



Analysis of Paragliding Sports Tourism in Pasir Gowong, Tasikmalaya, West Java, Indonesia

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Abstract

The research focuses on analysis destination readiness and identifying key factors that influence sustainable, community-based, and risk-aware sport tourism development. This study aims to analyze the potential and challenges of paragliding sport tourism development in Pasir Gowong, Tasikmalaya, using the Marketability, Sustainability, Participatory, and Disaster Mitigation (MSP+DM) framework. This study employs a descriptive qualitative approach. Data were collected through in-depth interviews with key informants, field observations, and document analysis. The informants consisted of tourism managers, local government representatives, sport organizations, and paragliding practitioners. Data validity was ensured through triangulation techniques by systematically comparing findings from interviews, observations, and documentation within the MSP+DM analytical framework. The findings indicate that Pasir Gowong has strong marketability potential, supported by unique and repeatable flying experiences, attractive natural landscapes, and the availability of basic facilities. From a sustainability perspective, the destination demonstrates initial efforts to preserve environmental conditions and align tourism activities with local socio-economic dynamics, although structured management systems and long-term planning remain limited. In the participatory aspect, stakeholder involvement is evident through community participation in services, land provision, and event activities, yet it is still uneven and not fully institutionalized. Meanwhile, disaster mitigation practices are implemented operationally through weather monitoring, instructor supervision, and safety considerations; however, the absence of formal standard operating procedures, emergency response plans, and inter-agency coordination remains a significant limitation. In conclusion, Pasir Gowong shows promising potential as a sport tourism destination, but requires improvements in accessibility, governance, community empowerment, and systematic risk management to achieve sustainable and competitive development.

How to Cite

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INTRODUCTION

Sports tourism has emerged as a pivotal area in contemporary tourist development, since it amalgamates athletic activities with destination allure and bolsters the local economy sustainably. Physical activity is part of an active lifestyle that can be done through various activities such as sports, games, and outdoor activities that involve body movement (Pendidikan et al., 2021). Worldwide, sports tourism is acknowledged for enhancing destination competitiveness and generating economic, social, and environmental value when managed via systematic planning grounded on local potential (Choong et al., 2025). In developing regions, sports tourism destinations necessitate a multifaceted strategy that transcends mere visitor numbers to emphasise sustainability and community engagement. In the study conducted (Nyikana et al., 2021). Developing sports tourism without a thorough analytical framework may lead to incomplete and less competitive destination management (Fauzi et al., 2025). Conversely, the rising demand for experiential and physical tourism activities renders sports tourism a robust and adaptable business (Guereño-omil et al., 2024). An integrated sports tourist development approach has demonstrated efficacy in promoting sustainable regional development when aligned with sustainability principles and destination risk management (Liu & Yang, 2024) assert that. The advancement of sports tourism necessitates the formulation of an integrated model that effectively links sports attractions with local resources, community engagement, environmental and social sustainability, and destination risk management, ensuring that sports tourism transcends mere visitor increases to yield sustainable regional development outcomes.

The advancement of sports tourism in numerous developing places continues to encounter essential hurdles, notably a disparity between the potential of natural resources and the calibre of destination government. Global research often indicates that sports tourism is frequently cultivated with a short-term emphasis on athletic events or attractions, lacking a sustainable marketing strategy or comprehensive institutional planning (Yilmaz & Karadayi-Usta, 2025). This situation results in low destination competitiveness and minimal distribution of economic benefits to local communities (Quirante et al., 2024). Moreover, the absence of sustainability and community engagement in sports tourism may

lead to environmental deterioration and social opposition at the destination (Ma et al., 2024). In the realm of activity-based destinations, safety and risk mitigation are frequently neglected, despite sports tourism being more susceptible than traditional tourism (Mata & Carvalhinho, 2020). These problems underscore the necessity for a more thorough analytical framework to guarantee that sports tourism development corresponds with destination capability and stakeholder requirements (da Costa et al., 2022). The advancement of sports tourism necessitates a comprehensive analytical framework that harmonises destination potential, governance, sustainability, community engagement, and risk management, ensuring that all stakeholders best experience the benefits.

