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Call for Papers Winter Issue 2024

Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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The Interconnection of Rural Tourism Development with Local SMEs: The Potential of Startup Business Networking in Southern Malang Indonesia

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Abstract: The purpose of this research is to assess the performance of rural tourism destinations and local small and medium enterprises (SMEs) while exploring their potential for integrated tourism destination development in the Southern Malang region. The research employs an action research case study approach where numeric data are generated through the distribution of Likert-scale questionnaires and analyzed using clustering. The results of the clustering are described using SWOT analysis, which aims to identify prospects and the levels of development for tourism destinations and SME performance. The stages involved are as follows: problem or issue identification, action planning, action implementation, data collection during or after action implementation, data analysis and result evaluation, reflection and reconsideration of the actions taken, and decision-making regarding subsequent steps based on the evaluation results. The research findings indicate that the level

of rural tourism in the Southern Malang region falls into the pioneering category with a limited variety of destinations. This is attributed to the insufficient infrastructure and the lack of standout rural tourism products, as well as the limited supporting infrastructure such as roads, bridges, information centers, souvenir shops, and weak cellular signal coverage. Additionally, community awareness and support are relatively lacking in contributing to tourism development, and the regional government's support, in terms of institutional establishment and investment actions, is still in its infancy. SME performance shows better progress compared to the advancement of the tourism sector. Thus, if the tourism sector can develop, it has the potential to enhance the performance of local SMEs. The contribution of the rural tourism sector in Southern Malang to economic growth and the development of SMEs is still relatively insignificant. SMEs have grown with limited technology application, and their market areas are predominantly local. The innovation's contribution to increasing income in the Southern Malang region will be evident through increased tourist numbers, sales of SME products, and enhanced competitiveness of the region in the tourism and business markets. In this context, it is essential for the government, businesses, and local communities to collaborate in developing sustainable innovative strategies.

Keywords: rural tourism potential; local SMEs; startups; Southern Malang.

JEL Classification: Z32; O31; O15; O21; O35; R11.

Introduction

In accordance with the Republic of Indonesia Law Number 10 of 2009 concerning the tourism sector ("UU No. 10 Tahun 2009," n.d.), tourism encompasses a wide range of leisure activities supported by diverse facilities and services provided by various stakeholders, including the public, entrepreneurs, government, and local authorities. Many businesses and individuals are enthusiastic about optimizing the development and management of tourism by offering facilities and infrastructure conducive to the tourism sector. Furthermore, the development of tourism critically depends on the active involvement of the local community, requiring meticulous planning to ensure the effective promotion of tourism products and the attraction of tourists.

The development of tourist destination areas is contingent on the existing tourism potential, both physical and non-physical (Desembrianita *et al.* 2021). Several factors can be employed to assess the potential of a tourist area, including climatic conditions, geology/geomorphology, hydrology, land characteristics, flora and fauna, local culture, historical structures, community activities, recreational amenities, human resources, and more. In the context of tourism development, it is vital to consider the geographical and cultural attributes surrounding the tourist location to ensure harmony and sustainable development in the environment. Moreover, development initiatives should actively involve the local community to ensure that the development yields benefits and advantages for them.

The tourism potential in the East Java region, particularly in Southern Malang, Malang Regency, is substantial, primarily in the form of natural attractions. The development of rural tourism potential in Southern Malang is intricately connected to the growth of local Small and Medium Enterprises (SMEs), particularly through a startup business networking model. Rural tourism presents numerous opportunities for local SMEs to collaborate and cultivate products and services that align with the requirements of tourists. Via business networking, startup entrepreneurs can mutually support each other in sourcing raw materials, cooperative marketing, and knowledge sharing. For instance, local food producers can establish partnerships with accommodation providers or travel agencies to offer culinary tourism packages. Conversely, handicraft artisans can collaborate with souvenir shops in the area. Consequently, business networking models of this nature serve to invigorate the local economy, generate employment prospects, and enhance the competitiveness of SMEs in the rapidly expanding tourism sector.

