
EVALUASI FASILITAS PARAGLIDING KULIKI DI KARO SEBAGAI WISATA OLAHRAGA

EVALUATION OF KULIKI PARAGLIDING KARO FACILITY AS SPORT TOURISM

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Abstrak

Penelitian ini bertujuan untuk mengetahui standar dan pengelolaan fasilitas Kuliki Paralayang Karo sebagai wisata olah raga berdasarkan Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 4 Tahun 2021. Penelitian deskriptif kualitatif menggunakan metode observasi, wawancara, dan dokumentasi untuk mengumpulkan data pada pemenuhan standar dan pengelolaan fasilitas kuliki paralayang Karo sebagai wisata olah raga. Temuan penelitian ini adalah penerapan standar yang dilakukan oleh Pengelola Wisata Paralayang sudah sangat baik, meliputi pengaturan alur pelaksanaan penerbangan, kondisi, pemberian petunjuk, dan fasilitas yang dikelola dengan baik. Pengelola kuliki paralayang Karo juga telah membangun kerja sama dengan masyarakat setempat, termasuk pihak berwenang, dan warga sekitar. Agar mampu menerapkan sistem pembangunan berkelanjutan. Berdasarkan hasil penelitian dapat direkomendasikan kepada seluruh pemangku kepentingan wisata paralayang dimana pengelola wisata harus selalu melakukan evaluasi agar dapat terus menciptakan karya dan inovasi baru bagi sektor wisata paralayang khususnya pada aspek keselamatan dan pengalaman pengunjung.

Kata kunci: wisata olahraga, paralayang, fasilitas, tongging

Abstract

This research is to establish standards and management of Kuliki Paragliding Karo facilities as sport tourism based on the Minister of Tourism and Creative Economy Number 4 of 2021. Qualitative descriptive research applies conservation, interview, and documentation methods to collect data on meeting standards and managing kuliki karo paragliding facilities as sport tourism. The findings of this study are the application of standards carried out by Paragliding Tourism Managers very well, including the arrangement of flight implementation flows, conditions, provision of instructions, and well-managed facilities. The management of kuliki karo paragliding has also built cooperation with the local community, including the authorities, and local residents. In order to be able to implement a continuous development system. Based on the results of the study, it can be recommended to all paragliding tourism stakeholders where tourism management must always evaluate in order to continue to create new works and innovations for the paragliding sports tourism sector, especially in the aspects of safety and visitor experience.

Keywords: sports tourism, paragliding, facilities, tongging

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INTRODUCTION

Paragliding as an achievement sport as well as a tourism is a sport that contains recreative elements, designed with a light parachute body material (Lengwiler et al., 2020) which is blown

by the wind to ensure stabilization when in the air (Nguyen et al., 2021). Offers a unique experience that involves a sense of unity with nature (Ismayanti, 2021) Free flight from extreme altitudes is a growing discipline today (Wilkes et al., 2018). Paragliding in Indonesia started in 1988, initially known as the sport of mountain diving. Paragliding is also an international achievement competition (Triyatmo et al., 2018) which involves skilled athletes competing in terms of flying technique, navigation, and landing accuracy (Umar & Gunawan, 2023).

Paragliding is not only an achievement, the last development that greatly affects the dynamics of this sport is when Paragliding becomes an aerospace sports tourism in several regions of Indonesia (Lorensia & Sudarti, 2022). Paragliding is one of the mainstays of Indonesian adventure tourism, so many regions are interested and involved in developing it because it has a unique attraction as a means of promoting the local area to tourists who come (Ika Sintia et al., 2022) By offering potential tourists about the scenery of vacation spots such as mountains, lakes, and the sea as well as various types of physical activities or sports. The sports tourism industry can simply be said to be an important part of the national economic development system that contributes to the improvement and survival of the community and creates jobs for the surrounding community (Allameh et al., 2015).

One of the Paragliding sports tourism industries is located in Tongging Village, Karo Regency, North Sumatra Province named Kuliki Paragliding Karo. The fulfillment of standards and the management of this paragliding kuliki facility is very important to make local and foreign tourists respond well because the community relies on the tourism sector, such as restaurant owners, transportation providers, lodging, and tour guide services (Sitorus, 2020). This can also be seen when UNESCO gave a yellow card to the Global Geopark of Lake Toba (Wal Hidayat & Nasution, 2019) which also included Kuliki Parayang Karo as a reprimand for the lack of action to improve service quality and compliance with the rules that have been set. In making tourists feel satisfied during a tourist trip, it is also an assessment of visitors in bringing out their intention to visit the same destination again (Javier & Bign, 2021) recreational facilities can be in the form of scenic spots, shopping services, sports services, science and cultural education services (Zhao et al., 2023) Sports tourism service level, government functional departments, promotion development, as well as enterprise integration (Tian et al., 2023).

