

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

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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.

EVALUATING INTER-TOURISM FACILITY ACCESSIBILITY USING ISOCHRONE IN BATU CITY

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ABSTRACT

Batu City, situated in East Java, Indonesia, has emerged as a increasingly popular tourist destination for both local and international travelers. Its natural beauty, rich history, and diverse tourism facilities have positioned Batu City as a favored destination for those seeking unique and diverse travel experiences. In the tourism industry, accessibility is a critical aspect, referring to the ability to connect tourists with various attractions and tourism facilities within the city. The objectives of this research employ a spatial approach, utilizing isochrone methods as the primary tool for evaluating tourism service coverage. The analysis using a 5-minute isochrone map indicates that the entire area of Batu City is encompassed by tourism facility services. The 10-minute isochrone map shows a broader service area compared to the 5-minute range and already covers the entire network of Kota Batu. Recommendations based on this analysis include determining public transportation stopping points that can enhance the comfort of tourists during their journeys. However, this study has limitations, as the isochrone analysis only considers travel distance without accounting for road width and traffic congestion.

Keyword: Isochrone, City, Tourism Facilities

Introduction

Background

Batu City, located in East Java, Indonesia, has become an increasingly popular tourist destination for both local and international travelers. Its natural beauty, rich history, and diverse tourism facilities have made Batu City a favored destination for those seeking unique and diverse travel experiences. In the context of tourism development, it is essential to understand the extent of accessibility between tourism facilities within the city, both for visitors and local residents. Accessibility in the tourism industry refers to

the ability to connect tourists with various attractions and tourism amenities within the city. Good accessibility can enhance the tourist experience, reduce traffic congestion, and potentially boost the local economy. Therefore, assessing the accessibility between tourism facilities is a crucial aspect of tourism sector planning and development. One method that can be used to assess accessibility is through the use of isochrones. Isochrones are visual representations that show the areas or zones that can be reached from a specific location within a certain amount of time. In the context of Batu City, the use of isochrones allows us to understand how easily tourists can access various tourist attractions, hotels, restaurants, and other tourism facilities within a reasonable timeframe. This research aims to assess the accessibility between tourism facilities in Batu City using an isochrone-based approach. By understanding this accessibility, it is hoped that recommendations for improvements can be provided to enhance the tourist experience and facilitate better decision-making in tourism development planning in Batu City.

Research Objectives

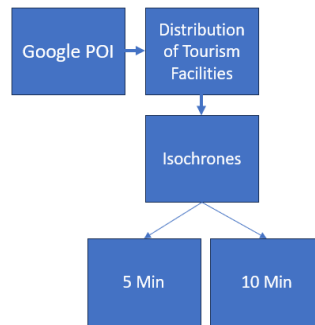
The objectives of this research are three interconnected parts. Firstly, this study aims to evaluate the accessibility between tourism facilities in Batu City, focusing on how far tourists can access various attractions, hotels, restaurants, and other tourism amenities within a specified time frame. Secondly, this research will utilize a spatial approach by employing isochrone methods as the primary tool for assessing accessibility. Through isochrones, we will visualize the areas or zones that can be reached from specific locations within defined time periods, providing a deeper understanding of the spatial aspects of tourism accessibility. Lastly, the aim of this research is to provide recommendations for improvements in the development of the tourism industry in Batu City. By analyzing accessibility more accurately, this study will offer suggestions to enhance the tourist experience, reduce traffic congestion, and facilitate better decision-making in tourism planning. Therefore, this research is directed toward providing a better insight into understanding the dynamics of accessibility between tourism facilities and contributing to the sustainable development of the tourism industry in Batu City.

Literature Review

Tourism plays an active role in developing the local economy (Patadjenu et al., 2023). Investment in the tourism industry is driven to increase revenue by developing supportive investments such as financial institutions, stock markets, restaurants, hotel accommodations, and various entertainment facilities (Saleh et al., 2019). Regions with high accessibility levels typically have more developed social and economic conditions, while areas with low accessibility levels tend to lag behind in social and economic development (Farida, 2013). Improving the assessment of accessibility can help address existing conflicts in current planning (Litman, 2021). Accessibility evaluations are usually focused on quantitative measurements based on existing data, limiting our ability to apply the concept of accessibility more broadly (Rowangould et al., 2023). In recent years, many studies have been conducted to evaluate the functional performance of a facility's system, especially in its spatial aspects (Śleszyński et al., 2023). Isochrones can serve as cognitive maps that are widely used in the development planning of a facility in a region (Dovey et al., 2017). Isochrone analysis can be used to understand the effects of a road network structure and its impact on human mobility efficiency (Somers et al., 2020).

Methodology

The study area is located in the city of Batu with 3 sub-districts. These 3 sub-districts are Bumiaji, Batu, and Junrejo. This research uses a mixed-method approach with both qualitative and quantitative methods. The quantitative approach is employed to measure the service areas of each facility, while the qualitative approach is used to describe the results of the facility service area comparisons. The first phase of this research involves collecting data related to tourism facilities from Google POI. The collected tourism facility data is then subjected to an analysis of the service area of each unit based on distance and travel time using isochrone analysis. The research framework is further detailed in the following diagram.

