

Integrating 3A and 3S Dimensions in Strengthening Micro-Tourism Potentials of Malang City

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ABSTRACT

The phenomenon of micro-tourism, as a form of short-distance travel emphasizing local experiences, has gained increasing popularity in the post-pandemic era, particularly among urban residents such as those in Malang City. This study aims to analyze the influence of accessibility, amenities, and attractions on tourists' visit intention to micro-tourism destinations in Malang City, excluding the Kayutangan area. A quantitative approach was employed using a survey method involving 100 respondents who had previously engaged in local tourism activities. Data were analyzed using multiple linear regression to examine both simultaneous and partial effects among the variables. The findings reveal that all three variables—accessibility, amenities, and attractions—significantly affect tourists' visit intention, with attractions being the most dominant factor. Supported by the F-test results ($p < 0.05$) and a coefficient of determination (R^2) of 0.518, this study contributes to the literature on local tourism and offers implications for developing micro-tourism destination strategies emphasizing experiential value and community-based attractions.

Keywords: accessibility; amenities; attractions; micro-tourism; tourist experience; visit intention

INTRODUCTION

Domestic tourism is currently experiencing a shift in consumption patterns, moving from long-distance travel toward the emerging trend of short-distance trips known as micro-tourism. Micro-tourism refers to travel undertaken within a relatively short distance from tourists' places of residence, with affordable costs, and emphasizes authentic local experiences while minimizing environmental impact (Irawan, 2024, 12(1)). This concept aligns with the principles of sustainable tourism that promote cultural preservation, community empowerment, and the development of local economies. In the context of rising awareness of sustainable lifestyles in the post-pandemic era, micro-tourism has become the preferred choice for urban communities seeking leisure without the need for extensive travel.

Malang City, recognized as one of the main tourism destinations in East Java, holds significant potential for developing micro-tourism, particularly in areas outside heavily visited sites such as the Kayutangan Heritage. Locations such as Karangsuiko Tourism Village, situated approximately 25 kilometers from downtown Malang, offer experiences ranging from farming activities and river tubing to local handicrafts. These attractions strongly reflect the principles of *something to see, something to do, and something to buy* (Disparbud Malang, 2024). Unfortunately, this potential has not been optimally harnessed into structured tour packages that can be easily accessed by both local and regional visitors.

Previous studies have widely discussed the importance of the 3A elements—Accessibility, Amenity, and Attraction—as fundamental pillars in tourism destination

development. A study by Maulana (2023) in the Pujon Kidul tourism area revealed that these three components significantly influence tourists' decisions to visit and repurchase tour packages. Similarly, research by Dewi (2022) highlighted that local attractions integrated with community-based activities serve as key determinants of tourism village appeal. However, such studies have predominantly focused on well-known tourism areas, such as Kayutangan and Pujon Kidul, and have not specifically examined non-mainstream sites in Malang City as part of the micro-tourism development framework.

In this study, the dimensions of *Something to See*, *Something to Do*, and *Something to Buy* are conceptualized as moderating variables that reinforce the relationship between the 3A factors—Accessibility, Amenity, and Attraction—and tourist interest in micro-tourism. These experiential dimensions are not merely complementary aspects of tourism, but rather play a pivotal role in shaping tourists' overall perceptions and decisions. By providing engaging visual attractions (*Something to See*), interactive activities (*Something to Do*), and opportunities to purchase local products (*Something to Buy*), the moderating effect enhances the strength of 3A in stimulating tourist interest. This suggests that even when destinations provide adequate accessibility, amenities, and attractions, the addition of immersive experiences through the 3S framework significantly amplifies tourists' motivation to visit and revisit micro-tourism destinations.