This research is innovative due to its integrated use of the Marketability, Sustainability, Participatory, and Disaster Mitigation (MSP+DM) method in the development of regionally-based sports tourism potential. The MSP+DM technique, supported by field evidence, effectively identifies the strengths and shortcomings of sports tourism destinations; yet, its applicability is confined to specific regions and destination types (Fauzi et al., 2025; Petrie et al., 2024). By simultaneously assessing marketability, environmental and social sustainability, stakeholder participation, and disaster preparedness, this study offers a contextual and policy-relevant model for sustainable sport tourism governance (Septaliza & Mukti, 2026). The scope of this research is limited to nature-based sports tourism destinations in developing regions, so the findings are expected to be contextual and applicable. This study also responds to the global need for active tourism development aligned with the principles of sustainable governance and destination risk management as outlined by Zhang et al. (2024).

Theoretically, this research contributes to expanding the application of the MSP+DM framework in the context of village-based paragliding sports tourism, while also advancing the study of the linkages among marketability, community participation, and disaster mitigation in destination development. Based on field evidence, this study presents a detailed overview of management practices, facility availability, participation patterns, and safety systems at the Pasir Gowong paragliding destination. In practice, the research findings are expected to inform village governments, local governments, and paragliding communities in formulating policies and strategies for managing sports tourism that

are more focused, sustainable, and safe. This research is novel due to the integrated application of the Marketability, Sustainability, Participatory, and Disaster Mitigation (MSP+DM) framework to village-based paragliding tourism destinations, which have not been thoroughly examined, particularly in linking marketability, sustainability, community participation, and disaster mitigation within a single analysis.

This study aims to analyze the potential and obstacles associated with the development of paragliding sports tourism in Pasir Gowong, Tasikmalaya, via the lenses of Marketability, Sustainability, Participatory, and Disaster Mitigation (MSP+DM).

METHOD

This study uses a qualitative, descriptive design to deeply understand the potential for the development of paragliding sports tourism in Tasikmalaya through the MSP + DM framework. The research focuses on aspects of marketing, sustainability, community participation, and disaster mitigation, which are analyzed qualitatively to reveal the meanings, perceptions, and policies of sports tourism development in a contextually and holistically meaningful way, without converting them into a quantitative scale (Priatmoko, 2018). This approach was chosen because it allows researchers to maintain the natural situation of interaction between researchers and informants. Qualitative descriptive research is known for its simplicity and flexibility, making it suitable for various contexts (Doyle et al., 2020). By focusing on the natural context, qualitative descriptive research ensures that the data collected is grounded in the real-world environment of the participants (Eby et al., 2010). This increases the ecological validity of the findings, providing a richer and more descriptive picture of real-world events through direct interaction with informants (Bradshaw et al., 2017).

The research was conducted in the Pasir Gowong paragliding tourist area in Nanggewer Village, Pagerageung District, Tasikmalaya Regency, chosen for its suitability for the development of air sports tourism and its status as an official paragliding location.

Data was collected through three main techniques: field observation, in-depth interviews, and document review. Observations were conducted to assess the physical condition of the destination, paragliding activities, and stakeholder interactions. Interviews were conducted to explore informants' experiences, views, and

expectations regarding the development of paragliding tourism. A document review was conducted of various regional tourism development policies and plans, including the 2023 Work Plan of the Tasikmalaya Regency Tourism, Youth, and Sports Office, as well as other relevant supporting documents.

Key informants (N1) were the managers and sub-district leaders of the Pasir Gowong paragliding area, who have direct authority and knowledge regarding destination management. Supporting informants included representatives from the Tasikmalaya Regency Tourism, Youth, and Sports Office (Disparpora/N2), the Indonesian National Sports Committee (KONI/N3), and paragliding athletes (N4) involved in sports activities and development. This approach is expected to produce comprehensive data on destination attractiveness, environmental sustainability, community participation, and risk preparedness, serving as a basis for strategic recommendations for developing paragliding sports tourism in Pasir Gowong.

The research instruments were developed based on the MSP+DM framework, covering four main dimensions: marketability, sustainability, participatory, and disaster mitigation. These instruments were implemented in the form of interview guidelines, observation sheets, and document review formats to ensure systematic data collection.

Table 1. Instrument

Source	Dimensions	Parameter
Kotler (2001) in Priatmoko (2020); Fauzi (2025)	Marketability	Uniqueness of Attraction
		Promotion
		Tourism Product Packaging
		Tourism Information System
		Marketing Distribution
UNWTO (2011) in Priatmoko (2020); Fauzi (2025)	Sustainability	Accessibility
		Physical development threshold
		Visitor number threshold
		Natural resource threshold
		Local community response
		Tourist response
		Local government response

Korten (1986) & Pitana (1999) in Arismayanti (2010); Priatmoko (2020); Fauzi (2025)	Participatory	Local resources
		Local responsibility
		Local regional variations
		Local economic benefits
UU No. 24 Tahun 2007 in Priatmoko (2020)	Disaster Mitigation	Mitigation Natural disasters
		Non-natural disasters

