

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.

GenZ Tourist Behaviour towards the Selection of Instagramable Tourism Objects in Malang

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ABSTRACT

Choosing tourist attractions made by tourists through social media is more interesting and makes a new phenomenon in traveling. The purpose of this study is to determine the motivation and behavior of gen Z tourists in choosing tourist attractions through social media. Qualitative research with descriptive data, and using field observations and interviews with sources in collecting data for research. The results showed that respondents have motivations related to signs at tourist attractions, and Instagram as social media that has a significant influence on the process of determining the selection of tourist attractions.

Keyword: Gen Z, Motivation, Tourist behaviour, Attraction selection, Instagram

Introduction

Background

The Tourism sector is one of the industries that can provide an increase in a country's economy such as increasing foreign exchange, creating jobs and increasing income. [1] Indonesia also prioritizes foreign exchange earnings through tourism. Kemenparekraf strives amid the challenges of the global economy, the economy began to grow 5.31 percent, which is the highest national growth rate since 2013. They, in 2022, targeted tourist arrivals of only 3.6 million, it turns out that foreign tourists succeeded at 5.5 million, this was also matched by the number of Nusantara tourists reaching 703 million in the same year. In 2023, the Parekraf target exceeded the expected target by doubling foreign tourists to 7.4 million while Nusantara tourists reached 1.4 billion. Foreign exchange in 2023 reached 2.07 billion US dollars. [2]

Malang City, apart from being an Education City, is also a tourist destination, many interesting tourist attractions are found in Malang such as Historical Tourism Objects (Temples and Museums) reaching 3,917 domestic tourists, Religious Tourism Objects (Tombs and Mosques) reaching 4,247 domestic tourists, Cultural Tourism Objects (Polowijen, Padepokan Topeng Malangan, Tunggulwulung Culture School) reaching 2,190 domestic tourists, Artificial Tourism Objects (Thematic Village, Waterpark, reaching 523,950 domestic tourists and 9,809 foreign tourists.

The actual meaning of a tourist is someone who visits a country that is not their place of residence. Tourists have another meaning, namely people who travel from their place of origin to

travel to other places with the aim of enjoying the trip [3]. In the Indonesian Law Number 9 of 1991, it is said that tourists are people who carry out tourism activities. In fact, in travelling, there are always groups of tourists who have a high selling value in organising tourism, such as groups of tourists consisting of young tourists (gen Z), there are groups of tourists consisting of women (women's organizations such as recitation, family gathering, to socialites) and groups of social media users called *netizen*. The decision to choose a tourist attraction in the past was based on information from the recommendations of people who had come to the tourist attraction, by going to a travel agency to get information, brochures and even newspapers but now get the information they get via the internet and make a tourist visit in fact, motivation is often not realized by a person himself [4]. The thoughts related to visiting motivation will arise if there are these three elements 1. Individual thinking, 2. Acquire experience, and 3. Get information related to the location of the tourist destination. In the end, a person's travel motivation is very important because the main factor in choosing a tourist attraction or buying a product is due to the consideration of a person's motivation in making travel decisions. The beginning of the trip is done briefly with other motivations such as the fulfillment of psychological desires and making careful travel plans or motivation from oneself to appreciate one's own achievements.

Social media provides a new touch in the world and makes all information easily available to its users, with the internet it is very helpful and makes it easier to interact and communicate such as sharing pictures and news to sending messages in this case can build a wide network that has an impact on yourself and also society. There are findings related to social media users in 2023 recorded social media users in Indonesia reached stating that social media users such as Instagram, Youtube, Whatsapp, Facebook to Tiktok applications. At last, this research is based on the background that to be studied, namely the motivation that makes tourists think of travelling and choosing tourist attractions based on social media.

Research Objectives

This research has variables and the first variable is motivation with restrictions, namely escape, relaxation, play, strengthening family bonds, prestige, social interaction, romance, educational opportunities, self-fulfillment and wish fulfillment. The second variable in measuring the experience of travelling through Instagram social media is Self-Centred Motivation/Intrinsic Motivation, which is the personal expectations of travellers that lead to broader self-centred motivation and Community-Related Motivation/Extrinsic Motivation, which is motivation that focuses on the expectations of travellers regarding the possible impact of online experiences in virtual communities

or other social media users regarding the possible consequences of sharing online experiences in virtual communities or other social media users to help the community achieve goals.