In utilizing local resources, collaboration and synergy between rural areas and local Small and Medium Enterprises (SMEs) are essential. Local SMEs can make use of local resources, while rural areas gain new economic opportunities through SMEs. Such collaboration can also enhance networking and knowledge exchange among various stakeholders. Furthermore, in the utilization of technology, the potential to transform how rural areas and SMEs operate in the digital era can be improved. This can promote the use of digital technology, such as e-commerce, production tracking, and online marketing, to enhance the competitiveness and accessibility of local products. However, activities aimed at empowering local potential and communities require policy support from the government and relevant institutions that facilitate cross-sector cooperation. Approaches and programs to build productive villages integrated with local SMEs are not only about economic growth but also about strengthening the local community, preserving cultural heritage, and promoting inclusivity. Empowering rural areas and local SMEs have the potential to create long-term positive impacts in addressing economic inequality and improving the quality of life for local communities.

According to (Susyanti 2013), tourist villages represent one form of alternative tourism that can drive sustainable development in rural areas. The principles of their management include: (1) using facilities and

infrastructure existing in the local community, (2) providing economic benefits to the local population, (3) maintaining a small scale to allow cooperation with the local community, (4) actively involving the local community's participation, and (5) developing rural tourism products. The development of rural tourism can have a positive impact on the local economy by offering opportunities for local SMEs to develop products and services that cater to the needs of tourists, economic empowerment, cultural preservation, and infrastructure improvement. Collaboration between rural tourism and local SMEs can create mutually beneficial synergy and contribute to economic growth and rural sustainability.

One of the areas in the Malang Regency that assesses the performance of rural tourism and local SMEs, as well as their contribution to increasing local income, is in the Gedangan District. Gedangan District is located in the southern part of Malang Regency, East Java, Indonesia, approximately 29 km from the capital of Malang Regency. Geographically, Gedangan District consists of 40% flat and undulating land and 60% hilly terrain. It is situated at an average elevation of 350 meters above sea level, with temperatures ranging from 22 to 29 degrees Celsius. The annual rainfall is approximately 1,690 mm, and the total area of the district is 20,171 hectares. Gedangan District shares its boundaries directly with Pagelaran District to the north, Sumbermanjing Wetan District to the east, Bantur District to the west, and the Indian Ocean to the south.

The concept of tourist villages is intrinsically linked to the competitiveness of the tourism sector, as emphasized by (Martaleni *et al.* 2021). Tourism competitiveness, defined by (Chin and Hampton 2020), signifies the ability of a tourist destination to compete with other similar destinations, which is a pivotal determinant of a destination's success. The assessment of tourism competitiveness remains a subject of ongoing discourse, encompassing both economic and tourism management perspectives. Various aspects of tourist destinations, which influence their allure, can significantly impact tourists' decisions to visit. Nonetheless, (Martaleni *et al.* 2021) discovered, through a study in a tourist village, that direct accessibility did not exert a noteworthy influence on tourists' motivation. In contrast, the direct relationship between facilities and the destination's appeal substantially influenced visitor decisions. In other words, factors determining accessibility, such as ease of access, road quality, travel duration, and the availability of public transportation within the tourist village, did not affect tourists' motivation to visit.

Tourist village destinations often boast unique key resources and attractions, generating a strong appeal for visitors. The success of these destinations is profoundly influenced by the extent to which tourism attractions can motivate and satisfy visitors. (Schiffman, Clifford, and Buonaguro 2009) indicates that when tourists are captivated by the compelling primary attractions of a tourist village destination, their motivation to visit significantly increases. (Yoon, Gursoy, and Chen 2001) assert that to create a competitive destination, quality service and satisfying experiences are indispensable in capturing tourists' interest. Tourists' motivation frequently arises from their desire to undergo a distinctive tourism experience, acquire insights into local culture and traditions, relish favorable weather and natural landscapes, seek respite from their daily routines, forge social connections, and contribute to the sustainable advancement of the tourist destination. These motivations necessitate effective and coordinated management within tourist village destinations.

The novelty and importance of this study is the clustering and SWOT analysis. The findings from the clustering and the SWOT analysis give a picture of the entire landscape as it depicts strengths, weaknesses, opportunities and threats of rural tourism destinations and SMEs in the region. The assessment provides the understanding of the opportunities rural tourism offers to the economic impact and the SME especially in the Southern Malang which is part of the sustainable development. For the collaborative strategy development can be assumed that the key emphasis of the study is made on the necessity to mobilise the government, enterprises, and local stakeholders to collectively devise effective and environmentally friendly solutions for rural tourism advancement and SMEs support.

