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## IMPACT OF RAFTING ON THE CIMANUK RIVER IN SUMEDANG ON LOCAL ECONOMY

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**Abstract:** The development of tourism in Indonesia is currently quite advanced. According to the WTTC Travel and Tourism Power and Performance, Indonesia ranks 9th out of 30 countries, surpassing several developed countries such as Malaysia, Thailand, the United Arab Emirates, and Australia. However, each tourist destination generally has its own impact on the local community, whether positive or negative. Therefore, this research aims to determine the impact caused by the presence of white-water rafting tourism on the Cimanuk River in Parakan Kondang on the local economy. The method used in this research is a qualitative method with a descriptive design, conducted at the Cimanuk River in Parakan Kondang, Sumedang Regency. The subjects of this study are the head of DISPARBUDPORA Sumedang Regency, rafting operators, and 9 affected business owners. The research instruments used are observation, interviews, and documentation. Data analysis was conducted using the Nvivo12 software application, and the results showed that white-water rafting significantly helps the local economy and opens up new business opportunities, thereby benefiting many members of the community through the presence of white-water rafting tourism. Thus, it can be concluded that white-water rafting on the Cimanuk River in Parakan Kondang, Sumedang Regency, has a positive impact on the local economy.

**Keywords:** Sport tourism; rafting; economy



## **INTRODUCTION**

The development of tourism in Indonesia is currently quite advanced (Rifki 2015). For this achievement, the Ministry of Tourism has received awards from various international institutions. According to the WTTC Travel and Tourism Power and Performance, Indonesia ranks 9th out of 30 countries, surpassing several developed countries such as Malaysia, Thailand, the United Arab Emirates, and Australia. This shows that Indonesian tourism is experiencing quite rapid progress, (Asmara 2020).

According to its etymology, tourism comes from the Sanskrit language, which consists of two words: the word "pari" meaning full, entire, or all, and the word "wisata" meaning journey. Additionally, etymologically, the word "pariwisata" is identified with the word "travel" in English, which is defined as a journey made repeatedly from one place to another (Putri 2020). Based on that, considering the current situation and conditions, tourism can be defined as a planned journey undertaken individually or in groups from one place to another with the aim of achieving satisfaction and enjoyment (Sinaga and Husein 2019). According to (Arif Hidayat and Indardi 2015), recreational sports are sports that involve physical activities aimed at enjoyment and fun. Many can find recreational sports at tourist spots, with types increasingly varying from adventurous to extreme, one of which is rafting (Damis, Simanjuntak, and Mawara 2024).

Whitewater rafting, or simply rafting, is an activity that involves navigating the rapids or whitewater sections of a river using specific vessels (Satria and Komaini 2023). The definition of "wahana" in this context refers to the means or equipment consisting of rubber boats, kayaks, canoes, and paddles (Khairuddin and Anton 2016). The purpose of white-water rafting can be viewed from the perspectives of sports, recreation, and expedition (Rialdi, Sutisna, and Ropi 2023). Thus, we can define rafting as a sport of navigating rapids using inflatable boats, kayaks, canoes, and paddles for recreational or expedition purposes (Ratno and Siahaan 2018).

The tourism sector is a sector that plays an important role in the economic development of a region (Yakup 2019). This is due to the multiplier effect of the tourism sector on the development of other sectors and its contribution to the income of a region (Ahmar, Nurlinda, and Muhani 2016). Additionally, the tourism sector also has the potential to be an economic driver for a region (Widiana 2023), as it can create and

expand job opportunities, encourage community involvement, and serve as a marketing medium for the area (Razak et al. 2017).

Sport and tourism have become part of an interrelated social phenomenon (Rahma, Fauzi, and Rahman 2025). Tourism is one of the new types of industries capable of generating rapid economic growth by providing jobs, increasing income, improving living standards, and stimulating other productive sectors (Sopacua and Primandaru 2020). The development of the tourism sector can have a significant impact on the economic aspects of the region (Fajar Raditya et al. 2024).

One of the tourism sectors with very good potential is sports tourism (Abdurrahim Hidayat, Widyaningsih, and Wasan 2024), which is being widely discussed by many people, one of which is white-water rafting tourism (Santi Rahayu and Khusna 2021), not only because it boosts adrenaline but also because it allows you to enjoy the beauty of nature (Edison and Reza 2019). From a geographical aspect, this can influence Indonesia in terms of wealth, natural resources, human resources, and culture, which are attractions for tourism both locally and internationally (Fauzi et al. 2025).

