

Evaluation of The Implementation of Sport Tourism Events in Bukit Lawang Orangutan Trail Activities (BLOT 2024)

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Abstract

BLOT 2024 is not just a sports event, but also a momentum for nature conservation, local economic empowerment, and strengthening the branding of Bukit Lawang as an international trail destination. The combination of Leuser's natural trajectory, government support, strategic partnerships, and environmental and social aspects make this event really useful and has a positive impact. BLOT is not just a running race. It is designed as a tangible form of synergy between nature conservation, sports, and local tourism development. Runners are not only challenged to conquer extreme terrain with uphill, downhill, river and wilderness trails, but are also invited to interact directly with the natural wilderness, including the protected habitat of Sumatran orangutans. This activity aims to: 1) Promote sports tourism in Langkat Regency. 2) Increase awareness of environmental conservation, especially the ecosystem of Gunung Leuser National Park. 3) Encourage local economic empowerment through the participation of MSMEs and the tourism sector. 4) Make Bukit Lawang an international standard trail running destination. By integrating scientific data, field practice, and traveler input, BLOT can further uphold sustainable and responsible sport tourism, while maintaining the reputation and sustainability of Bukit Lawang as a leading destination

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INTRODUCTION

Bukit Lawang is known as one of the entrances to the conservation area of Gunung Leuser National Park (TNGL), which is the habitat of endangered species such as the Sumatran orangutan and has the status of a UNESCO world heritage site. In addition to the attraction of biodiversity and the beauty of its landscape, Bukit Lawang is also a favorite destination for domestic and foreign tourists

looking for a sustainable ecotourism experience. In order to encourage the development of sports tourism that is integrated with environmental conservation and community empowerment, the Bukit Lawang Orangutan Trail (BLOT) 2024 activity was held. This activity is in the form of a trail run with a route designed along natural paths around the Bukit Lawang and TNGL areas. Through this event, participants were not only tested on their physical abilities, but also introduced to the importance of forest conservation and conservation of endangered animals.

Sports tourism is a form of tourism development that is able to have a dual impact, both in terms of economy, social, and destination promotion. In recent years, sports tourism has become increasingly in demand by various circles because it combines physical activities with the experience of exploring nature and local culture. Langkat Regency, which has extraordinary natural wealth, especially the Bukit Lawang ecotourism area, has great potential to become a center for sports tourism in North Sumatra Province.

This activity also has a positive impact on the local economy through the involvement of MSME actors, tourism service providers, and the local community. In addition, BLOT 2024 also acts as an international class tourism promotion event that supports efforts to brand Langkat Regency destinations as adventure and conservation tourism destinations.

The objectives of holding this activity are as follows: Promoting Langkat Regency as a leading sports tourism destination in North Sumatra, Increasing awareness and education on environmental conservation, especially the ecosystem of Gunung Leuser National Park, Providing a direct economic impact to the surrounding community through involvement in productive activities and businesses, Encourage collaboration between parties (government, private, community, and community) in sustainable tourism development, Strengthening Bukit Lawang's position in the national and international trail run event calendar.

The target of the 2024 Bukit Lawang Orangutan Trail (BLOT) activity is strategically designed to include various parties who have an important role in

supporting the success of activities and the achievement of sustainable tourism development goals in Lalat Regency. The objectives of this activity are as follows:

Trail Run Participants

Professional runners and beginners from within and outside the country who have an interest in outdoor sports (trail running).

A community of runners and sports tourism activists who have the potential to become promotional agents for Bukit Lawang tourist destinations.

Local Communities

The community around Bukit Lawang and the TNGL buffer area, especially MSME actors, homestays, tour guides, and artisans.

Youth communities and local organizations involved in conservation management, logistics, and education during the activity.

Local Governments and Related Agencies

The Tourism Office, the Environment Office, the Gunung Leuser National Park Center (BBTNGL), and other relevant agencies.

Interested parties in the promotion and development of leading tourism destinations in Langkat Regency.

Business Actors and Sponsors

Private companies that support the tourism, sports, and conservation sectors, both as sponsors and partners of activities.

Tour operators, travel agents, and creative industry players engaged in adventure and nature tourism.

Media and Influencers

Local, national, and international media covering activities, as well as content creators and influencers who help expand the reach of Bukit Lawang's promotions.

METHOD

This study uses a qualitative and quantitative descriptive approach (mix-method) to evaluate the implementation of the 2024 Bukit Lawang Orangutan Trail

(BLOT) activities as a form of sports tourism development and environmental conservation in Langkat Regency.