The management of tourist destinations within tourist villages encompasses planning, regulation, administration, and oversight of various facets linked to the development and governance of the destination. Evaluations by (Morrison, Cheah, and Kumar 2024) and (Dwyer and Kim 2003) gauge the efficacy of destination management by assessing the destination's capacity to provide a positive tourism experience, preserve the environment, and excel in communication and promotion to tourists. The assessment of a tourist destination is essential for policymakers and planners, destination managers and their teams, researches, as well as business collaborators. This is the case since a tourist destination refers to the heart of tourism, and thus, its development must be compatible with other attractions. To this end, quality place or destination is defined under perception of security, sanitation and health, and respect of the environment and human rights. In sustainable tourism, the evaluation process is very important to show that the tourism development has a positive impact. This calls for an appropriate strategy in the development of human resources in the tourism industry especially the developing world.

A positive image cultivated in this manner can augment the destination's allure, influence tourists' decisions to visit, and create gratifying experiences. Competent and successful management of tourist village destinations can bolster the destination's favorable image. (Sharma and Nayak 2019) identified a substantial correlation between destination image, encompassing cognitive and emotional aspects, and the overall image's influence on behavioral intention. Meanwhile, (Akama and Kieti 2003) contended that the overall image is more prone to influence tourists' decisions than cognitive and emotional images. Nevertheless, research by (Utami *et al.* 2020) suggests that cognitive and emotional images also play a substantial role in shaping the overall image, particularly since the presence of a welcoming environment is a pivotal factor in forming a positive connection with the emotional image.

A tourist destination requires the capacity to attract the interest of tourists, with a focus on primary resources and key attractions as fundamental components shaping the tourist destination, tourism services, public infrastructure, conditions, and supporting factors; and destination management, particularly in rural areas. Therefore, this article aims to examine how the development of rural tourism potential is related to local Small and Medium Enterprises (SMEs) in the Southern Malang region and also explore the business networking models used by startups in that area.

1. Literature Review

1.1 Community-Based Tourism

Community-based tourism plays a crucial role in assisting government authorities in the creation of employment opportunities and the alleviation of poverty within local populations (Pusiran and Xiao 2013). This approach also contributes to income generation within communities. The central concept revolves around empowering communities to develop initiatives that foster sustainable growth and cultivate positive interactions between local residents and tourists. The implementation of such tourism necessitates the amalgamation of attraction management, hotel management, restaurant management, and other facets of facility management, potentially involving local Small and Medium Enterprises (SMEs). Additionally, infrastructure, healthcare, education, and environmental considerations are pivotal elements in this context (Briedenhann and Wickens 2004)

Community-based tourism represents a comprehensive community engagement approach in the development of tourism destinations (Briedenhann and Wickens 2004). This approach is rooted in the recognition that tourism planning exerts a pervasive influence on the entire community. For instance, the local community's sentiments concerning the environment, infrastructure, and events significantly impact the overall tourist experience in Indonesia. Indonesia has a long history of fostering community-based tourism, reflecting a development paradigm that originates "from," is executed "by," and is oriented "to" the people across various dimensions of the nation's life, encompassing political, socio-economic, and cultural facets. In the era of decentralization, local governments have intensified their efforts to oversee development programs geared towards poverty alleviation. These government-initiated programs are disseminated across diverse regions through both short-term and long-term strategies.

One illustrative case is Sumberejo Village, situated in the Gedangan District of Malang Regency, which has emerged as a cornerstone of community-based tourism with a specific focus on preserving its cultural heritage and leveraging the local wisdom inherent in its SME products. Community-based tourism in Sumberejo Village, Gedangan District, Malang Regency, manifests as a variant of tourism that concentrates on safeguarding and harnessing the cultural heritage, traditions, and indigenous knowledge retained by the local community. It encompasses a spectrum of local wisdom aspects, including traditions, artistic expressions, culinary heritage, agricultural practices, and the daily life of the village. Sumberejo Village's community-based tourism encompasses customs like traditional handicrafts, traditional dances, and indigenous music.

The underlying aim of community-based tourism is to empower the local community by actively involving them in the development and management of tourism, the preservation of cultural heritage and traditions, the creation of economic opportunities for the local populace, and the provision of valuable and authentic experiences for tourists seeking to immerse themselves in the local way of life and culture (Aini *et al.* 2023). Moreover, community-based tourism has the potential to play a pivotal role in environmental preservation and the advancement of sustainability in the realm of tourism development within the region.

