

Diversifying Sources of Original Revenue (PAD) in South Bangka Through the Concept of Sport Tourism and Ecotourism Based on Local Uniqueness

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Abstract

This study aims to analyze the potential for diversification of Regional Original Income (PAD) in South Bangka Regency through the development of sports tourism and ecotourism concepts based on local uniqueness. The background of this research is based on the region's high dependence on conventional economic sectors such as mining, which are vulnerable to global fluctuations. The research method used is a qualitative approach with a descriptive-analytical type through data collection techniques such as interviews, observations, and documentation studies. The results of the study indicate that South Bangka Regency has great potential in tourism development, both through sport tourism based on sporting events such as beach and water sports, as well as ecotourism that utilizes mangrove ecosystems, coastal areas, and biodiversity. However, there are several major obstacles such as limited infrastructure, low quality human resources, suboptimal digital promotion, and the lack of systematic integration of tourism development planning. The discussion shows that the integration between sport tourism and ecotourism can be an effective strategy in increasing tourist attractions while creating sustainable economic impacts. The success of this sector's development depends heavily on synergy between the government, the community, and the private sector. Therefore, planned strategic policies, strengthening human resource capacity, increasing infrastructure investment, and innovation in digital-based promotion are needed. This research contributes to formulating a tourism development model based on local potential that can increase PAD sustainably and promote the welfare of local communities.

Keywords : Climate Risk Disclosure, Transparency, Accountability, Mining Industry, Sustainability

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1. Introduction

Regional development in the era of autonomy requires regional governments to be increasingly creative in exploring the potential of Regional Original Income (PAD). (Dalisawintri et al., 2025). South Bangka Regency as one of the regions in the Bangka Belitung Islands Province has unique geographical characteristics and natural resources, however, dependence on certain sectors such as mining and other traditional sectors is still quite high, this condition poses a challenge in maintaining regional economic stability, especially when there are fluctuations in commodity prices, therefore strategic efforts are needed to diversify PAD sources, this diversification is important so that the region is not vulnerable to external changes, one potential alternative is the development of the tourism sector, especially an approach based on local uniqueness is the key to success.

The tourism sector has an important role in driving regional economic growth through job creation and increasing community income. (Fadilla, 2024). South Bangka Regency has natural wealth in the form of beaches, forests and biodiversity that have not been fully utilized optimally, in addition to the unique local culture is also a special attraction for tourists, but the management of this potential is still not well integrated, so as a result the contribution of the tourism sector to PAD is still relatively small, this shows that there is a great opportunity to develop new strategies, then the strategy must be able to combine natural and cultural potential, thus tourism can become a sustainable leading sector.

The concept of sport tourism or sports tourism is one of the innovations that can be developed in South Bangka Regency, sport tourism not only attracts tourists who have an interest in sports but can also improve the image of the region as an active and healthy destination, activities such as beach running competitions, triathlons or water sports can be the main attraction, in addition to providing a unique experience this activity also has an impact on increasing tourist visits, the economic impact of this activity is quite significant because it involves various supporting sectors ranging from accommodation, transportation, to local MSMEs, therefore sport tourism can be a potential source of PAD (Taufik & Anggara, 2025).

On the other hand, ecotourism based on local uniqueness is also a relevant concept to be developed, ecotourism emphasizes environmental conservation and empowerment of local communities. South Bangka Regency has coastal ecosystems, mangrove forests and a diversity of flora and fauna that can be used as ecotourism objects, proper management can create a balance between conservation and the economy, in addition ecotourism also provides education to tourists about the importance of protecting the environment, so this approach is in line with the principles of sustainable development, ecotourism can be an alternative that not only generates PAD but also maintains natural sustainability (Iftinah, 2024).

The development of sports tourism and ecotourism requires synergy between the government, the community, and the private sector. Without good collaboration, the existing potential will not be fully utilized. Local governments need to provide supporting regulations and infrastructure, while local communities must be actively involved as key actors. Community involvement will increase a sense of ownership of the programs being implemented. In addition, the private sector can play a role in investment and promotion. Therefore, with this synergy, tourism development can run effectively and sustainably. (Sjioen et al., 2025).

