

Collaboration of SME and Village Tourism to Achieve Sustainable Tourism: Role of Authenticity and Moderation

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ABSTRACT

This study aimed to develop a strategy model for managing a tourism destination village in Bangkiang Sidem Tourist Destination Tabanan. This location is Tabanan's newest tourism village, overshadowed by the tremendous tourism growth in Jatiluwih. However, it has managed to endure and expand into a robust destination through collaboration with local SMEs. This study uses qualitative data gathered through in-depth interviews, participatory observation, study documentation, and netnography. The findings reveal that both SME, Nyarik Kopi and Desa Wisata Bangkiang Sidem, go above and beyond in performing tourist sales, particularly in FnB, while also preserving and consolidating tourism and nature, which remains the key draw for tourists to visit. It anticipates that this concept could be used to another tourism site.

Keyword: Tourism SME, Tourism Village, Collaboration, Sustainable Tourism

INTRODUCTION

The rapid emergence of new tourist sites creates fierce rivalry among destinations to attract visitors. This cannot be isolated from the community's understanding that tourism can deliver economic benefits on a larger scale (Guo et al., 2024). According to the Bali Provincial Government's Decree of Mayors and Regents, there will be 238 tourism villages in Bali by 2023, spanning among nine districts and towns. These statistics demonstrate that each region is attempting to build regional tourism for equitable development and economic absorption for community welfare. Tabanan is a district with well-known tourist communities due to its distinctiveness. Tabanan's tourism appeal is intimately linked to its distinct and extensive horticulture possibilities. One of the well-known sites is the Jatiluwih tourist region. This area serves as a role model and the face of Bali's cultural and ecological tourism. This area features a spatial planning concept based on Subak irrigation and has been designated a World Cultural Heritage Site (Dewi, 2013) Tourism in the Jatiluwih area has a significant multiplier effect on the surrounding area, particularly in areas with a short radius from the Jatiluwih jogging track. However, as tourism grew in the area, the concept of simplicity and moderation became corrupted. This may be seen in the expansion of tourism amenities, which is leading to modernism. The rapid construction of dense buildings such as houses and restaurants is beginning to have an impact on the area's originality. The image of exclusivity in this area is beginning to be felt, as are the high fees that must be paid for lodging and culinary delights. This influences the number of local or domestic tourist visits to the area. This also has an impact on the surrounding ecosystem (Widari, 2021)

As tourism expands in the Jatiluwih area, it begins to lose its uniqueness, allowing other locations to emerge as alternative destinations. One of these is the Bangkiang Sidem Tourism Village in Penebel, Tabanan. Being in the same sub-district as the Jatiluwih Tourist Area does not imply that this tourist area receives equal publicity, hence it is still relatively unknown. Indeed, this area has the same potential as the Jatiluwih area. The hilly scenery and the still-in-use Subak water system are the area's key assets. As previously indicated, although having the same natural potential, this location is at a significantly different level than Jatiluwih. On the other hand, Bangkiang Sidem Tourism Village is currently seeing a sharp increase in tourist traffic. This cannot be

divorced from the contribution of a modest MSME that opened at Nyarik Kopi, the central region of the Bangkiang Sidem Tourism Village. A modest restaurant called Nyarik Kopi "hangs out" in the heart of Bangkiang Sidem. Since this business is essentially a coffee salesman on a motorcycle selling his goods in the tourist village region, the moniker "mangkal" seems appropriate. This company's basic idea is to enjoy hot coffee and nibbles like boiled and fried meals while standing in the center of picturesque rice fields. A straightforward idea that might have been used by common traveling salespeople, however Millennial entrepreneurs do not share this viewpoint. Moving past this straightforward idea, it subsequently had a significant effect on the quantity of visitors and publicity the Bangkiang Sidem Tourism Village received. The growth of the coffee industry has coincided with a sharp rise in the number of visitors to this area. This is also the outcome of negotiations between the Bangkiang Sidem Tourism Village and the Nyarik Kopi company, as the latter's income is derived from the area's entrance tickets, which guests must provide in order to access Nyarik Kopi.