Data analysis was conducted using qualitative analytical procedures supported by NVivo 15 software. All collected data, including interview transcripts, observation notes, and documents, were organized and imported into NVivo 15 for coding and categorization. The data were then coded based on the MSP+DM dimensions to identify themes, patterns, and relationships across stakeholder perspectives. Thematic analysis was applied to interpret the findings systematically. To ensure data credibility and consistency, triangulation techniques were used by comparing information obtained from interviews, observations, and documents

RESULTS AND DISCUSSION

The study findings are organised according to the four primary aspects of the MSP+DM framework, employed during the instrument design and analysis phase, ensuring that the results description aligns with the research objectives. Utilising interview data from key informants (N1–N4), field observations, and documentation studies, the researchers constructed a detailed overview of the current conditions and prospects for the development of Pasir Gowong paragliding tourism, encompassing attractions and facilities, stakeholder engagement, sustainability management, and safety-disaster mitigation considerations. One important finding relates to accessibility to the site, which is still considered inadequate because not all types of vehicles can reach the takeoff area due to the steep, red-earth road conditions. In an interview, N4 described the road to Pasir Gowong as *"a really big road,"* and in practice, it is safer to travel only with certain vehicles, potentially making it difficult for general tourists to visit. This situation indicates that improving road access is a key prerequisite for supporting increased visits and the broader development of paragliding destinations, while also requiring serious attention from local governments and tourism managers.

An major conclusion is to site accessibility, which is insufficient as not all vehicle types

can approach the takeoff region due to the steep, red-earth road conditions. N4 defined the route to Pasir Gowong as *"a significantly large road,"* indicating that it is safer to traverse exclusively with specific vehicles, which may provide challenges for general travellers seeking to visit. This scenario suggests that enhancing road access is essential for facilitating increasing visitation and the overall growth of paragliding sites, necessitating significant focus from local authorities and tourist administrators.

Marketability

The primary assets of paragliding tourism marketability in Pasir Gowong are the allure of repeated flying experiences and the broad landscape vistas. The respondents indicated that the amalgamation of advantageous wind conditions, pleasant air, and expansive vistas of agricultural operations from an aerial perspective renders this area one of the most coveted sites for pilots. N3 stated that *"the weather is so favourable that even one individual can fly multiple times,"* allowing visitors to have an exhilarating flying experience in a single session. N4 remarked that the flying experience in Pasir Gowong is *"very comfortable,"* providing the opportunity to view the landscape and agricultural activities from above, making it a highly sought-after location for pilots, particularly hang gliders. N4 further noted that in Pasir Gowong, *"one can fly for an extended duration and soar,"* with *"comfortable takeoffs and landings,"* and described the *ambiance of the site as "aesthetic,"* which compels him to fly again whenever the weather permits. The primary allure of paragliding tourism resides in the amalgamation of optimal flying circumstances and striking natural landscapes, which are essential in drawing additional tourists to paragliding locales (Akbulut, Çelik, Ekin, et al., 2024). Moreover, adventure tourism, the intensity of the experience, the perception of safety, and the quality of the amenities substantially affect tourist satisfaction and inclinations to return (Nasution et al., 2023). By synthesising the perspectives of N1–N4, observational data, and the findings, the researchers determined that the amalgamation of a pleasurable yet exhilarating flying experience, an expansive visual panorama, and Pasir Gowong's status as a niche sports tourism destination renders the product attractiveness dimension a fundamental component of this locale's marketability.

Pasir Gowong provides a combination of comprehensive facilities at the peak and difficulties regarding accessibility. N3 indicated that the region possesses comprehensive amenities, inclu-

