

# PROCEEDING

## **INTERNATIONAL CONFERENCES ON HOSPITALITY & TOURISM STUDIES ICONHOSTS 2023**

**ICONHOSTS**

INTERNATIONAL CONFERENCE ON  
HOSPITALITY AND TOURISM STUDIES  
(ICONHOSTS)



TOURISM DIPLOMA PROGRAM  
UNIVERSITY OF MERDEKA MALANG  
EAST JAVA-INDONESIA

## TABLE OF CONTENT

### FOREWORD

### PREFACE

### KEYNOTE SPEAKER

- Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE..... 1
- Assistant Prof. Dr. Noppadol Dharawanij. .... 2
- Dr. Andini Risfandini, S.E., M.Sc. .... 3
- Assoc. Prof. Rodolfo E. Cabardo,..... 4

OPTIMIZING TRADITIONAL SPORTS TOWARDS AN ECOEDU SPORT TOURISM  
DESTINATION IN MUNCAR VILLAGE, SEMARANG REGENCY ..... 5  
*Khoiril Anam, Fajar Awang Irawan, Nurdian Susilowati, Muhammad Muhibbi.*

THE EFFECT OF SERVICES, OBJECTS AND TOURISM ATTRACTION AND  
FACILITIES ON TOURIST SATISFACTION IN UMBUL SIGENDANG KAPILALER ..... 18  
*Hamas Faza.*

DIFFERENCES IN HEALTHY LIFESTYLE AND HEALTHY FOOD CONSUMPTION  
AMONG MILLENIALS AND GENERATION Z IN JAKARTA ..... 31  
*Baskoro Harwindito , Nafitri Eka Lestari, Vera Fortuna.*

TRAVEL EXPERIENCE USING GOOGLE MAPS IN SEMARANG CITY TOURISM  
DESTINATIONS ..... 45  
*Anies Nor Kholidah, Shofif Sobaruddin Akbar, Inayatur Rosidah, Fitriya Anwar.*

EVALUATING INTER-TOURISM FACILITY ACCESSIBILITY USING ISOCHRONE IN  
BATU CITY ..... 52  
*Rizal Brilliant Nugraha, Faris Daffa Dzulfiqar, Ayu Fitriatul 'Ulya.*

DEVELOPMENT OF BATUKAANG TOURISM VILLAGE BASED ON AGROEDUHERITAGE  
THROUGH CULTURAL HERITAGE DOCUMENTATION, STRENGTHENING TOURISM  
AWARENESS AND ORGANIC FARMING TRAINING ..... 59  
*I GD Yudha Partama, I Ketut Widnyana, Putu Edi Yastika, Gusti Ngurah Yoga Semadi.*

KAYUTANGAN HERITAGE MALANG DISABILITY FRIENDLY TOURISM  
DEVELOPMENT USING TECHNIQUES SWOT ANALYSIS APPROACH ..... 71  
*Rhiza E.Purwanto, Lidiawati.*

THE EFFECT OF BRAND SATISFACTION TO BRAND LOYALTY AT HOTEL  
BOROBUDUR JAKARTA ..... 83  
*Valentina Happy Vanesa, Novida Juniaty.*

PROMOTION OF CITY SPORTS AND TOURISM BRANDS THROUGH DIGITAL  
MARKETING STRATEGIES IN BOGOR REGENCY ..... 94  
*Almas Nabili Imanina, Muchammad Satrio Wibowo.*

