

OPTIMIZATION OF SPORT TOURISM POTENTIAL ON PERAMUN HILL IN BELITUNG REGENCY FOR SUSTAINABLE TOURISM

Yunisti Pratiwi¹, Fardi Emansyah¹, Agi Santri¹, Budi Setiawan²

Corresponding Author : yunistipratiwi@gmail.com

¹Travel and Tourism Business Program, Politeknik Belitung, Belitung, Indonesia

²Tourism Study Program, Pradita University, Tangerang, Indonesia

Abstract

Sports tourism has become a rapidly growing trend in various countries, including Indonesia. Peramun Hill, which is located in Air Selumar Village, Sijuk District, Belitung Regency, has great potential to be developed as a sports tourism destination considering its natural beauty, biodiversity and supporting infrastructure. This research aims to identify the potential for sport tourism in Peramun Hill and formulate optimization strategies in its development to support the sustainability of tourism in this area. The research method used is a qualitative approach with a case study method, involving in-depth interviews, participant observation and literature study. The research results show that Peramun Hill has a landscape that supports various natural sports activities, such as hiking, rock climbing and mountain biking. Apart from that, community-based management and the use of digital technology in tourism provide added value for this destination. Recommended optimization strategies include improving trekking and hiking infrastructure, digital-based promotions, collaboration with influencers and travel agents, as well as organizing sustainable sporting events. The active participation of local communities and policy support from the government are also key factors in the successful development of sports tourism in Peramun Hill. With the right strategy, Peramun Hill has the potential to become a leading sports tourism destination that will not only increase the number of tourist visits, but also have a positive impact on the local economy and environmental conservation.

Keywords : Sport tourism, Peramun hill, Sustainable tourism, Development strategy, Local economy

INTRODUCTION

Tourism is one of the sectors that has a significant contribution to the economy of a country (Bangun, 2024). Fadilla, H. (2024) said that in Indonesia, tourism is not only a source of state revenue, but also plays a role in creating jobs and improving people's welfare. The effect is that many tourism trends have emerged and are in line with sustainability, among others, the trend of sports tourism has become one of the tourism trends that has attracted the attention of many countries, including Indonesia.

The potential for sports tourism in Indonesia is very large considering the natural wealth, culture, and sports traditions it has. Various international sporting events, such as the Asian Games, MotoGP, and other world championships, have succeeded in attracting the attention of domestic and foreign tourists. In addition, Indonesia also has various tourist destinations that support sports activities, such as beaches for surfing, hills or mountains for hiking, and racing arenas for motorsports. Syahadatina, S. (2023) argues that sport tourism not only offers a unique experience for tourists, but also has a positive impact on the local economy and sustainable environmental conservation.

In Indonesia, one of the locations that has great potential in implementing the sport tourism trend is Peramun Hill. Peramun Hill, located in Air Selumar Village, Sijuk District, has unique geology and stunning natural scenery, making it an ideal location for various outdoor sports activities, such as hiking, rock climbing, and mountain biking. However, despite having great potential and supported by adequate infrastructure, the development of sport tourism in Peramun Hill still faces various challenges, including minimal promotion.

Thus, this study aims to examine the potential of sport tourism in Peramun Hill and strategies that can be implemented to optimize this potential for the sustainability of tourism in this area. This study is expected to provide useful recommendations for local governments, tourism industry players, and local communities in developing sustainable sport tourism.

RESEARCH METHODS

This study uses a qualitative approach with a case study method to deeply understand the potential (Rusli, 2021). This research was conducted in Peramun Hill, Belitung Regency, which has natural potential to be optimally developed related to sport tourism for sustainable tourism.

The research subjects include stakeholders involved in the management and development of Peramun Hill, including the HKm Arsel Community, namely the community group that manages the hill in Air Selumar Village and the tourism office. (Yasintha, 2020) Subjects were selected using purposive sampling techniques to ensure variation in views and experiences. Data Collection Techniques, namely In-depth Interviews using semi-structured interview guides to obtain in-depth information about the experiences, views, and recommendations of research subjects (Fadli, 2024). Participatory Observation in sport tourism activities such as hiking, mountain biking and other activities in Peramun Hill to directly observe the interactions and dynamics that occur. (Arifin, 2020) Literature Study with Collection and analysis of relevant documents such as tourism management reports, government policies, and publications related to sport tourism and sustainable tourism.