ding paragliding and hang gliding sites, a hall for athletes and tourists, an extensive parking facility, a prayer room, and accessible restrooms. N1 indicated that the food stall personnel also serve as custodial staff; N4 affirmed the presence of "toilets, mosques, halls, and food stalls," enabling visitors to access essential services at the summit. N2 evaluated the take-off and landing facilities as "very adequate." Observations reveal that the site is situated at an elevation of approximately 1,660 meters above sea level and is linked to the electricity grid up to the summit, facilitating effective area illumination and the operation. The calibre of facilities, encompassing the accessibility of standard equipment, restrooms, and safety protocols, directly affects tourists' comfort and confidence in paragliding locations (Rahmafritia et al., 2025). The quality of infrastructure and accessibility are critical elements of "tourism infrastructure" that influence the competitiveness of rural destinations, as superior amenities and access enhance satisfaction and the likelihood of repeat visits (Paulino et al., 2025). N2 asserted that road access was "extremely challenging," particularly during the rainy season when "vehicles are unable to ascend," permitting only specific private cars to navigate the route. This aligns with N1's observation that the road was "merely adequate" and required travel by "motorbike or specialised vehicle," and N4's explanation that "public transportation is not yet feasible," noting that the red dirt road remained slippery despite being sufficiently wide for 4x4 vehicles. By synthesising the perspectives of N1–N4, the observational data, and the findings, the researcher determined that the physical infrastructure and amenities in the Puncak region constitute a significant asset for the advancement of sport tourism. However, the inadequate access roads, which remain unpaved and notably steep, particularly during the rainy season, represent a critical limitation that obstructs the enhancement of comfort and accessibility to the Pasir Gowong market.

Pasir Gowong paragliding tourism predominantly depends on social media and local community activities for promotion. N3 stated that the management employs "one medium, Instagram, and a search for Pasir Gowong will yield results," and has also commenced using TikTok and local media to publicise activities. N4 stated that promotion is mostly facilitated by "social media posts..., Instagram posts," and flight documentation that is subsequently shared to entice individuals to engage in tandem packages. N1 acknowledged the presence of a "social media team that promotes Nanggower village paragliding," noting that so-

cial media is "effective, with strong sales," but also warned that "marketing alone is insufficient," necessitating a direct approach and the development of tour packages. Utilising Instagram as the principal platform for paragliding promotion might enhance visitor interest through the dissemination of captivating photographs and videos (Martins et al., 2024). Social media marketing overseen by local communities can markedly enhance the propensity to visit community-oriented tourism locations (Wijanto et al., 2025). By synthesising the perspectives of N1–N4 and the findings from observations evaluating the tourism information system and promotion model categorised as effective, the researcher determined that the promotion of Pasir Gowong is robustly supported by social media networks and local communities; however, it necessitates the enhancement of integrated tourism packages and offline strategies to broaden market outreach.

In the realm of reputation, Pasir Gowong is emerging as a sports tourism destination, particularly recognised for its designation as an official paragliding and hang gliding training site, as well as a venue for the 2022 Provincial Sports Week (Porprov). This development significantly influences the transition from "paragliding to tourism," with visitor numbers, although primarily comprising domestic tourists, now also including guests from regions outside West Java, such as Jakarta, Banten, and Cilacap. Data from the Nanggower Tourism Village indicates a total of 1,515 visits within a year, with increased attendance during holiday months like August and December, so affirming a consistent influx of visitors to the area. Organising a paragliding tournament in Sumedang can elevate the region's reputation as a sports tourist hub and broaden the visiting demographic beyond the local populace (Fauzi et al., 2025). assert that the Tanah Karo agrotourism destination demonstrates that attractiveness and destination image positively and significantly influence tourist loyalty, mediated by satisfaction. The quality of the attraction and destination image is essential for cultivating loyalty (Sobaih et al., 2024). By synthesising the perspectives of N1–N4, observational data, and the findings, the researcher determined that Pasir Gowong has established its reputation in aerospace sports as a hub for coaching and event organization; however, enhancing its image as a general tourist destination is necessary to broaden its appeal in the sports tourism market.

The findings regarding marketability suggest that Pasir Gowong's main appeal lies in its distinctive and replicable flying experience, bol-

stered by extensive trip packages and ancillary facilities. The paragliding experience, which can be undertaken repeatedly (N1), constitutes the essence of the product, subsequently integrated into the Ngolebat package that links ngojay activities in Cipantani, Ngaliwet, and tandem (N1) in Pasir Gowong as a cohesive itinerary, thereby ensuring that the destination's appeal extends beyond the flight experience alone. Essential amenities, including restrooms, prayer rooms, multipurpose halls, and vendor stalls, enhance visitor comfort. The presence of two sets of operational paragliders, two sets of non-functional paragliders, and four sets of hang gliders as community assets signifies a preliminary dedication to the advancement of sport tourism; however, in practice, the majority of flights continue to depend on the personal equipment of the community. Access to the road remains steep and composed of red earth, presenting a challenge; however, this can be mitigated by comprehensive information regarding services and tour packages, currently accessible via the Paralayang Pasir Gowong social media account or directly at the Nanggewer Village office. Pasir Gowong's marketability is categorised as promising, bolstered by its core product strengths, activity packages, and sufficient basic amenities, with additional enhancement anticipated through optimised improvements in physical access and integrated promotions.