Literature Review

Consumer Behaviour

Knowing consumers needs to understand and know consumer behaviour as a manifestation of activities on the human soul, so that it can be said that consumer behaviour is literally a decision-making process in determining activities on oneself so that they can physically evaluate and use goods and services. [3]

Tourist behaviour can be categorised through several stages, namely 1. Acquiring, Searching and Buying Stage, 2. Consumption Stage by using and evaluating, 3. Post-Purchase Action Stage, 4. Decision Making. The nature of tourist behaviour is 3, namely 1. Tourist Behavior is Dynamic, 2. Tourist Behavior Involves Interactions, 3. Tourist Behavior Involves Exchange. So it can be interpreted that the behaviour of tourists in carrying out their activities by starting and ending a trip can determine how they travel. Meanwhile, psychologically, tourist motivation and behaviour have a phase where before travelling tourists have more stimulation and recognition of motivation in themselves followed by the phase after travelling tourists will return to the place where they live and bring the experience to be stored and remembered and given back when asked. [5]

Travel motivation

Travel motivation can influence tourist decisions in choosing tourist attractions and can find out the factors that can arise from each tourist, from several sources stating that the formation of travel motivation there are several types, namely Push and Pull Factor, escape, relaxation, play, strengthening family bonds, prestige, social interaction, romance, educational opportunity, self-fulfilment and wish fulfillment [6]. Push Pull Factor is a motivation that must be owned by tourists because it relates to an internal push that can provide choices about pleasure and even tranquility in life, for the pull in the form of external encouragement desired by tourists in this case related to the environment, culture, culinary to language. Broadly speaking, the push factor is something that cannot be seen but can be felt by tourists and the pull factor is something that arises from an interesting thing when visiting the object.

Gen Z

The generation born between the 1990s and early 2000s is called Generation Z or the Post-Millennial Generation, the general factors of generation Z tourists are a) Want to get new experiences, which means that these people value experience more than money, are more interested in new cultures, trying food, and visiting unique and new places, b) Social Media Influence, social media is the main benchmark in travelling by gen Z tourists armed with Instagram and Tiktok, they will be motivated to visit tourist attractions, c) Education and personal growth, by getting new things, gen Z tourists get more of what they want such as volunteer work experience, looking for opportunities to learn anything so that they get the life goals they want, d) attachment to other people, gen Z tourists are more open in accepting new people such as like staying in cheap hotels and interacting with other tourists who aim to get new social, e) Avoiding Stress, gen z tourists are more susceptible to pressure therefore by traveling they want to get rid of the pressure from school, work and daily routines by doing this they can get new strength. [7]

Methodology

This research uses a qualitative descriptive approach. The informants explored are gen Z vulnerable to the age of 18-25 years old and students who do not even work or have jobs such as part time and they as a research site in Malang city. Data collection techniques were carried out by interviewing through several examples of material from the informants and literature review for related data.

Results and Discussion

Malang City is the second largest city after Surabaya and Malang is famous as Malang City of Flowers. There are 24 Thematic Villages scattered at several points in Malang city, all of which have charm and uniqueness in their management and appearance. One of the areas in the city of Malang that has interesting vibes for tourists to visit, both local and foreign. In this case the author tries to explain some of the data that has been obtained from informants regarding generation z's travel motivation, such as the results of the gender percentage by looking at table 1, the comparison between men and women is visible, although it is not clearly visible.

Table 1. Gender

	Total	Percentage
Men	38	47
Women	42	53
Total	80	100

Source : data processed, 2023

Table 2 describes the type of work. Students are 75% more than part-time workers as seen in table 2.

