

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.

Tourists Interest in Visiting The “Leuwi Hejo” Tourism Attraction Sentul Bogor

Nicko Gana Saputra¹, Reni Sulistiyowati², Kezia Roselin Teresa³

¹nickoganasaputra@polteksahid.ac.id, ²reni_sulistiyowati@polteksahid.ac.id,

³keziateresa16@gmail.com

ABSTRACT

Tourism is an industrial sector that is able to support economic growth in Indonesia. Bogor is one of the destinations that tourists choose to visit. Leuwi Hejo Sentul Bogor is one of the places in Bogor that is a target for tourists to visit. The word "Leuwi Hejo" in Sundanese means "recess" or "green pond". Leuwi Hejo itself is a term for waterfall or waterfall. The area leading to the Leuwi Hejo waterfall itself is a hilly area that offers natural views in the form of green hills and rice fields. As the main attraction, the Leuwi Hejo waterfall has clear water and is greenish when exposed to sunlight and cool air. This makes tourists interested in visiting. However, in 2018-2020 there was a decrease in visits and closure of tourist attractions during the pandemic.

Objective: The aim of the research is to determine the characteristics of tourists and the indicators of interest in visiting that are most popular with tourists

Methodology: The methodology used is quantitative descriptive research methodology. With a sample set at 132 respondents using a questionnaire.

Keyword: *Leuwi Hejo Sentul Bogor, Interest in Visiting, Tourist Attractions, Tourist Behavior*

Introduction

Tourism development is one of the most important things that needs to be implemented in the tourism industry. The reason is that tourism development must involve the role of facilities and infrastructure that can be used as tourist attractions (Ridwan, 2020)). According to (ES, 2016), established tourism development can help increase tourist attractions which will have an impact on the process of economic development in Indonesia. In this case, the tourism industry parties must be able to ensure that the tourism development that is created has advantages in the field of tourist attraction that can attract the attention of tourists

An attraction or tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are the target or purpose of a tourist visit. Attractions are the main attractive elements of a destination. Attractions are a key motivator for visiting a destination. The prospects for the tourism industry in Indonesia are very large and promising, considering that Indonesia has abundant natural wealth. Tourism is all activities in society that are related to tourists

One area in Indonesia that has a fairly high level of tourist visits is Bogor Regency, West Java Province. In 2016, Bogor Regency was included in the 10 highest rankings in the Indonesian Tourism Index and ranked ninth. It is known that the number of domestic tourist

visits to Bogor Regency has fluctuated. In 2015 - 2016 there was an increase in tourists by 0.73%. Then in 2017 there was a decline. According to the Head of the Bogor Regency Culture and Tourism Service, this is due to traffic jams, especially in peak areas, increases in ticket prices for tourist attractions, and access to tourist attractions which is difficult for tourists to get through. After that, in 2018 - 2019 there was an increase, but in 2020 there was another decline due to the COVID-19 pandemic which limited people's movements and required them to stay at home if there was nothing urgent. As shown by the number of national tourist visits in Bogor Regency in 2015-2020.

Background

Curug Leuwi Hejo is one of the tourist attractions in Bogor Regency which is busy with tourists. Leuwi Hejo Waterfall is also the Top Search Waterfall on the Google search page. The number of domestic tourist visits to Curug Leuwi Hejo has fluctuated. From 2015 to 2017 the number of visits continued to increase. However, in 2018 there was a decrease in the number of tourist visits. Based on interviews conducted by the author with the management, namely Perum Perhutani KPH Bogor, the decline was caused by an internal conflict that occurred between the Forest Village Community Institution (LMDH) and Perum Perhutani KPH Bogor, resulting in the temporary closure of the Curug Leuwi Hejo tourist attraction. Then in 2019 tourist visits again increased by 20%. In 2020 the number of tourist visits to Curug Leuwi Hejo increased significantly by 73%, while other tourist attractions experienced a decline in tourist visits due to the COVID-19 pandemic, which limited people's movements and activities outside the home

Research Objectives

In an effort to maintain and increase the number of tourist visits, it is necessary to know indicators of tourist interest when visiting "Leuwi Hejo". By knowing the indicators of interest in visiting, it is hoped that it will help increase the number of tourist visits, increase repeat visits and increase the length of stay of tourists.

Literature Review

Interest is someone's feeling of wanting to do something, which is due to the stimulation to do that ((Rizka, 2016)). Interest in visiting is someone's desire to visit a tourist attraction (Asdi, 2018) Interest in visiting has the following characteristics (1) individual; (2) creates instability (3) triggered by motivation and (4) changes with what is needed and the experience one has. The indicators contained in visiting interest according to (Yasmin, 2019) consist of transactional interest, referential interest, preferential interest and exploratory interest

Methodology

This research uses quantitative descriptive research, namely a method that aims to create a picture or description of a situation objectively using numbers, starting from data collection, interpretation of the data as well as the appearance and results (((Arikunto, 2006)

Results and Discussion

This research used a questionnaire distributed to 132 respondents. The visitor data obtained

Tabel 1. Age



Visitors are dominated by the age range 22-30 with more men

Tabel 2. Occupation



the visitors were dominated by male students

Tabel 3. One year of visiting



In one year the number of visitors with the highest number of visits is 2 or 3 visits

Tabel 4. indicators of interest in visiting

Pernyataan	STS	TS	KS	S	SS	Mean
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena harga tiket terjangkau	3	4	6	33	86	4,47
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena ingin berinteraksi langsung dengan air terjun	-	2	17	87	26	4,03
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena mendapatkan informasi dari sosial media	1	4	27	47	53	4,11
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena mendapatkan informasi dari teman atau kerabat	5	1	18	56	52	4,12
Setelah berkunjung akan merekomendasikan Leuwi Hejo Sentul Bogor	3	4	25	52	48	4,04
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena air terjun	1	7	18	61	45	4,07
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena keunikan alamnya	4	3	17	53	55	4,15
Keinginan berkunjung di Leuwi Hejo Sentul Bogor karena wisata kuliner	3	4	18	61	46	4,08
Mencari informasi mengenai Leuwi	3	4	15	52	58	4,19

The most popular indicator of interest in visiting is "Desire to visit Leuwi Hejo Sentul Bogor because ticket prices are affordable" has a mean value of 4.47

Conclusion

It can be concluded that visitors at Leuwi Hejo are more men than women with an age range of 21-30 years, whose jobs are students. Meanwhile, the indicator of interest in visiting that received the highest mean value was affordable ticket prices

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