

PROCEEDING

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ICONHOSTS

INTERNATIONAL CONFERENCE ON
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TOURISM DIPLOMA PROGRAM
UNIVERSITY OF MERDEKA MALANG
EAST JAVA-INDONESIA

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FOREWORD

Assalamualaikum wr.wb.

International Conference on Hospitality and Tourism Studies ICONHOST 3 held by Diploma of Tourism Universitas Merdeka Malang. It is an absolute privilege to stand before you today as we embark on this exciting journey of knowledge sharing, collaboration, and innovation.

ICONHOST 3 brings together brilliant minds from Indonesia, Thailand, and the Philippines, all driven by a common goal – to explore, discuss, and advance the frontiers of hospitality, sustainable tourism, and innovation. In a rapidly changing global landscape, where the way we travel, explore, and provide hospitality services is evolving at an unprecedented pace, our collective efforts become more crucial than ever. From sustainable practices that protect our planet to cutting-edge technologies that enhance guest experiences, this conference promises to be a catalyst for transformation.

ICONHOST 3 isn't just about information exchange; it's about forging connections and fostering collaboration. We encourage you to engage in lively discussions, network with your peers, and take advantage of the platform to share your own insights and experiences.

I would like to express my heartfelt gratitude to organizing committee, speakers, and participants for making this event possible. Together, we will chart the course towards a more sustainable, innovative, and inclusive future for the hospitality and tourism industry.

So, without further ado, let's embark on this incredible journey together at ICONHOST 3. I wish you all an enriching and inspiring experience.

Thank you, and let the conference begin!

Wassalamualaikum wr wb.

PREFACE

Tourism today is an organized activity, which serves a variety of travelers entertainment needs, but at the same time brings financial resources to the places that receive visitors. Therefore, the process of tourism development is largely related to what a place has to offer in terms of natural and cultural resources and services, and is a positive economic process which brings financial resources to the place that develops it. Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry .

Indeed, there is clearly a significant overlap between the two, and many of the businesses and services that cater to tourists also cater to travelers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes, staying at their destination for at least one night, and returning. By contrast, tour and activities industry has a wider scope, covering more travel purposes and durations.

Keynote Speaker

Social Value Tourism Through Sustainable Tourism

Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE

Social values are defined as standards, which individuals and social groups employ to define personal goals and essentially shape the nature and form of social order in a collective i.e., what is acceptable and not acceptable, what ought or not to be, what is desirable or nondesirable. Social Value refer to socially collective beliefs and systems of beliefs that operate as guiding principles in life. Social Value is not just about creating projects that have a big impact but also looking at what we can do individually day to day; for example how we treat the people we come in contact with, how we look after all living things (animals, insects and trees/plants) and what we can do to lower carbon emissions which contribute to climate change etc.

Keynote Speaker

Tourism Trends 2023 “Sustainable Tourism”

Assistant Prof. Dr. Noppadol Dharawanij

Sustainable tourism has become an essential part of our industry, and tour operators are at the forefront of this movement. In a recent expedia survey, 90% of consumers said they look for sustainable options when vacationing. This means there is significant demand for sustainable travel providers. Furthermore, euro-monitor international reports that “73.8% of travel executives see increased interest in sustainability from their customers in 2022.” As an added bonus, people who want to travel sustainably are also inclined to visit off-the-beaten-path destinations for a more authentic and sustainable experience, which can be an incredible opportunity for companies operating in emerging destinations. All around the world, mass tourism has been linked to environmental degradation, the depletion of natural resources and an increase in pollution. Many destinations have chosen to implement various kinds of taxes to help offset the negative impacts of over-tourism, while travel companies and hotels have looked at ways to reduce emissions associated with overnight stays and food consumption.

Keynote Speaker

Sustainable Tourism in Malang, Indonesia: Challenges and Opportunities

Dr. Andini Risfandini, S.E., M.Sc

Sustainable tourism implementation in Indonesia is a topic of great importance due to the country's rich natural and cultural resources. The government of Indonesia has recognized the potential of tourism as a major economic sector and has made efforts to promote sustainable tourism development (Anele, 2021). Sustainable tourism aims to balance the environmental, social, and economic aspects of tourism to ensure long-term benefits for local communities and the preservation of natural resources (Uchiyama et al., 2022). Sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders (Risfandini & Sunardi, 2017).

