

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.

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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.

OPTIMIZING TRADITIONAL SPORTS TOWARDS AN ECOEDU SPORT TOURISM DESTINATION IN MUNCAR VILLAGE, SEMARANG REGENCY

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ABSTRACT

Based on the Muncar RPJMDes 2019-2025, the problems in the Economic Sector include 1,104 socially low-income families and 313 families with RTLH. Problems in the Socio-Cultural Sector, namely that although there is a lot of artistic/cultural diversity, the equipment of art groups is not complete. The potential of local wisdom, such as traditional sports, has yet to be considered. Tourism Sector Overview: Muncar Village has enormous potential to be developed into Ecoedu Sport Tourism. This community service aims to empower partners towards Ecoedu Sport Tourism destinations with local wisdom. This activity aims to solve problems related to the economic, socio-cultural, and tourism sectors with a holistic approach based on multidisciplinary research.

The methods used in this service are observation and interview methods, socialization, forum group discussions, training, and practice. The partners involved in this service are stakeholders and the community of Muncar Village, KPOTI Semarang district, Muncar Village youth organization, Muncar Village Pokdarwis, and Muncar Village PKK group. The results of this community service in the 1st year of this service, the service team focused on tracing and socializing traditional sports as Ecoedu Sport Tourism in Muncar Village, as well as increasing the Human Resources of the Ngidam Muncar Tourism manager. Some of the activities that have been carried out in the first year of 2023 are a Literature study on traditional sports as Ecoedu Sport Tourism referring to SWOT analysis, Reintroduction of traditional games for children in Muncar Village, Socialization and training of traditional sports, Forum Group Discussion (FGD) about UNNES assisted tourism village, Traditional sports festival, and Cultural event of Ngidam Muncar Tourism Village.

Suggestions that can be given to the Muncar Village Government in developing the tourism village are as follows: Keep and preserve the cultural heritage and traditional sports, collaborate with experts in their fields, Facility development, Training programs to support human resources, Hold performances and shows to attract visitors, Cultural enrichment by combining traditional sports with other cultural elements, Documentation, Include educational programs, Partnership with schools.

Keyword: Traditional Sports, Ecoedu; Sport Tourism

Introduction

Background

Muncar Village is one of the villages in Susukan District, Semarang Regency, which has become a Village Assisted by Universitas Negeri Semarang. Muncar Village has a

population of 2597 people. Most of the residents of Muncar Village make their living as farmers. Problems from the Economic Sector based on data from the 2019-2025 Muncar Village RPJMDes, it is known that there are 1,104 socially low-income families in Muncar Village and 313 families with uninhabitable houses.

Overview of the Socio-Cultural Sector: Muncar Village has a variety of arts/cultural diversity, including Reog Turonggojati, Rebana At-Taqwa, Campursari Cindelararas, Reog Kartikasari, and Rodad Abadi. The people of Muncar Village still uphold cooperation, such as in activities that involve all villagers in cleaning the environment and conducting other activities for the common good. Problems in the socio-cultural sector are that although Muncar Village has a lot of artistic/cultural diversity, the equipment of the arts groups still needs to be completed. Another problem is the lack of a multi-purpose building that can be used for arts/cultural performances.

Overview of the Tourism Sector: Muncar village has enormous potential to be developed into Ecoedu Sport Tourism. The beautiful rural scenery with most people working as farmers, Muncar village offers its beauty to tourists. When visiting Muncar village, a tourist destination that can be visited is the Ngidam Muncar tourist attraction. This tourist attraction offers natural beauty and agricultural teaching. The majority of residents in Muncar Village work as farmers and have enough land for farming to support the natural tourism services provided by Muncar Village. In addition, there is the Serang River, which is still beautiful and clean and can be used as a River Tubing water tour. In addition to natural beauty, in Muncar village, several forms of art and culture are spread across several hamlets. These arts and cultures include karawitan cindelararas, wisma budaya, ridad abadi, and gedrug kartika sari. These arts and cultures can attract tourism potential in Muncar village. In addition, traditional sports that become the local wisdom of the people of Muncar Village are also diverse.

The problems in the Tourism Sector in Muncar Village are reflected in the Muncar Village RPJMDes 2019-2025. Several strategic issues related to the implementation of development in the Muncar Village area, among others: not yet working on local wisdom-based sports tourism (Traditional Sports), not yet optimizing the management of Muncar Tourism Village, marketing and promotion of Muncar Tourism Village that has not been maximized, increasing the rate of community economic growth, improving environmental conditions, equalizing and improving public facilities infrastructure. These are challenges

that the elected leadership of Muncar Village must face to improve the welfare of the community for the better. This goal is also in line with the Vision and Mission of Muncar Village, which is reflected in the RPJMDes.

