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ICONHOSTS

INTERNATIONAL CONFERENCE ON
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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.

Kayutangan Heritage Malang Disability Friendly Tourism Development Using Techniques SWOT Analysis Approach

Rhiza E.Purwanto¹, Lidiawati²

University of Merdeka Malang, University Brawijaya

E-mail: rhiza.purwanto@unmer.ac.id

ABSTRACT

As an effort to make Malang a friendly city for people with disabilities, it is necessary to review the facilities and accessibility for tourists with disabilities. One of the famous tourist attractions in Malang City is the Kayutangan Heritage Area. This study aims to determine the needs of tourists with disabilities in terms of facilities and accessibility. Furthermore, identifying tourism development strategies for people with disabilities in the Kayutangan Heritage Area. The research method used is qualitative descriptive with data analysis techniques with field observations and assisted by systematic literature studies and SWOT (strengths, weaknesses, opportunities, threats). The results showed that the Kayutangan Heritage Area still does not meet the criteria as a tourist destination for people with disabilities. An alternative that can be done is cooperation between the local government, the surrounding community, and the disabled community itself. Provide special facilities for persons with disabilities that are not yet available and develop existing ones. Using social media as a means of promotion and holding events that can invite many tourists to come to the Kayutangan Heritage area, especially for tourists with disabilities.

Keyword: Kayutangan Heritage, Disability Friendly Tourism, Development Strategy

Introduction

Background

Tourism is a sector of regional concern in Indonesia, because the tourism sector is one of the largest contributors to regional income. Therefore, the importance of sustainable tourism as an effort to develop tourism while still paying attention to economic, social, and environmental aspects. One of the sustainable tourism development is by paying attention to tourists who will visit. One type of tourist is people with disabilities with special needs. People with disabilities are those who have limitations both physically, mentally, intellectually, and sensory, causing various obstacles they face in their daily lives. Thus, it seems quite important for a tourist spot to provide special facilities for people with disabilities. In other words, there is a need for friendly tourist destinations for people with disabilities as one way of sustainable tourism.

The location of this research is in the Malang city area, namely Kayutangan heritage. The location is designated as a cultural heritage area of Malang City because it stores a myriad of interesting historical sides to peel. Various colonial buildings are found in many shopping complexes along Kayutangan street which is currently Basuki Rahmat street. Around the 1960-1970s the shopping area was used for general trade, offices, cinema halls, apparel, groceries and so on. Its location in the main corridor to Malang Koat Square actually strengthens the area to become a business location and business center that is quite important for Malang City. Malang is also one of the cities that is famous for its disability-friendly public service facilities. This apple city has a special policy to make it easier for people with disabilities to use public services. But beyond these achievements, Malang has several disability-friendly tourist destinations. These tourist destinations include: Bendosari Pine Tourism Park, Batu Secret Zoo Jatim Park 2, Batu Night Spectacular, and Museum Angkut. Museum Angkut is a disability-friendly tourist destination because of its excellent supporting facilities. Besides being designed to be easy for wheelchair users, Museum Angkut also has elevators and toilets for the disabled. In line with this, Jatim Park 2 also strives to provide disability-friendly facilities. Not only toilets and road access, Jatim Park 2 provides wheelchairs that can be borrowed free of charge by visitors in need. With various disability-friendly tourist destinations, it is hoped that friends with disabilities can be more comfortable while on vacation in their respective areas. Its proximity to home also makes it easier for friends with disabilities to access it without the need to go out of town.¹

Literature Review

Roni A. B. Kusufa, I. Nurfarida, S. Wilujeng (2022) “Tourism Experience in Tourism Villages: Persons with Disabilities (PwD) Perception”. Persons with disabilities have equal rights in society. Likewise for tourism activities. People with disabilities with their limitations, do not have many choices related to their tourist destinations. It is an opportunity for tourist villages to accept them as visitors. Must improve, both in service and in facilities. The point is to create a comfortable and safe atmosphere for them. Friendly facilities for them and trained human resources to deal with persons with disabilities. Research related to persons with disabilities must be special because each type of disability has different needs. It aims to be able to provide comprehensive solutions related to each obstacle. As in this study, the focus is on persons with mobility disabilities in understanding their tourism experience. The research was conducted qualitatively by observing and conducting