Keynote Speaker

Update on Sustainable Tourism Development in the Food Service Sector in the Philippines

Assoc. Prof. Rodolfo E. Cabardo

Update on sustainable tourism development in the food service sector in the Philippines needs to be considered is the importance of sustainable tourism in the food service sector, paying attention to key initiatives and recommendations for further development in the food service sector can be seen from key reasons, crucial sustainable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and environmental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

The Role of Quadruple Helix in Improving Innovation of Culinary Business

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ABSTRACT

The number of food and beverage SMEs in East Java with a total of 746,732 occupies the second highest position in Indonesia. But unfortunately, during the pandemic, food and beverage SMEs (both packaged food and beverage home industries as well as coffee shop businesses, depots and cafes) experienced an average decline of 63%. Even, most of them experienced decreases of sales, but they can survive in their business. This research aims to analyze the effect of Quadruple Helix (media, community, academics and governments) in improving innovation of MSME's. The population in this study were members of the Samudra Jaya group of MSMEs. The Samudra Jaya MSME group was established in 2020. The number of registered members is 45 business actors. The respondent sample was taken from active members with a total of 30 business actors. Data analyzed used a regression method. The result shows that the community and academics have a significant effect in improving innovation of MSME's.

Keyword: Academics, Community, Government, Innovation, Media, MSME's

Introduction

Based on data from the Ministry of Cooperatives and Small and Medium Enterprises (Kemenkop and UKM), 1,875 cooperatives and 163,713 MSME actors were affected by the Covid-19 pandemic [1]. The number of food and beverage MSEs in East Java occupies the second highest position in Indonesia with a total of 746,732. In particular, in the field of food and beverage SMEs (both home industries and coffee shop businesses, depots and cafes) in East Java, East Java experienced an average decline of 63% [2]. The condition of uncertainty due to the pandemic, which has forced the Government in each region to periodically issue PPKM policies, according to the level of conditions for the spread of Covid-19, has caused MSME actors to experience ups and downs in income. Based on the survey results of Windhyastiti, it is known that at level 4 of PPKM (WFH 100%), most business actors (37%) experienced a decline of sales more than 50%, while at level 3 (WFH 50%), most business actors (43%) experienced a decrease of sales as 25% to 50% [3]. Therefore, to help maintain the sustainability of the culinary business, one of which is a collaboration between various parties, including academics, government, communities and media (Quadruple Helix). The result of Windhyastiti *et al*, shows that the role of academics, government and communities is needed to help the sustainability of small business actors. [4]. Even, most of SME's experienced decreases of sales, but they can survive in their business. This research aims to analyze

the effect of Quadruple Helix (media, community, academics and governments) to improving innovation of SME's.

Literature Review

In accordance with the context of research in the field, the Quadruple Helix model is certainly more relevant when compared to the Triple Helix model because there are more than three actors (universities, government, industry). The fourth actor is the community who is often also referred to as the user. Based on Delman and Madsen (2007), the fourth helix actor leading to the Quadruple Helix structure is an independent, non-profit and member-based organization [5]. Even Yawson (2009) states that innovation creates because of the needs of users (user-driven innovation) so that users are then formalized as the fourth helix [6]. Triple Helix is conceptually defined as an approach that shows that the emergence of innovation creates from the existence of reciprocal, balanced, and sustainable relationships between business people, government and academics, and how they transform through these relationships [7]. Furthermore, this model developed into a Quadruple Helix with the addition of media as the 4th helix [8] [9] [7]. Meanwhile, Carayannis & Campbell (2012) define the fourth helix into two things, namely the first is media and culture, and the second is the participation of civil society in producing innovation and knowledge. The Quadruple Helix model needs a more strategic community involvement. The role of the community is positioned as an important source of innovation. As a concept, the Quadruple Helix is actually a development of the Triple Helix by integrating civil society and integrating knowledge and innovation [10]. This is also in line with the results of Mulyaningsih's research addressing the fourth helix as a community with the main role of encouraging the innovation process, by creating demand for goods and services [11]. Other research states assistance that provided by the business community for the culinary creative economy creators is indeed correlated with the birth of innovation by the creative economy creators in order to improve the quality of their production that meets consumer satisfaction [12].