Research Objectives

The objectives of the community service for the assisted village empowerment scheme are as follows:

1. Applying the results of superior university research to the urgency of community needs in the fostered area.
2. Providing solutions to partner problems with a holistic approach based on multi-disciplinary research.
3. Assisting government programs in community development and regional problems and helping to implement the RPJMDes program successfully.
4. Increasing the independence and welfare of the general public and communities engaged in the economy.
5. Strengthening the synergy of universities with relevant stakeholders in regional development.
6. Forming a regional-based university science technopark.

The benefits of this community service for the assisted villages are: 1) Improving the Quality of Human Resources, 2) Development of Local Potential, 3) Community Economic Empowerment, 4) Conservation of Culture and Nature, and 5) Improvement of Tourism Village Image and Attractiveness, and 6) Network and Cooperation Development.

Literature Review

The attraction of a tourist village lies in the combination of cultural and social activities of its people reflected in the system of customs, cultural patterns, local wisdom, and local wisdom of rural community life [1]. The purpose of developing a tourist village is to preserve environmental conditions and stimulate local economic growth in the area so that through the concept of a tourist village, it can become a form of ecotourism in the future. The concept of a tourist village contains uniqueness that the local community can improve, and the uniqueness can be tangible or intangible [2]. Some uniqueness is tangible, such as the architectural form of buildings and landscapes of tourist villages, patterns of community

activities and trips organized there, and intangible things, such as customs and standards of application in the area, forms of cooperation between communities, mutual trust of local communities, and others. Both factors can add to the attractiveness of a tourist village and indirectly describe the form of management of the tourist village itself [3].

The optimal development of tourist villages must be balanced with the issue of the availability of basic tourism infrastructure. Easy access to the location of the tourist village will undoubtedly add value in addition to specific uses or advantages in terms of the natural potential that the village already has. The success of the tourist village development process cannot be separated from the intervention of local institutions or tourist village management institutions. This local organization is an extension of the various actors directly and indirectly connected to all tourism activities in the village. The nature of the existence of these local institutions must be understood accurately and comprehensively. [3][4]. As one of the potentials of rural tourism, the village is considered by many parties as a potential that can be developed to attract domestic and foreign tourists. Many tourists are looking for a rural atmosphere to relieve the fatigue of daily activities. The village's beautiful and calm atmosphere and the community's socio-cultural life are why tourists visit the village [2][5].

Tourism is an industry with great potential as a source of income and economic development of a region. The potential of tourism includes economic improvement, infrastructure development, promotion and diplomacy, education and learning, and natural and cultural resources. With so much potential for the tourism sector for a region, if appropriately managed to provide sustainable benefits for local communities and the environment, it will also indirectly play a role in a country's development efforts.

National development efforts in order to improve the economy of a region are through the establishment of tourist villages. Village tourism is one of the pillars of development promoted by local governments to improve the welfare of rural communities. The rural economy must be carried out based on its potential, including human, natural, and infrastructure resources. Village tourism is closely related to the community because the community is one of the assets that play a role in village development. The potential that exists, if appropriately managed, will increase community income to create jobs for rural communities, boost the village and regional economy, and play a role in state development. One type of tourism that a village can develop is Ecoedu Tourism. Ecoedu Wisata aims to provide an interactive environmental education and learning experience. Ecoedu tourism

emphasizes education and learning about the environment, including biodiversity, conservation, and sustainability [6][7]. Tourists are usually allowed to participate in education-focused activities, such as learning tours, conservation programs, and other environmental activities. Ecoedu tourism can be applied to provide interactive learning experiences and environmental education, including education about cultural conservation.

One of the cultural conservation that must be preserved is traditional sports. Traditional sports are a type of sport that comes from the culture and traditions of a particular community and have usually been practiced for centuries. This type of sport usually has unique characteristics and is different from the modern sports we often recognize. Some examples of traditional sports include egrang, balap karung, tarik tambang, panjat pinang, serok mancung, engklek, gobak sodor, betengan, bakiak, congklak, serta benthik [8]. Traditional sports are fun, have essential cultural values, and strengthen community ties. In addition, traditional sports can also be one of the exciting tourism resources to be introduced to local and foreign tourists. Therefore, a village can develop traditional sports tourism into Ecoedu sports tourism (Ecoedu Sport Tourism). Developing tourist villages targeted to Ecoedu Sport Tourism can involve various parties, such as local governments, local communities, non-governmental organizations, and the private sector. Universities can be one of the parties involved in fostering tourism villages, especially regarding mentoring and training.