¹ <https://nasional.tempo.co/read/1482604/mengenal-lebih-dekat-bangunan-heritage-di-kayutangan-malang> (17.01.2023)

interviews with tourism business actors and persons with mobility disabilities who are members of the Lingkar Sosial community. Focus on the analysis of their tourism experiences in tourist villages in Malang Raya. The study found that price was not the main factor for persons with mobility disabilities in choosing a tourist destination. Tourist destinations that are able to answer the obstacles they face when traveling so that they get an unforgettable tourism experience are chosen.

Kusumowidagdo, A., Purbadi, Y. D., Wardhani, D. K., & Rahadiyanti, M. (2022) “The Analysis of Sense of Place of Malioboro Shopping Street, A Study about Physical and Social Factors in a Historic Commercial Area”. The contains various factors affecting the growth of sense of place in Malioboro area which has become a tourism object supporting the regional economy. Not only is The Malioboro area historically and architecturally attractive, but it also has unique social conditions and physical factors which will be discussed in this book. It is hoped that factors perceived to be necessary from the views of the visitors could serve as valuable feedback both theoretically as well as practically in the field.

Idris, I. H., Narawida, T., Agustin, R. D., Oktaviani, D., & Hidayat, M. B.(2023) “Sense of place manifested in urban heritage tourism sites can provide urban historical experiences and encourage preservation and maintenance of heritage”. Kayutangan area, an urban heritage tourism site in Malang City in Indonesia has recently faced a functional degradation. This has led to a revitalization that has changed the appearance of the area. However, changes can diminish the identity of the place, the meanings, connections, and the experiences of the place. This study examines sense of place experienced by the visitor’s to historic streets in Malang by assessing its dimensional scale and by analyzing the differences based on demographic characteristics. The research uses a quantitative descriptive method with a questionnaire to determine visitor experiences. The mean score analysis technique, independent sample t-test, and ANOVA were used to analyze the responses. The results show that the scale with the highest value is place identity, and the lowest is the place dependence dimension with the category of strong feelings. The Sacred Heart of Jesus Catholic Church area recorded very strong emotions, while the lowest was recorded at the BNI Malang Regional Office area. Sense of place of the male visitors was higher than the females, and the lowest sense of place was among the young age group.

Methodology

In a study, research methods are used to lead to research that meets expectations. The research method in this study uses qualitative descriptive. As a method that aims to interpret the social conditions that exist in society. Qualitative research in this study can be carried out in several

stages including the following: first, by collecting data in the form of primary data and secondary data. Primary data as a data generated from the process of direct observation to the Kayutangan Heritage Area. The observation focused on facilities for people with disabilities that were already available at the site. while the secondary data in this study is in the form of online literature from several journals whose studies focus on accessibility and facilities for people with disabilities both in general and specifically in the city of Malang.

In addition to collecting data, the second stage in this study is to group data. The data that has been collected will be grouped based on the topic of discussion. After that, the data can be analyzed according to the topic of discussion and conclusions. Furthermore, the data analysis techniques carried out in this study consist of two types, the first is systematic literature review (SLR). SLR is a research method used to identify, interpret, and test previous research related to a particular study focus. The second analytical technique to examine disability tourism development strategies in the Kayutangan Heritage Area is to use SWOT analysis techniques. SWOT analysis is a strategy used to analyze strengths, weaknesses, opportunities, and threats contained in a business, in this case a tourist destination. Internal factors are grouped based on strengths and weaknesses, while external factors consist of opportunities and threats. The analysis was carried out based on the results of direct observations to the research location and based on the results of SLR analysis.