|   |     |
|---|-----|
| DEVELOPMENT STRATEGY FOR BOON PRING TOURISM WITH SNOWBALL SAMPLING ANALYSIS APPROACH.....                                       | 106 |
| <i>Ayu Fitriatul 'Ulya, Gilang Sandhubaya, M. Danang Setioko.</i>   |     |
| EFFECT OF MENU VARIATIONS, PRICES AND THE ATMOSPHERE OF THE PLACE ON CUSTOMER LOYALTY .....                                     | 115 |
| <i>Reny Puspitasari, Ani Puspawigati, Aprilia Rachmadian.</i>   |     |
| IMPLEMENTATION OF LUNPIA APPLICATION AND PENTAHHELIX COLLABORATION IN SMART TOURISM DESTINATION OF SEMARANG CITY .....          | 127 |
| <i>Mukhammad Rio Adi Mansyah, Shofif Sobaruddin Akbar, Dinar Krismaretya, Tessa Adrian Valrostama.</i>                          |     |
| "ARCHITECTURE AS A TOURIST ATTRACTION: EXPLORING ICONIC BUILDINGS WORLDWIDE" .....  | 136 |
| <i>Adisti Safrilia, Muhammad Danang Setioko, Gilang Sandhubaya, Alwin Lasarudin, Rulli Krisnanda.</i>                           |     |
| TOURISTS INTEREST IN VISITING THE "LEUWI HEJO" TOURISM ATTRACTION SENTUL BOGOR .....  | 145 |
| <i>Nicko Gana Saputra<sup>1</sup>, Reni Sulistiyowati<sup>2</sup>, Kezia Roselin Teresa<sup>3</sup></i>                         |     |
| STAKEHOLDER COLLABORATION MODEL FOR SUSTAINABILITY OF "PEKARANGAN PANGAN LESTARI (P2L)" PROGRAM .....                           | 150 |
| <i>Umu Khouruh<sup>1</sup>, Christina Sri Ratnaningsih<sup>2</sup>, Bayu Rahayudi<sup>3</sup></i>                               |     |
| THE ROLE OF QUADRUPLE HELIX IN IMPROVING INNOVATION OF CULINARY BUSINESS .....  | 158 |
| <i>Irany Windhyastiti<sup>1)*</sup>, Umu Khouruh<sup>2)</sup>, Eko Aristanto<sup>3)</sup>, Syarif Hidayatullah<sup>4)</sup></i> |     |
| GEN Z TOURIST BEHAVIOUR TOWARDS THE SELECTION OF INSTAGRAMABLE TOURISM OBJECTS IN MALANG.....                                   | 166 |
| <i>Irwan Yulianto<sup>1</sup>, Anisa Zuhria Sugeha<sup>2</sup>, Atyanta Rahma Mahiru<sup>3</sup></i>                            |     |



## **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.

## TRAVEL EXPERIENCE USING GOOGLE MAPS IN SEMARANG CITY TOURISM DESTINATIONS

*Anies Nor Kholidah<sup>1</sup>, Shofif Sobaruddin Akbar<sup>2</sup>, Inayatur Rosidah<sup>3</sup>, Fitriya Anwar<sup>4</sup>*

*Universitas PGRI Semarang*

*Aniesnor0@gmail.com*

### ABSTRACT

Semarang City has a strategy to improve facilitation, regulation and encourage tourism development. Regional regulation no. 11 of 2012, one of which is using information technology. This research is an effort to understand the use of location-based information technology used by tourists when traveling. Studying this aims to define the travel experience using geographic location-based technology, specifically Google Maps. The results show that the use of Google Maps in Semarang city increases the understanding of space and location in tourist destinations. Geolocation service users can spatially connect the destinations that visitors want to visit. Users can also experience Google Maps directly with the place they want to go. Users can distinguish the destination object from each departure place. Users do not get lost easily, because they find shortcuts and know interesting places around them and can enjoy the trip more. The overall travel experience is better after using location-based services and has a positive impact on the travel experience

**Keyword:** Geographic Information System, Tourism, Google Maps

### Introduction

### Background

Information and Communication Technology affects the tourism industry. The influence of technology and information in the form of what types of travel are offered, sales distribution and consumption affects the travel decision recovery process (Liu et al., 2016). The development of the Internet and its applications has now developed very rapidly and on a large scale. The Internet can be interpreted as a very large room that contains various types of flexible information. The Internet is used for different things ranging from education, commercial, political, entertainment and promotion. The internet is a collection of information that is very useful for all institutions. information can spread easily from one area to another in just a few seconds (Nurislaminingsih, 2020). This greatly facilitates communication in this advanced age. However, if information is not managed properly, of course it International Conference on Hospitality and Tourism Studies (Iconhosts) 2021 will

cause negative things. Tussyadiah & Zach (2012) argue that the use of geo-based technology when traveling can add experiences with more diverse elements at the destination.

Tourism is a trip taken by a person or group of people in search of entertainment that requires a fee and is a satisfying and comfortable trip (Tourism, 2013). But over time, tourism has evolved from a simple activity intended to eliminate boredom into a lifestyle and even a necessity of life, while a tourist destination is just a place used to carry out tourist activities, in the form of natural attractions and buildings. Natural attractions can be beaches, mountains, rivers, and others. While tourist attractions can be in the form of historical sites, museums, and others.

According to (Tung & Ritchie, 2011), the main role of tourism planners is to facilitate the development of destination environments to increase opportunities for tourists to create their own memorable travel experiences. The government must ensure that tourists are satisfied with their trip to the destination city. Baiquni (2009) argues that the nature of tourism is dynamic and requires open understanding and flexible management. Tourism managers must continue to monitor the times. Information and communication technology in the form of e-tourism can help city authorities (policy makers, private sector, institutions, NGOs) promote city activities, and tourist attractions (Grandi in Bruinsma & Kourtit, 2011).