Traditional games are cultural relics of ancestors that develop and are played from generation to generation using the language and characteristics of each region. Traditional games have many benefits in them. In addition to the many benefits, traditional games can also train physical conditions indirectly. Playing traditional games can train physical conditions for players, such as speed, agility, strength, endurance, and others [9]. Traditional games that have developed for a long time must be preserved because there are also positive values contained in traditional games, such as honesty, cooperation, sportsmanship, helping, responsibility, discipline, and many things that can build self-character [10][11]. However, with the development of increasingly sophisticated times, such as the emergence of various modern games, traditional games are almost extinct and no longer known. Many children also do not know the various traditional games passed down from generation to generation and have become the culture of Indonesian society [9]. Only a few traditional games are still played [12].

This research was conducted by referring to several activities carried out by several researchers concerning Tourism Village Planning [13][14][15]. Among the research titles are Planning of Tourism Villages with the Approach of Community-Based Tourism (CBT) [16], Model of Community Tourism Development Strategy in Kenderan Village, Gianyar, Bali [17], and Optimization of tourism potential through edu-sport tourism in Gununggajah, Bayat, and Klaten villages to realize village tourism in the era of Industry 4.0 [18]. Another reference also comes from a study entitled Development of Tourism Village Through Community-Based Tourism (CBT) Concept Approach in Brangang Village [19], Edu-Ecowisata as A Media of Character Education through Sports Tourism [20], Revitalization of Semarang Regency's original game Serok Mancung [21], and Sports Science Students' Perceptions of Traditional Games in Maintaining Indonesia's Cultural Heritage [22].

Methodology

The method of implementing this community service is arranged to overcome partner problems. The structured implementation method is presented in Table 1 below.

Table 1. Service activities and methods

Regional Issues	Service activities	Methods
Social Culture	Literature study on traditional sports as Ecoedu Sport Tourism referring to SWOT analysis	Observation and interview
	Reintroduction of traditional games for children in Muncar Village	Socialization and Practical
Tourism	Manufacture of traditional sports equipment	Practical
	Making a tourist map of Muncar Village	Practical
	Socialization of traditional sports-based tourism potential as an Ecoedu Sport Tourism destination	Socialization and Practical
	FGDs on tourism villages and mapping the potential of traditional sports	FGD
	Traditional Sports Festival	Practical
	Cultural Festival of Ngidam Muncar Tourism Village	Socialization and Practical

Results and Discussion

In the first year of this service, the team focused on the search and socialization of traditional sports as Ecoedu Sport Tourism in Muncar Village, as well as increasing the

human resources of the Ngidam Muncar Tourism manager. Some of the activities carried out in the first year of 2023 are:

1. Literature study on traditional sports as Ecoedu Sport Tourism

In July 2023, a literature study on traditional sports as eco-edu sport tourism was conducted, looking at how traditional sports can be used in a sustainable and educational tourism sector. In this context, traditional sports are considered cultural and environmental assets that can attract tourists and provide sustainability and environmental education opportunities. To conduct a literature study on this topic, the servant followed the following steps: 1) Defining the Scope and Objectives, 2) Collection of Literature Sources, 3) Analysis and Screening, 4) Creating a Conceptual Framework, 5) Case Study Exploration, 6) Comparative Analysis and Conclusion, 7) Writing and Drafting, 8) Review and Revision, and 9) Publication and Dissemination. This activity was carried out with the participation of stakeholders and the Muncar Village community as a source of information and KPOTI Semarang Regency as an additional source of information. The results achieved from this literature study on traditional sports are to gain a deep understanding of Optimizing Traditional Sports Ecotourism Towards Ecoedu Sport Tourism Destinations.

2. Reintroduction of traditional games for children in Muncar Village

From July to August 2023, the reintroduction of traditional games for children in Muncar Village was one of the activities aimed at reintroducing various traditional games/sports for children in Muncar Village, Semarang Regency. This activity is carried out during sports lessons or outside of school activities. The reintroduction of traditional games to children is a high-value activity in preserving cultural heritage and providing benefits for children's growth and development.