The result of Windhyastiti et al, shows that the role of academics, government and communities is needed to help the sustainability of small business actors [4]. The results of Muzaqi and Hanum's research in a tourist village in Trenggalek City, show that the Quadruple Helix synergy is the important capital in generating creativity and innovation [13]. Likewise, research in the MSME sector in Malang City also shows the Quadruple Helix Model, being a feature that allows the presence of more optimal and effective innovations between actors in the helix [14]. Other research states the partnership between intellectuals, government, and business needs in enhancing the creativity and capabilities of innovation of SMEs environment [15].

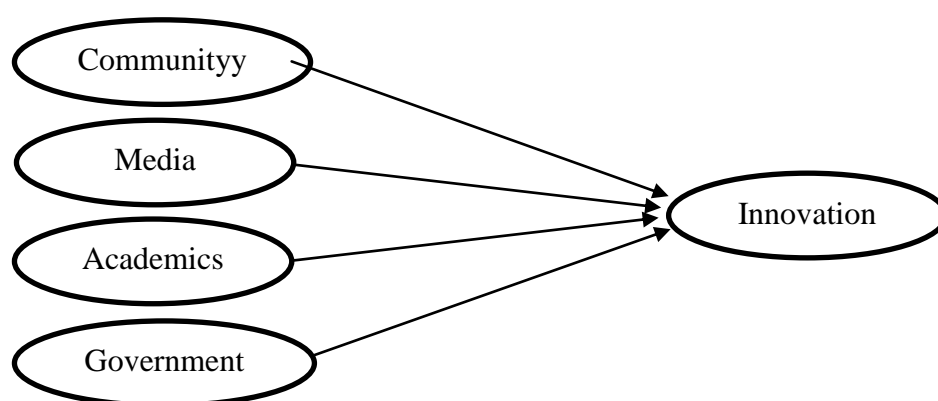


Figure 1. Conceptual Framework

Based on based on relevant theoretical concepts and previous research, the hypothesis is formulated:

H1: Community has a significant effect on innovation

H2: Media has a significant effect on innovation

H3: Academics has a significant effect on innovation

H4: Government has a significant effect on innovation

Methodology

Respondents in this study were members of the Samudra Jaya group of SMEs. The Samudra Jaya MSME group was established in 2019. This MSME group accommodates small business actors engaged in fish processing such as shredded tuna, catfish nuggets, shrimp dumplings, catfish rambak, catfish amplang, catfish bone sticks, tuna tofu and others. . The number of registered members is 45 business actors. The sample of respondents was taken from active members with a total of 30 business actors. Data analyzed used a regression method.

Results and Discussion

Respondent's Description

Table 1. Business Age

Business Age	Total	%
< 2 years	2	7%
2 - 4 years	8	27%
4 - 6 years	9	30%
6 - 8 years	6	20%
8 - 10 years	3	10%
> 10 years	2	7%
Total	30	100%

Based on Table 1, the majority of business actors have been in business for 4 to 6 years (30%) and only 2 business actors have been in business for more than 10 years. Meanwhile, when viewed from the average turnover of income per month (Table 2), most of the business actors (46.7%) have an average income < 2,500,000; 33% of the business actors have an average income of Rp. 2,500,000 to Rp. 5,000,000 per month and only 2 business actors have income above Rp. 10,000,000

Table 2. Average of Income per Month

Average of Income per Month (Rp)	Total	%
< 2,500,000	14	46.7
2.,500,000 - 5,000,000	10	33.3
5,000,000 - 7,500,000	4	13.3
7,500.,000 - 10.000.000	2	6.7
> 10,000,000	30	100.0
Total	30	100%

Based on Table 3, show that most of business actors (63.3%) could increase their sales after the pandemic (9% increase < 25%; 26.7% increase 25% until < 50% and 6.7% increase > 50%).