1.2 The Concept of Community Resilience

In this study, community resilience refers to the capacity of a community to establish and maintain its initiatives effectively. It is crucial for the community to learn how to safeguard and enhance essential aspects of their livelihood. In rural areas associated with rural tourism, communities can transition from precarious employment

situations to more stable ones. They can establish businesses or become involved in the rural tourism industry. Furthermore, individuals within the community play a pivotal role, with experts providing guidance. Every family member or village resident, with their diverse skills, talents, and age groups, can contribute to strengthening the community. Parents bring their experiences and lessons from the past, while the younger generations bring enthusiasm and fresh ideas.

For instance, community resilience tourism in Gajahrejo Village, Gedangan District, Malang Regency, focuses on developing the tourism sector while considering the interests and welfare of the local community. This concept emphasizes the utilization of natural resources and local economic potential to improve the quality of life for the local population while preserving and conserving the existing environment and culture. With its beautiful and captivating beach, the village can harness the tourism potential of the coastal area by training individuals to become tour guides or by managing beachside eateries. Another valuable resource is banana cultivation, which is one of the strengths of the local economy. This type of tourism is categorized as agro-tourism. Tourists can visit banana plantations, learn about the cultivation process, and purchase banana products. This also helps banana farmers increase their income. Another advantage is cattle farming. The community resilience tourism concept may encompass visits to cattle farms, including participating in activities such as feeding the cattle. These concepts aim to support the local economy, create employment opportunities, and strengthen the village community. Furthermore, this approach promotes local environmental and cultural sustainability, thereby ensuring the long-term appeal of Gajahrejo Village to tourists.

1.3 Concept of Sustainable Tourism

The concept of sustainable development entails the idea that regional progress can be achieved without causing harm to the natural environment (Wei *et al.* 2024). The term sustainable development therefore presupposes that regional advancement is possible without compromising on environmental degradation. This concept entails social, economic, and environmental sustainability since they are integrated components of development. It means, thus, that sustainable development is accomplished when the demand of the present fulfills consumption without undermining the possibility of the generations to come to satisfy the same. This approach acknowledges that the natural environment has a carrying capacity as far as human activities are concerned and that taking the natural resource beyond this limit results in negative impacts such as destruction of the natural habitat, loss of species' bio-diversity and effects on the climate.

The concept of sustainable tourism in the South Malang region pertains to the efforts aimed at developing the tourism industry in this area while taking into consideration environmental, economic, and social sustainability. Several critical aspects within this concept encompass environmental preservation, with a focus on biodiversity conservation, natural resource management, and endeavors to mitigate the adverse impacts of tourism on the environment, such as pollution, ecosystem degradation, and global warming. Additionally, the emphasis on empowering the local community involves their engagement in the tourism industry, whether as tour guides, culinary entrepreneurs, or producers of local handicrafts. In this context, it is essential to ensure that the tourism sector provides equitable economic benefits to the local community, including employment opportunities, income enhancement, and the development of small and medium-sized enterprises. The application of the concept of sustainable tourism in the South Malang region is crucial for the long-term growth of the tourism sector while preserving the natural and cultural appeal of this region and improving the well-being of the local population.

1.4 Tourism Components

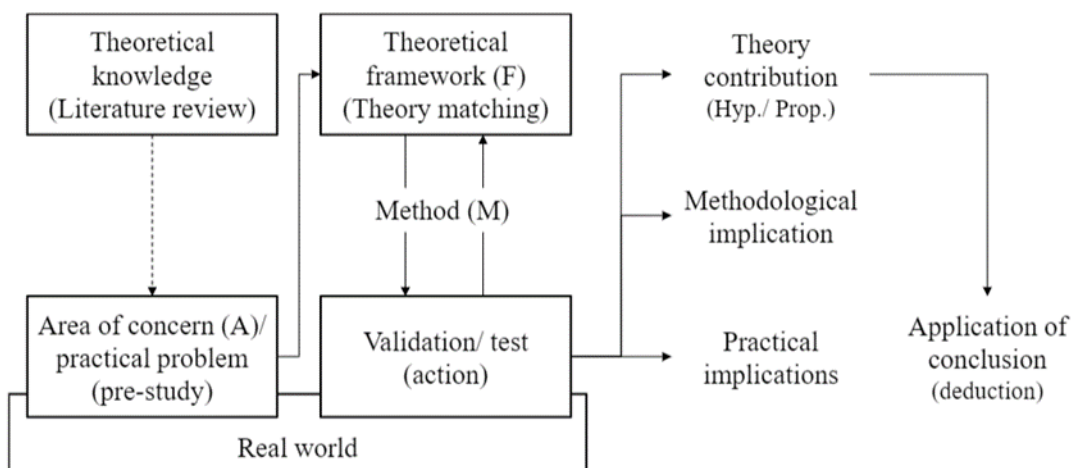
According to (Middleton and Clarke 2001), there are three primary elements that constitute a tourism product. First, tourist attractions, which encompass all the appealing aspects of a place that make people want to visit. These can include various attractions at the destination, such as beaches, mountains, or historical buildings. Second, amenities or facilities, which include all the services and facilities that enhance the comfort of travel, such as information centers, restrooms, or waste disposal facilities. Destinations that have attractions but lack facilities may not attract many tourists, and conversely, destinations with numerous facilities but few attractions may not be bustling. Third, accessibility, which signifies how easy it is to reach a destination. This involves readily available information, good road conditions, and a comfortable end to the journey (Cavlek 2002).