In the economic context, tourism-based sports can be a highly profitable sector for a country's or region's economy (Fauzi et al. 2023). Nature-based sports tourism such as white-water rafting not only provides direct benefits to the community but also encourages the development of other sectors such as culinary, accommodation, and rental services (Saputra et al., 2024). According to (Huda 2020), tourism in the economic development of communities can be an attractive and profitable alternative. For example, the increase in the number of tourists coming for white-water rafting will boost the demand for food, beverages, and accommodations, which in turn can increase the community's income (Widianita 2023).

However, each tourist destination generally has its own impact on the local community, whether positive or negative (Uslu, Alagoz, and Gunes 2020). This is emphasized by the statement of (Aryani, Sunarti, and Darmawan 2017), that the development process in various sectors will certainly be accompanied by the emergence of impacts, which can be either positive or negative. Similarly, in tourism development, every tourism development activity carried out will certainly have both positive and negative impacts (Sofiani and Vivian 2021). Therefore, this research aims to determine

the impact caused by the presence of white-water rafting on the Cimanuk River in Sumedang on the local economy.

In previous research, specifically the study conducted by (Wolok E 2016), which examined the "Analysis of the Economic Impact of Whale Shark Tourism on the Income of the Batubaran Community in Gorontalo Eduart," the findings indicated that the economic impact of marine tourism on the income of the Batubarani Village community has provided economic benefits to the community, although the impact felt is categorized as low and has not been evenly experienced by the community. Explain the important things. Explain the things that are in the tenth position in terms of importance. Explain the following points in the form of additional information.

Then, in the research "The Impact of Tourism on the Economic and Socio-Cultural Aspects of the Community in Kenderan Tourism Village" conducted by (Fajar Raditya et al. 2024), the research findings indicate that the community feels the impact of tourism in Kenderan Tourism Village, which can benefit local businesses and also preserve historical cultural sites. Thus, the presence of tourism has a positive impact on the community in Kenderan Tourism Village.

Next, in the research conducted by (Hermawan 2016), which examined the "Impact of the Development of Nglanggeran Tourism Village on the Local Economy." The research findings indicate that the development of the Nglanggeran tourist village tends to have a positive impact on the local economic development.

Based on previous relevant research, it still discusses common and widely covered variables, namely tourist villages, tourism, and the impact of tourism development. However, no one has yet researched sports tourism, especially white-water rafting. Therefore, this research introduces a new topic, The Impact of Rafting Tourism on the Cimanuk River in Parakankondang, Sumedang Regency, on the Local Economy. With the conduct of this research, it is hoped that it will provide benefits and serve as a reference for the local community, business owners, and the local government (Sudiana 2019). The positive or negative impact on the local economy due to the presence of white-water rafting tourism on the Cimanuk River in Parakankondang, Sumedang Regency, can provide insights for all parties, including the local community, business owners, and especially the local government, in broadening their horizons and knowledge. This can serve as a basis for evaluation or development in the future.

This research focuses on the Cimanuk River as the study location, providing a new perspective on the impact of white-water rafting in an area that has not been extensively explored. According to (Fred 2018), research in newly developed areas can provide valuable insights into the process of community adaptation to tourism activities.

This research not only examines the overall economic impact but also analyzes how rafting activities affect various aspects of local community life, such as job creation, income increase, and changes in consumption patterns (Sofiani and Vivian 2021). According to (Scheyvens et al. 2021), such a holistic approach is important for understanding the overall impact of tourism. This research also identifies challenges and potential negative impacts that may arise, thereby providing recommendations for sustainable and inclusive tourism development (Sofiani and Vivian 2021). According to (Higgins-desbiolles and Bigby 2021), sustainability in tourism must encompass economic, social, and environmental aspects.