3. Socialization and training of traditional sports

On July 19, 2023, a socialization and training activity was held, which aimed to preserve and reintroduce by playing traditional games for the youth organization of Muncar Village and making a tour package in Ngidam Muncar Tourism Village. Traditional sports or traditional games are original folk games as the nation's cultural assets with traditional physical exercise elements.

This socialization includes delivering information about various traditional games such as egrang, bakiak, ketapel, sreng. In this socialization, the participants also received

training in performing traditional games delivered by the relevant resource person, KPOTI Semarang Regency. The methods used to socialize and train traditional games included presentations, discussions, training, practice, and interactive questions and answers. Socialization participants were actively involved in discussion greetings, questions and answers, use of game tools, and trying to play games. Participants better understand traditional games, game rules, the importance of preserving traditional game culture, and techniques in playing traditional games.

The socialization and training of traditional games were successfully implemented and provided helpful knowledge and training for participants. Participants are expected to be able to implement the surrounding community and preserve traditional games in daily life, especially children. So that folk games and traditional sports can be re-embedded in people's lives into a cultural heritage that can continue to be maintained and preserved. In addition, for the Ngidam Muncar tourism manager, it can be used as capital to create traditional sports tour packages.

4. Forum Group Discussion (FGD) about UNNES assisted tourism village

On August 3, 2023, FGD activities were carried out about the Ngidam Muncar tourism village with the FGD theme "Ngidam Muncar tourism village development strategy and optimization of traditional sports ecotourism towards eco-edu sport tourism destinations." This FGD activity is one method used to collect as much data as possible related to traditional games and tourist villages, especially in Semarang Regency. This activity presented community leaders, youth organizations, Pokdarwis, Ngidam Muncar tourism managers, Muncar Village Government, KPOTI Semarang Regency, UNNES's Center for Developing Real Work Lectures (KKN), and representatives from the Semarang Regency Culture and Tourism Office.

The Head of the Semarang Regency Culture and Tourism Office opened the FGD. On that occasion, the tourism and culture office welcomed the FGD activities on traditional games and tourism villages through Muncar village. He also encouraged all parties in the future to be able to raise traditional games in enlivening various regional celebrations, regular competitions/competitions, and as a tourist package in Ngidam Muncar. The result of this FGD activity is mapping the tourism potential of traditional sports in Ngidam Muncar Tourism and the strategies that must be done in developing a tourism village in Muncar village.

5. Traditional sports festival

On August 18, 2023, a traditional sports festival was held in Muncar Village. This activity was carried out to reintroduce traditional sports for community members and as a vehicle to introduce Ngidam Muncar tourism to people outside Muncar Village. This activity was opened directly by the Sub-District Head of Susukan. This traditional sports festival was attended by various parties, including the Muncar Village government, Muncar pokdarwis, Muncar youth organization, Muncar villagers, KPOTI Semarang district, Susukan sub-district head and his staff, Semarang Regency Tourism Office representatives. The participants of this traditional sports festival were elementary school students in the Susukan sub-district, Semarang Regency.

The results achieved from this activity were the recognition of traditional sports tourism packages in Muncar tourism village and also made participants from outside the village attend the event and indirectly recognize traditional sports packages in Ngidam Muncar tourism village.

6. Cultural Festival of Ngidam Muncar Tourism Village

The cultural festival was held on August 18 in Muncar Village. This activity was carried out to attract the eyes of potential tourists with various cultures displayed in this activity. The cultural festival was held after a traditional sports festival in the morning. The cultural festival featured arts in Muncar Village, such as the Rodad Abadi Art Society, Kuda Kepang Art, and Muncar Gemilang Dance. In addition, the awarding of Muncar Village Tourism Ambassadors and the awarding of traditional sports festival winners also became a series of events at the Muncar Village Cultural Festival.

This series of activities resulted in 1) Increased Tourism Attraction, 2) Cultural Education, 3) Increasing Community Participation, and 4) Tourism Promotion.

Conclusion

Community service activities for the Assisted Village Empowerment scheme titled "Empowerment of Muncar Village, Semarang Regency Through Optimizing Traditional Sports Ecotourism Towards Ecoedu Sport Tourism Destinations" have been completed in year 1 of the 3-year plan. The service activities carried out followed the original plan, and additional programs emerged during the implementation of this empowerment service. This GDP activity aims to solve the problems of Muncar Village related to the economic, socio-cultural, and tourism sectors with a holistic approach based on

multidisciplinary research. It aims to increase the independence and welfare of the general public and communities engaged in the economy.

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