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ICONHOSTS

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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 inemerging 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 sustaiable 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 sustainble food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

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

IMPLEMENTATION OF LUNPIA APPLICATION AND PENTAHELIXCOLLABORATION IN SMART TOURISM DESTINATION OF SEMARANG CITY

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ABSTRACT

In supporting efforts to improve the economy in Indonesia, tourism is one of the leading sectors that has an important role in it. In addition, culinary, lodging, entertainment, and attractions also contribute to increasing income in Indonesia. However, the development of these things, especially in Semarang City, is currently facing considerable challenges with the rapid development of information technology. Through information technology in this digital era, we as smart tourism can easily access and get the maximum information related to the destination we want to visit. The presence of this technological sophistication gave rise to the idea for the Semarang City culture and tourism office to launch a digital platform called the Lunpia Application in 2020 as an integrated tourism information center that is expected to help promote interesting places in Semarang City. This Lunpia mobile application contains pentahelix collaboration which is a strategic step and innovation in providing public services in various sectors. So, this research will map the pentahelix collaboration in the development of the Lunpia Application in Semarang City which makes it easier for tourism to find interesting things in Semarang City.

Keyword : Smart tourism, Lunpia Semarang, Pentahelix Collaboration

Introduction

Background

Indonesia is a country that has innovative regional tourism potential. Tourism potential both from nature, culture, art, culinary and so on. Semarang City is one of the cities that has tourism potential which until now has become the pride of the region. Especially in the tourism sector which plays an important role in the nation's economic development. This can be seen from the more advanced economic level of areas that have tourism potential. In addition, an increase in the number of

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tourists in Semarang City can contribute to an increase in regional income. Tourism development efforts in Semarang City are based on the diversity of tourist attractions offered such as cultural, religious, heritage, culinary, and natural tourism. This is also supported by complete infrastructure such as airports, train stations, terminals, and toll roads that facilitate access for tourists to Semarang City. With the increase in revenue through the tourism sector, it has made a significant contribution tonational economic development. Tourism development is realized by implementing a tourism development plan that takes into account the diversity, uniqueness, and distinctiveness of culture andnature as well as human needs for travel. One of the tourism development strategies launched by the government is through the application of the pentahelix model.

The pentahelix model was first reported by the Minister of Tourism Arif Yahya, which was then formulated into the Ministerial Regulation of Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. The pentahelix model seeks to encourage the tourism sector and tourism system by increasing the role of business, government, community, academic, and media to create the value of tourism benefits as well as benefits and benefitsfor society and the environment. Pentahelix is a socio-economic development model that encourages a knowledge-based economy to pursue innovation and entrepreneurship through collaboration and beneficial partnerships between academia, government, industry, and entrepreneurs (Tonkovic, Veckie, & Veckie, 2015).

The existence of this pentahelix model encourages the Semarang City government to publish various information about the conditions and interesting things that must be visited through web pagesand social media such as Instagram. However, not only through social media promotion, the SemarangCity Government also launched an application commonly referred to as the Lunpia Application. However, the app, which was launched in 2020, has not been widely recognized by the public, especially the people of Semarang itself. So, from some of the descriptions that have been presented, the main thing that becomes the goal in this study is to introduce the existence of the Lunpia Application so that it can be recognized by the wider community and is well received for its benefits that make it easier to find tourist and culinary destinations in this atlas city.

Research Objectives

Lunpia is a digital platform by the Semarang City Culture and Tourism Office which aims to facilitatetourists in finding interesting things in Semarang City. So, the objectives of this research are :

1. Developing the use of Lunpia Application to the wider community, especially residents of SemarangCity.

2. Analyzing the contribution of pentahelix in the use of Lunpia Semarang Application as tourismdevelopment and economic improvement in Semarang City.

Literature Review

1. Travelers

In accordance with Article 5 of the United Nations Economic and Social Council Resolution No. 870, a tourist is any person who visits a country that is not his or her usual place of residence, forany reason whatsoever, except to engage in work that is paid for by the country he or she visits. Tourists are people who travel from their place of residence to visit other places by enjoying the trip from theirvisit. Meanwhile, Indonesian Law Number 9 of 1990 defines tourists as people who carry out tourism activities. Based on the definition of visitors above, there are parts that are included in it, namely:

1. Tourists are temporary visitors who stay at least 24 hours in the country they visit.
2. Traveler (exursionist) is a temporary visitor who stays less than 24 hours in the country he/she visits(including travelers on cruise ships).

2. Smart Tourism

The presence of technology in efforts to improve the Indonesian economy has created a new environment known as "Smart Tourism". Smart tourism is a concept of applying digital technology that is used to provide effective and efficient information and services to tourists, starting from accessing relevant and up-to-date information. about travel destinations, lodging, transportation, events, restaurants and other activities, and to get recommendations tailored to their interests and preferences.