## **METHOD**

This research uses a qualitative approach, which is an in-depth and comprehensive research method to understand and explain phenomena in their natural context (Arif et al. 2024), such as white-water rafting in this study. With a descriptive design aimed at depicting and deeply understanding the phenomena occurring in the field without manipulating the variables being studied through direct interviews (Bahri 2017). The research instruments used include semi-structured interview guidelines adapted from the study (Kim et al. 2015), observation sheets, and documentation, designed to collect information comprehensively (Andri Syahputra 2023). The subjects of this research are the head of DISPARBUDPORA Sumedang Regency, a rafting operator, and 9 business owners around the tourist area. The types of data collected include primary data, obtained from interviews and direct observations, as well as secondary data, derived from supporting documents such as books and articles. The data collection process was carried out through in-depth interviews, participatory observation, and documentation studies. To enhance data validity, data triangulation was conducted, as triangulation allows researchers to view data from a broader perspective and confirm findings from various sources more objectively (Arianto 2024). All data were analyzed using the Nvivo12 software and the interactive analysis from Miles and Huberman, which includes three

main stages: data reduction, data presentation, and conclusion drawing (Miles, M.B, Huberman, A.M, & Saldana 2014).

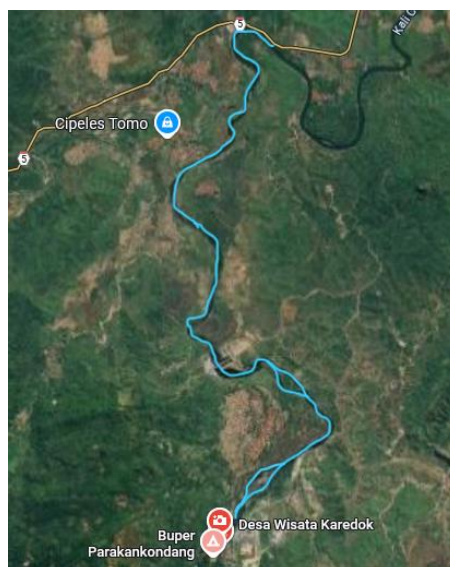
## RESULT AND DISCUSSION

### A. Observation results

Observation was conducted directly in the Cimanuk River rafting tourism area and its surroundings, particularly in the start and finish areas of the rafting, vehicle access routes, and the surrounding economic zones. This observation aims to obtain a real picture of the physical conditions, socio-economic activities of the community, the readiness of tourist facilities, and environmental aspects that support or hinder the development of white-water rafting tourism in Sumedang.

#### 1. The location of the rafting

The Cimanuk River used for white-water rafting tourism is located in Kadujaya Village, Jatigede District, Sumedang Regency. The Cimanuk River is a river flowing from Garut Regency to Indramayu Regency. In Sumedang Regency, it can be accessed through the Jatigede Reservoir area first in the Wado District and exit at the dam gate in the Jatigede District. Then it flows through Karedok Village and penetrates Majalengka Regency all the way to Indramayu Regency. **Figure 1** shows the location of the rafting tourism in the Cimanuk River, Parakankondang, Sumedang Regency. This rafting tour follows the Cimanuk River for a distance of 11 km.



**Figure 1.** Map of the Cimanuk River

Visitors who come will be guided by rafting stakeholders. Starting from estimating the river rafting time, how to wear a life jacket, how to paddle, and the dos and don'ts during rafting. **Figure 2** shows rafting activities on the Cimanuk River in Parakankondang, Sumedang Regency.



**Figure 2.** White-water rafting activities on the Cimanuk River

## 2. Road Conditions and Accessibility

The main access to the rafting location can be reached via the county road. The condition of most of the asphalt roads is quite good, but there are several narrow and pothole-prone areas, especially in the downhill and winding sections. There are no road markings or directional signs specifically leading to the tourist site, so visitors from outside the area risk getting lost without local guidance or digital applications.

Around the starting point of the rafting, visitors' vehicles are parked on the roadside and in fields without an organized parking system. There are no official parking attendants or designated parking areas. This causes minor traffic jams, especially when visitors come in large numbers.

## 3. Public and Supporting Facilities

The public facilities available at the tourist site are very limited. There is one emergency public toilet made of temporary materials (bamboo stalls and plastic tarps), which is inadequate in terms of sanitation and comfort. No classified trash bins (organic and inorganic) were found around the activity area, only a few used paint cans repurposed as trash bins.

There is no prayer room or place of worship within a 500-meter radius from the location, and there are no resting places such as gazebos or public benches available yet. Information regarding the rafting schedule, costs, and safety procedures is not displayed in writing at the location.