Sustainability

Stakeholders perceive the sustainability of paragliding tourism development in Pasir Gowong as an ongoing process that necessitates participation and program continuity. Observational results indicate that the threshold parameters for physical development, visitor numbers, and natural resource utilisation are categorised as favourable, thereby facilitating gradual development without compromising the area's carrying capacity. The annual visitation data for Nanggewer Tourism Village, with 1,515 guests, suggests that visitor density remains within acceptable parameters. N2 asserted that sustainable development necessitates participation and continuity, while N1 advocated for the creation of a tourism village as an institutional measure to ensure that the management of Pasir Gowong is not reliant on transient initiatives. N3 expressed optimism that the ongoing program can be sustained in the subsequent year. Community participation is crucial in sustainable tourism development as it guarantees equitable benefit distribution, preserves environmental sustainability, and enhances the community's sense of ownership over the desti-

nation (Ngwetjana & Sifolo, 2023). The sustainability of local destinations is significantly affected by the continuity of programs and organised multi-stakeholder engagement, rather than transient initiatives (Novianty & Rahmanita, 2025). By synthesising the observational findings, perspectives of N1–N3, and the study, the researcher determined that sustainability in Pasir Gowong fundamentally depends on the continuity of programs, the fortification of tourism village institutions, and sustained participation from multiple stakeholders to guarantee stable destination development over time.

The development of paragliding tourism in Pasir Gowong, from an environmental sustainability standpoint, aims to preserve the current natural conditions, as indicated by the observation sheet that evaluates the limits of physical development and natural resource utilisation as satisfactory. N1 underscored that area management adheres to the concepts of *"avoiding excessive physical development,"* permitting *"the river to retain its natural state,"* and *"preserving the environment,"* hence minimising infrastructural interference to uphold the landscape's integrity. N4 elucidated that the event titled *"cleaning them, the community, together"* exemplified community engagement in preserving the area's cleanliness, albeit this involvement was more pronounced during specific occasions. Nature-based adventure tourism that adheres to the *"leave no trace"* principle, restricts physical development, and preserves environmental integrity will be more sustainable and enhance its attractiveness to tourists in search of natural and health-oriented places (Lata et al., 2025). Sustainable tourism must *"optimise the utilisation of environmental resources that are fundamental to tourism development, preserve essential ecological processes, and aid in the conservation of natural resources and biodiversity"* (Tulbure & Eduard, 2024). The researcher concludes that environmental sustainability in Pasir Gowong has commenced through limitations on physical development and community cleanliness initiatives; however, these efforts require evolution into regular practices to ensure that landscape preservation and environmental quality are not solely reliant on event-based implementations.

Pasir Gowong continues to have issues in management, infrastructure maintenance, and inter-agency collaboration, despite observation results reflecting favourable scores in local government responsiveness and the use of local resources. N2 underscored that the advancement of Pasir Gowong *"merely requires effective management,"* yet the existing management approach

remains *"incidental, contingent upon new activities,"* including the upkeep of facilities and landing zones that are *"still leased from residents,"* necessitating that the community persist in renting rice fields that have been forfeited by them. N1 acknowledged his lack of awareness regarding the community's *"master plan,"* stating that *"reports are infrequent, thus we are unaware of the progress,"* and evaluated that obtaining information from the village is *"challenging,"* rendering routine monitoring and evaluation difficult. The sustainability of locally-based sports tourism necessitates robust destination planning, an established management framework, and a systematic monitoring and assessment protocol (Septaliza & Mukti, 2026). Effective destination governance necessitates a distinct delineation of responsibilities among government entities, communities, and business stakeholders (Liberato et al., 2022), alongside transparent coordination and reporting systems to guarantee the sustainable maintenance of tourism infrastructure (Errichiello & Micera, 2021). By synthesising observational results, perspectives from N1–N2, and relevant references, the researchers determined that the management of Pasir Gowong necessitates the fortification of the master plan, elucidation of the landing area scheme, enhancement of maintenance protocols, and the establishment of a more systematic village–district reporting mechanism to ensure the destination's sustainability is not solely reliant on transient enthusiasm during events.

