

INTISARI

Penelitian ini dilatarbelakangi oleh potensi alam Lembah Harau di Kabupaten Lima Puluh Kota, Sumatera Barat, yang memiliki daya tarik *sport tourism* khususnya pada aktivitas *rock climbing*, namun belum dikembangkan secara optimal dalam bentuk paket wisata. Tujuan penelitian ini adalah untuk mengidentifikasi komponen paket wisata di Lembah Harau dan merancang paket wisata *Rock Climbing Camp* berbasis edukasi dan pemberdayaan masyarakat. Metode yang digunakan adalah pendekatan kualitatif melalui observasi langsung, wawancara semi terstruktur, dan dokumentasi. Hasil penelitian menunjukkan bahwa atraksi wisata di Lembah Harau berupa 19 jalur *rock climbing* dengan tingkat kesulitan bervariasi yang tersebar di empat lokasi di kawasan Aka Barayun. Berdasarkan hasil tersebut, dirancang paket wisata *Harau Valley Rock Climbing Camp* dengan harga Rp5.700.000 atau USD 340 per orang, mencakup fasilitas *homestay*, peralatan *rock climbing*, konsumsi, pemandu, dokumentasi, dan sertifikat pelatihan. Kesimpulannya, rancangan paket wisata ini berpotensi meningkatkan daya tarik Lembah Harau sebagai destinasi *sport tourism* berbasis edukasi dan pemberdayaan masyarakat.

Kata kunci: *sport tourism*, *rock climbing camp*, Lembah Harau, wisata edukasi, pemberdayaan masyarakat

ABSTRACT

This study was motivated by the natural potential of Harau Valley in Lima Puluh Kota Regency, West Sumatra, which has attractive data for sport tourism, especially rock climbing activities, but has not been optimally developed in the form of tour packages. The purpose of this study was to identify the components of tour packages in Harau Valley and to design a Rock Climbing Camp tour package based on education and community empowerment. The method used was a qualitative approach through direct observation, semi-structured interviews, and documentation. The results of the study show that the tourist attractions in the Harau Valley consist of 19 rock climbing routes with varying degrees of difficulty spread across four locations in the Aka Barayun area. Based on these results, the Harau Valley Rock Climbing Camp tour package was designed at a price of IDR 5.700.000 or USD 340 per person, including homestay facilities, rock climbing equipment, meals, guides, documentation, and training certificates. In conclusion, this tour package design has the potential to increase the appeal of Harau Valley as a sport tourism destination based on education and community empowerment.

Keywords: sport tourism, rock climbing camp, Harau Valley, educational tourism, community empowerment