RESULTS AND DISCUSSION

Overview of the Peramun Hill Geosite

Peramun Hill Geosite is one of the geosites located in Air Selumar Village, Sijuk District, Belitung Regency, Bangka Belitung Islands. This geosite is part of the Belitung Geopark which has been recognized as a UNESCO Global Geopark in 2021 (Ayu Krishna Yuliawati, et al: 2021)

Peramun Hill Geosite, is a hill that has the highest peak in the form of a granite boulder outcrop at an altitude of + 129 meters above sea level. At the top of this hill, there are many charming and amazing granite boulder outcrops with various shapes and sizes (twin stones, dinosaur stones, etc.) that are very large.

The Peramun Hill Geosite is administratively located in the Air Selumar Village area, Sijuk District, Belitung Regency. Geographically, it is + 21 km from the center of Tanjungpandan City. Mount Peramun is included in the Batu Itam - Air Gelarak production forest area which is currently included in the Community Forest area with an environmental service utilization permit, with the manager or permit holder being the Arsel community based on the Decree of the Minister of Forestry No. 627 / Menhut-II / 2013 concerning the Determination of the Arsel Community HKm Work Area covering an area of 115 Ha and IUPHKm based on the Decree of the Regent of Belitung No. 522/866 / KEP / DPK / 2013 concerning the granting of a Community Forest Utilization Business Permit to the Arsel Community covering an area of 115 Ha. The HKm Arsel community area, Peramun Hill directly borders the 16.25 Ha Biodiversity Park (TAMAN KEHATI) owned by the Belitung Regency Government which is under the auspices of the Belitung Regency Regional Environmental Agency or now the Belitung Regency Environmental Service. Based on the Decree of the Belitung Regent No. 620/032/KEP/I/2013 dated January 18, 2013. (<https://peramun.com/assets/files/Buku%20Bukit%20Peramun%202018.pdf>)

Based on sources from historical records compiled by the Arsel Community as the manager of the Peramun Hill Geosite, the name "Peramun" itself comes from the word peramu or ramu or peramuan, which emerged because the tradition of ancient people from generation to generation made Peramun hill a place for the growth of various local plants that are useful as herbal medicines. A place to mix herbal medicines that are protected by local customs. Large granite rocks due to tectonic activity, form holes and corridors that become a place for bats and seriti birds to live, even these holes during the colonial era were used as temporary residences by the local community called "Kubok peramun"

Peramun Hill is known as the first digital forest in Indonesia, which was awarded by MURI in 2023. Here, visitors can use digital technology to get information about flora and fauna through QR codes installed on each tree. This makes the tourist experience more interactive and educational.

The Potential of Peramun Hill Geosite as a Sport Tourism Destination

The Peramun Hill Geosite has stunning natural beauty and a variety of geographical conditions that support various sports activities, with varied landscapes, from hills to green valleys.



Figure 1. Landscape of the Paramun Hill Geosite

Source: Personal Documentation

According to *Arsel Community as the manager of the Paramun Hill Geosite*, what the Paramun Hill Geosite offers is Geological Tracking, with the first geotrack hiking track being the "petok polygon" built during the Dutch colonial era, functioning as a manual point or coordinate connector to find or identify tin drilling locations on land and offshore. Continuing the trekking (hiking) adventure along the granite path in the valley towards Bulin Peramun to Langgang Hill, along the Dinosaur Cave, Kelayang Cave, Bald Rat Cave, Monkey Cave and passing through the gaps in giant granite rock formations, hundreds of years of Bulin forest.

"Tourists can experience firsthand the biodiversity and natural beauty of Peramun Hills by following the hiking trail to the top of the hill at an altitude of +128 meters above sea level with a walking time of 40+ minutes. Walking among clusters of large and small granite rocks and among rare bulin wood forests is an unforgettable memory, from the top of the hill, tourists can admire the natural beauty of the forest, Lengkuas Island, views of the South China Sea, Tanjung Binga Sea, Sijuk Sea, and Padang River. Tourists can also admire the beauty of the sunrise and sunset," said the manager of the Paramun Hill Geosite

The Paramun Hill Geosite Manager also provides additional information regarding the "*Peramun Hill Tour Packages*" offered to tourists. "*Peramun Hill Tour Packages*" can be accessed at <https://peramun.com/>. The following list of "*Peramun Hill Tour Packages*" can be seen in Figure 2.