The main problem in efforts to diversify the sources of Regional Original Income (PAD) in South Bangka lies in the still high dependence on conventional economic sectors, especially mining and other primary sectors, this dependence causes the regional economic structure to be less flexible and vulnerable to global dynamics when commodity prices decline, regional income is also significantly affected this condition shows that the contribution of alternative sectors such as tourism is not optimal even though the tourism potential in South Bangka is large enough to be developed, the lack of policy focus in directing economic diversification is one of the inhibiting factors this has an impact on the

less than optimal PAD receipts from non-traditional sectors therefore it is necessary to identify the problem in depth as a basis for policy formulation (Runiawati et al., nd).

The next problem is related to the lack of systematic integration of the development of the concept of sport tourism and ecotourism, existing tourism development programs tend to be partial and not based on long-term planning, in addition to the absence of a consistent sports event calendar, which makes it difficult for sport tourism to develop sustainably. On the other hand, ecotourism management still faces obstacles in terms of conservation and balanced utilization. Many natural tourism potentials have not been managed professionally, this results in low attractiveness of destinations for tourists, then the lack of coordination between agencies also exacerbates this condition, as a result the potential for PAD from both sectors has not been optimally utilized. (Kesuma et al., 2025).

Another crucial problem is the limited infrastructure and accessibility to tourist destinations. There are still many potential locations in South Bangka that are difficult to reach due to inadequate road conditions. In addition, supporting facilities such as transportation, accommodation and public facilities are still limited. This condition becomes an obstacle for tourists who want to visit. In the context of sports tourism, sports facilities that meet standards are also still minimal. Meanwhile, for ecotourism, educational and conservation facilities have not been developed optimally. The lack of investment in infrastructure is one of the main causes of this having a direct impact on the low interest of tourist visits. (Mustika et al., nd).

Furthermore, the problem of human resources (HR) is also a challenge in the development of both concepts, local communities as the main actors in tourism do not yet fully have adequate competence, skills in tourism management, service and promotion still need to be improved in addition, awareness of the importance of maintaining environmental sustainability in the context of ecotourism is also still low so this can potentially damage tourist attractions if not managed properly on the other hand local business actors also face limitations in access to capital and training, lack of assistance from the government is a inhibiting factor as a result of which tourism development has not been able to provide a significant contribution to PAD.

The final issue relates to suboptimal promotion and marketing. South Bangka still lacks strong destination branding at the national and international levels. Information on the potential of sports tourism and ecotourism is limited and poorly integrated into digital platforms, despite advances in information technology offering significant opportunities to enhance destination visibility. Furthermore, the lack of innovative marketing strategies has led to less widespread recognition of tourism potential. Collaboration with external parties such as travel agents and investors is also minimal, resulting in low competitiveness of South Bangka's tourism destinations. Therefore, a more effective and sustainable promotional strategy is needed.

The challenges in developing these two concepts cannot be ignored, one of the main challenges is the limited adequate infrastructure, accessibility to tourist locations is still an obstacle for tourists in addition to the quality of human resources in the tourism sector also needs to be improved, the lack of effective promotion is also a inhibiting factor therefore a comprehensive strategy is needed to overcome these various challenges. This strategy must involve careful planning and be data-based, so that tourism development can provide optimal results. (Fattah, 2023).

Besides the challenges, there are also great opportunities that can be utilized, global tourism trends show an increasing interest in experience-based and sustainable tourism, tourists today tend to seek destinations that offer uniqueness and authenticity. South Bangka Regency has the potential to meet these needs, by developing sports tourism and ecotourism, this area can attract a wider market segment, in addition to the development of digital technology can also be utilized for promotion, digital platforms allow information about tourist destinations to be widely disseminated this can increase the number of tourist visits. (Darmayasa et al., 2025).

Diversification of PAD sources through the tourism sector can also provide positive social impacts, local communities can obtain new business opportunities such as homestays, culinary and handicrafts, this will directly improve the welfare of the community, tourism development can also strengthen local cultural identity, tourism activities that involve culture will encourage the preservation of traditions, thus tourism not only provides economic benefits but also social and cultural, therefore tourism development must be carried out inclusively (Wijaya, 2024).