Despite having a straightforward business plan, Nyarik Kopi is able to draw both domestic and local tourists from different areas. This enterprise has the capacity to draw tourists from the Denpasar region and its environs. The reason is that guests must travel a considerable ± 45 kilometers to the southwest. This then begs the question of why these tourists would go to great lengths to simply have a cup of coffee on the edge of the rice fields—something that could also be done in a number of Denpasar's Subak tourist destinations. Moving past this query, the study seeks to gain a deeper understanding of the collaboration strategy used in developing this common rural area into its current states. One of the main things that draws tourists to a place is its genuineness. The discussion about authenticity and uniqueness in tourism has been going on for a while, and it frequently shifts as the industry grows (Moore et al., 2021). In the context of tourism, authenticity refers to the characteristics of the destination, including its level of development, which is typical of the region, and the atmosphere created by its social environment. Of course, the social and cultural aspects of the local community at the destination are the social environment in question, since they have the power to give visitors a genuine sense of place. This makes it easier to comprehend why travelers drawn to existential authenticity are able to fulfill these objectives in the course of their own life experiences and in the context of host-guest relationships: these objectives are founded on travelers' sympathetic comprehension of local communities' right to privacy (Gnoth & Wang, 2015; Le et al., 2024). When it comes to environment and culture-based tourism, location authenticity is one of the most important external aspects that can draw visitors (Atzeni et al., 2022; Cheng et al., 2024; Domínguez-Quintero et al., 2020; Park et al., 2019). This is due to the fact that the community's ability to preserve its social and cultural values and its genuineness make this place special.

It is well-known that several destinations currently overcome the crisis of overtourism. Tourism might generate economics benefit for the people and local government, however when the condition reach to the overtourism or mass tourism state, it is likely threatening the society, cultural heritage, even more the environment (Adie et al., 2020; Adie & Falk, 2021; Yoon et al., 2024). This condition is recently happening in most European Countries such as Venice, Spain, France and even happening in all over the continents. The sign of this phenomenon has been seen in Bali due to the recent traffics, room occupancy and crowds in certain tourist areas. However, this condition could be prevented by establishing the destination dupe or dupe destination. This type of destination has similar vibes and attraction with the famous destination, yet it has lower price, less crowded, and same influence in social media. It is built to provide alternative destination to generate the equality of tourists visit in other region. In point of view of the destination manager, this could be a competition to attract tourism and generate impact of destination improvement. Considering the similar condition in Jatiluwih Tourist Destination and Bangkiang Sidem Tourism Village, the location of this research could be developed as the destination dupe. It could be an alternative for the tourist from visiting Jatiluwih to Bangkiang Sidem with more affordable price yet more authentic vibes. Both destinations has the nature and cultural heritage as the main attraction. Looking at the element provided, both destinations relied on the natural area they had such as Subak or Balinese traditional irrigation system. However, comparing these two at glance, the massive development and tourism purposed construction on Jatiluwih are more bizarre in Jatiluwih. This condition is different from what Bangkiang Sidem had since it is in the beginning phase of tourism development. These two also have similarity in terms of social norms implemented in running this area. Strong reliance toward the Balinese culture leads them to implement concept of *Tri Hita Karana* and surely it is basic concept to manage *subak* in Bali (Asmiwyati et al., 2015; Geria et al., 2023; Purnamawati et al., 2015). It is the concept of maintaining harmonious relation for sustainability. It is divided into three relations, *Palemahan* is the concept to maintain the good relation among

people and environment, to nurture and preserve the environment to support human lives for long generation. The second one is *Pawongan* means maintaining the relationship among people. It is important since upholding peace and good relationship might avoid to raise potential conflict among people (Purnamawati et al., 2015). And lastly, *Parahyangan* means maintaining relationship with the God as the symbol of creation (Moriarty, 2023). It signed with the *Subak* Temple which had to be exist in every Subak Area and worshiped by the member of subak organisation.

A tourism destination's ability to attract and retain visitors is crucial to its success. There is a mutually beneficial interaction between visitors and the host group. From the perspective of the location, the advantages come from capitalizing on business opportunities created by the needs that travelers have while on tour. This has an effect on the local towns surrounding the destination economically by turning around economic activity. From a visitor perspective, the advantages include relief from monotonous routines. Every traveler has unique tastes that affect their decision-making when it comes to their chosen location. (Li & Su, 2024) clarified that in the context of tourism, awe is associated with travel to areas that have their own special qualities, such as their natural capital, culture, history, and distinctive locations that are not found anywhere else. Thus, travelers will experience amazing emotions and excitement about the place if they pay attention to it (Kaplan et al., 2024). It is impossible to isolate the influence of push and pull variables on tourist visits to a destination. According to (Bayih & Singh, 2020) there are push and pull factors that influence travel decisions. The push factor stems from travelers' internal motivation to break away from their daily routine, while the pull factor is caused by destination features that align with their expectations, desires, and potential benefits. Drawing from the aforementioned rationale, the objective of this study is to gain a deeper comprehension of the pull factors that influence tourists' decision-making when planning their trips to Bangkiang Sidem, Penebel Tabanan. where local companies and tourist villages interact and build mutually beneficial economic partnerships. What cooperative tactics are used by the Nyarik Kopi company and the Bangkiang Sidem Tourism Village is the question this study aims to address. Furthermore, the goal of this research is to design a plan that can serve as a model for the development of sustainable regional tourism.