There are also other elements that influence the tourist experience, such as infrastructure (e.g., roads and public transportation), equipment (size and speed of transportation), operational factors (e.g., routes and prices), and government regulations (transportation regulations). All of these elements affect the cost, convenience, and pleasure of a traveler's journey.

2. Method

The research approach employed an action research case study methodology. Numeric data was generated through the distribution of Likert scale questionnaires and analyzed using clustering techniques. The descriptive outcomes were subjected to SWOT analysis to ascertain the position of the tourism destination and the performance of SMEs. The phases involved in the research encompassed the identification of issues or problems requiring resolution, the planning of actions to be undertaken, the execution of these actions, data collection during or after the implementation of actions, data analysis and result evaluation, reflection, and reconsideration of the actions taken, as well as decision-making regarding subsequent steps based on the evaluation outcomes. Field visits to selected villages, such as Sumberejo, Segaran, Gajahrejo, Tumpakrejo, Sidodadi, and Pagelaran, were conducted to observe the current situation and available facilities.

Figure 1. Conceptual Overview of Abductive Approach



Source: (Halecker 2015a)

Figure 1 highlights several significant advantages of the "action research case study" research concept (Halecker 2015b). Firstly, this research approach enables researchers to test theories in real and natural settings, rather than in controlled laboratory environments. Secondly, the research outcomes can provide practical solutions to the issues at hand and contribute to proposed changes in existing theories. Thirdly, this method allows for a deeper information collection due to direct interactions with the people and situations under investigation. Fourthly, the approach permits small-scale changes within organizations through planned interventions. Fifthly, due to its specific issue-oriented focus, this research has a shorter time span. Sixthly, researchers can actively engage in practical projects without having to be the sole decision-makers. Seventhly, stakeholders and participating organizations in this research also gain new insights and can discover solutions to their practical problems.

3. Result and Discussion

The Small and Medium Enterprises (SME) program in South Malang plays a vital role in rural tourism development by fostering interaction between visitors and local communities. Local residents can provide services such as village tours, sell handmade crafts, or offer local cuisine. This creates additional business opportunities for those not directly involved in SMEs. These business operators also play a crucial role in the success of SMEs in the region, although their contributions are not always immediately visible. The income earned by SME operators in South Malang provides financial motivation for them to focus more on their businesses. This additional benefit is not only enjoyed by the operators but also by villagers not directly engaged in SMEs. The local economy is further stimulated, and the benefits are felt more broadly. The SME program in this region is not just about earning extra income but also about the development of entrepreneurial skills (Winarno and Agustina 2022) in the tourism sector. In the tourism industry, exploration and social interaction can motivate communities to engage in interactions with tourists and destination management.

The key success factors for any program in South Malang, such as local SMEs, are leadership, unity, and improved understanding among the community. These conditions enhance ownership and pride. The more motivated local communities are to actively participate in the program, the more prepared they are to engage actively. If local communities are not ready to participate actively, third parties can influence the established

patterns, potentially leading to external dominance in business development, such as SMEs (A. Winarno *et al.* 2018). This indicates that the "grassroot community-based" approach can have a positive impact accepted by the local community, increasing the likelihood of success in rural tourism development programs.