Types and Approaches This research is evaluative, with a mixed approach: Qualitative to explore the perceptions, experiences, and opinions of stakeholders through interviews and observations, Quantitative to measure the impact of activities through statistical data on participation, local economy, and satisfaction survey results.

The research location was carried out at: Bukit Lawang tourist area, Bahorok District, Lalat Regency, The BLOT 2024 trail track area as well as points of interaction between tourists and local communities.

Some of the techniques used in this study include: Field Observation Directly observing the running of BLOT 2024 activities, participant interaction, environmental conditions, community involvement, and the application of environmentally friendly principles.

In-Depth Interview is conducted on: Event organizer, Representatives of the Tourism Office and BBTNGL, Competition participants (local and foreign), Local MSME residents and actors.

Questionnaire Deployment Used to capture quantitative data related to:

Participant satisfaction level, Perception of the destination of Bukit Lawang, Participants' spending and economic contribution.

Documentation and Secondary Data Study Collect supporting documents such as: activity plans, financial reports, media publications, and tourist visit data from related agencies.

Data Analysis Techniques

Qualitative data

It was analyzed using data reduction techniques, thematic categorization, and narrative interpretation.

Quantitative data

Analyzed statistically descriptively (percentages, averages, graphs) to assess indicators of activity success

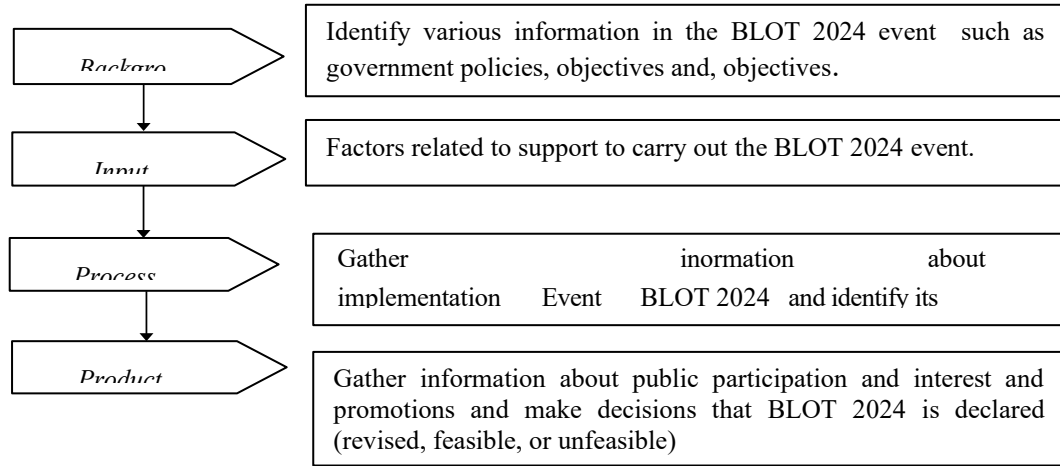


Figure 1. Event Evaluation Design BLOT 2024

RESULTS AND DISCUSSION

Activities Bukit Lawang Orangutan Trail (BLOT) 2024 was held on [the date of implementation], located in the Bukit Lawang area, Bahorok District, Lalat Regency, North Sumatra. This event was attended by more than 350 participants from various regions in Indonesia as well as several countries such as Malaysia, Singapore, and Germany. This activity is divided into three competition categories: 5K Fun Trail, 10K Adventure Trail, and 25K Jungle Trail.

Context Evaluation

The context evaluation aims to understand the background of needs, strategic goals, and the external environment that are the basis for the implementation of the 2024 Bukit Lawang Orangutan Trail (BLOT) activities. This evaluation is important to assess the extent to which activities are designed in accordance with regional needs, resource potential, and the direction of sustainable tourism development.

Langkat Regency has great potential in the development of ecotourism-based sports tourism, especially in the Bukit Lawang area which is the entrance to Gunung Leuser National Park (TNGL), one of the UNESCO world heritage sites. The main challenge faced is how to increase tourism attraction without damaging

sensitive ecosystems, as well as create economically and socially sustainable activities for local communities.

With the increasing trend of special interest tourism, especially among the younger generation and foreign tourists, conservation-based trail run activities such as BLOT are a strategic opportunity to: Increase tourist visits, Expanding the reach of Langkat tourism promotion, Aligning economic activities with the principles of sustainable tourism and environmental conservation.

Conformity with the Regional Development Plan in BLOT 2024 activities is in line with the policy direction of the Government of Langkat Regency and North Sumatra Province in the field of: Development of superior tourism based on nature and culture, Increasing community participation in the tourism sector, Increasing conservation awareness through a participatory approach, Strengthening the branding of Langkat as a "sport tourism and ecotourism" destination.

