



The International Conference on Small And Medium Enterprise Empowerment (ICSMEE) with the theme of “Enhancing Small Medium Enterprise Competitiveness Based on Creative Economy in Innovation Disruptions. ”

Abstract No.08

THE ROLE OF STAKEHOLDERS IN DEVELOPING LEATHER CRAFT SMALL AND MEDIUM-SIZED ENTERPRISES AS TOURISM ATTRACTION IN MAGETAN EAST JAVA INDONESIA

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ABSTRACT

Tourism has a symbiotic relationship with crafts. On the one hand, tourism contributes to crafts because it can support crafts revitalization. On the other hand, crafts have the potential to become unique enticement and support the diversification of tourism attractions. In addition, the existence of crafts contributes to tourism in creating travel experience. The synergy between tourism and craft industry in the form of craft tourism can create job opportunities, increase people's income, reduce poverty, and encourage regional economic development. This study aims to explore the role of stakeholders in developing leather craft industry as tourism attraction in Magetan East Java Indonesia. The research utilized descriptive qualitative method. The results showed that stakeholders who participated in the development of leather craft industry as tourism attraction in Magetan consist of primary, key, and secondary stakeholders. Primary stakeholders are the craftsmen and the entrepreneurs of leather handicraft. Key stakeholder is the Office of Industry and Trade as well as the Office of Tourism and Culture of the Magetan Government. Secondary stakeholders consist of private parties and the local community. All of the primary, key, and secondary stakeholders have their respective role in the development of leather craft industry in the area. The craftsmen and entrepreneurs have significant roles in improving the quality of leather handicraft products. The local government plays an important role in providing facilities ranging from transportation to access the leather craft industry centers to technical guidance for improving the competence of SMEs and craftsmen. The private parties and the local community have substantial role in creating conducive business climate and sound tourism atmosphere.

Keywords : *leather crafts, small-medium enterprises, stakeholders, tourism attraction*