Overall, studies on the sustainability aspect suggest that the growth of Pasir Gowong paragliding tourism has initiated efforts towards sustainability, although remains in the nascent phases of system enhancement. From a sustainability standpoint, tourism activities are generally aligned with seasonal patterns and weather conditions, thereby mitigating the danger of disruption to agricultural land and the everyday routines of locals. Nonetheless, comprehensive planning for tourist capacity and trash management remains insufficiently endorsed. Environmental sustainability seems to be upheld through the utilisation of existing land, the adaptable use of rice paddies as landing areas, and community engagement in cleanliness efforts, however formal mechanisms such as documented regulations or penalties for detrimental behaviour are scarce. From a managerial standpoint, the functions of the village, paragliding community, and broader community are starting to be synchronised in overseeing fundamental operations; however, they currently lack a definitive organisational framework and financial plan for ongoing maintenance, facility en-

hancements, and equipment investment. Under these circumstances, Pasir Gowong's sustainability is classified as developing: current practices in the area generally uphold environmental and social sustainability, yet necessitate enhancement of local regulations, management institutions, and long-term development strategies to guarantee the destination's sustainability and deliver enduring benefits to the community.

Participatory

In the participatory-support dimension, government engagement in the development of Pasir Gowong paragliding tourism is evident, albeit not yet fully organised. N1 stated that the Department of Tourism and Youth and Sports previously offered support to the paragliders, which included providing Kijang vehicles owned by the district government for athlete transportation, along with assistance and guidance to the village, while the village government managed daily operations. N2 highlighted the government's evident involvement in enhancing the take-off and landing zones for paragliders, which was deemed essential for the ongoing training and events. N3 noted that the facilities at Pasir Gowong are preserved and managed according to directives from the local government. N4 further remarked that government and village officials are consistently present at every event, underscoring their significant presence during these occasions. Consistent with recent outdoor recreation research, meaningful local government support is manifested not through symbolic event participation, but through strategic investment, infrastructure development, and coordinated cross-sectoral governance that enhance destination planning and management effectiveness (Akbulut, Çelik, & Ekin, 2024). Conversely, research on community-based tourism underscores that the government's role should be facilitative, specifically by establishing legislation and collaborative frameworks that empower local people to sustainably manage destinations (Ngo et al., 2025). By synthesising the perspectives of N1–N4, the observational results, and the findings, the researchers determined that governmental involvement in Pasir Gowong has manifested as support for infrastructure, transportation, and assistance; however, this involvement remains largely incidental. Consequently, a more systematic and sustainable framework for planning, funding, and technical support is essential for enhancing destination management in the future.

Community engagement in the development of Pasir Gowong is apparent through di-

verse types of direct participation, however the extent remains unevenly dispersed. N1 explained that some village officials, such as *"the village secretary, if I'm not mistaken, were made pilots,"* and emphasized that *"community involvement is definitely there,"* but its success depends heavily on how the village *"packages"* the potential and *"whether there's a will to develop it."* N2 stated that *"community participation already exists"* and *"the involvement is good,"* in part because residents *"sacrifice their rice fields"* to become landing areas and can *"rent them out,"* and are generally present and involved during activities. N3 referenced a local shopkeeper who additionally oversees the cleaning, while N4 highlighted that the guards, who are also local, partake in cleaning duties. Furthermore, it was noted that the community engages in mini-competitions organised by youth organisations, serving as porters and mentors for local pilots proficient in paragliding. Local community participation in the organization of sporting events is significantly correlated with regional tourist development, accounting for almost 50% of the variation in that development (Rangkuti & Bangun, 2025). In adventure destinations, the involvement of local communities in tourist planning, management, and services is a crucial criterion for the development and sustainability of adventure-based tourism attractions (Nathanael et al., 2025). By synthesising observational results, perspectives from N1–N4, and the study findings, the researchers determined that community engagement in Pasir Gowong has manifested through informal roles in service delivery, sanitation, and land allocation, yet remains concentrated among specific individuals or groups. Consequently, an expanded empowerment strategy is essential to foster a sense of ownership and promote equitable community engagement.

The emergence of paragliding tourism in Pasir Gowong has initiated local economic activity, although the effects are predominantly observed during events. N1 articulated that the objective of the development is to promote *"the community's creative economy, food, and craft models"* by enticing paragliding tourists to *"expend as much money as possible in Nanggewer or Pasir Gowong"* through a practice of residing in local accommodations, dining, and purchasing snacks within the vicinity. N2 evaluated that the sports tourist sector exerts a *"multi-player effect on the community"* and *"will economically enhance the region,"* among other factors, due to Pasir Gowong's location in a sugar and coffee-producing area. N3 stated that the community's impact *"occurred when we hosted the event and during the inaugural opening of Pasir*