The benefits that local communities in South Malang obtain through programs such as SMEs can vary depending on how they engage in the program and how they respond to economic and business developments in their community. According to (Pusiran and Xiao 2013), the impact of SME programs and rural tourism potential can differ based on factors such as the comparison between business activities and local community activities, economic, social, and environmental conditions around businesses, similarities or differences between local communities and business stakeholders, and effective program management and supervision.

Table 1. Tourism Potential Villages in Gedangan Subdistrict, Malang Regency

No.	Description	Explanation		
		Year		
		2021	2022	2023
1	Number of registered SMEs	203	265	305 (50 are active)
		SMEs – still in the production process (banana chips; tempeh; batik; golden crispy cakes)		
2	Number of Registered Tourist Destinations by Category	Beaches (Ungapan; Bajul Mati; Parang Dowo; Kangen; Batu Bengkung; Ngudel; Nganteb; Wonogoro; Jelangkung) Mountains (Coban Nirwana; Goa Perawan; Susur Sungai)		
3	Tourist Potential Villages (Categories)	<p>In the Gedangan District, there are eight villages, each of which possesses tourism potential:</p> <ol style="list-style-type: none"> 1. Sumberejo Village (Mount Gede, Cultural Arts, Local Wisdom of SME Products, HomeStay) 2. Segaran Village (Rest Area at Mount Walikukun, Sumber Loo Bathing Spot, Culinary Tourism, Banana Cultivation, Pot Flower Production) 3. Gajahrejo Village (Beach, Banana Cultivation, Shrimp Farming, Cattle Farming, Fertilizer Production) 4. Tumpakrejo Village (Nganteb Beach, Cultural Heritage, Local Wisdom) 5. Sidodadi Village (Virgin Cave, River Trekking) 6. Pagelaran Village (Pottery, Art and Culture) <p>These villages, collectively, offer diverse tourism potentials that encompass natural, cultural, and local elements, contributing to the development of the tourism sector in the region.</p>		
4	The policies of the Gedangan District government related to Village Tourism and Micro, Small, and Medium Enterprises (MSMEs)	<ul style="list-style-type: none"> - The number of destinations and their categories remains a proposed activity submitted by the sub-district head in the village innovation program. - There has been no tangible realization and limited intensity due to the research participants' human resources not being able to maximize their potential. - A robust cultural organization has been established in one of the villages (Sumberejo Village). - The networks formed are still unidirectional; hence, active mentoring from specific parties is required. <p>PRIORITY PROGRAM</p> <p>Collaboration with the State University of Malang for branding a beach tourism project scheduled for August, with the following activity plan:</p> <ol style="list-style-type: none"> 1. Cultural performances and local wisdom of the community involving prominent figures and formal and non-formal educational institutions. 2. Empowerment of SMEs through product exhibitions/bazaars as a means of developing and expanding the marketing of community products. 3. The activity plan is in the collaborative phase with government agencies, but a final decision has not been reached (communication and informatics; industry and trade; tourism; cooperatives; agriculture; youth and sports). 		

Source: Author's own work

Effective collaboration between the local community and village government contributes to the development of SMEs in South Malang. Village governments need to provide support in improving village infrastructure, which also supports rural tourism. Village governments should also establish teams to expedite the development of village tourism, enabling community involvement in regional development. These activities also help promote the

friendliness of the local community as a rural tourism attraction. By utilizing existing natural and cultural resources, communities can develop tourism products without the need for significant infrastructure investment. Overall, rural tourism programs assist in achieving the government's goals of poverty reduction and job creation through SME development (Lestari *et al.* 2020).

The resilience of the community in the South Malang region depends on the community's ability to adapt to changes in the tourism industry, cultural exchanges, and environmental issues. The ongoing process involves how SMEs and rural communities can collaborate in addressing the challenges and opportunities arising in the tourism sector. The challenges faced include rapid advancements in information systems, community mindsets, and limited infrastructure. The South Malang community has a positive willingness to address issues arising from both within and outside the rural community environment. Those with an understanding of cultural identity and adaptability to environmental changes will be more capable of utilizing external financial programs to develop their regions and support local SMEs (Middleton and Clarke 2001).