From the results of the context evaluation, it can be concluded that BLOT 2024 activities are carried out in a relevant, strategic, and urgent context, both in terms of Langkat tourism development needs, community and institutional readiness, as well as opportunities to improve regional image at the national and international levels. This context provides a solid basis for continuing and developing similar activities on an ongoing basis.

Evaluation of Inputs

Input evaluation is carried out to assess planning, strategy, resources, and technical readiness in supporting the implementation of activities Bukit Lawang Orangutan Trail (BLOT) 2024). This evaluation is important to identify whether the available resources are appropriate to the needs of the program and are able to support the effective achievement of the objectives of the activity.

BLOT 2024 activities are designed through several planning stages:

Preparation of proposals and permits from TNGL and local governments, The selection of the competition route takes into account aspects of safety, environmental sustainability, and the uniqueness of the route, Scheduling activities

with the season and the potential for extreme weather in mind, Preparation of operational standards for the implementation of competitions and risk mitigation.

The results of the analysis show that planning has been carried out in a participatory and comprehensive manner, involving the runner community, local youth, government agencies, and environmental activists. This activity is supported by an implementation team consisting of: The core committee is from the running community and local organizations, Volunteers from the surrounding community as marshals, postal officers, and documentarians, Medical and security personnel from elements of the Health Center, PMI, and local officials.

The availability and competence of human resources is considered quite adequate, although some volunteers still need further training on route safety and handling of participants in emergency conditions. Funding for activities is sourced from: Private sponsorships, especially from sports and tourism brands, Registration fee, Support from government agencies, including the Tourism Office and Bbtngl.

Overall, the allocation of funds is considered efficient and transparent, but there are limitations in the provision of additional facilities such as portable toilets and long-distance evacuation equipment.

Main facilities provided: A well-cleaned and marked running path, Drinking water posts, medical posts, and checkpoints are scattered, GPS and HT radio-based navigation and communication systems, Adequate start/finish area for participants and spectators.

However, the results of observations show that some vulnerable points still need to be improved in terms of information boards, warning signs, and emergency vehicle access. The organizers have put together safety protocols including: Evacuation system of injured participants, Alternative routes for inclement weather conditions, Coordination with the apparatus and BBTNGL for the prevention of wildlife disturbances. This readiness is relatively good, but coordination with the SAR and incident reporting system needs to be improved in future editions.

Process Evaluation

The process evaluation was carried out to assess how the 2024 Bukit Lawang Orangutan Trail (BLOT) activities were carried out in accordance with the plan, operational procedures, and involvement of related parties. This evaluation also aims to identify obstacles and advantages during the implementation. BLOT 2024 activities are carried out through several main stages:

Pre-Activity (Preparation)

Coordination across agencies (Tourism Office, BBTNGL, local officials), Trail cleaning and marking (by local communities and volunteers), Socialization to the community and MSME actors around the location, Short training for volunteers and marshals on trail safety and participant services.

Implementation D-Day

Start and finish are carried out on time with a checkpoint surveillance system on each route, Drinking posts, medical personnel, and volunteers are placed at strategic points, The friendly weather supported the smooth running of the race without major incidents, Additional activities such as environmental education and tree planting were carried out the day before and involved more than 100 participants.

Post-Activity

Data collection and participant feedback through digital questionnaires and live interviews, Documentation and publication of activities through social media and local media, Lane closures and area clearances are carried out within 2 days of the activity.

Stakeholder Engagement

This activity involves a variety of stakeholders: Local governments: provide permits, publication support, and security personnel.

BBTNGL: provides conservation zone guidance and technical assistance.

Local communities: become operational personnel, volunteers, and business actors.

Participants and the running community: participate in promoting the activity widely.

Table 1. Obstacles and Solutions

Constraints	Handling/Solution
Some volunteers have not been optimally trained	Briefed on-site briefings
Lack of signage on some lanes	Volunteers are placed at vulnerable points
Limitations of portable toilets	Coordination with the homestay owners around
Unpredictable weather	Weather mitigation protocols implemented

The implementation of BLOT 2024 activities ran smoothly and in accordance with planning, marked by the enthusiasm of the participants, the readiness of the route, the involvement of the community, and the lack of emergency events. Collaboration between the parties is very good, although there are still technical shortcomings that can be corrected for the implementation of the following year.

Product Evaluation

The product evaluation aims to assess the results, impact, and sustainability of the 2024 Bukit Lawang Orangutan Trail (BLOT) activities, both from quantitative (real output) and qualitative (satisfaction, added value, and long-term effects) aspects. This evaluation is the main indicator of the success of the activity seen from the achievement of the goals that have been set.