Semarang City has a high cultural and tourism background, which also makes this city a city used for vacation or tourism purposes. With its status as a global tourist attraction, of course, it must have supporting facilities such as information on tourist attractions and locations, supporting facilities such as ATMs, hotels and transportation to support mobility. However, currently the information is still difficult to access due to the absence of an inadequate management system. In addition, in Semarang City there are also many tourist destinations that have not been introduced to the public.

The experience of using information and communication technology systems in Semarang City has become something fun to learn. Therefore, the purpose of this research is to describe the use of Google Maps in interesting travel in Semarang City

### **Research Objective**

Semarang City has a high cultural and tourism background, which also makes this city a city used for vacation or tourism purposes. With its status as a global tourist attraction, of course, it must have supporting facilities such as information on tourist attractions and locations,

supporting facilities such as ATMs, hotels and transportation to support mobility. However, currently the information is still difficult to access due to the absence of an inadequate management system. In addition, in Semarang City there are also many tourist destinations that have not been introduced to the public.

The experience of using information and communication technology systems in Semarang City has become something fun to learn. Therefore, the purpose of this research is to describe the use of Google Maps in interesting travel in Semarang City

## **Literature Review**

### **Geographic Information Technology**

Geographic information system (GIS) is a specialized information system for data management containing spatial information. The geographic information system is an information system in the form of graphic directions as an interface. Geographic Information System (GIS) is also known as the first geographic information (GIS) in 1960 aimed at solving these problems (Wahyudi, & Astuti 2019). 40 years after the development of GIS, its purpose was only to discuss geographic problems but this has spread to various areas such as epidemics (dengue fever) and crime analysis (riots) (Suharjanto Utomo, 2021).

Geographic information system data is very important and crucial data, the data has two types, including spatial data and attribute / non-spatial data. Spatial data is data that describes a spatial dimension, spatial data has several things including points, lines, and polygons (Jayusman, Y. 2020). The problem is the simplest graphical representation. This representation is dimensionless but can be identified on a map and can be displayed on a control screen. On a large scale, point symbols are often used to describe the location of a city, the location of a building or other objects. The dot format is characterized by a single coordinate, no length and no width. Examples of accident locations, tree locations, building locations. A line is a linear shape that connects several points or at least two points. Often used to describe A-dimensional objects. Examples of using straight lines in GIS are road networks, waterways, telephone networks, etc. A line is characterized by the coordinates of its start and end points, with length, without area. Examples of line formats: road, river. Polygonal shapes are often used to represent a two-way object. Land use area of a place is an entity often depicted from polygonal shapes.

Attribute data is spatial data description data that usually contains text. Attribute data can be described in two ways, namely Qualitative and quantitative. In a qualitative description, the attribute data will explain the type or classification of objects. While in terms of quantity, it contains property data that is described according to the level (Hamdani, 2021).

## **B. Tourism**

Year 1190, Tourism Law No. 9 explains that tourists are people who carry out tourism activities. According to their origin, tourists are divided into two parts, namely domestic tourists and foreign tourists (Maulana, 2016). Domestic tourists are people who live and settle in the country and travel to countries other than their country of residence. Tourists are individuals or groups who travel for medical business holidays or religious visits or study tours. If they travel and leave their place of residence for a while, they can be said to be a tourist. In addition, tourists have a purpose when they travel, such as recreation, business, etc. in tourist destinations.

## **C. Google Maps API**

International Conference on Hospitality and Tourism Studies (Iconhosts) 2021 Google Maps API (Application Programming Interface) is a user interface application that is accessed through JavaScript to display Google Maps on the web page being built (Hamdani, & Utomo, 2021). The knowledge needed to develop the Google Maps API is HTML and JavaScript, while the map is provided by Google. Google Maps API is a Google feature that can be used to add maps using JavaScript. The Google Maps API provides many functions and utilities for managing maps and adding content to maps through various services.

## **Methodology**

In this study, the authors chose a qualitative approach. Qualitative research methods are methods based on the philosophy of postpositivism or enterpretatif, used to research natural object conditions, data collection techniques are carried out in triangulation (combined observation, interviews, documentation), the data obtained tends to be qualitative, data analysis is inductive / qualitative, and research results are to understand meaning, understand uniqueness, construct phenomena, and find hypotheses.

## **Results and Discussion**

### **Analysis of the Use of Google Maps on Tourist Needs**

Travelers choose Semarang City as a tourist destination for various reasons, such as historical and cultural tourism, culinary tourism and nature tourism. Semarang City has several tours that fulfill various interests. A large number of tourists can have a positive economic impact on the destination, but it can also cause problems such as crowd pressure on the environment and disturbance to local residents, therefore good management of mass tourism is very important to maintain a balance between benefits and negative impacts.