RESEARCH METHOD

Qualitative data collected through in-depth interview research methodologies are used in this study. Participant observation methods are used in this study's data gathering to directly witness the actions and reactions of users who post reviews and comments on the Nyarik Kopi social media account. In addition, the management of the Bangkiang Sidem tourist hamlet and the proprietor of the Nyarik Kopi company itself were interviewed in order to gather data for this study. Discourse analysis was used in this study to analyze the data, which was subsequently condensed and interpreted. Additionally, by examining pertinent studies that have been published in respectable publications and on relevant government websites, this research employs the documentation study technique. The validity of the data was also tested by applying the data source triangulation method by comparing findings from different sources. Finally, the results of the analysis interpretation are then presented using the inductive method.

FINDINGS AND DISCUSSION

Tourism Development in Tabanan Regency

One of the districts, namely Penebel District, serves as Bali's rice granary: Tabanan Regency. This subdistrict is devoted to the home sector, specifically plantations and agriculture. 71.98% of this region, or about 1266,692 hectares, is managed as agricultural land for residents, and the remaining 23.99%, or about 422,232 ha, is managed as plantation land (Witariadi et al., 2015). Due to the vast amount of land utilized for agriculture, this region is being further managed to develop into an agricultural tourism destination. This is closely linked to the story of how Jatiluwih Village first gained popularity as a tourist destination due to its outstanding natural beauty and high-quality agricultural output. Additionally, this region serves as both a laboratory for the development of native rice varieties and the designated area for their development. This is a feature of the Jatiluwih region's tourism. As of right now, the Tabanan area's tourist villages are still developed using the Jatiluwih area as a model.

Table 1. Data of Tourism Villages in Bali

Regency/City	Number of Tourism Villages
Buleleng	75
Tabanan	25
Badung	17
Gianyar	32
Klungkung	19
Bangli	31
Karangasem	26
Denpasar	6
Jembrana	7

Source: Satu Data Indonesia Prov. Bali, 2024

There are twenty-five tourist settlements in Tabanan Regency. Every tourist village has unique qualities that might be enhanced and marketed as a destination. Several tourism villages, including Bongan, Tista, Mount Salak, and Pinge, possess cultural, historical, and natural qualities that make them suitable for development and packaging (Dinar Sukma Pramesti, 2022; Kumara et al., 2023; Luh Sri Damayanti, 2020; Suprastayasa et al., 2020; Witariadi et al., 2015). Every town has a unique potential that can be utilized to create tourism-related goods. Four categories of tourism are developed in Tabanan's tourist village: adventure, cultural, eco, religious, historical, religious, and natural tourism. In order to compete in tourism competitions, the variations in the tourism products that are owned might set them apart from other tourist villages.

Table 2. Distribution of Tourism Attractions in Tabanan

No.	Tourism Type	Name of Village
1.	Ecotourism	Nyambu
2.		Kukuh
3.		Tista
4.		Gunung Salak
5.	Natural Based	Antap
6.		Tua
7.		Lalang Linggah
8.		Wanagiri
9.		Lambung Kauh
10.		Sanda
11.		Tajen
12.		Tegal Mengkeb
13.	Cultural Based	Kerambitan
14.	Agricultural Based	Jatiluwh
15.		Megati

16.	Explorer	Antapan
17.		Munduk Temu
18.	Religious	Belimbing
19.		Cau Belayu
20.	History	Pinge
21.		Biaung
22.		Kaba Kaba
23.		Mengesta
24.		Bongan

Source : Nelsye Lumanauw et al. (2023)

Due to its hilltop location and proximity to the Batukau highlands and surrounding hills, the Bangkiang Sidem tourist village has the potential to grow as a tourism destination. In addition, the Subak irrigation system was implemented and is currently in place, managing this land as rice fields for the local population. Development in this area is challenging due to its hilly location. Compared to flat places, this offers greater potential for *Subak* conservation. Thus, the area's natural beauty is still preserved. As a result, this region has the potential to grow into a popular natural tourism destination. This tourism village is currently working to give visitors easy access. Through the construction of paved road access, this region was created with pedestrians in mind. This adds distinction to the tourist village of Bangkiang Sidem, which is not well-known to the general public.