Smart tourism is a platform used to increase the selling value of tourism by integrating information and communication technology that has an impact on the economy and improving tourismservices. According to Gretzel (2011), smart tourism is a step in the evolution of informationtechnology in tourism where the physical dimensions and governance of tourism enter the digital realmand reach a new level of intelligence. In addition, smart tourism in a destination can be said to be a smart destination if it meets five characteristics, namely connectivity through web-based applications,

tourists play a role in destination content, improve the travel experience through the latest technology, social interaction, and improve social and environmental sustainability.

Semarang City, as the capital city of Central Java Province, has various destinations ranging from tourism, culture, entertainment, to culinary. With a variety of diverse destinations, Semarang City needs technological developments to be able to develop its tourist destinations. In this case, the Semarang City Government through the Semarang City Culture and Tourism Office as a Regional Apparatus Organization (OPD) which is an implementing element of regional government affairs in the field of Culture and Tourism based on Mayor Regulation Number 80 of 2016, launched a digital tourism platform application called "Lunpia".

3. Lunpia App

Semarang City is one of the cities with the highest number of tourists in Indonesia. With the large number of tourists visiting Semarang City, Semarang City is one of the cities that has implemented a smart city policy. This policy was implemented starting in 2013. As an implementation of the smart city policy, the Semarang City Culture and Tourism Office launched the Lunpia Application which has easy access to information about industrial facilities and creative economy in Semarang. As a manifestation of the smart city policy, Lunpia App becomes one of the integrated information centers for Semarang City tourism which is certainly equipped with various interesting features such as the explore feature to various tourist attractions, audio guide feature, trans Semarang transportation access feature, and nearby location feature which will certainly greatly support and facilitate tourists in finding interesting places in Semarang City. In addition, the Lunpia Application can also be utilized at tourism business field as a place to promote products or events for free on the Lunpia App. This application has collaborated with Angkasa Pura, Joglo Semar (transportation company), tourism, and creative economy such as performing arts, photography, and graphic design. In addition, this application also opens opportunities for tourism businesses to promote their tourism business free of charge or free of charge.

4. Pentahelix Collaboration

In managing and developing tourism potential, a coordination and collaboration is needed in developing tourism potential, where the collaboration is called Pentahelix collaboration. Pentahelix model collaboration is one of the strategies launched by the government in tourism

development. The collaboration of the pentahelix model is very important in the development of tourism objects because it can provide benefits and benefits to the community and the environment with good integration so that it can create quality activities, facilities, services, as well as experiences and the value of tourism benefits.

According to (Rampersad, Quester, & Troshani, in Halibas, Sibyan, and Maat, 2017) the role of pentahelix collaboration has the aaim of innovation and contributes to regional socio-economic progress. Furthermore (Aribowo, 2019) said that in creating orchestration and ensuring the quality of activities, facilities, services, creating experiences and the value of tourism benefits in order to provide benefits and benefits to the community and the surrounding environment, it is necessary to drive the tourism system through optimizing the role of business (business), government (government), community (community), academic (academics), and media (media publications) or commonly referred to as BGCAM.

Methodology

In this study, the authors chose a type of qualitative approach that isa descriptive in nature using analysis. Qualitative research is research that is used to investigate, discover, describe, and explain the qualities or features of social influences that cannot be explained, measured, or described through a quantitative approach. Because with a qualitative approach, the researcher tries to explain a phenomenon as deeply as possible by showing the importance and detail of the data under study. This research collects data from sources related to the implementation of smart tourism. In addition, this research also analyzes the content of applications, websites, and social media related to smart tourism in Semarang City.

Results And Discussion

Analysis of pentahelix collaboration in Lunpia App

Lunpia Application is an application implemented by the Semarang City Culture and Tourism Office which aims to provide facilities that make it easier for tourists to find information about tourist destinations and also about tourism industry facilities and creative economy in Semarang City. The Lunpia application was created to help local and international tourists when exploring the city of Semarang. This application provides information on tourist attractions, culinary experiences, hotels, entertainment, events and public transportation available on the Apple App Store and Google playstorestarting July 25, 2020.
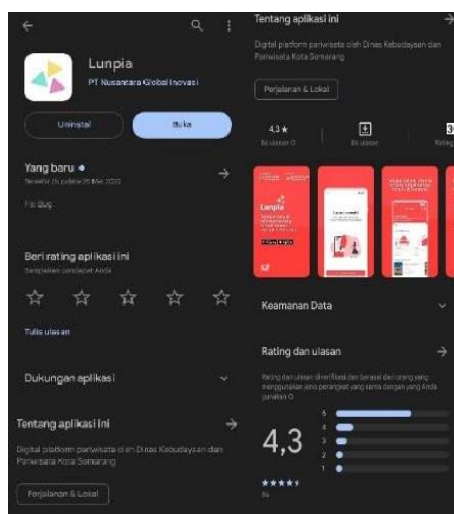
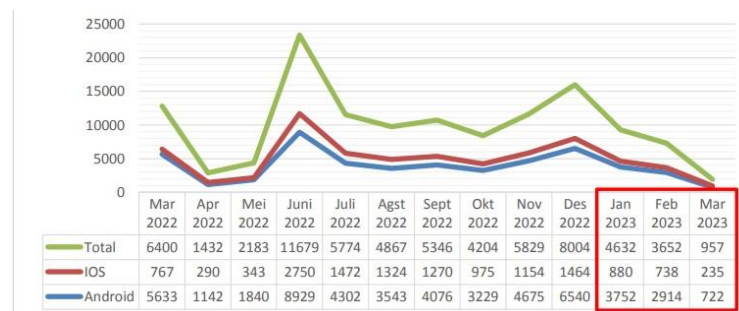**Pict. 1 Lunpia App Search on Google Play Store**