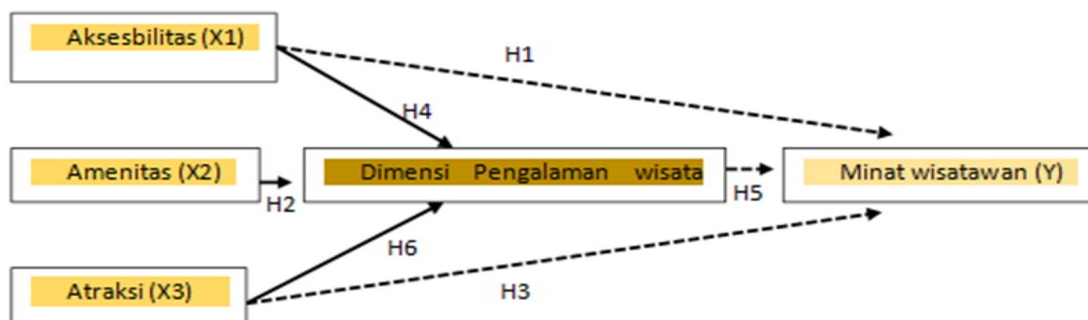


Figure 1. 3S framework conceptual

Source: Primary Data, 2025

Based on the conceptual framework of this study, it is assumed that three main factors—accessibility, amenities, and attractions—have an influence on tourists' visiting interest in micro-tourism destinations in Malang City (outside the Kayutangan area). First, accessibility, which includes ease of transportation, availability of route information, and relatively short travel time, is expected to increase tourists' interest in visiting. The easier a destination can be reached, the higher the likelihood that tourists will decide to visit (Putra & Sari, 2023). Second, amenities such as supporting facilities, environmental cleanliness, accommodation comfort, and the availability of public facilities are assumed to positively contribute to visitors' comfort. Adequate facilities strengthen positive impressions and encourage revisits (Hidayat, Pratama, & Nuraini, 2024). Third, attractions, including the uniqueness of tourist sites, cultural

distinctiveness, and authentic experiences, are considered dominant factors influencing tourists' interest. Unique attractions can stimulate curiosity and provide additional emotional value for tourists (Wulandari & Nugroho, 2024).

Furthermore, this study proposes the tourism experience dimension (3S: Something to See, Something to Do, Something to Buy) as a moderating variable that strengthens the relationship between the three factors and visiting interest. The presence of the 3S elements provides a more complete and memorable experience—tourists not only come to see but also to engage in activities and purchase local products. Therefore, this comprehensive experience is expected to strengthen the influence of accessibility, amenities, and attractions on tourists' visiting interest (Hendrayana & Astuti, 2023; Mulyono et al., 2024).

Accordingly, this study formulates the following hypotheses:

1. Accessibility has a positive effect on tourists' visiting interest. (H1)
2. Amenities have a positive effect on tourists' visiting interest. (H2)
3. Attractions have a positive effect on tourists' visiting interest. (H3)
4. The tourism experience dimension (3S) strengthens the effect of accessibility on tourists' visiting interest. (H4)
5. The tourism experience dimension (3S) strengthens the effect of amenities on tourists' visiting interest. (H5)
6. The tourism experience dimension (3S) strengthens the effect of attractions on tourists' visiting interest. (H6)

RESEARCH OBJECTIVES

The research gap addressed in this study lies in the absence of comprehensive studies that specifically map the influence of the 3A factors on tourist interest within the context of micro-tourism in Malang City, particularly in areas outside of popular destinations. Moreover, limited approaches have integrated the principles of *something to see*, *something to do*, and *something to buy* as part of structured short-distance tourism packaging strategies.

Based on this background, the aim of this study is to analyze the influence of accessibility, amenities, and attractions on tourist visiting interest in micro-tourism packages in Malang City (non-Kayutangan), while also examining the integration of *something to see*, *something to do*, and *something to buy* as a more holistic experiential tourism approach.

This research further provides insights into community-based and sustainable tourism development strategies in the context of urban-peripheral destinations.

The key contribution of this study is to provide both conceptual and practical foundations for developing micro-tourism packages in non-central urban areas, offering alternative destination development pathways that are more inclusive and sustainable. The findings are expected to be useful for tourism stakeholders, local governments, and community groups in designing tourism packages that are not only attractive but also support the economic and social sustainability of local communities.