Gowong," noting that during the mini-competition *"the community exhibited enthusiasm for the economic activity due to a significant influx of visitors,"* whereas on a typical day, *"only one of the administrators was selling there, resulting in minimal impact."* N4 further remarked that during the event, vendors of palm sugar, lahang, and meatballs emerged at the site as a spontaneous reaction from the community. Sport tourism events in Kanang Hamlet exert a substantial economic influence, evidenced by a Keynesian income multiplier of 12, highlighting the pronounced impact of tourist expenditure on the local economy (Cheng et al., 2025). Sport tourism events can generate multiplier effects by enhancing visitation, local expenditure, and employment prospects, contingent upon the implementation of initiatives that integrate sports activities with MSME networks and ancillary services inside the destination (Beckman et al., 2024). By synthesising observational findings, N1–N4 perspectives, and the study, the researcher determined that the economic engagement of the Pasir Gowong community has commenced growth through culinary MSMEs and informal services; however, it remains contingent upon the frequency of activities. Therefore, it is essential to develop tourism packages and fortify local business networks to ensure that economic activities can operate more uniformly beyond event-specific moments.

Overall, studies regarding the participatory dimension reveal that stakeholder engagement in Pasir Gowong has been formed; nevertheless, it is concentrated within specific groups and lacks equitable distribution. The local government, paragliding community, and other community leaders offer legitimacy and support for basic facilities; yet, opportunities for ordinary individuals to engage in planning and decision-making are constrained. Economic participation is commencing through the operation of food stalls, the establishment of landing sites, and community engagement during events; nevertheless, further economic potential, including local guide services, homestays, and the selling of local products, remain underexploited. Social participation has manifested through the involvement of youth organisations and citizens acting as committee members or assisting with events, despite the absence of a formal capacity-building program. Under these circumstances, the participatory approach in Pasir Gowong is deemed sufficient; however, it should be enhanced in the future through consistent deliberation mechanisms, transparent profit-sharing arrangements, and empowerment initiatives to motivate greater resident

involvement and direct benefits from paragliding tourism development.

Disaster Mitigation

The disaster mitigation aspect of the flight safety system at Pasir Gowong is established through a synthesis of venue selection, weather limitations, instructor support, and landing area configurations, consistent with observational findings that categorise natural and non-natural disaster mitigation indicators as satisfactory. N3 explained that *"juniors are recommended at Pasir Gowong because it is safer and more guaranteed,"* with training stages starting from the ground to the first plus jump under the supervision of certified trainers brought in from Bogor; N4 emphasized that safety is maintained because *"as village people, they always look out for each other, if it's safe, it's safe."* Operationally, N3 said that they *"limit themselves to the weather";* when *"the weather starts to cloud over, the flight is immediately stopped,"* the wind that pulls the parachute up or tailwind *"cannot,"* and only wind from the front with a speed below a certain limit is allowed, monitored through a weather application and wind funnel in the takeoff area, as clarified by N4 who explained the use of the Windy application and the limit that if the wind speed is *"above 15 it cannot fly."* The implementation of multi-layered safety procedures, ranging from wind condition selection (Karakoyun & Golcuk, 2023). to equipment inspection and the presence of local health workers, makes the safety level of tandem paragliding tourism in Kemuning Village in the very appropriate category (Wilkes et al., 2022). A tourism management strategy focused on disaster mitigation must incorporate the establishment of disaster-resistant infrastructure, evacuation systems, and preparatory training to ensure a safe and comfortable destination for tourists (Dharma et al., 2024). This framework indicates that practices in Pasir Gowong, including the presence of instructors as safety officers on each flight, monitoring wind direction and speed, a commitment to cease activities when conditions alter, and the selection of landing areas amidst rice fields, exemplify a robust implementation of risk mitigation at the field level. However, there remains a need for enhancement through the establishment of written procedures and integration with the village-level disaster prepare.

In the realm of disaster mitigation, flight preparedness at Pasir Gowong was established through a synthesis of venue selection, weather constraints, instructor support, and landing area configurations, consistent with observational find-