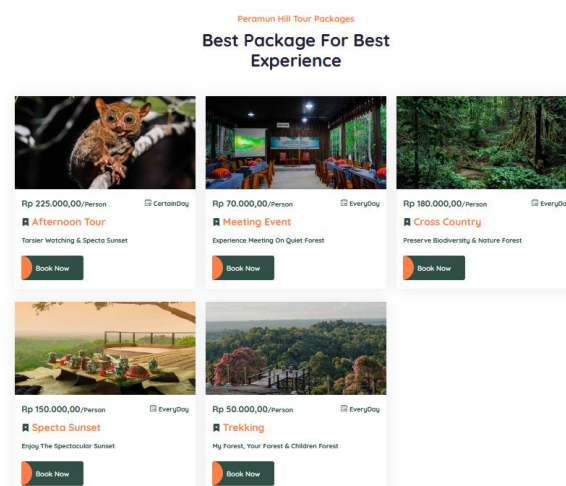


Figure 2. "Peramun Hill Tour Packages"

Source: peramun.com

This potential is not only attractive to domestic tourists, but also international tourists who are looking for new experiences in the outdoors. Considering the existing potential, the development of Peramun Hill as a sport tourism destination is not only able to increase tourist visits, but also provide a positive impact on the local community through job creation and increased income. Therefore, it is important to formulate the right strategy in optimizing this potential.

Geosite Peramun Hill has quite good accessibility from the surrounding big cities. This makes it easy for tourists to visit this area and participate in various sports activities.

Strategy for Optimizing Sport Tourism Development

Strategies that can be applied to optimize the potential of sport tourism in the Peramun Hill Geosite, Infrastructure development Development of Trekking and Hiking Trails by repairing and expanding existing trekking and hiking trails to attract more tourists. Syahadatina (2023) argues that safe and comfortable trails will provide a better experience for visitors and sports facilities are very important to support the development of sport tourism. So the local government needs to invest in infrastructure to attract more tourists.

Effective promotional efforts need to be made to introduce the Peramun Hill Geosite as a sports tourism destination. According to Tjilen, et al. (2023) the use of social media, websites, and collaboration with travel agents can increase the number of visitors to this area. Collaboration with Influencers is also very effective today, by inviting influencers or travel bloggers so that they can visit and promote Peramun Hill through their channels. So that the results of their influence can help increase the number of tourist visitors.

The Head of Arsel Community stated that after experiencing a long closure due to the pandemic, the tourism reservation system has undergone innovation with the implementation of an online booking method. The development of this system is still ongoing in order to improve the efficiency and quality of service for tourists. The approach to tourism management has also changed, from previously being oriented towards the quantity of visits to being more focused on the quality of the tourist experience.

"There has been a significant change in the reservation system. After a three-month trial period, there has been an increase in accordance with the needs of tourists. The development of this online reservation system shows positive results and is in accordance with expectations," he explained. The implementation of an online booking system allows managers not to always be on site in person. In addition, tourists get more optimal services because in the process of booking a tour package, they are required to fill in their complete identity, including their health history. This information helps tour guides adjust services to the conditions of tourists during their visit to Peramun Hill.