Based on the description, it can be concluded that diversification of PAD sources through the concept of sport tourism and ecotourism based on local uniqueness is a relevant strategy for South Bangka Regency, both of these concepts have great potential to increase regional income while maintaining environmental and cultural sustainability, but the success of their implementation is highly dependent on careful planning and synergy between stakeholders, therefore an in-depth study is needed to formulate an appropriate development strategy, thus South Bangka Regency can become a leading tourist destination with high competitiveness, ultimately this will contribute to improving community welfare and sustainable regional development.

The main objective of this study is to comprehensively analyze the potential for diversification of Regional Original Income (PAD) sources in South Bangka through the development of sport tourism and ecotourism concepts based on local uniqueness, this study aims to identify alternative economic sources that can be developed sustainably, in addition this study also seeks to explore the strengths, weaknesses, opportunities and challenges of both concepts, thus the results of the study are expected to provide a clear picture of the direction of regional development policies, this approach is important to ensure that the strategies formulated are not speculative for further this study also aims to provide academic contributions especially in the development of tourism studies based on local potential.

The next objective is to examine the extent to which the concept of sports tourism can be implemented in South Bangka as a potential source of PAD. This research will identify the types of sports activities that are appropriate to the characteristics of the region. In addition, this study will also analyze the readiness of infrastructure and human resources in supporting these activities. The economic aspects of organizing sports events are also the focus of the study, this includes the impact on the local business sector and increasing tourist visits. Thus, this study aims to formulate an effective sports tourism development model, this model is expected to be a reference for local governments, especially in designing policies based on sports events.

Furthermore, this study aims to analyze the potential of ecotourism based on local uniqueness as a source of sustainable PAD, this study will identify areas that have high conservation value and are worthy of being developed as ecotourism destinations, in addition this study will also examine the involvement of local communities in ecotourism management. The aspect of environmental conservation is the main focus in this study, therefore this study also aims to formulate a balanced management strategy between the economy and conservation so that ecotourism can provide long-term benefits, both for the environment and for the community, this is in line with the principles of sustainable development.

Another objective of this study is to analyze the level of readiness of local governments in developing these two concepts, this study will evaluate policies, regulations and programs that have been implemented, in addition this study will also examine the role of institutions in supporting tourism development, budget availability and development priorities are also part of the analysis this is important to know the extent of the commitment of local governments, in encouraging diversification of PAD sources thus, this study can provide more targeted policy recommendations especially in increasing the effectiveness of tourism development programs.

This study also aims to identify inhibiting and supporting factors in the development of sport tourism and ecotourism, internal factors such as the quality of human resources

and institutional capacity will be analyzed in depth in addition to external factors such as tourism market conditions and investor support are also a concern, this study seeks to find solutions to various existing obstacles thus, the resulting strategy can be applicable and realistic this is important so that the results of the study are not only theoretical, but can also be implemented directly therefore this study has a strong practical orientation.

The next objective is to formulate an integrated development strategy between sport tourism and ecotourism, this study will examine the possibility of synergy between the two concepts, for example combining sporting events with the promotion of ecotourism destinations, this approach is expected to increase the overall tourist attraction besides this research also aims to create added value for tourist destinations thus, tourists do not only come for one purpose but also enjoy various experiences in one visit this will have an impact on increasing the length of stay of tourists and ultimately increase contributions to PAD.

The final objective of this study is to provide strategic recommendations for local governments in diversifying PAD sources sustainably, these recommendations are expected to be the basis for formulating development policies and programs. In addition, this study also aims to increase public awareness of the importance of tourism development, especially those based on local uniqueness. Thus, the community can play an active role in supporting the program. Ultimately, this study is expected to provide a real contribution in improving the welfare of the South Bangka community and strengthening regional competitiveness at the national and global levels.

The theoretical benefit of this research is to contribute to the development of science, especially in the field of tourism management and regional economics. This research enriches the study of the diversification of Regional Original Income (PAD) through an innovative approach based on local potential. In addition, the concept of sport tourism and ecotourism raised can be a reference for further research, this study is also expected to be able to broaden academic understanding regarding the integration between the sports, tourism and environmental conservation sectors. Thus, this research is not only applicable but also conceptual. This is important to strengthen the theoretical basis in the development of regional tourism, in addition, this research can be a reference material in the preparation of curriculum or further studies so as to provide added value in the academic world.