Findings from previous research indicate that there are several issues to be addressed for the SME and village tourism programs in South Malang to be sustainable and successful. A study conducted by Nor (2010) identified some challenges, which can be categorized into two groups: internal and external challenges. Internal challenges in the South Malang region refer to issues that arise within the community and village tourism operators, typically addressed through internal discussions. Meanwhile, external challenges for this region pertain to factors beyond the community's control. In the context of SMEs and rural tourism in South Malang, this suggests that efforts to maintain the sustainability of village tourism programs must consider and address various challenges originating from both within the community and external factors (Terziev and Arabska 2017).

Table 2. Integrated Model of Tourism Destination Competitiveness

Dimensions of Tourism Competitiveness and Demand		Indikator
Core resources and Key attractor	1)	Natural Resources
	2)	Historical and Archaeological Sites
	3)	Artistic and Architectural Features
	4)	Green Areas
	5)	Cultural Attractions
	6)	Leisure Activities
	7)	Local Products
Tourism Services	1)	Accommodation Quality
	2)	Environmentally Friendly Accommodations
	3)	Food Service Quality
	4)	Tourist-Oriented Services
Conditioning and Supporting Factor	1)	Destination Accessibility and Proximity to Other Tourist Attractions
	2)	Value for Money in the Tourism Experience
	3)	Tourism Company Management Capability
	4)	The Use of Information Technology by Tourism Companies
	5)	Professional Skill Level in the Tourism Sector
	6)	Local Residents' Friendliness towards Tourists
	7)	Safety and Security
Tourism Policy, Planning and Development	1)	An Integrated Approach to Tourism Planning
	2)	Environmentally Friendly Approach to Tourism Development Planning
	3)	Public Sector Commitment to Minimize Negative Environmental Impacts of Tourism
	4)	Public Sector Commitment to Minimize Negative Social Impacts of Tourism on Local Communities
	5)	Public Sector Commitment to Maximize the Economic Impact of Tourism on Local Communities
	6)	Emphasis on Community Empowerment
	7)	Public Sector Commitment to Tourism/Hospitality Education and Training
	8)	Collaboration between the Public and Private Sectors for Local Tourism Development

Source: (Dwyer and Kim 2003)

Based on the indicators in the above table, the destination competitiveness model identifies four main dimensions that also can be measured as influential contributions to the development of SMEs, which are applicable in the South Malang region. Core resources and key attractors involve unique elements such as nature, culture, history, and society that make rural tourism destinations appealing to tourists. Meanwhile, tourism services encompass the quality and quantity of accommodations and the quality of services offered within the tourist destination. Conditioning and supporting factors include destination accessibility, its relationship to other destinations, the presence of local businesses, environmental quality, safety, and the local population's attitudes toward tourists.

From the field findings, it was determined that the appeal of nature, culture, history, and society is crucial in attracting tourists. However, over-reliance on these attractions leads to the over-exploitation of natural and cultural resources, which, in turn, can harm the environment and damage cultural heritage. Furthermore, the development of accommodation and service infrastructure in the South Malang region requires significant investment, which is a constraint for local SMEs with limited financial resources and influence in infrastructure improvement to remain competitive in this regard. Effective destination management is required for better planning, organization, and good management; however, the knowledge and skills are not always available among local SMEs. The lack of management capacity ultimately hinders the development of SME potential in the South Malang region (Agung Winarno and Nadia 2021). Therefore, these four dimensions can enhance destination competitiveness, but they also pose challenges to the development of local SMEs. In the end, wise efforts and collaboration among relevant parties are required to ensure that SME potential can be realized without harming the existing natural, cultural, and environmental resources.

Conclusion

Based on the findings of this study, it is concluded that the tourism situation in the South Malang region is still in its infancy. This is reflected in the limited number of tourist destinations, which need further diversification. The contribution of the tourism sector to the development of SMEs is not yet significant. SMEs have grown relatively with limited technology applications and predominantly local marketing areas. However, these findings provide opportunities for further development. With the right efforts, the potential of this region can be elevated to become a more attractive destination. Although community support is currently relatively weak, awareness of the local tourism potential can be enhanced through the right approach, such as involving the community in the development and promotion of destinations. With strategic steps, South Malang has the potential to become a more diverse and appealing tourist destination in the future.

This study focused on mapping community-based tourism products in the South Malang region, with an emphasis on the potential development of small and medium-sized enterprises (SMEs) in the local context. The research did not investigate the technical operational aspects of existing business networks but rather emphasized their economic implications and potential social impacts. Furthermore, the study considered the challenges and opportunities that arose during the research period. Therefore, the research results may not encompass all changes and situations in the future.