#### 4. Community Economic Activities

Local economic activities were found to be quite active around the tourist site. There are several small food stalls that provide snacks and local drinks such as fried snacks, instant noodles, coffee, and Sumedang specialties. These small eateries are directly managed by local residents, without formal structures like cooperatives or associations.

The available accommodations are in the form of homestays and hotels that are quite far from the rafting area. Promotion of the accommodations is done verbally and through the business owner's personal social media. The rates for accommodations and rafting services have not yet been standardized.

#### 5. Safety and Rafting Procedures

Rafting is conducted under the supervision of experienced professional guides. All visitors are required to wear life jackets and helmets. However, there are no permanent security posts or first aid stations (FAS) around the starting or ending points of the rafting.

No safety information boards, rafting route maps, or river flow warning signs were found. Communication between field officers is conducted via personal cell phones, not yet using a radio system or official communication tools.

#### 6. Cleanliness and Environmental Preservation

In general, the river is in relatively clean condition and the water flow is clear, especially because it is still in an area that is not densely populated. However, there are piles of household waste at several points around the settlement, especially plastic and used bottles carried by the water flow.

In the area around the shop, no proper waste management system was found. Trash is burned openly or thrown into the river by some residents. Efforts to preserve nature have been independently carried out by the rafting operators, who conduct regular river clean-up activities, but these efforts have not yet been officially coordinated with the village government.

## 7. Tourism Potential and Scenic Attractions

The scenery around the river greatly supports nature tourism activities. There are natural cliffs, shady trees, and large rocks that add aesthetic value to the tourist location. The tranquil natural atmosphere and the sound of water flowing provide a satisfying experience for tourists.

The potential for other tourism developments is also wide open, such as camping tourism, environmental education, and the development of river-based tourist villages. However, there is still no tourism zoning, long-term plan, or official branding from the local government for this area.

## **B. Interview Results**

Here are the results of the interviews conducted with the Head of the Disparbudpora of Sumedang Regency, stakeholders involved in white-water rafting, and 8 business operators around the white-water rafting tourism area, which have been analyzed using NVivo12 software:

### 1. Economic benefits

The white-water rafting tourism activities in Sumedang have a quite significant economic impact on the local community. Five local food stall operators stated that tourist visits on weekends increased food and beverage sales by 60–100%. Local inn owners admit that occupancy rates increase, especially during community events or holiday seasons. Boat rental service providers stated that demand has increased, especially from school groups and communities.

The head of the Disparbudpora stated that white-water rafting has become one of the iconic nature-based tourist attractions that will continue to be developed. According to him:

"We encourage white-water rafting to become part of the branding for Sumedang's natural tourism. The domino effect is quite significant, starting from transportation, culinary, to MSMEs."

#### a. Increase in income

Node "Contribution to the Economy" and "Increase in Income" have a high citation frequency from sources. Data shows that rafting plays a role in boosting the local economy. Business owners mention a surge in income during the tourist season, and community involvement as guides, accommodation providers, and local vendors.

b. Job opportunities

The code "Job Opportunities" indicates that rafting creates various types of jobs that are informal or semi-formal in nature. Additionally, the "Sustainable Jobs" node highlights that community involvement is quite stable, although it still depends on the season.

2. Economic costs

Although it provides benefits, business operators also face challenges. Angkot drivers complain about the minimal fuel subsidies and the road conditions that are not fully supportive. The shop owner mentioned that the prices of basic necessities are getting more expensive, and the shopping access is quite far, while there is no direct distribution system from the government yet.

The boat owner stated that the maintenance costs of the equipment are quite high, and there is no technical assistance scheme yet.

a. Negative economic impact

This node has a low citation frequency. Business operators generally do not identify significant negative economic impacts from rafting activities. There are no special taxes or fees that are considered burdensome.

b. Operational Costs

At this node, statements were found regarding the costs of equipment and river maintenance. However, in general, business operators state that income is still greater than expenses, especially during holidays.

3. Community participation

Most of the business operators are local residents who run their businesses independently. However, there are no cooperatives or formal business groups that oversee them. One of the actors stated:

"We're still going our separate ways." "If a tourism business group can be formed, it could be stronger and the promotion would be broader."