Table 2. Product Evaluation

Activity Objectives	Achievement Status
Promoting Langkat as a sport and tourism destination	Achieved through publications and participants outside the region
Increase local community participation	More than 100 people were involved as committees and business actors
Educating participants about environmental conservation	Achieved, through tree planting activities and TNGL education sessions
Increasing tourist visits to Bukit Lawang	Achieved, homestay occupancy increased by 90%
Improving the local economy through MSMEs	Achieved, MSME turnover increased by an average of 35–50%

Participant and Stakeholder Satisfaction

Based on a survey of 150 participants, 92% expressed satisfaction with the implementation of the activity, Stakeholders such as the Tourism Office, BBTNGL, and homestay actors stated that this activity deserves to be used as a permanent annual agenda, Participants from abroad stated that they would recommend BLOT to the runner community in their country.

The sustainability of the BLOT 2024 Activity Program has strong sustainable potential, with prerequisites: Establishment of permanent cross-sector working teams (communities, governments, business actors), Long-term sponsorship engagement to support logistics and publications, Continuous improvement based on participant and community input.

Overall, BLOT 2024 activities have provided significant results and had a positive impact on the region, especially in the development of conservation-based sport tourism. This activity successfully integrates the values of sustainable tourism, community empowerment, and the promotion of natural destinations. With continuous evaluation and strengthening cross-party coordination, BLOT has the potential to become the flagship annual event in Lalat Regency.

Discussion

The implementation of the Bukit Lawang Orangutan Trail (BLOT) 2024 shows that the sport tourism development model based on nature and conservation has great potential to be implemented sustainably in Lalat Regency. This activity successfully combines aspects of sports, tourism, environmental conservation, and local community empowerment in one interesting package of activities. Context evaluation shows that BLOT 2024 is implemented within the framework of regional strategic needs in developing alternative tourism sectors. The existence of the Bukit Lawang area adjacent to Gunung Leuser National Park makes this activity relevant to the vision of sustainable tourism development. This context supports planning that integrates local potential, institutional support, and special interest tourism trends. The input of the activity shows that the planning is carried

out carefully, with collaboration between the runner community, the local government, and the conservation. Although there are still technical obstacles such as limited volunteer training and support facilities that have not been maximized, the overall human, financial, and logistical resources are considered sufficient to support the success of the activity. This shows the effectiveness of cross-sector coordination in preparing medium-scale outdoor activities.

The implementation process shows that the activities are running in accordance with the schedule and operational procedures. There were no major incidents during the implementation, and all security, health, and checkpoints were functioning optimally. This success was influenced by the promptness of the committee, the readiness of volunteers, and the supportive natural conditions. The active participation of local communities is the main supporting factor in the implementation in the field. The results of the activities show that there is a real direct impact, such as an increase in tourist visits, MSME income growth, and extensive media publications. This activity also provides an educational effect on participants and the community in terms of environmental conservation. Indirectly, BLOT also strengthens the image of Bukit Lawang as an international class tourist destination with special attractions based on nature and sports. The success of BLOT 2024 shows that a participatory and community-based approach is very effective in managing sports tourism events. However, for the sustainability of future activities, it is necessary to: Improvement of the technical training system for volunteers, Addition of supporting facilities (portable toilets, lane signage, incident reporting system), Development of an annual activity calendar to have a higher selling value.

BLOT 2024 is not only a trail run competition, but a good practice in building a sport tourism model that is environmentally friendly, participatory, and economically impactful. This activity can be used as a model of replication for other regions, as well as being used as an annual flagship program by the Langkat

Regency Government in supporting sustainable tourism.

CONCLUSION

Based on the results of the evaluation using the CIPP (Context, Input, Process, Product) model, it can be concluded that the Bukit Lawang Orangutan Trail (BLOT) 2024 activities have been successfully implemented quite well and have had a significant positive impact. In general: The context of the activity is in accordance with the needs of the development of alternative tourist destinations and nature-based sport tourism in Langkat Regency, The planning and inputs prepared by the committee were able to support the implementation of activities despite some technical limitations, The implementation process went smoothly, participatory, and according to schedule, with the involvement of many parties including the local community, The products or results of activities show the achievement of maximum goals, including in aspects of tourism promotion, local economic improvement, and conservation education.

Recommendations For the implementation of similar activities in the future, several things that need attention include: Improving training and management of volunteers to be better prepared to deal with emergency conditions on trail terrain, Adding supporting facilities and infrastructure, especially related to the comfort and safety of participants, Develop post-activity mentoring programs such as digital promotion of local MSMEs and fostering local runner communities, Making BLOT an official annual agenda in the Langkat Regency tourism calendar, so that it has long-term attractiveness and continuity of funding.

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