The practical benefit of this research is as a consideration for the South Bangka regional government in formulating strategic policies, the results of this research are expected to provide a clear picture of the potential and opportunities for developing sport tourism and ecotourism with comprehensive data and analysis, the government can make more appropriate and evidence-based decisions in addition this research can also help in planning more targeted development programs, this includes infrastructure development, improving the quality of human resources and tourism promotion strategies thus, the resulting policies can be more effective and efficient, ultimately this will have an impact on increasing PAD in a sustainable manner.

For local communities, this research provides benefits in the form of increasing economic opportunities and welfare, the development of sport tourism and ecotourism opens up new business opportunities such as tour guide services, accommodation providers and culinary and craft businesses in addition to that the community can also be directly involved in the management of tourist destinations this will increase the sense of ownership of the potential of the region, this research also provides education about the importance of environmental conservation in the context of ecotourism thus, the community is not only an object but also a subject of development, active community involvement will strengthen the sustainability of the program so that economic and social benefits can be felt evenly.

Another benefit is for the private sector and business actors who can utilize the results of this research as investment opportunities, information regarding the potential of sport tourism and ecotourism can be a basis for making business decisions, investors can see business development opportunities in the tourism sector that have long-term prospects, in addition this research can also encourage the formation of partnerships between the private

sector and local governments, this collaboration is important to accelerate the development of the tourism sector with investment support, the development of infrastructure and tourism facilities can be carried out optimally this will increase the competitiveness of South Bangka tourist destinations, ultimately contributing to regional economic growth.

The benefits of this research are also seen in the aspect of environmental preservation and local culture through an ecotourism approach, this research encourages sustainable management of natural resources, this is important to maintain a balance between utilization and conservation, the development of tourism based on local uniqueness also contributes to the preservation of regional culture, local wisdom traditions and cultural values can be packaged into tourist attractions thus, local culture is not only preserved, but also has economic value, this research provides guidance in managing this potential wisely so that there is no destructive exploitation, this is very important in maintaining long-term sustainability.

Finally, the benefits of this research are as a basis for evaluation and development of future policies, the results of this research can be used as a benchmark in assessing the success of tourism development programs, in addition this research also provides strategic recommendations that can be implemented directly this also helps local governments in making improvements and innovations in policies thus, the development of sport tourism and ecotourism can be carried out sustainably, this research can also be a model for other regions with similar characteristics so as to provide a wider impact, ultimately this research contributes to strengthening inclusive and competitive regional development.

The main recommendation of this research is the need to formulate strategic policies that specifically direct the diversification of Regional Original Income (PAD) through the development of sports tourism and ecotourism based on local uniqueness.(Handayani et al., 2025). The South Bangka regional government needs to develop an integrated and sustainable tourism development roadmap, this roadmap must include short, medium and long-term planning with clear performance indicators in addition to the policies taken must be based on data and the results of scientific studies this is important to ensure that the programs implemented are on target, regulations that support investment and innovation also need to be strengthened so that the direction of tourism development becomes more structured, ultimately this will encourage an increase in contributions to PAD.

The next recommendation is to strengthen infrastructure and accessibility to tourist destinations, local governments need to prioritize the construction of roads, transportation and public facilities in potential tourist areas, the development of sports facilities that meet standards is also a primary need in supporting sports tourism, for ecotourism, environmental education facilities and adequate conservation facilities are needed, investment in this infrastructure can involve the private sector through a partnership scheme this will accelerate the development process and improve the quality of tourism services, with good infrastructure, the attractiveness of the destination will increase so that the number of tourist visits will also increase(Nurhidayati et al., 2025).

The important contribution of this research is to provide a model for developing sports tourism that can be applied in South Bangka, this model includes the preparation of a consistent and sustainable sports event calendar in addition this research recommends the selection of sports that are appropriate to the characteristics of the region such as beach and water sports, the implementation of sports events must be packaged professionally and involve various parties this will improve the image of the region as a sports tourism destination, regular events will create a chain economic effect for the community, this research also provides guidance in managing events so that they can make a real contribution to PAD(Zinaida, 2013).