The Tourism, Culture, Youth, and Sports Office welcomed this proposal, but acknowledged that specific regulations for tourism economic institutions have not yet been technically established.

a. Involvement in Business

The citation frequency for the node "Community Engagement" is quite high. Data shows that the majority of workers come from the surrounding community, but this involvement is not explicitly guaranteed in the regulations.

b. Community and Cooperatives

This node shows the absence of an official cooperative. Activities are still managed by informal groups. Business actors acknowledge that more structured collaboration is needed for mutual progress.

4. Community-centered economy

Almost all business operators hope for government attention towards the development of white-water rafting, particularly in the form of business training, digital promotion, and road access improvements.

Rafting stakeholders hope for a regular activity calendar to stabilize tourist visits. They also suggested creating collaborative tour packages with local cultural and culinary attractions.

a. Sustainability

This code demonstrates the awareness of business actors to maintain sustainability, especially in environmental aspects. Keywords that emerge include clean rivers, management, and consistency.

b. Government Policy

The "Government Support" and "Regulation" nodes indicate that the government has set tourism business standards, but tangible support is still felt to be lacking. Business operators hope for more tangible interventions such as financial aid, promotion, and basic infrastructure development.

This research shows that white-water rafting tourism on the Cimanuk River in Parakankondang has a significant economic impact on the local community surrounding it. These findings align with the theory of the multiplier effect in tourism, which states that every tourism activity will have a ripple effect on other economic sectors such as transportation, culinary, and accommodation (Ahmar, Nurlinda, and Muhani 2016).

### **Increase in Income and Business Opportunities**

The results of interviews and observations show that many local business owners, such as those running small eateries and lodgings, experience an increase in income of

60–100% on weekends or during holiday seasons. This shows that white-water rafting directly contributes to the local economy through tourist consumption. This phenomenon reinforces (Huda 2020), opinion that tourism can be a beneficial alternative for economic development in rural communities.

In addition to increasing income, rafting also creates new job opportunities. Local residents are involved as guides, boat providers, minibus drivers, and small and medium enterprise (SME) operators. Although most of the jobs are informal, the existence of these job opportunities can reduce seasonal unemployment and increase community productivity. This supports the opinion of (Damis, Simanjuntak, and Mawara 2024), regarding the role of sports tourism in increasing participation and the welfare of rural communities.

### **Community Involvement and Independence**

Although most business operators are local residents, there is no formal structure such as cooperatives or business associations yet. This indicates a significant potential to strengthen local economic institutions through the formation of joint business groups. Without a formal platform, the promotion and management of tourism activities are still carried out individually, making them less optimal.

Active community involvement in the sustainable tourism sector is important to ensure that economic benefits can be felt evenly (Scheyvens et al. 2021). Therefore, the establishment of business institutions and entrepreneurship training becomes an important recommendation to support sustainability.

### **Infrastructure Challenges and Government Support**

The limitations of public facilities, such as pothole-ridden roads, the unavailability of proper places of worship and toilets, and the lack of directional signs, pose obstacles to the development of this tourism. The absence of security posts, first aid facilities, and safety information boards also has the potential to disrupt the comfort and safety of tourists.

In addition, business operators feel that government support is still minimal, especially in the form of capital assistance, technical training, and digital tourism promotion. In fact, strengthening community capacity and improving infrastructure are prerequisites for sustainable growth in the tourism sector (Higgins-desbiolles and Bigby 2021).

## **Sustainability and Development Potential**

From the sustainability perspective, business operators show awareness of the importance of maintaining river cleanliness, but waste management is still not optimal. River cleaning activities are carried out independently and have not yet been integrated into an official management system. This shows that the spirit of environmental conservation has grown from the grassroots, but it requires facilitation from the government and relevant stakeholders to become a structured collective movement.

The potential for developing other types of tourism, such as camping, environmental education, and cultural attractions, is very open. The integration of rafting and other tourism potentials will expand the scope of economic benefits and strengthen Sumedang's position as a comprehensive nature tourism destination. As stated by (Saputra et al. 2024), the development of nature-based tourism must consider environmental carrying capacity and the active involvement of local communities.

## **CONCLUSION**

The conclusion consists of one paragraph but describes the answer to the hypothesis and/or research objectives or scientific findings obtained. The conclusion does not contain a repetition of the results and discussion, but contains a summary of the research results as expected in the research objectives. If necessary, at the end of the conclusion can also be written things related to the next idea of the research.

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