

Rafting tourism has become an extremely popular outdoor activity because it can be enjoyed collectively by individuals from various backgrounds. This has had a positive impact on the tourism industry, especially in destinations that have tourism resources, such as waterways like rivers. However, rafting activities are often carried out without considering the principles of sustainable tourism and neglecting their environmental and local community impacts. The objective of this research is to provide a comprehensive discussion of the positive and negative impacts of rafting that are essential for rafting tourism management to design policies and practices that support sustainable tourism, maximize benefits for local communities, and maintain environmental sustainability. The research method used is a literature review by collecting data from various sources such as journals and books. The results obtained from this research show that sports rafting tourism generates significant impacts that encompass various social, economic, and environmental aspects. The implementation of strict environmental regulation management related to environmental protection, proper waste management, vegetation preservation, and the reduction of water, air, and soil pollution can optimize positive benefits and mitigate negative impacts, thus creating a safe and beneficial experience for all parties involved in this activity while preserving environmental sustainability.

Keywords: Impact, Rafting, Tourism, Literature Review