Figure 1. Flow Diagram

The research dataset used in this study was obtained from open-source and publicly accessible sources. The dataset includes educational facility points obtained from Google POI, GADM administrative data obtained from the official GADM website, and road network data from OSM obtained from the openstreetmap website. The detailed information about the datasets used is described in the following table.

Table 1. Dataset

Data	Source
Tourism facilities	Google POI, accessed on 2 September 2023
Shapefile highway	Open Street Map, accessed on 2 September 2023
Administration Batu City	GADM, accessed on 2 September 2023

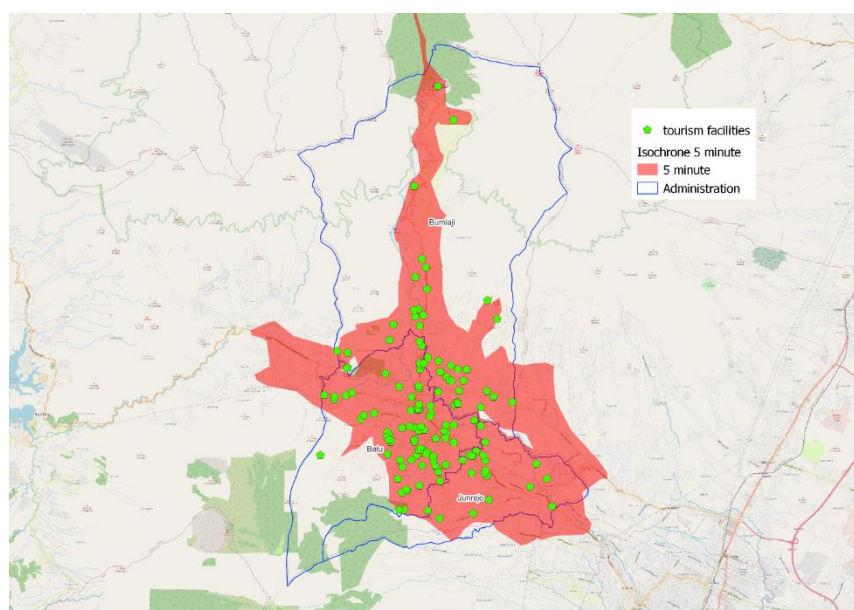
Isochrones analysis can be used to identify the accessibility quality of a facility (Istighfaroh et al., 2020). Isochrones can also be employed to analyze the reach of a research object's services using distance as the measure from the standard achievement radius (Widayanti, 2022). Therefore, isochrones are an appropriate analytical tool for assessing the quality and reach of a facility's services.

Results and Discussion

Isochrone 5 minutes

Isochrone maps are one of the analytical methods used to identify the coverage area of tourism facilities in the city of Batu. The results of the analysis using an isochrone map with a 5-minute time limit indicate that the entire area of Batu City is covered by tourism facility services (**Image 1**). Within the same time limit, tourism services can also reach some areas in Malang Regency, particularly in the districts of Karangploso, Dau, and Pujon, albeit to a limited extent. Based on these analysis results, passengers using public transportation are advised to find drop-off locations within Batu City to optimize their travel time within 5 minutes.

Figure 2. Isochrone 5 minutes

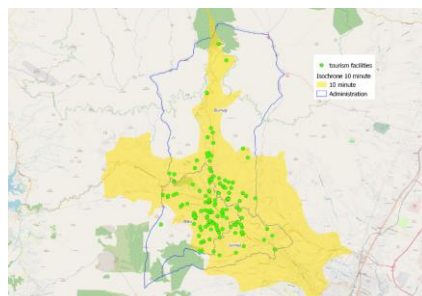


Isochrone 10 minutes

The isochrone map with a 10-minute coverage range shows a broader service area compared to the 5-minute range and already covers the entire network of Kota Batu (**Image 2**). Within 10 minutes, the service can also reach several neighborhoods in Kabupaten Malang and Kota Malang, including districts of Karangploso, Dau, Pujon, Lowokwaru, and Blimbing. Based on this analysis, passengers using public

transportation can disembark outside the Kota Batu area while still being within a reasonably close distance to the region.

Figure 3. Isocrhone 10 minutes



Conclusion

This research has the potential to generate maps indicating the extent of accessibility to tourism facility services based on isochrone analysis. Isochrone analysis takes into account service ranges within 5 and 10 minutes. The results of the isochrone analysis reveal that within 5 and 10 minutes, tourism facility services cover the entire area of Batu City. Furthermore, these services also extend to several areas in Malang Regency and Malang City, including Karangploso, Dau, Pujon, Lowokwaru, and Blimbing neighborhoods. Recommendations based on this analysis include determining public transportation stopping points that can enhance the comfort of tourists during their travel. However, it's important to note that this study has limitations, as the isochrone analysis only considers travel distance without accounting for road width and traffic congestion.

Acknowledgement

Thank you to God forgive us hand for writing and brain for thinking and all of the people who support us

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