ings that categorised the indicators for natural and non-natural disaster mitigation as favourable. N3 explained that *"juniors are advised to go to Pasir Gowong because it is safer and more guaranteed,"* with training stages starting from the ground to the first plus jump under the supervision of certified trainers brought in from Bogor; N4 emphasized that safety is maintained because *"as village people, they always look out for each other, if it is safe, it is safe."* Operationally, N3 said that they *"limit themselves to the weather";* when *"the weather starts to cloud over, the flight is immediately stopped,"* the wind that pulls the parachute up or tailwind *"cannot,"* and only wind from the front with a speed below a certain limit is allowed, monitored through a weather application and a wind funnel in the take-off area, as clarified by N4 who explained the use of the Windy application and the limit that if the wind speed is *"above 15 it cannot fly."* The implementation of multi-layered safety procedures, ranging from wind condition selection to equipment inspection and the presence of local health workers, makes the safety level of tandem paragliding tourism in the very appropriate category (Setyawati et al., 2024). Effective risk management in adventure tourism encompasses hazard identification, risk assessment, and the guide's decision to discontinue the activity when risk levels escalate, all aimed at ensuring tourist safety (Xie et al., 2026). Based on these two findings, practices in Pasir Gowong, including the presence of an instructor as a safety officer on each flight, monitoring wind direction and speed, a commitment to cease activities when conditions alter, and the selection of a landing area amidst rice fields, exemplify a robust implementation of risk mitigation at the field level. However, there remains a necessity for enhancement through the establishment of written procedures and integration with the village-level disaster.

Coordination, safety, and disaster management in Pasir Gowong are not reliant on a single entity; instead, they are established through collaborative relationships among the village government, tourism managers, the paragliding community, and the local populace. Interviews with N1–N4 indicated that the village government functions as a permit facilitator and offers policy assistance, whereas the paragliding community manages the technical elements of flight and field safety, and residents enhance site security by supplying landing zones and logistical support during events. In Indonesian tourism, coordination between public and private sectors in disaster management is essential for aligning objectives, sharing resources, and enhancing response capa-

bilities during emergencies (Kausar et al., 2023). Furthermore, effective emergency management in tourism necessitates a clear delineation of roles among stakeholders regarding their responsibilities in the pre-crisis, crisis, and post-crisis phases, which includes providing information to tourists, organising evacuations, and formulating destination recovery strategies (Smolčić Jurdana & Agbaba, 2025). The findings suggest that the circumstances in Pasir Gowong necessitate the establishment of a more organised coordination forum or mechanism among the village, tourism managers, paragliding communities, BPBD, and health services, to ensure that communication protocols, command hierarchies, and resource allocation during emergencies operate systematically rather than depending solely on informal initiatives.

Overall, findings on disaster mitigation indicate that risk reduction techniques in Pasir Gowong are progressing at the technical level, although require systematic enhancement to ensure the destination is genuinely disaster-resilient. From a safety standpoint, flying restrictions due to meteorological conditions, equipment inspections by instructors, the choice of comparatively secure landing zones, and guidance from seasoned pilots have established a fundamental level of security for visitors. Preparedness is demonstrated by concise pre-flight briefings and management's readiness to suspend operations when circumstances shift; however, this is not substantiated by a documented emergency response plan, designated assembly places, evacuation routes, or exercises involving citizens and health services. Collaboration with the village government and other stakeholders exists but is informal, leading to ambiguous communication routes and role assignments during incidents. Under these circumstances, disaster mitigation in Pasir Gowong is relatively effective in daily operations; however, it necessitates the enhancement of SOP documents, formal coordination networks, and integration with disaster-resilient tourism village policies to ensure a more organised and sustainable safeguard for both tourists and the community.

CONCLUSION

This study concludes that the development of paragliding tourism in Pasir Gowong has promising potential based on the MSP+DM analysis. From a marketability perspective, this destination is supported by an engaging and repeatable flying experience, extensive natural landscapes, and adequate basic facilities. From a sustainability

perspective, management has focused on maintaining environmental and social balance. From a participatory perspective, community involvement is evident in the provision of services and support for tourism activities. Meanwhile, from a disaster mitigation perspective, safety practices have been implemented through weather monitoring and instructor supervision during every flight.;

Nevertheless, destination development continues to encounter numerous challenges. From a marketability standpoint, site accessibility is constrained by steep roads that are not currently navigable by all vehicle types, hence restricting visitor access. From a sustainability standpoint, destination management is still primitive and devoid of a systematic planning framework. From a participatory standpoint, community engagement is inconsistent and restricted to particular demographics. From a disaster mitigation standpoint, current safety protocols lack documented procedures and effective coordination among parties. Consequently, enhancements in accessibility, management, and increased community engagement are essential for achieving optimal and sustainable tourism development.

The study confirms that sustainable sport tourism development requires alignment between market orientation, environmental responsibility, community participation, and disaster preparedness to ensure long-term competitiveness and safety. This research has limitations in access to key informants across fields, so that the data obtained does not fully cover the tourism and sports perspective comprehensively.

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