Another recommendation is the development of community-based ecotourism, this study emphasizes the importance of local community involvement in every stage of tourism management, local governments need to provide training and assistance to the community, this aims to increase capacity in sustainable tourism management, then it is necessary to form active and organized tourism awareness groups. Ecotourism management must

prioritize the principles of conservation and economic empowerment, thus, the community is not only the beneficiary but also the main actor, this will increase the sustainability of the tourism program (Hanum, 2025).

This research also contributes to innovative marketing and promotion strategies. Local governments need to utilize digital technology to increase the visibility of tourist destinations. The use of social media, official websites, and other digital platforms must be optimized. Then, it is necessary to build strong and consistent destination branding. Collaboration with influencers, travel agents, and sports communities can also be an effective strategy. Appropriate promotion will increase tourist appeal, and easily accessible information will make it easier for tourists to plan their visits, thus increasing the awareness of tourism potential. (Siregar, 2025).

The next recommendation is to strengthen the capacity of human resources (HR) in the tourism sector. Local governments need to provide training and education for tourism actors, this includes service skills, business management, and an understanding of environmental conservation. Then, there is a need for cooperation with educational institutions and training institutions. Strengthening HR will improve the quality of tourism services, thus providing a positive experience for tourists. This is very important in building the reputation of the destination with competent HR, tourism management will be more professional, and then ultimately increase the contribution to the Regional Original Income (PAD). (Hernadi et al., 2024).

The final contribution of this research is as a basis for policy making and further research development, the results of this research can be used as a reference in designing tourism development programs in South Bangka, this research also opens opportunities for further studies related to regional economic diversification. Further research can examine other aspects such as social, economic and environmental impacts in more depth thus, tourism development can be carried out comprehensively, this research can also be a model for other regions with similar characteristics so as to provide broader benefits, this research contributes to creating sustainable and highly competitive regional development.

2. Method

The research method used in this study is a qualitative approach with a descriptive-analytical research type, because the research aims to examine in depth the potential for diversification of Regional Original Income (PAD) through the concept of sport tourism and ecotourism based on local uniqueness, this approach was chosen because the focus of the research is not only on quantitative figures but more on understanding social phenomena, policies and real conditions in the field. (Setiyani et al., 2026), as seen in the research objectives in the article above, the researcher wants to identify potential, obstacles, opportunities and development strategies comprehensively, a qualitative approach is considered the most relevant to explore the meaning, perceptions and realities that occur in South Bangka Regency in depth and contextually.

This type of research is exploratory descriptive research, namely research that aims to describe systematically and factually the condition of the research object while exploring potential that is not yet optimal, based on the description of the problem in this article, there are various issues such as economic dependence, lack of tourism integration, limited infrastructure and weak promotion, therefore this research not only describes the condition but also explores strategic solutions that can be applied, this exploratory approach is important because the concept of integrating sport tourism and ecotourism is still relatively new in the context of the South Bangka Region, so an in-depth study is needed and is open to various possible findings in the field. (Pasaribu et al., 2026).

The data sources in this study consist of primary data and secondary data. Primary data was obtained directly from key informants such as local governments, tourism actors, local communities and private parties involved in the development of the tourism sector, this is in line with the research needs to understand stakeholder synergy as explained in this research article, while secondary data was obtained from official documents such as PAD

reports, regional policies, scientific journals and literature related to sport tourism and ecotourism, the combination of these two types of data allows researchers to obtain a comprehensive and valid picture of the actual conditions and the theoretical framework that supports the research.(Aini & Putra, 2024).

Data collection techniques in this study include in-depth interviews, observations and documentation studies, then interviews are used to dig up information directly from informants regarding the potential, obstacles and strategies for tourism development, then observations are carried out to see the real conditions of tourist destinations, infrastructure and community activities at the research location, while documentation studies are carried out by reviewing related documents such as government policies, statistical data and previous research results listed in the literature review section of this research article, these three techniques complement each other so that the data obtained is more accurate and in-depth(Maulana et al., 2024).