Results and Discussion

1. Overview of the Kayutangan Heritage Area

The Kayutangan area is one of the historical areas in the middle of Malang, East Java. During the Dutch colonial period, the Kayutangan area became an economic center that still survives today. The use of land use in the Kayutangan area has changed from period to period. Changes in this area occurred in the form of increasing the number, type and condition of the shape of the image elements of the Kayutangan area itself. Old buildings located in the Kayutangan village area that did not find changes only by 40%, old buildings with small changes as much as 46.67%, while buildings that received moderate changes only as much as 13.33%. Kayutangan area is located in Klojen District which has the main route to the city center and connects Malang City with Surabaya City. As the main route to the downtown area, so that along the road from the Kayutangan area has a uniqueness because it is dominated by shops and also local services. The area observed in this study is along Jalan Basuki Rahmat to Jalan Kawi. The Kayutangan area is more synonymous with one track of Jalan Basuki Rahmat which is one of the historical areas in Malang City. Here are some things that can be seen from the Kayutangan corridor, including the following:

1. Handwood has been in the Dutch Report book since 1914. The Kayutangan area stretches from the PLN T-junction to the Kayutangan Church in the era of 1930-1940. In 1960-1970, the Kayutangan area became the center of the Malang City crowd because it became the center of trade and offices.
2. Placement of Kayutangan, or called Radjabally intersection connecting Jl. Kahuripan-Semeru-Basuki Rahmat. The shops around this quarter were built by Karel Bosh in 1936 with his twin buildings.
3. Telkom Office: this building is a former Post, Telegram, and Telephone Office built in 1909. During military aggression I, this office was hit by scorched earth.
4. Chairilanwar Monument: The Chairil Anwar Monument was erected on the idea of Hudan Dardari to prove the struggle through art and writing. The monument was inaugurated in 1995.
5. Toko Oen: this shop is a restaurant that sells traditional foods that was established in 1930. Its strategic position close to the Societet Concordia (now Sarinah) was a gathering place for Dutch people at the KNIP congress on February 25, 1947. Toko Oen became a place for congress participants or just to have lunch. This shop includes buildings that are scorched from scorched earth events.
6. Church of the Sacred Heart of Jesus or Kayutangan Church, founded in 1905 in gothic style.
7. Sarinah Shop. Based on the resolution letter of October 31, 1920, this place is the official house of the Regent of Malang. Before 1900, the building was converted into the Societet Concordia building in the style of the Indische Empire building. In 1947, this building was burned to the ground and in 1948 a new shop called Sarinah was built.
8. Emmanuel Church, which has a chicken-shaped cardinal sign. This church still keeps prayer zones based on social classes arranged since the Dutch era, namely the area of Dutch nobles, people and prisoners.
9. Jami' Agung Mosque Malang City.
10. Rainbow Hotel
11. Balai Kota Malang.²

2. Facilities and Accessibility of Persons with Disabilities

² <https://suryamalang.tribunnews.com/2017/11/13/11-titik-destinasi-di-kayu-tangan-kota-malang-yang-bikin-kamu-terbuai?page=2>
(17.09.2023)

The World Health Organization explains the accessibility needed by people with disabilities. The things that need to be considered related to this are parking areas, pedestrian paths, guide lanes, parking areas, ramps, toilets, special markings for people with disabilities, and other supporting facilities. The Ministry of Tourism and Creative Economy Agency explain the criteria for facilities for people with disabilities as follows:

a. Vehicle Parking

Special parking lots for people with disabilities must pay attention to their layout with tourist destinations. Ideally, the distance between parking locations and tourist attractions is 60 meters. Then, people with disabilities have enough space to park vehicles. In addition, parking lots have markings or signs for people with disabilities;

c. Special Toilet

Special toilets for people with disabilities must have an embossed symbol, the door is made with a sliding system measuring 1.5 meters. The toilet room should be made spacious and not slippery. Other toilet facilities include vine handles and emergency buttons. The height of the toilet should also be adjusted to the wheelchair or space over 45-50 cm. This special toilet also takes into account the location of the mattress, shower, sink, and other items so that it is easily accessible to people with disabilities;

d. Box Office

Usually at every tourist destination counter there are barrier fences on the left and right when visitors are waiting in line. The barrier fence can be designed with a wider size, so that the use of wheelchairs can be easy to enter and exit. Or the management of tourist destinations can create special counters for people with disabilities and not use barriers.

e. Officers with Sign Language

The presence of officers who are proficient in sign language is one of the strategies to implement disability-friendly tourism. This makes it very easy for deaf people or people with hearing loss to easily interact and receive information.