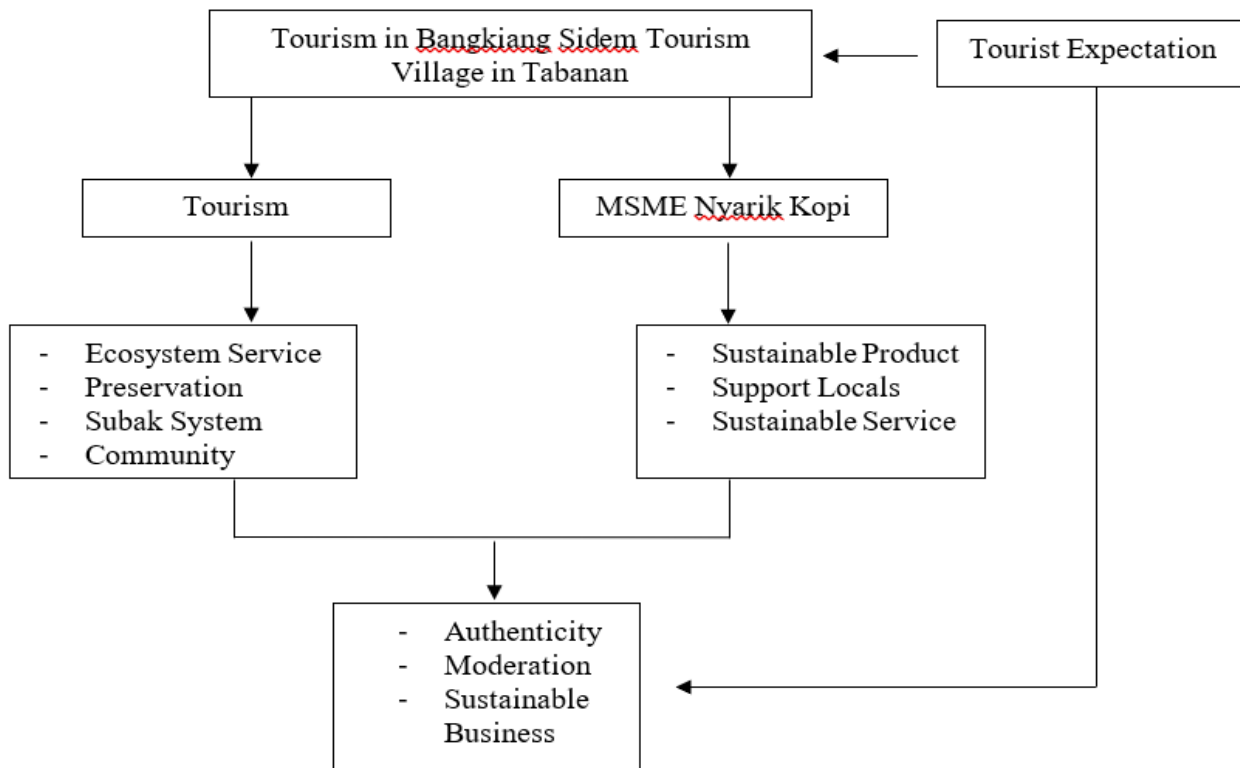
Since, the characteristics of destinations in Tabanan mostly emphasizing on their nature and environment, it leads to quite high level of competition. The winner destination which could attract most tourists in Tabanan is held by Jatiluwih Destination. According to the data from media (Yudha & Rolandus, 2024) number of tourist visitors in Jatiluwih reached 1.300 visitors (April 2024). This area was supported through community based tourism principle and meant to provide chance for local community to improve their life quality through tourism, gaining economics benefit and employment. Surely, this number is incomparable with other similar destinations in Tabanan. There is no supporting information found in any website of Tabanan governance nor in other publication. However, looking at this would give brief observation regarding how massive Jatiluwih can pull tourists to visit. It is inseparable with the exposure from media for a long time and brand image of UNESCO World Heritage Sites recognition. However, this fame leads this are to be the target of investor and become more touristy place. Tourist nowadays are looking for more authentic and less touristy place, surely to have peace and calmness. This situation then, offer chance to the other destination to manage their resources and establish a Tourism Village supported by locals with their local genius. Since, Jatiluwih Destination is a role model for other destinations in Tabanan, the tourist site development in this region is reflected to it. Furthermore, the concept, design and management are adopted in other destination. It caused the new destination as the destination dupe of Jatiluwih. These destination are including Bangkiang Sidem tourism village. Comparing the resources of these two, they have the same natural, social and environmental capitol. However comparing the tourism situation and condition, it is totally different. Then, this caused the management of Bangkiang Sidem to adopt tourism management in Jatiluwih and to raise their exposure by collaborating with their local SME

