourism.

5. Result

5.1 Conclusion

Based on the research results, it can be seen that Bumiwangi Tourism Village is a pilot tourism village which is a priority for the local government in its development. Paragliding sports tourism Bumiwangi Tourism Village is the only paragliding sports tourism attraction in Bandung Regency, so it has a competitive advantage over competitors. However, Bumiwangi Tourism Village faces many challenges in its development, such as the minimal role of the government in developing village potential, even though Bumiwangi Village is a pilot tourism village that has been recognized for its existence. The management of paragliding tourism is still not professional, so not many tourists come to visit and enjoy the attractions of this extreme sport

The strategy that could be applied to paragliding sports tourism on Mount Bukitcula, Bumiwangi Tourism Village is as follows:

- a. Maximizing the development of hiking sports tourism, namely the climbing route of Mount Bukitcula and the camping ground area which has been opened for tourists, so that it could also introduce paragliding sports tourism
- b. Maximizing promotions by utilizing information technology.

- c. Increasing the capacity of human resources in the field of tourism through education and outreach to the community and in collaboration with tourism stakeholders, namely pentahelix which consists of media, academics, business people, communities and tourists.
- d. Propose clear regulations regarding the management of paragliding sports tourism.
- e. Organizing an annual sports event to attract tourists visiting paragliding and hiking lovers, so that a community of extreme sports lovers was born in Bumiwangi Tourism Village which will contribute to the development of sports tourism.
- f. The development of the paragliding sports tourism area is carried out by involving the surrounding community.
- g. Collaborating with the Regional Government in developing and increasing the capacity of human resources in the field of tourism.
- h. Increasing the role of paragliding activists in Bumiwangi Village in managing paragliding sports tourism.

5.2 Suggestions

- a. Involving surrounding community in efforts to develop paragliding tourism.
- b. Collaborating with pentahelix elements in increasing HR capacity such as utilizing information technology, managing tourism businesses, and managing accommodation.
- c. Take a massive approach to local governments to get guidance and attention for the development of sports tourism.

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