The accessibility of tourist offers for persons with disabilities is determined by tourist information in field conditions (facilities, footpaths) as well as in tourist guides, booklets, on web pages, physical adjustment of buildings and surrounding spaces, and competent services.

In addition to paying attention to accessibility that is disability-friendly, every tourist destination manager also pays attention to the information service system for people with disabilities. The information system in question is how tourists with disabilities can obtain information about these tourist destinations. The variety of types of disabilities and also different needs for each person make destination managers must have preparation about it. Preparation for the provision of information services for travelers with disabilities needs to pay attention:

a). The information available should be clear, easy to understand, unambiguous, and supplemented with sounds, graphics, and animations. It can help people with low intellectual level, people who have difficulty reading, and people who use sign language.

b). People with visual impairments or visual impairments may be given alternatives to receiving information. The delivery of information using text, graphics, and other visuals must pay attention to the colors used, typeface, and font size. This can help people who are color blind receive information easily. Please note that the scope of information should be the same as that of other persons with disabilities.

c). All visual information available on the internet or web page of a tourist destination must match the audio description.



Figure 4. The International Symbol of Access (ISA)

Information:

- A. International symbol of accessibility for the disabled;
- B. Accessibility for the blind and visually impaired;
- C. Available hearing aids.

3. Fasilitas and Accessibility for People with Disabilities in the Kayutangan Heritage Area

The analysis in this section will focus on the facilities available to persons with disabilities in the Kayutangan Heritage Area. Based on the observations that have been made, the following results are obtained:

Kayutangan heritage Malang has a unique charm with a classic feel of the past. Kayutangan Village offers several facilities such as village walks, visits to old houses, photo spots, traditional game spots, old photo galleries, antique galleries and various ancient culinary. The observations show that the Kayutangan Heritage Area does not have a ramp along the Basuki Rahmat road corridor. This condition can make it difficult for wheelchair users when passing through the Kayutangan area. Another facility that is not yet available is disabled parking. People with disabilities who bring vehicles will find it difficult to park in the Kayutangan parking area. Disability-specific toilets also do not exist. So that tourists who use wheelchairs will also experience difficulties if they want to go to the toilet. In addition, there is no information about the Kayutangan Heritage Area specifically for the blind and deaf. Of course, people with disabilities will find it difficult to obtain information. There is also no international symbol of disability for wheelchair users. Brochures with braille letter

are also not available and sign language tour guides are not available. Based on the analysis of facilities for people with disabilities, it can be interpreted that the Kayutangan Heritage Area does not yet have a disability-friendly tourism. This can be seen from the lack of facilities in the Kayutangan Heritage Area that have not met the criteria. So there needs to be an appropriate strategy to develop the Kayutangan Heritage Area that can be more friendly to people with disabilities.

4. SWOT Analysis of Disability-Friendly Tourism Development in Kayutangan Heritage Area

Disability-friendly tourism development strategies in the Kayutangan Heritage Area will be presented in this table:

No.	<i>(Strength-s)</i>
1.	Located in the center of Malang City so it is easy to reach
2.	A business center important enough to attract many visitors
3.	There are instagramable historical corners
4.	No special ticket rates except parking fees
5.	Trade centers, worship centers, and recreation centers
6.	Large parking lot

<i>(Weakness-w)</i>
Not here yet disability-only parking space
Not here yet disability-specific toilets
Not here yet supporting facilities for the deaf and blind
Not here yet sign language special guide for the speech impaired
Not here yet international symbols of persons with disabilities
Not here yet special brochure in braille

<i>(Opportunities-o)</i>
The existence of a government program for the target of 10 new Bali, Malang Raya is included in one of these programs
Creating special disability tour packages
Creating special disability tour packages
Attract tourists, especially tourists with disabilities

<i>(Threats-t)</i>
The development of other tourist destinations that are friendly to people with disabilities
Lack of public awareness of disability-friendly tourism
Decrease in tourists with disabilities who come to visit the Kayutangan Heritage Area