Natural Resource Management Collaboration

Sustainable development is seriously threatened by land modification, particularly when it comes to tourism. This industry has a significant impact on the strategic use of land for the development of vacation villas, as is the case in Bali right now. The difficulty Bali is currently facing is the proliferation of villa and hotel developments that are beginning to upset the equilibrium of its people's lives. Both tangible and intangible forms of change are possible. Intangible or not, the conversion of land affects how the surrounding community works. For instance, the agricultural community is currently changing as a result of the loss of rice-growing paddy fields (Miswanto & Safaat, 2018). The altered social and cultural order brought about by international tourism flows

then becomes the intangible influence. Other than the apparent economic gains, this is, of course, the last thing that society hopes for. However, this might even endanger the local economy if there is a chance that tourism-related hazards could materialize, as there was during COVID-19 a few years ago.

Diagram 1. Tourism Collaboration Model in Bangkiang Sidem Village, Tabanan



The prevention of dependency and exploitation resulting from the growth of tourism can be greatly aided by careful collaboration between the government, the community, and tourist players (Sari & Sitorus, 2021). According to (Musavengane & Kloppers, 2020), policy, community involvement, finance for work programs, devolution, resilience, and social capital are the main areas of attention for collaboration in tourist management. In addition, this partnership places a strong emphasis on community involvement and empowerment in managing their available natural resources. This attempts to preserve the resources we now have while allowing us to use them to produce financial gains while adhering to sustainable ideals. Later, this was also used in the Bangkiang Sidem Tourism Village's tourism management.

Managing the area's natural resources as a rice field area is one of the manager's functional responsibilities at the Bangkiang Sidem tourism hamlet in Tabanan. For the subak system, also known as traditional irrigation for rice fields, to function properly, proprietors of rice fields or subak members must be consistent with one another. Land conversion is the last option for reaping the benefits of the Subak system. This may obstruct the water's ability to go from one plot to another. The preservation of this area is greatly aided by community awareness, particularly among Subak members. The primary source of income for the local population is not far away. The subak chairman sets rules for the allocation of irrigation, timing, plant species, fertilizer, and other factors. As a result, planting is consistent, allowing for appropriate watering of rice fields.

Ecosystem services in this region are indirectly provided by Subak's conservation and preservation initiatives. In order to preserve the degree of land fertility, this traditional irrigation system offers regulatory services that control the flow in the rice field irrigation system. Services for biodiversity conservation are also offered by this service. The kinds of plants and fertilizers that farmers are permitted to use are likewise governed by the subak system. In order to preserve the soil fertility level and the integrity of the local ecology, this type of fertilizer uses organic fertilizer and reduces the usage of chemical fertilizers. The Subak system offers supporting services in addition to regulatory services, such as plant varieties that can be planted, nursery grounds, and locations for freshwater biota seeding.

A feature of traditional Balinese culture is the irrigation system known as Subak. Because of this, the Subak system may offer cultural services that are in line with social, environmental, and cultural norms. The system in Subak is intimately linked to Hindu religious beliefs in Balinese culture. Palemahan, Pawongan, and Parahyangan are the three ways that Tri Hita Karana is implemented in the management system. Maintaining positive relationships with fellow Subak members is crucial in the Subak system since they serve as pawongan implementers. In addition, this system requires that human-environment harmony be established as a means of transferring livelihoods and revenue streams that rely on environmental and natural resource protection. Finally, it is a way of bringing the relationship between God, who supplies all things in life, and humanity into harmony. The presence of the Subak structure, or temple, attests to this. To the extent that humans or Subak tribes can develop the area, boundaries and conservation are provided by the harmony and harmonization of interactions among these elements.