The informant determination technique in this study used purposive sampling, namely the deliberate selection of informants based on certain criteria relevant to the research objectives. Informants were selected because they have knowledge, experience and direct involvement in the development of sport tourism and ecotourism, for example local government officials who handle tourism, tourist destination managers, MSMEs and local communities, this approach is important because not all individuals have the information needed in the study, thus the data obtained truly comes from competent and reliable sources.

To maintain data validity, this study uses triangulation techniques, both source triangulation and method triangulation.(Malik et al., 2025). Source triangulation is carried out by comparing data from various informants, such as government, community and business actors, while method triangulation is carried out by comparing the results of interviews, observations and documentation, this step is important to ensure that the data obtained has a high level of validity and is not subjective, thus the research results can be trusted and have sufficient scientific strength as a basis for policy making.

The location of this research is in South Bangka Regency, which was chosen because it has great potential in the development of sport tourism and ecotourism based on local uniqueness, as explained in the introduction to this research article, while the research time is adjusted to the needs of data collection in the field and the availability of informants, this research also considers ethical aspects of research such as informant consent and data confidentiality, with this systematic and comprehensive research method, it is expected that the research results will be able to provide applicable strategic recommendations in diversifying PAD and supporting sustainable tourism development in South Bangka.

3. Results and Discussion

The results of the study show that South Bangka Regency has great potential in diversifying Regional Original Income (PAD) through the tourism sector, especially through the development of sport tourism and ecotourism based on local uniqueness, based on field findings, natural potential such as beaches, mangrove forests, and biodiversity have not been utilized optimally, this condition indicates a great opportunity to increase the contribution of the tourism sector to PAD, in addition to that, the unique local culture is also an additional attraction that can be developed into a superior tourism product, thus the combination of natural and cultural potential can be a major force in the development of regional tourism.

The results of the study also show that the concept of sport tourism has significant potential to increase tourist visits, activities such as beach running competitions, water sports and other sports-based events are considered very suitable for the geographical characteristics of South Bangka, however, the absence of a structured sports event

calendar is one of the main obstacles in its development, in addition to the limited sports facilities that meet standards is also an obstacle, therefore the development of sport tourism requires careful and sustainable planning in order to provide optimal economic impact.

In the context of ecotourism, the research results show that South Bangka has great potential in developing environmentally based tourism, coastal areas, mangrove forests and other natural ecosystems can be used as attractive ecotourism destinations, however, ecotourism management has not been carried out professionally and sustainably, the lack of public awareness of the importance of environmental conservation is also a challenge in itself, thus an approach is needed that is able to integrate economic and conservation aspects in a balanced manner.

The research results also revealed that limited infrastructure is one of the main factors hampering tourism development, road access to tourist destinations is still inadequate, making it difficult for tourists to visit, supporting facilities such as transportation, accommodation and public facilities are still limited, this condition has a direct impact on the low level of tourist visits, therefore infrastructure development is a top priority in supporting the tourism sector.

From the human resources (HR) side, the research results show that the competence of local communities in tourism management still needs to be improved, skills in service, tourism management and promotion are still limited, local business actors also face obstacles in terms of access to capital and training, this condition hinders the optimization of existing tourism potential, therefore strengthening HR capacity is an important factor in the development of sustainable tourism.

The research also shows that promotion and marketing aspects are still suboptimal. South Bangka lacks strong national or international tourism branding, and information on tourism potential remains limited and digitally integrated. Despite advances in information technology offering significant opportunities to increase destination visibility, innovative, digital-based promotional strategies are essential.

In addition to challenges, the research also identified significant opportunities for tourism development. Global tourism trends show increasing interest in experiential and sustainable tourism. This presents an opportunity for South Bangka Regency to develop sports tourism and ecotourism as leading products. Digital technology support can also be leveraged to expand promotional reach, thereby leveraging this opportunity to enhance the competitiveness of tourist destinations.

Overall, the research results show that the integration of sport tourism and ecotourism based on local uniqueness is a potential strategy in diversifying PAD, but the success of implementing this strategy is highly dependent on the synergy between the government, the community and the private sector, in addition to that, careful planning, infrastructure support, and improving the quality of human resources are needed so that tourism development can provide a significant contribution to sustainable regional development.