Table 3. Sales Data after Pandemic

	Number	(%)
No increase	11	36.7
Up < 25%	9	30.0
Up 25% until <50%	8	26.7
Up > 50%	2	6.7
Total	30	100.0

Result of Data Analysis

Based on Table 4, shows : 1) The community has a significant effect in improving innovation of MSME's (sig = 0.029 < 0.05); 2) The media have no significant effect in improving innovation of MSME's (sig = 0.469 > 0.05); 3). The academics have a significant effect in improving innovation of MSME's (sig = 0.037 < 0.05); 4) The government has no significant effect in improving innovation of MSME's (sig = 0.882 > 0.05)

Table 4 Analysis Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.864	4	2.466	18.484	.000 ^b
	Residual	3.336	25	.133		
	Total	13.200	29			

a. Dependent Variable: Inovation

b. Predictors: (Constant), Government, Media, Community, Academics

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.250	.648		-.386	.703
	Community	.463	.199	.414	2.325	.029
	Media	.134	.182	.100	.735	.469
	Academics	.445	.202	.411	2.202	.037
	Government	.024	.163	.021	.150	.882

a. Dependent Variable: Inovation

Discussion

Based on survey, most of MSME's in the Samudra Jaya Group make innovations. Some of the innovations made were making new variants such as tuna fried rice seasoning, fish noodles, making several packaging sizes, changing plastic mica packaging to vacuum packaging and conducting online marketing.

Based on data analysis, show that the community has a significant effect for improving innovation of MSME's in the Samudra Jaya Group. this is because in the community regular meetings are held to discuss business development and new ideas for product development. This result relevant with research of Imanto et al [16]. This research states that knowledge is an important factor in creating innovation. To obtain knowledge, SMEs should collaborate with community networks, universities, and the government, which is referred to as an innovation ecosystem. This is also in line with the results of Mulyaningsih's research addressing the fourth helix as a community with the main role of encouraging the innovation process, by creating demand for goods and services [11]. Other research states assistance that provided by the business community for the culinary creative economy creators is indeed correlated with the birth of innovation by the creative economy creators in order to improve the quality of their production that meets consumer satisfaction [12]. In the community aspect, marketing cooperation which can be done for example through media social community (web, Instagram). It can also cooperate in the form of joint purchasing of raw materials

(to get a cheaper price if you buy in larger quantities) or also joint storage of inventory (e.g. if frozen product that is stored in the refrigerator will save electricity costs).

Based on data analysis, also show that academics have a significant effect in improving innovation of SME's. This is because in group meetings, academics are sometimes involved. Often group members also receive invitations to seminars or training from related government service to share knowledge from academics. Academics also help provide insight into product development trends in the future. Universities are potentially great resources for corporations for developing new technology and products. In recent years, there have been more reasons for these two types of organizations to collaborate for mutual benefit. In a dynamic global economy, this has become critically important as evidenced by the experience in Finland. Small firms, on the other hand, interact with universities for the development of technology related to their core and ancillary business areas. Small firms generally lack munificence of resources and so try to make the best utilization of any available resources [17]. Other research states intellectuals have a positive significant effect to capability of innovation [15].

In addition, the community can also be a forum for bridging cooperation or approaches with the government and academics. As with the elements in the Quadruple Helix, it will be more optimal if collaboration is carried out between academics, government and communities. This is because the government's involvement in providing assistance has proven to increase the competitiveness of MSMEs [14] [18]. In this case, the government will play a role in collaboration between the various parties [18]. The partnership between intellectuals, government, and business needs in enhancing the creativity and capabilities of innovation of SMEs environment [15]

Conclusion

The result shows that the community and academics have a significant effect in improving innovation of MSME's. This is because in the community regular meetings are held to discuss business development and new ideas for product development. Based on data analysis, also show that academics have a significant effect in improving innovation of SME's. This is because in group meetings, academics are sometimes involved. Often group members also receive invitations to seminars or training from related government service to share knowledge from academics

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