As previously mentioned, the community or human resources play a crucial strategic role in maintaining Tri Hita Karana during implementation. Human resources can significantly impact how this system should be operated by demonstrating a strong understanding of the significance of Subak ideals. This application adds value to the area's authenticity and preservation efforts, which are distinctive to the area. In addition, a significant factor is the general public's understanding of the value of protecting the environment. Managers of tourism villages use this authenticity value as a point of interest. In the current period of development, well-maintained and sustainable rice fields are hard to come by and are supported by the Subak system. Aside from that, keeping this area's growth level under control and its extent under control also significantly add to its allure. In addition, the area's topography—which is lower than the nearby highlands—and geographic location, which makes it challenging to provide tourist amenities, contribute to this attraction.

Together with natural capital and social support from the community for the area's sustainability, working with Nyarik Kopi MSMEs can help this tourist village succeed. As previously mentioned, one of the communities in Bangkiang Sidem village owns the straightforward coffee shop Nyarik Kopi MSME. The word "Nyarik" refers to "going to the rice fields," and the primary commodity this MSME offers is coffee, which is either brewed or made by hand. Simple, regional foods like boiled or fried bananas, cooked sweet potatoes, banana laklak, or characteristic Penebel market snacks are also available. In addition, these MSMEs lack the kind of sturdy physical infrastructure found in the Jatiluwih tourist village. Visitors are welcome to have a seat by the pathside or in the rice fields owned by the people of Subak. This company doesn't have any buildings or other extra facilities; it just sells grass mats. Other than that, this company was merely started with an outdated motorcycle, also known as a mobile coffee maker. Naturally, this business has no impact on development when it comes to that aspect. In addition, this company employs as little plastic packaging as possible to reduce the amount of garbage generated. The owner of this MSME is responsible for the waste produced by his business and is responsible for educating tourists or buyers of his products to keep the area clean.

The genuine and moderate tourist attraction is the result of the partnership between Nyarik Kopi MSME and the Bangkiang Sidem tourism village. In order to protect the place and maintain its unique traits, the people of Subak worked to build this image with a strong emphasis on authenticity. Aside from that, visitors, particularly those from urban regions, are deeply impacted by the preserved richness and biodiversity. In addition, Nyarik Kopi's emphasis on moderation or simplicity is demonstrated by the sustainable goods it offers, the locally produced goods it displays, and the eco-friendly services it offers through the provision of basic amenities and facilities. All of these factors contribute to the growth of tourism in the region. The way these two ideals are elaborated is a unique draw for visitors. In addition, this has the potential to produce a new, sustainable, and ecologically friendly model for tourism development.

Nyarik Kopi is lucrative for both parties when it comes to tourism organization and cooperation between tourist villages and MSMEs. The village benefits from the agreement or collaboration between the two parties, even though the Nyarik Kopi MSMEs fully absorb the earnings created by the MSMEs. This village receives taxes from the Nyarik Kopi MSME, parking fees, and admission tickets. After the region's entrance, this MSME is able to open its coffee shop in the tourist village area. Therefore, visitors must pay the admission ticket and parking costs, which are assessed at the area's beginning or entrance. In addition, visitors who bring cars can also be picked up and dropped off by the manager of the tourist town. This is due to the fact that only two-

wheeled vehicles are allowed entry to this tourist hamlet. The distance of ± 1 km between the Nyarik Kopi location and the parking lot supports this service as well. Thus, the Bangkiang Sidem tourist village and Nyarik Kopi MSMEs both gain from this. In addition, the high visibility of Nyarik Kopi MSMEs on social media contributes to the exposure of this tourist village region, meaning that each of these elements plays a part in the reasons that encourage travelers to come.

CONCLUSION

Both parties gain from the strategic partnership between Nyarik Kopi MSMEs and the Bangkiang Sidem tourist hamlet. A tourist attraction that can draw visitors is the moderation and authenticity that emerge from this partnership. The authenticity of the region, which is developed and maintained by subak groups and area managers, is elaborated in the moderation or simplicity of the products offered by MSME Nyarik Kopi. This is an important factor in developing and managing tourism in the area so that it can create sustainable tourism and preserve the environment.

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