The discussion in this study confirms that diversification of Regional Original Income (PAD) through the tourism sector is a very relevant strategy for South Bangka Regency, high dependence on the mining sector as explained in the introduction shows the need for more sustainable economic alternatives, in this context the tourism sector is present as a solution that is not only able to increase regional income but also strengthen economic resilience by utilizing local potential, regions can reduce the risk of global economic fluctuations, therefore diversification of PAD through tourism is a rational and long-term oriented strategy.

The development of sport tourism in this study is one of the main focuses because it has a strong attraction for tourists, based on the geographical characteristics of South Bangka Regency which is dominated by coastal areas, sport activities such as beach running, triathlon and water sports have great potential to be developed, in addition to increasing the number of tourist visits, sport tourism also creates a chain economic effect for other sectors such as hospitality, transportation and MSMEs, this is in line with the findings of previous studies which show that sport events are able to increase economic activity significantly thus sport tourism can be a driving force for the regional economy.

However, the discussion also shows that the development of sports tourism still faces various obstacles, especially related to unsystematic planning, the absence of a sustainable sports event calendar causes sports tourism activities to be sporadic and have less long-term impact, the limited standardized sports facilities are also an obstacle in attracting large-scale events, therefore an integrated strategy is needed in managing sports tourism, including the preparation of a consistent annual agenda and the development of adequate facilities, without careful planning the potential for sports tourism will not develop optimally.

From an ecotourism perspective, this study shows that South Bangka Regency has a wealth of natural resources with great potential for development, mangrove areas, beaches, and biodiversity are assets that can become environmentally-based tourist attractions. Ecotourism not only provides economic benefits but also plays a role in environmental conservation, with this in line with the concept of sustainable development that emphasizes the balance between economic, social, and environmental aspects. Thus, ecotourism is a strategic alternative in diversifying local revenue (PAD), but the success of its development is highly dependent on proper and sustainable management.

The discussion also highlights the importance of local community involvement in ecotourism development, the concept of community-based tourism is a relevant approach because the community is not only an object but also a subject of development, community involvement will increase the sense of ownership of tourist destinations thereby encouraging the sustainability of the program, in addition, active community participation can also improve welfare through various business opportunities, therefore community empowerment is a key factor in ecotourism development, without community involvement, tourism development will be difficult to achieve sustainability.

One of the key findings of this study is that limited infrastructure is a major obstacle to tourism development. Inadequate road access, limited transportation facilities, and a lack of supporting infrastructure are all factors that hinder tourists. Inadequate infrastructure will reduce the attractiveness of a tourist destination, therefore, investment in infrastructure development is an urgent need. Local governments need to prioritize infrastructure development to support tourism development. Without adequate infrastructure support, tourism potential cannot be fully utilized.

In addition to infrastructure, the quality of human resources is also an important factor in tourism development, research results show that the competence of local communities in tourism management still needs to be improved, lack of skills in tourism services and management can reduce the quality of tourist experience, therefore training and education for tourism actors is very important, strengthening HR capacity will increase professionalism in tourism management with competent Human Resources, tourist destinations will have higher competitiveness.

Promotion and marketing aspects are also an important part in the discussion of this research. South Bangka Regency still faces challenges in building strong tourism

destination branding, the lack of use of digital technology in promotion causes information about tourism potential to not be widely disseminated even though the digital era provides great opportunities to increase the visibility of tourist destinations, digital-based marketing strategies need to be developed optimally, the use of social media, websites and other digital platforms can be an effective means of attracting tourists.

The integration between sport tourism and ecotourism is one of the innovations offered in this study, the combination of these two concepts can create a more interesting and diverse tourism experience, tourists not only enjoy sports activities but can also explore the beauty of nature and local culture, this approach is in line with modern tourism trends that prioritize authentic experiences, thus this integration can increase the attractiveness of tourist destinations as a whole this also has the potential to increase the length of stay of tourists and contributions to PAD.

Overall, this research discussion shows that the development of sports tourism and ecotourism based on local uniqueness is a comprehensive strategy in diversifying local revenue (PAD). This strategy not only focuses on increasing income but also on environmental sustainability and community empowerment. With careful planning and support from various parties, South Bangka Regency has the potential to become a leading tourist destination, which will ultimately contribute to improving community welfare and sustainable regional development..