Febriyanti, et al (2025) also argue that the Development of Sports Events such as Holding events such as trail running and mountain bike races can attract sports fans from various regions. This event can also be an effective promotional event and Create an annual sports event calendar that is routinely held, such as fun runs, mini marathons, or others, to attract more tourist participation. Local communities need to be involved in the development of sport tourism through training and empowerment. By providing knowledge and skills, communities can play an active role in the tourism industry and gain economic benefits, especially related to the trend of sport tourism (Sulistiyadi & Hasibuan:2017)

The tour packages offered continue to be developed. Currently, the packages are still separate, such as the trekking package through the forest in Peramun Hill and the pelilean or tarsius observation package. In the future, the management of the Peramun hill tourist attraction plans to present a complete tour package with a duration of three days and two nights. In addition, facilities in the tourist area are also being improved. One of them is the adjustment of the trekking route, where the up and down routes are now made separately. This change was made because previously tourists who took the sunset package often had difficulty going down due to slippery tracks. "Therefore, the Tourism Office followed up on this by building a separate trekking route to Twin Stones," said the Head of the Arsel Community. Cooperation between the government, tourism industry players, and the community is very important to create an ecosystem that supports the development of sport tourism (Arisman: 2024). This collaboration can create positive synergy and increase the competitiveness of Peramun Hill as a tourist destination.

Social and Economic Impacts on Local Communities

The development of sport tourism at the Peramun Hill Geosite is believed to have a positive impact on the local community. One of the most obvious impacts is increased income. According to Putra & Pradikto (2025) with the large number of tourists visiting, local people can take advantage of this opportunity to sell local products, such as food, handicrafts, and typical souvenirs. This not only improves the economy but also introduces local culture to tourists. In addition, tourist receipts can also create new jobs. Radianoro & Darmawan (2018) with the increase in sporting events, workers will be needed to help manage the event, such as committees, tour guides, and facility providers. Thus, the development of sport tourism can reduce the unemployment rate in the area. However, it should be remembered that tourism development also brings challenges, such as the risk of social conflict or negative impacts on the environment Susilo & Dharmawan (2021)

Therefore, it is important for the management to involve the community in every stage of planning and implementation. By involving the community, they will feel ownership and responsibility for the sustainability of this project. Ultimately, sport tourism can also increase public awareness of the importance of environmental conservation (Angela: 2023), with many tourists visiting Peramun Hill, the community will be motivated to maintain the cleanliness and beauty of nature so that it remains attractive to visitors. In this way, the development of sport tourism not only provides economic benefits, but also social and environmental benefits.

Challenges and Solutions in achieving Sustainable Tourism

Although Peramun Hill potential in sports tourism is very large, there are several challenges that need to be faced to achieve sustainability, namely competition with other destinations. Many regions in Indonesia also offer similar potential in sports tourism. Therefore, it is important for Peramun Hill to have its own characteristics and attractions that can distinguish it from other destinations. (Rangkuti, et al: 2024) Developing unique events or festivals that combine sports and local culture can be one solution to attract tourists. In addition, environmental issues must also be considered. With the increasing number of tourists, the risk of environmental damage becomes greater. Therefore, strict regulations are needed to maintain the sustainability of nature. (Suharto, et al: 2024)

The management can promote the principles of sustainable tourism and educate tourists about the importance of preserving the environment while visiting the Peramun Hill Geosite. Finally, government involvement and policy support also play an important role in the development of sustainable sport tourism. The government needs to provide budget and resources to support tourism initiatives and conduct wider promotions. With the right support, the Peramun Hill Geosite can become one of the leading destinations in sport tourism in Indonesia.

CONCLUSION

Based on the research results, it can be concluded that tourism, especially sport tourism, has a major contribution to the economy and welfare of the Indonesian people. Peramun Hill, as one of the geosites located in Belitung Regency, has great potential to be developed as a sport tourism destination, thanks to its natural beauty, diversity of outdoor sports activities, and its status as part of the Belitung Geopark recognized by UNESCO. Despite its enormous potential, the development of sport tourism in Bukit Peramun faces challenges such as lack of promotion and competition with other destinations.

To optimize this potential, various strategies can be implemented, such as better infrastructure development, more effective promotion through social media and influencers, and organizing sports events. Cooperation between the government, tourism industry players, and local communities is also very important to create an ecosystem that supports the development of sustainable sports tourism. In addition, the development of sports tourism in Peramun Hill can provide positive social and economic impacts for local communities, including increasing income and creating jobs.

However, challenges in maintaining tourism sustainability also need to be considered, such as the impact on the environment and the importance of regulations to control environmental damage. With good management and involving all related parties, Peramun Hill has the potential to become a leading destination in sport tourism that not only supports the economy, but also preserves local nature and culture.

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