Table 2. Occupation

	Total	Percentage
Student	65	75%
Part-time worker	15	25%
Total	80	100

Source : data processed, 2023

In Table 3 explains the type of social media use. There are three social media studied, namely Instagram, Youtube and Facebook media, being the three electronic social media most widely used by respondents. In other words, informants who are gen Z fulfill their social needs using the three popular social media.

Table 3. Social Media

Media Sosial	Total	Percentage
Instagram	113	54 %
Facebook	77	26 %
Youtube	62	20 %
Total	252	100 %

Source : data processed, 2023

In Table 4. There were some informants who stated that they did not like tourist trips and the rest liked holiday activities. Data from informants received by researchers are then classified into table 4. Researchers included the reasons why Generation Z travelled.

Table 4. Gen Z reasons for doing tourism activities

1. To release stress
2. Discovering new things
3. Gen Z's hobby is travelling
4. Enjoying the view
5. Social relation as a human being

Travelling is a great stress reliever, some people travel to experience history and culture and to taste new foods, but also to relax and escape from everyday stresses. Travel should be organised to involve transport and accommodation, ultimately a person chooses where to go on holiday with the destination they are visiting. Relax, learn, explore and gather experiences on every trip. Some interesting destinations that can be viewed via Instagram in Malang City:

Table 5. Destinations in Malang City

No	Name	Type	Instagram	Post
1.	Amazing Malang	Information media	@amazingmalang	8.652
2.	Malang Heritage	Landmark & historical places	@malang.heritage	4.521
3.	Exploremalang	Media	@exploremalang	4.860
4.	Kuliner Malang	Directory of Culinary in Malang	@malangfoodies	3.492
5.	Katalog Malang	News & Media websites	@katalogmalang	1.665
6.	Pariwisata Malang	Share about Malangraya tourism, culinary and events	@pariwisatamalang	1.738

Source: Social media data, 2023

The average in conducting a tourist trip and tourist activities based on the number of places posted in a tourist information account. There are three types of tourist behaviour, namely Dynamic Tourist, Involves Interactions Tourist and Involves Exchange Tourist, there are two types of tourist behaviour such as tourist activities that choose to visit cultural tourist attractions in Malang city called dynamic tourists where this type of tourist uses the opportunity to travel when there is a schedule of cultural activities because it is in accordance with the purpose of doing tourism. Malang City has cultural attractions that attract local and foreign tourists because it has a schedule of activities in accordance with the calendar of events in the area that will carry out cultural activities.

The next tourist behaviour is the activities of tourists who in conducting tourism activities prefer tourist objects on artificial tourism, usually called Involves Exchange Tourist, these tourists enjoy more artificial tourism in the city of Malang such as culinary tours, historical buildings, heritage complexes and public facilities that are used as tourist visit areas, where the essence of this type of tourist is to interact and build relationships with the surrounding environment so as to create emotional closeness. From the information collected, it is stated that tourists are not interested in natural tourism because they cannot create an intensive relationship and prefer artificial tourism because tourists can choose what they want related to tourist attractions which cannot be separated from the availability of facilities and infrastructure.

The motivation of tourists who are very dominant in travelling is escape and relaxation which has the most influence on tourism decisions because psychological factors also affect motivation, perceptions, attitudes and beliefs. While consumption activities are carried out because they are based on needs, but if it is said explicitly for symbolic reasons such as honour and prestige. And it can be interpreted that society is an active consumption that prioritises values, symbols and signs as the main motive. As with the phenomenon of social media such as Instagram, which is the revival of the tourist attraction industry that can bring tourists only by seeing the beauty of posts in the form of photos that can make tourists able to do activities at tourist attractions.

Conclusion

Instagram as a platform that can change tourists' perceptions of tourist attractions so that it can influence tourists to take a tour, with the many posts made on Instagram making it easier for tourists to make choices. It can be said that Instagram is a reference for tourists in determining tourist attractions even though they only get satisfaction through photos and through this they can also group types of tourists. Tourists who can be grouped in this study based on Instagram patterns are tourists who like cultural activities, namely dynamic tourists and activities related to artificial tourism activities, namely Involves Exchange Tourist. The tourist environment is also a determinant to be able to determine the choice of attractions according to the wishes of tourists.

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