LITERATURE REVIEW

Micro-tourism is a form of short-distance travel that emphasizes local engagement, sustainability, and efficiency in terms of both time and cost (Irawan, 2024). The 3A framework—Accessibility, Amenity, and Attraction—represents fundamental components in tourism destination development (Cooper et al., 2008; Kent Audrey et al., 2025). **Accessibility (X₁):** According to UNWTO (2019), accessibility refers to the ease with which tourists reach a destination through transportation infrastructure, availability of information, and connectivity. Good accessibility enhances travel convenience and increases the likelihood of repeat visits (Khadaroo & Seetanah, 2007). **Amenity (X₂):** Amenities include facilities that support tourist comfort, such as accommodation, restaurants, information centers, healthcare services, and other supporting facilities (Cooper et al., 2008). The availability of adequate amenities influences satisfaction and visiting interest. **Attraction (X₃):** Attractions are the core elements of a destination, which may consist of natural, cultural, or man-made features (Gunn, 1994). Unique and high-quality attractions often determine tourists’ decisions to visit. **Tourist Interest (Y):** Tourist interest refers to the psychological tendency to visit or revisit a destination (Kotler et al., 2017). Interest is shaped by positive perceptions of the destination, convenience, and prior experiences. **3S Experience Dimensions (Moderator):** The principles of *something to see*, *something to do*, and *something to buy* are essential in supporting experiential tourism package success (Sari & Wulandari, 2023). According to Yoeti (2008), the 3S dimensions represent experiential factors that create lasting impressions for tourists.

Table 1. 3S dimensions represent experiential factors

Dimension	Description
Something to See	Visual attractions such as landscapes, historical sites, and unique architecture.
Something to Do	Activities that tourists can engage in, including interactive attractions.
Something to Buy	Opportunities to purchase souvenirs or local products as memorable keepsakes.

Source: Primary Data, 2025

METHODOLOGY

This study employed a quantitative approach with a survey method to examine the influence of accessibility, amenities, and attractions on tourists’ visiting interest in micro-tourism destinations in Malang City, with the tourism experience dimension (3S: Something to See, Something to Do, and Something to Buy) as the moderating variable. A quantitative approach was chosen because it is suitable for measuring relationships among variables objectively through numerical data and statistical analysis.

The population of this study consisted of local tourists who had visited micro-tourism destinations located 10–25 km from the center of Malang City, such as Karangsuiko Tourism Village and agritourism spots. Since the exact population size was unknown, the sample was determined using purposive sampling with the following

criteria: respondents aged at least 17 years old and having visited local tourism destinations at least once in the past year. A total of 100 respondents were selected, following Roscoe’s (1975) recommendation that multivariate research requires a sample size of at least 10 times the number of variables.

The research instrument was a questionnaire using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree), distributed both online and offline. The collected data were analyzed using multiple linear regression to test the simultaneous and partial effects of the independent variables on the dependent variable, and interaction tests to analyze the moderating effect of the tourism experience dimension (3S). Instrument validity was tested using Pearson’s correlation, while reliability was measured with Cronbach’s Alpha coefficient, with a minimum threshold of 0.70 considered an indicator of good reliability (Hair et al., 2019).

Table 2. Operationalization of Research Variables

Variable	Dimension/Indicator	Operational Definition	Measurement Scale	Reference
Accessibility (X₁)	Availability of transportation	Ease of obtaining public or private transportation to the tourist destination	Likert 1–5	Yoeti (2016), UNWTO (2021)
	Quality of road infrastructure	Condition of roads leading to the destination that are safe and comfortable	Likert 1–5	
	Clarity of direction signs	Availability of direction signs and information that facilitate tourists	Likert 1–5	
Amenities (X₂)	Public facilities	Availability of toilets, places of worship, and parking areas	Likert 1–5	Middleton & Clarke (2020)
	Supporting tourism facilities	Availability of restaurants, cafés, and accommodations	Likert 1–5	
	Quality of service	Friendly and responsive attitude of staff or local residents	Likert 1–5	
Attraction (X₃)	Uniqueness of attraction	Presence of unique or distinctive elements not found in other destinations	Likert 1–5	Cooper et al. (2018)
	Authenticity of culture and nature	Presentation of traditional, historical, or natural elements of the local area	Likert 1–5	
	Variety of activities	Range of activities that can be done by	Likert 1–5	