Since the launch of the Lunpia Application in mid-2020, the Lunpia Application has become aintegrated information center for Semarang City Tourism which is equipped with various features, including Semarang City tourism, Semarang City culinary, hotels and inns in Semarang City, entertainment, attractions, and events in Semarang City, audio guide, directions with Trans Semarang,nearby location, and augmented reality guide.
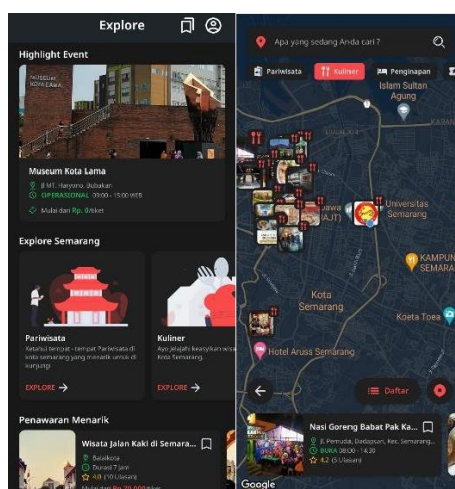
Pict. 2 Front Page and Menu on the Lunpia App

Since its launch in 2020 until now, the use of the Lunpia Application has fluctuated or fluctuated in the past year, where the peak occurred in the last three months which showed a very significant decrease in the number of downloaders. This decline occurred due to the lack of

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publication by the Semarang City Culture and Tourism Office in promoting the Lunpia Application.

	Mar 2022	Apr 2022	Mei 2022	Juni 2022	Juli 2022	Agst 2022	Sept 2022	Okt 2022	Nov 2022	Des 2022	Jan 2023	Feb 2023	Mar 2023
Total	6400	1432	2183	11679	5774	4867	5346	4204	5829	8004	4632	3652	957
IOS	767	290	343	2750	1472	1324	1270	975	1154	1464	880	738	235
Android	5633	1142	1840	8929	4302	3543	4076	3229	4675	6540	3752	2914	722

Pict. 3 Data on the number of Lunpia App users

Based on data from the Semarang City Culture and Tourism Office on the number of Lunpia Aplication downloaders in the past year, starting from March 2022 - March 2023, there were 64,959 downloaders, where the number of downloaders via android became the most downloaders who downloaded the Lunpia Application, which amounted to 51,297 downloaders, while for the number ofLunpia Application downloaders via IOS as many as 13,662 downloaders.

In its development, the use of the Lunpia Application collaborates with the pentahelix model built for the development of digital-based public service innovations on the Lunpia application launched by the Semarang City Tourism and Culture Office. The pentahelix approach is used as an analytical tool in this research.

The implementation of the pentahelix model in the development of tourism areas in SemarangCity as one of the cities with tourism destinations that are visited by many tourists has a lot of tourism potential that is very good to develop. This Lunpia application is one of the applications for access toSemarang city destinations themselves such as the Old City Museum tour or others.

The Semarang City Tourism Office explained that the concept of implementing the pentahelix model is a coock concept in the development of the Semarang City tourism area as one of the cities with many destinations. With the use of this pentahelix model, not only one sector is in it. However, the private sector in this pentahelix model has the role of being an enabler. The private sector is an entity that runs a form of business to form added value and provide defense for

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continuous growth. The private sector can have the role of an enabler to provide capital and technology infrastructure. From the change to the digital era, it can provide assistance to tourism development to be more efficient, effective, and productive.

Of all the authenticity that exists in the Lunpia Application is one element that must be used when you want to travel to Semarang. Interesting places in the city of Semarang can be reached with the application. Now that the digital era has arrived, it is appropriate to use a digital system that suits the potential target of tourists, namely millennials. The digitalization era is very good in supporting the process of advertising tourist destinations. The existence of the Lunpia App is expected to bring burning popularity as a destination in Semarang.

Conclusion

The Department of Culture and Tourism in Semarang City should carry out optimal planning in managing and developing tourist attractions by creating a sustainable program, making short, medium and long-term targets as guidelines or benchmarks for targets to be achieved. Semarang City Tourism Office, made efforts to increase the number of tourists by using digital strategies. The smart city concept with the Lunpia Application is a strategic effort to increase domestic and foreign tourists. For the Semarang City Culture and Tourism Office, digital efforts have been carried out optimally enough, it would be better if the introduction of the Lunpia application to the general public needs to be increased, so that more people use it when they want to do traveling activities in the city of Semarang.

Acknowledgement

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