The implementation of minimum facilities in accordance with applicable regulations and standards, such as government regulations and safety guidelines, is a must (Khofifah & Jumiati, 2022) To improve the image of tourist destinations, build value perception from visitors of the tours visited (Cheng et al., 2023). Facilities as a predictor of tourist satisfaction (Allameh et al., 2015) which then managers must ensure that they have adequate facilities not necessarily of high quality, but must be functional to ensure repeat business, especially through recommendations (Ogucha et al., 2018). The need for measures to support and improve tourism infrastructure and facilities around Lake Toba is becoming increasingly important, both to maintain the safety of visitors and to support the local economy (Sudiana, 2019).

Based on this description, the fulfillment and management of minimum facilities is the first step to increase visits so as to boost economic growth for the welfare of the local community, increase regional income and become an icon of the region itself. Therefore, the researcher is interested in conducting research on "Evaluation of the Karo Paragliding Kuliki Facility as a Sports Tourism Based on the Minister of Tourism and Creative Economy Regulation Number 4 of 2021".

METHOD

This study uses a qualitative approach with the type of case study research is descriptive.

An approach that is carried out intensively, in detail and in depth about a matter that is researched either in the form of programs, events, activities and others to obtain in-depth knowledge/information about it (Fadli, 2021). The purpose of this study is to find out the standards and management of kuliki paragliding facilities as a sports tourism based on the Regulation of the Minister of Tourism and Creative Economy Number 4 of 2021 including land, administrative rooms, employee areas, first equipment in accidents, electrical and water installations, garbage cans, special emergency areas, telecommunications, worship rooms and goods rooms. The research was carried out in Tginging Village, Karo Regency, North Sumatra Province.

The data source in this study is based on the principle of subjects who master the problem, have data, and are willing to provide complete and accurate information (Murdiyanto, 2020). In the form of field notes, interview transcripts, written documents, photos, and videos (Becker et al., 2015). The population in this study is the management and tourists. Sampling using the snowball technique that may be able to contribute or participate in this study is the manager, employees, pilots, and visitors. Through the interview stage with the Head of the Tourism and Culture Office, the head and staff of Tongging Village, Tongging Village BUMDes, Tongging Village Community Institutions, Tongging Village residents, and other primary data sources related to Paragliding sports tourism, especially Kuliki Paragliding Karo, as well as documents about Kuliki Paragliding Karo and data relevant to research problems.

Test the validity of qualitative data through *credibility*, Among others, it was carried out by extending observation, increasing diligence in research, triangulation, discussion with peers, negative case analysis and member checks. *transferability*, as external validity in quantitative research. *dependability* and *confirmability*. Using two triangulation techniques to test the validity of data from field research results, namely source triangulation and triangulation techniques. Data analysis uses the Milles and Huberman model which consists of 3 stages, namely reduction data analysis, data display, and image conclusion/verification (Sugiyono, 2015). Assisted by NVivo 12 Plus software, to obtain data in the form of tables, graphs, diagrams, and models for qualitative authors by importing data, coding data, visualizing data, presenting data, and drawing conclusions (Dalkin et al., 2021).

RESULTS

Based on research, it was obtained that the Paragliding Tourism Standard uses the Regulation of the Minister of Tourism and Creative Economy Number. 4 of 2021 concerning Business Activity Standards in the Implementation of Risk-Based Business Licensing in the Paragliding Tourism Sector, must be met so that a sports tourism with medium and high risk can obtain an operating permit. The land in *the takeoff* area in Bukit Gajah Bobok is $\pm 400\text{m}^2$ with a flat surface shape at the top of the hill, and there are no major obstacles such as trees, buildings, or poles that interfere with the surroundings. The landing area at Wisma Sibayak Tongging Square with an area of $\pm 2500\text{m}^2$ is ideal as a Paragliding landing area, a large and open area to provide enough space for Paragliders to land safely. Access to the flight location is still not good because the road is still dirt and there has been no paving or paving. The *landing location* is well accessible. Regular maintenance has been carried out on pedestrian paths, parking areas, and other facilities to ensure that they remain in good condition and safe to use. Have SOP documents and/or technical instructions for the implementation of work to improve the quality of business services in a sustainable manner.

Perform administrative work such as attendee recording, scheduling, and reservation management. The safety officer is responsible for ensuring that all safety equipment such as helmets, harnesses, and other supporting equipment are in good condition. The *takeoff* area has an electrical installation using a solar power plant, this is due to the location of Bukit

Gajah Bobok which is high and far from the power source. At the *landing area* at Wisma Sibayak Tongging, electricity is functioning properly. The *takeoff* area is provided with several garbage cans and final garbage disposal so that the waste collected in the garbage can be managed more easily. In the landing and transit areas, the trash cans are managed by the cleaning staff of Wisma Sibayak, Tongging. Emergency areas are already in place to provide prompt medical protection and treatment and the creation of a strong safety culture. Telecommunication tools are available to help with coordination, including scheduling, communication between teams, participants, and other related parties. The prayer room is available at the transit location of Wisma Sibayak Tongging, with a comfortable layout, worship equipment, a place to store things, shoe racks and sandals, an ablution place with clean water facilities. Paragliding often requires special maintenance, and a clean, organized room will help prevent damage or loss of equipment. Conduct Risk Management on a regular basis to identify and address potential hazards and security threats. Check weather conditions, wind speed, ground conditions, and other factors that can affect the safety of paragliders. Conducting Education and Awareness of knowledge about paragliding safety among users and site visitors. This can involve counseling, training, or awareness campaigns that are organized on a regular basis. Periodic performance evaluations produce innovations to improve administrative management by introducing new innovations and technologies.