After knowing the strengths, weaknesses, opportunities, and threats that have been analyzed in the Kayutangan Heritage Area, the next stage is to determine strategies that can be applied in the future in the development of disability-friendly tourism in the Kayutangan Heritage Area. There are four strategies that can be applied. First, the Strength to Opportunities strategy means utilizing strengths to maximize the greatest possible opportunities. Second, the weakness to opportunities strategy is a strategy that takes advantage of the opportunities you have to minimize existing weaknesses. Third, the strength to threats strategy is to utilize the strengths possessed to avoid threats. Fourth, the weakness to threats strategy is to create a strategy to reduce weaknesses and avoid threats.

a. SO (Strength to Opportunities) Strategy

Establish cooperation between tourism managers, local communities, and communities with disabilities to develop a disability-friendly Kayutangan Heritage Area. This is very important to be implemented, considering that the manager of the Kayutangan Heritage Area has a considerable role. However, it is also important to involve the participation of local communities (tourism awareness groups), communities with disabilities to listen directly to their needs in the development of disability-friendly tourism. So that it can produce a policy aimed at the development of Kayutangan Heritage Area tourism and the welfare of the community both as local people and as visitors who can enjoy the tourist area better.

If the policy can be planned, then of course the manager and local government can educate the public to care more about visitors with disabilities. For example, by holding seminars and socialization involving various experts both from academics, practitioners, and from the disabled themselves so that a planned program can be right on target. Another strategy that might be done is to use modern technology media such as social media. There are special Instagram accounts, website pages, and other platforms to introduce the Kayutangan Heritage Area in a more attractive and more modern way.

b. WO (Weakness to Opportunities) Strategy

The lack of facilities for people with disabilities provided by the manager of the Kayutangan Heritage Area, of course, managers can start by creating facilities for people with disabilities. A large parking lot certainly supports the provision of special parking lots for people with disabilities. Special toilets for people with disabilities need to be built at common points. Although facilities for

people with disabilities already exist in several buildings of places of worship around Kayutangan. Make a brochure about the Kayutangan Heritage Area equipped with braille letters. This aims to make it easier for blind people to obtain information about the tourist areas they visit. provide hearing aids and so on. Sign language tour guides also need attention. The tour guide will accompany people with special needs, namely deaf and speech impaired in understanding the ins and outs of the Kayutangan tourist area. This will be a new job for people who have sign language skills. Provide international symbols of accessibility to every facility specifically for persons with disabilities. So that all visitors can know the facilities that can be used. This symbol is also a sign that people understand accessibility for people with disabilities.

c. ST (Strength to Threats) Strategy

A strategy that can be applied to avoid threats from the powers possessed is to celebrate the International Day of Persons with Disabilities which is commemorated every December 3. On that day, tourists with disabilities can visit the Kayutangan Heritage Area with free and special facilities.

One of the possible attractions is to make a special package for people with disabilities to take part in a series of photo competitions using the background of each Heritage building in Kayutangan.

d. WT (Weakness to Threats) Strategy

Provide training for employees working along the Kayutangan Heritage Area to increase understanding of disability-friendly tourism. In addition, conducting comparative studies outside other cities, with the aim of being able to learn the strategies of other cities in providing tourism facilities that are friendly to people with disabilities. In addition, it is also related to special facilities for people with disabilities can be done routinely. The goal is that the program and various facilities that have been provided specifically for people with disabilities can be maintained properly. So even though there is damage so that you can get repairs immediately.

Conclusion

Based on the results of the analysis that has been carried out at this time, the Kayutangan Heritage Area has not met the criteria for disability-friendly tourism. This is evident from the unavailability of supporting facilities for disabled tourists at the Kayutangan Heritage location. Facilities that are also not available on site are special parking for the disabled, toilets, international accessibility symbols, and other supporting facilities. disability-friendly tourism strategies can be in

the form of cooperation between local governments, surrounding communities, and communities with disabilities. Establish special facilities for persons with disabilities that are not yet available and develop existing ones. Using social media as a means of promotion and holding events that can invite many tourists to come to the Kayutangan Heritage Area. With the right implementation and programs, as well as avoiding all existing threats and weaknesses, the Kayutangan Heritage Area can become a disability-friendly area in Malang city and can be an example for other tourist destinations as disability-friendly tourism.

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