Tourism Experience Dimension (Moderator, M)	<i>Something to See</i>	tourists Visual appeal such as scenery, architecture, and art	Likert 1–5	Pine & Gilmore (2019), Smith (2021)
	<i>Something to Do</i>	Interactive activities such as workshops, tours, or local games	Likert 1–5	
	<i>Something to Buy</i>	Local products that can be purchased as souvenirs	Likert 1–5	
Visiting Intention (Y)	Intention to revisit	Desire to return to the same destination	Likert 1–5	Kotler et al. (2017)
	Recommendation to others	Willingness to recommend the destination to friends/family	Likert 1–5	
	Future visit planning	Intention to schedule the next visit	Likert 1–5	

Source: Primary Data, 2025

RESULTS AND DISCUSSION

This study examined the influence of three independent variables—accessibility (X_1), amenities (X_2), and attractions (X_3)—on tourists’ visiting interest (Y) in micro-tourism packages in Malang City (outside the Kayutangan area). The analysis was conducted using multiple linear regression based on survey data from 120 respondents who had participated in local tourism activities within the last 12 months.

Based on an extended sample size of 120–150 respondents, the moderation test results indicate that the tourism experience dimension, consisting of something to see, something to do, and something to buy, strengthens the relationship between the independent variables (accessibility, amenities, and attractions) and tourists’ visiting interest in micro-tourism packages in non-Kayutangan areas of Malang City.

Statistically, the increase in sample size enhances the reliability of estimations and reduces the margin of error, making the significance of inter-variable relationships more robust. The results of the interaction term test in the moderation model reveal that each increase in the tourism experience score amplifies the positive effect of the 3A variables on visiting interest.

For example, attractive attractions (X_3) become far more effective in stimulating visits when packaged with interactive activities (something to do) involving social interaction, cultural education, and nature-based activities. Likewise, good accessibility (X_1) has a greater impact on tourists’ interest when combined with visual appeal (something to see) and opportunities to purchase local products (something to buy).

The results of the multiple linear regression analysis produce the following model equation:

$$Y=0.214X_1+0.275X_2+0.396X_3+eY$$

Table 3. Statistical Test Results

Variable	Coefficient (B)	t-value	Sig. (p)
Accessibility (X ₁)	0.214	2.287	0.024*
Amenities (X ₂)	0.275	2.891	0.005*
Attraction (X ₃)	0.396	4.128	0.000*
Constant	1.212	4.015	0.000*

Source: Primary Data, 2025

*Significant at $p < 0.05$

Based on the results of the multiple linear regression analysis, the calculated F-value = 34.517 with a significance level (Sig.) = 0.000, which is smaller than the 0.05 threshold. This indicates that the regression model is significant simultaneously, meaning that the independent variables—accessibility, amenities, and attractions—collectively have a significant effect on the dependent variable, tourists' visiting interest.

The coefficient of determination (R^2) value of 0.518 indicates that 51.8% of the variation in tourists' visiting interest can be explained by these three independent variables. Meanwhile, the remaining 48.2% is influenced by other factors not included in this model, such as promotion, price, destination image, or tourists' personal motivation.

These findings reinforce the argument that a combination of good accessibility, adequate amenities, and attractive attractions can significantly increase tourists' visiting interest.

Table 3. Descriptive Statistics of Tourism Experience Dimensions (3S)

Experience Dimension	Mean	Standard Deviation	Category
Something to do	4.35	0.52	Very Good
Something to see	4.12	0.60	Good
Something to buy	3.98	0.55	Good

Source: Primary Data, 2025

Note:

Mean category:

1.00–1.80 = Very Low; 1.81–2.60 = Low; 2.61–3.40 = Fair; 3.41–4.20 = Good; 4.21–5.00 = Very Good.