The use of Google Maps can be a valuable tool for tourists, providing a range of features to help navigate planning and exploration. In addition, Google Maps shows how busy a location is at a particular location to avoid crowds and plan accordingly.

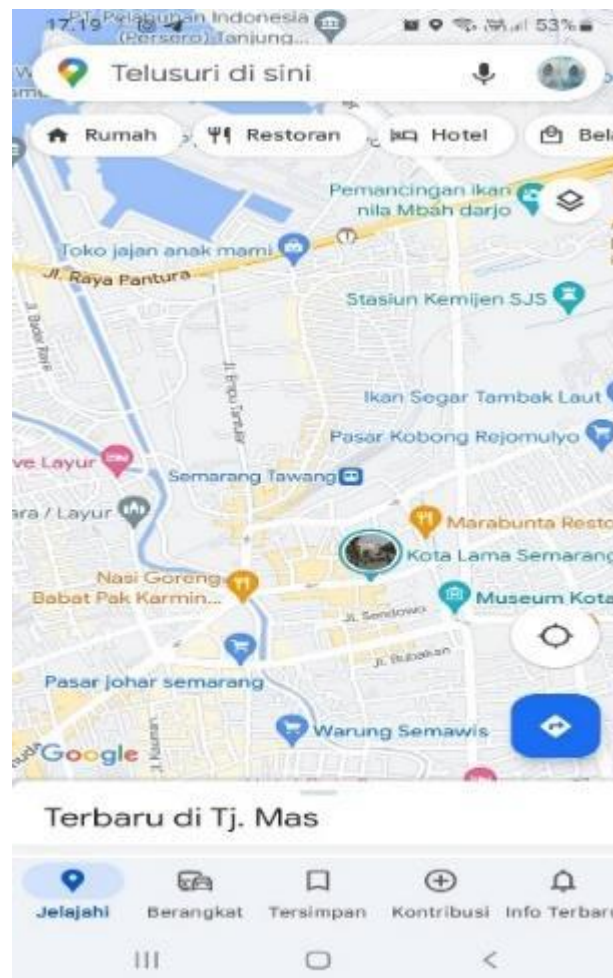


Figure 1 Maps view

Maps Rating in Google Play is the ability for users to rate and review the Google Maps app in the Google Play Store. Users can give a star rating from 1 to 5 and write a review about the app. Some of the things that can affect the map rating on Google Play are the quality of the app's features and performance, navigation speed and accuracy, and ease of use. Maps ratings



on Google Play can help other users choose the best navigation app and also help developers to improve the quality of their apps.

We recommend that tourists before doing traveling activities, look at google maps first in order

to find suggestions for the fastest and most appropriate tourist locations.

### **Conclusions**

From this it can be concluded that the use of Google Maps for traveling with the aim of finding travel routes, and finding locations in that place. The use of Google Maps can help make the traveling experience better. This application provides complete information about varioustourism destinations, such as addresses, opening hours, and visitor reviews. This allows travelers to better plan their visit. Google Maps also provides real-time traffic updates, so travelers can avoid traffic jams and reach their destinations more effectively. Google Maps can also help tourists discover hidden or lesser-known places that may not be listed in traditional tourist guides. The use of Google Maps in Semarang City can improve the travel experience of tourists by providing easy access to important information and helping tourists explore the city with more confidence.

### **Advice**

By using Google Maps, users can obtain more complete and accurate information about tourist attractions in the city of Semarang and its surroundings. In addition, users can also get a more enjoyable and efficient travel experience by using the features available on Google Maps. By using these features, researchers can maximize the travel experience using Google Maps in Semarang city destinations.

### **References**

- [1] Baiquni, M. (2017). *Traveling Experience Using Google Maps in Yogyakarta Tourism Destinations*.
- [2] Jurnal Bumi Indonesia, 6(3), 228731. International Conference on Hospitality and Tourism Studies (Iconhosts) 2021
- [3] Hamdani, M. A., & Utomo, S. (2021). Geographic Information System (Sig) for Bandung City
- [4] Tourism Using Google Maps Api and PHP. *Journal of Information and Communication Technology*, 11(1).

- [5] Hermawan, Y. A. (2020). *Fire Risk Identification of Residential Settlements in Tamansari Village*
- [6] Bandung (Doctoral dissertation, Universitas Komputer Indonesia).
- [7] Jayusman, Y., Apriadi, D., & Silviyani, Y. (2020). *Web-based Geographic Information System for*
- [8] Housing Distribution in Cianjur Regency. *Journal of Information and Communication Technology*, 9(2), 18-22.
- [9] Maulana, A. (2016). The effect of foreign tourist visits and archipelago tourist trips on tourism sector employment in Indonesia. *Journal of Indonesian Tourism: Journal of Indonesian Tourism Research and Development*, 11(1), 119-144.