4. Conclusions and Suggestions

Based on the results of research and discussion, it can be concluded that the diversification of Regional Original Income (PAD) in South Bangka Regency through the development of the tourism sector is a very relevant and urgent strategy, dependence on the mining sector and conventional economy causes the regional economic structure to be vulnerable to global fluctuations, therefore more sustainable alternative sources of income are needed, the tourism sector, especially through the concept of sport tourism and ecotourism based on local uniqueness, has been proven to have great potential to be developed, by utilizing the natural and cultural potential it has, South Bangka Regency can increase regional fiscal independence, this is also a strategic step in strengthening regional economic resilience.

Showing that the concept of sport tourism has great potential in increasing the number of tourist visits and encouraging local economic growth, tourism-based sports activities such as beach running competitions, water sports and other sporting events can be the main attraction, in addition sport tourism is able to create a multiplier effect on other sectors such as hospitality, transportation, and MSMEs, however, its development still faces obstacles such as the absence of a structured event calendar and limited sports facilities, therefore careful and sustainable planning is needed so that sport tourism can provide maximum contribution to PAD.

In the context of ecotourism, this study concludes that South Bangka Regency has a wealth of natural resources that are very potential to be developed as an environmentally based tourist destination, mangrove ecosystems, beaches and biodiversity are assets that can attract tourists. Ecotourism not only provides economic benefits but also plays a role in environmental conservation, however, ecotourism management is still not optimal and requires a more professional approach, therefore a strategy is needed that is able to integrate economic and conservation aspects in a balanced way, thus ecotourism can become a source of sustainable PAD.

This study also concluded that limited infrastructure and accessibility are the main obstacles in the development of the tourism sector in South Bangka. Inadequate road conditions, limited transportation, and a lack of supporting facilities have led to low interest in tourist visits. Infrastructure is a crucial factor in increasing the competitiveness of tourist destinations, therefore infrastructure development must be a top priority for local governments. With adequate infrastructure, tourism potential can be optimally developed, this will have a direct impact on increasing local revenue (PAD).

From the aspect of human resources, this study shows that the quality of human resources still needs to be improved to support tourism development, local communities as the main actors do not yet fully have adequate skills in tourism management, lack of training and mentoring is one of the inhibiting factors, therefore strengthening human resources capacity is very important, with competent human resources tourism management can be carried out professionally this will improve the quality of service and tourist experience.

Another conclusion is that the promotion and marketing aspects of tourism are still not optimal, South Bangka Regency does not yet have a strong tourism destination branding and integrated promotion strategy, the lack of utilization of digital technology causes information about tourism potential to not be widely disseminated, therefore an innovative and digital-based marketing strategy is needed, the use of social media and other digital platforms can be an effective solution, with the right promotion, the number of tourist visits can increase significantly.

Based on these conclusions, it is recommended that the regional government of South Bangka Regency formulate strategic policies that specifically direct the development of sports tourism and ecotourism. These policies must be outlined in the form of an integrated and sustainable tourism development roadmap. The roadmap needs to include short, medium and long-term planning with clear indicators. Policies must be based on data and scientific study results to be more targeted. With careful planning, tourism development can run more effectively.

The next recommendation is the need to increase investment in infrastructure development and tourism support facilities. Local governments should prioritize the development of road access, transportation, and public facilities in tourist areas. Furthermore, developing standardized sports facilities is also a key requirement to support sports tourism. For ecotourism, environmental education and conservation facilities are needed. The government can also involve the private sector through strategic partnerships. Adequate infrastructure will increase the attractiveness of tourist destinations.

The final recommendation is the importance of strengthening human resource capacity and innovative promotional strategies. Local governments need to provide training and mentoring for local communities to develop skills in tourism management. The use of digital technology should be optimized in marketing strategies. Collaboration with various parties such as communities, influencers, and travel agents also needs to be strengthened. With competent human resources and effective promotion, tourism development can significantly contribute to local revenue (PAD), ultimately improving community welfare in a sustainable manner.

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