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Credit Authorship Contribution Statement

Agung Winarno: Writing - original draft, Writing - review and editing, Methodology, Data analysis

Desti Nur Aini: Writing - original draft, Writing - review and editing.

Norlida Hanim Mohd. Saleh: Writing - original draft, Writing - review and editing.

M. Aris Ichwanto: Conceptualization, Writing - review and editing, Supervision.

Agus Purnomo : Conceptualization, Writing - review and editing, Supervision.

Amalia A. Rahman: Conceptualization, Data analysis

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Declaration of Use of Generative AI and AI-Assisted Technologies

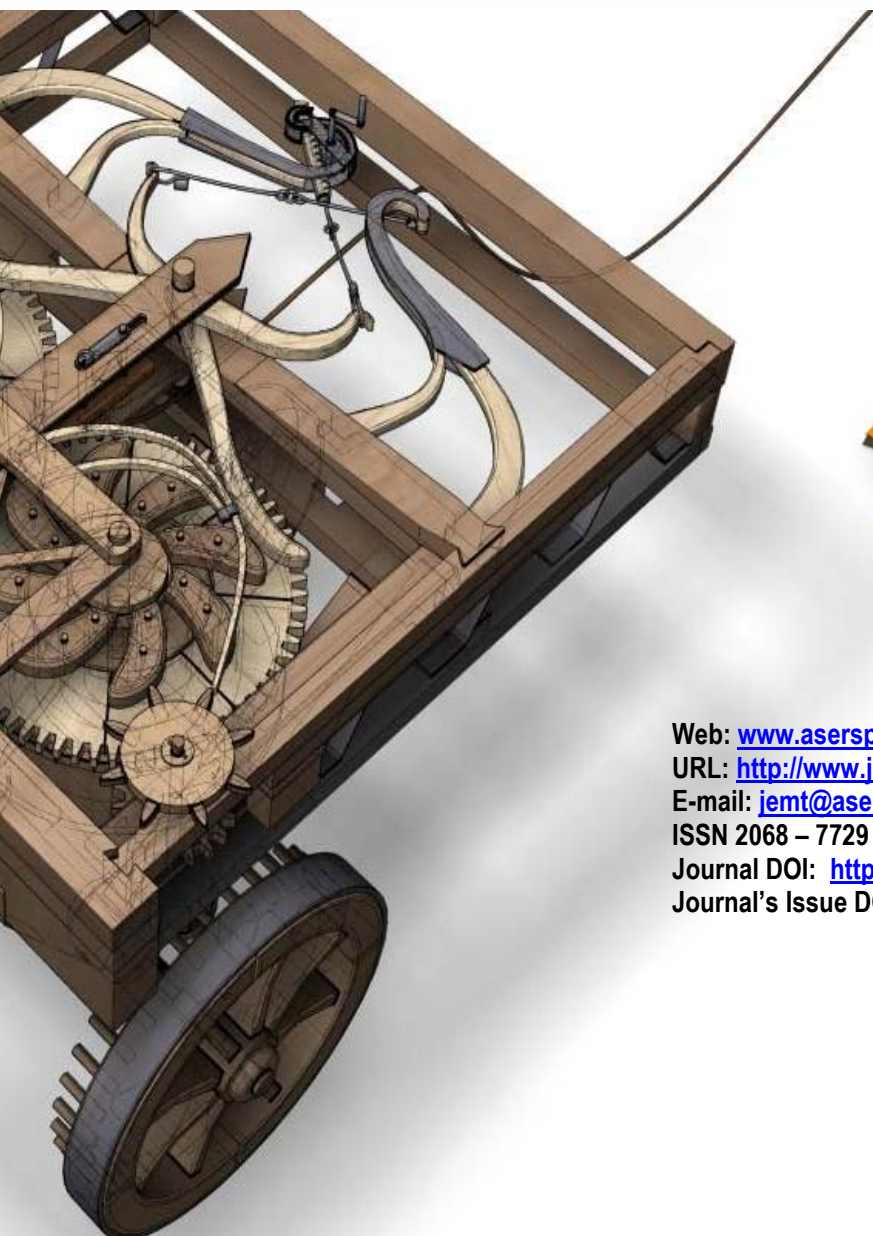
The authors declare that they have not used generative AI and AI-assisted technologies during the preparation of this work.

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