Picture 1. Word cloud results of standard methods and facility management
(Source: Research 2024)



Picture 2. Takeoff location at Bukit Gajah Bobok
(Source: Research 2024)



Picture 3. Landing location in the field of Wisma Sibayak Tongging
(Source: Research 2024)

DISCUSSION

This research explores various aspects related to nature adventure tourism standards, with a focus on paragliding activities covering several key aspects such as land, permits and regulations, land management, parking lots, accessibility, administrative rooms, employee areas, first aid equipment in accidents, electrical and water installations, garbage areas, emergency special areas, telecommunications, worship halls, and goods rooms ([Ministry of Tourism and Creative Economy, 2021](#)).

By ensuring that all of the above aspects are met, Kuliki Paragliding Karo can ensure that they comply with the standards set out in the Regulation of the Minister of Tourism and Creative Economy Number 4 of 2021 and improve a safe and enjoyable paragliding experience for visitors. In terms of land, this study includes take off and landing locations that as a whole meet the criteria for paragliding natural adventure tourism. Bukit Gajah Bobok has a fairly large land, flat terrain, and not many major obstacles. The landing location at Wisma Sibayak Tonging has an ideal terrain and offers an interesting natural view of Lake Toba. The following licensing and regulatory aspects are also coordinated with the authorities, and local governments ([FASI Paragliding, 2020](#)). The administration room at Wisma Sibayak Tongging looks efficient, professional, and fun. The service process to visitors is carried out according to paragliding tourism procedures.

Administrative areas with coordinated activity schedules in accordance with existing SOPs. The availability of first aid equipment in paragliding is explained by the presence of equipment that must be provided according to needs ([Indardi & Sahri, 2020](#)). The electrical installation using a solar power plant for takeoff in Bukit Gajah Bobok shows creativity in providing energy sources in hilly locations. The fulfillment of water needs, both at takeoff and landing, shows the seriousness of the manager in ensuring the comfort of visitors. Adequate waste areas show concern for environmental hygiene and health ([Ryan et al., 2022](#)). The role of telecommunications in improving the experience, safety, and efficiency of paragliding events is highly emphasized ([Saputra, 2022](#)). Active communication between the safety officer and the pilot ensures safety during the flight. The existence of a worship space, such as a prayer room, shows inclusivity and attention to the spiritual needs of visitors. The management also provides insurance guarantees to tourists and instructors and tour guides when carrying out paragliding tourism activities, as well as several medicines and other necessities in the event of an accident ([Anandhyta, 2020](#)). In order for tourists to feel safe when doing paragliding activities, of course, the paragliding tourism business manager must pay attention to things starting from the most basic ([Masrurun, 2020](#)) to the main things to be handled in order to prevent the risk of accidents that can be caused.

Management of existing facilities, where when traveling starting from the quality of the travel services used, tour guides who have in-depth knowledge of the destination of tourist destinations ([Jansri et al., 2020](#)). The management of information related to the existence of kuliki paragliding sports tourism makes the need for information very necessary for prospective tourists, especially related to information about tourist destinations, interesting tourist attractions, available facilities such as transportation to reach tourist destination areas ([Risani, 2020](#)), the distance traveled to the location, the tourist products that are in demand, and so on. Budget planning from the local government and sponsors allocate funds according to interests and requirements ([Wulandari et al., 2022](#)). Information on the promotion of kuliki paragliding sports tourism in Karo is well managed starting from instagram, facebook and whatsapp posts. One of the marketing media is Instagram social media ([Rojikin, D et al., 2022](#)) The management of the Karo paragliding kuliki has also built cooperation with the local community, including the authorities, local residents in order to carry out sustainable development ([Amalia et al., 2022](#)). Management in paragliding tourism activities and

championships is well based on standard operating procedures in management that are always upheld, then the evaluation will be reported at the end of the activity and discussed in the management (Sari & Bachri, 2022). The social response of the people of Tongging Village to the existence of paragliding tourism is not only a tourism phenomenon, but also opens a window to understand how the local community evolves and interacts with changes in the social, economic, and cultural dynamics of the community around Tongging Village. In the economic sector, the paragliding industry is a source of income and job creation in the community. The existence of cultural interaction with the presence of tourists can enrich the experience and understanding of local people towards other cultures.

CONCLUSION

Based on the objectives, results and discussion, the conclusion is that the fulfillment of the standards carried out by the Paragliding Kuliki Tour Manager is good, including the setting, setting of conditions and providing instructions to pilots, tourists, instructors and tour guides. Concerns the health and physical condition of the tourist, as well as compliance with the instructor's instructions to avoid the risk of accidents. In order for tourists to feel safe, of course, the management pays attention to the most basic things to the main things to be handled in order to prevent the risk of accidents that can be caused. Establish cooperation with the government, local communities, and residents in order to implement a sustainable development system. Tongging Village also has the potential to be used to organize tourism sports such as tracking, outbound, and flying fox.

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