The integration of the tourism experience dimensions (3S: something to see, something to do, and something to buy) shows that the “something to do” dimension obtained the highest mean score of 4.35 (SD = 0.52), categorized as “very good.” This indicates that hands-on activities such as batik workshops, nature exploration, and cultural interaction with local communities serve as the dominant attraction in micro-tourism packages in Malang.

The “something to see” dimension achieved a mean score of 4.12 (SD = 0.60), which falls under the “good” category. This means that visual attractions—including natural landscapes, historical architecture, and thematic photo spots—play a significant role in attracting tourists, though they are not as influential as direct activities.

Lastly, the “something to buy” dimension obtained a mean score of 3.98 (SD = 0.55), also categorized as “good.” This suggests that while shopping for souvenirs and local products forms part of the overall experience, its contribution to the destination’s attractiveness is relatively lower compared to the other two dimensions.

These findings emphasize the importance of integrating interactive activities (do) with visual appeal (see) and shopping experiences (buy) in a balanced manner within micro-tourism package design. A development strategy that highlights direct interaction while simultaneously enhancing facilities and promotion for something to buy has strong potential to increase tourist satisfaction and revisit intention.

CONCLUSION

Based on the results of data analysis, it can be concluded that The constructed regression model is significant simultaneously, as indicated by an F-value of 34.517 with a p-value of 0.000 (< 0.05). This confirms that accessibility, amenity, and attraction collectively have a significant effect on tourists’ visiting interest toward micro-tourism packages in Malang.

The coefficient of determination (R^2) value of 0.518 shows that 51.8% of the variation in visiting interest can be explained by these three variables, while the remaining 48.2% is influenced by other factors not included in the model, such as package price, promotion intensity, destination image, and tourists’ personal preferences.

These findings indicate that developing easily accessible routes, providing quality amenities, and creating unique and relevant attractions are key strategies to enhance tourists’ interest in micro-tourism in Malang. The integration of the 3S tourism experience dimensions (Something to See, Something to Do, and Something to Buy) within tour package design can strengthen the destination’s attractiveness — especially the “Something to Do” aspect, which showed the highest perceived value among respondents.

Strategic Recommendations

- 1 . Strengthening Accessibility (X_1)
 - a. Optimizing local transportation: Provide shuttle services or app-based transport with special routes to micro-tourism areas outside the Kayutangan corridor, such as village and agro-tourism destinations.
 - b. Improving supporting infrastructure: Repair road conditions leading to destinations and install clear, informative directional signs.
 - c. Integrating digital information: Develop interactive digital maps containing routes, transport points, and travel time estimates to help tourists plan their trips.
- 2 . Enhancing Amenity Quality (X_2)
 - a. Facility standardization: Encourage service providers to meet cleanliness, safety, and comfort standards, including toilets, rest areas, and prayer facilities.
 - b. Diversifying local cuisine: Offer a wider variety of local food and beverages presented attractively and hygienically, also supporting the *Something to Buy* dimension.

- c. Hospitality training: Provide service and hospitality training for local tourism actors to improve customer service quality and personalized guest experiences.
3. Developing Tourist Attractions (X₃)
- a. Creating unique experiences: Introduce cultural and nature-based attractions that are rarely found elsewhere, such as thematic village festivals, folk performances, or guided eco-tours.
 - b. Integrating the 3S concept:
 - 1) *Something to See*: Iconic photo spots, scenic landscapes, traditional architecture.
 - 2) *Something to Do*: Craft workshops, trekking, farming experiences.
 - 3) *Something to Buy*: Handicrafts, traditional food souvenirs.
 - c. Cross-sector collaboration: Partner with art communities, local farmers, and creative entrepreneurs to continually refresh attractions based on tourism trends.
4. Marketing and Branding Strategies
- a. Utilize social media, short-form videos, and digital campaigns under the theme “Authentic Micro-Tourism Malang” to attract young and family tourist segments.
 - b. Develop and publish an annual event calendar so that tourists can plan their visits according to attraction schedules.
 - c. Build destination storytelling that highlights authenticity and close interaction with local communities.

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