PROCEEDING

INTERNATIONAL CONFERENCES ON HOSPITALITY & TOURISM STUDIES

ICONHOSTS

INTERNATIONAL CONFERENCE ON
HOSPITALITY AND TOURISM STUDIES
(ICONHOSTS)

ICONHOSTS 2023

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 inemerging 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 sustaiable 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 sustanable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and enviromental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

Development Strategy for Boon Pring Tourism with Snowball Sampling Analysis Approach

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ABSTRACT

Tourism is a key sector that drives the economy in many countries, including Indonesia. Boon Pring Tourism is one of the attractions located in the village of Sanankerto, Turen District, Malang Regency. This tourism destination presents an opportunity for the local community to improve their economic conditions and efficiently utilize the existing potential for sustainable tourism. This study aims to identify an appropriate and sustainable development strategy for Boon Pring by focusing on the four components of tourism development: Attraction, Amenities, Accessibility, and Ancillary, and to analyze these components. The research utilizes a descriptive qualitative approach with the Snowball Sampling technique to gather information from informants. Data collection methods include interviews, observations, and documentation. The findings indicate that Boon Pring Tourism is not yet optimized and requires a comprehensive development strategy involving investors.

Keywords: Tourism, Snowball Sampling, Development Strategy, Boon Pring

Introduction

Background

Tourism is a prominent sector that significantly contributes to the economic development of regions. In this context, the village of Sanankerto, located in the Turen District of Malang Regency, has the potential for natural tourism known as Boon Pring Andeman. This ecotourism destination aims to connect natural beauty and environmental conservation. The village has initiated conservation efforts and local economic empowerment through Boon Pring Tourism.

Boon Pring Andeman offers a unique experience to visitors, including the tranquility of bamboo forests, various bamboo species, and picturesque natural spots perfect for photography. The large lake with small fish and a small island connected by a bridge in the middle of Sekarsari Lake adds to the allure of this exceptional forest destination.

The increase in tourist visits has led to the local community engaging in businesses around Boon Pring, which has boosted the village's economy. Prior to the development of tourism, the village's income was primarily dependent on seasonal agriculture. Hence, there is a need for a suitable development strategy to enhance Boon Pring Tourism, improve its attraction, and ensure its sustainability.

Research Objectives

Research objectievs is identify an appropriate and sustainable development strategy for Boon Pring by focusing on the four components of tourism development: Attraction, Amenities, Accessibility, and Ancillary, and to analyze these components. The research utilizes a descriptive qualitative approach with the Snowball Sampling technique to gather information from informants

Literature Review

Tourism is one of the leading sectors in order to improve the economy of countries, including Indonesia (Asonitou & Kottara, 2019). Some of the roles of tourism include: being able to empower and improve the quality of the community's economy (Pegas et al., 2015; Sumaryadi et al., 2021). Snowball Sampling is a non-random or non-probabilistic sampling method that relies on rational and voluntary selection of survey units based on predetermined criteria. Snowball sampling is a sampling method used in qualitative research to identify and recruit participants who are difficult to reach or have special characteristics. This method was first introduced in sociological research in the 1960s and has since become a valuable tool in various research fields. This literature review will discuss the concept of snowball sampling, its advantages and disadvantages, as well as its main applications in various scientific disciplines. (Irina, 2022). Snowball Sampling Concept: Snowball sampling, also known as purposive or chain-referral sampling, is a sampling technique used when the population to be studied does not have a clear or easily accessible sampling frame. This method begins by recruiting a few initial participants who have knowledge of or access to other individuals or groups relevant to the research. After that, those initial participants help the researcher to identify and recruit subsequent participants, who in turn help recruit more participants, and this process continues until an adequate sample is reached.

Methodology

We use qualitatif analysis dan Snowball Sampling. This analysis is a non-random or non-probabilistic sampling method that relies on rational and voluntary selection of survey units based on predetermined criteria. (Irina, 2022) This method is often used when there is limited access to or no available list of the targepopulation, or when the target population is difficult to identify. It is particularly useful for exploring social patterns or communication networks within a specific community.
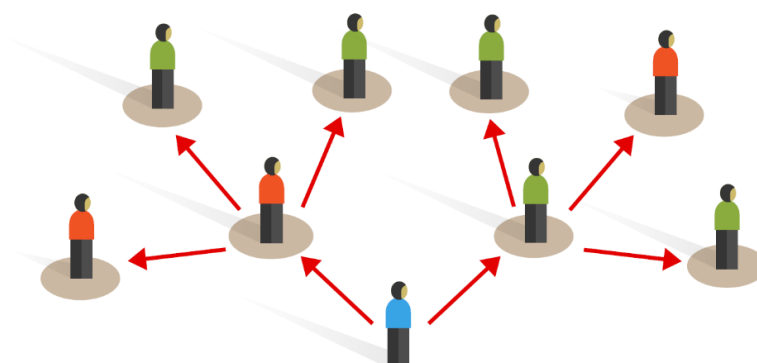
Picture 1. Snow Ball Sampling

The Snowball Sampling process starts with a small number of initial informants or cases, and additional informants are identified and included based on their relationships to the initial sample. This process continues until a sufficient and accurate sample size is obtained for research purposes.

Table 1. Implementation Of Snawball Analysis

	Sampling Snowball
Description	Snowball Sampling is an approach used to identify key informants who possess a wealth of information. By employing this method, several potential respondents are contacted and asked if they are aware of other individuals with characteristics relevant to the research. The initial contacts assist in obtaining additional respondents through recommendations. To achieve the research objectives, this technique is also supported by interview and field survey methods.
To Use	Effective for research related to hidden communities, issues that are difficult to express clearly or not readily apparent, communication issues, and so on.
Number Of Respondense	2-12 People
Sample size	10 – 30
Time line	< 6 weeks

Source: analysis results, 2023

The implementation procedure of the Snowball Sampling technique can be carried out gradually through in-depth interviews and questionnaires. When conducting interviews with respondents, an interviewer must possess honesty, patience, empathy, and a high level of enthusiasm with the aim of generating the required data. In-depth interviews are conducted with a list of questions. Generally, these field interviews have initial and final characteristics that are not clearly visible. The questions asked are adapted to the conditions and situations in the field. Interviews are more informal and flexible, following the norms applicable in the local setting,

sometimes including humor to lighten the mood and build close relationships while enhancing the trust of the individuals being studied. According to Neuman (2003), the social context and interview setting need to be documented in field notes and should be seen as essential for supporting the interpretation of meaning.

The Snowball Sampling technique consists of linear Snowball Sampling, exponential non-discriminative Snowball Sampling, and exponential discriminative Snowball Sampling. In this research, the researcher employs the exponential non-discriminative Snowball Sampling technique, which begins with only one element, and this element provides two new elements, and both of these new elements can be considered as samples. This pattern continues until a specific number of sample groups have been obtained and selected. In short, the researcher uses all the samples obtained from interviews with each sample element as a consideration in determining an appropriate development strategy. In this study, the Snowball Sampling technique was applied to gather data through interviews and observations. The research focused on identifying key informants within the community to gain insights into the development of Boon Pring Tourism.
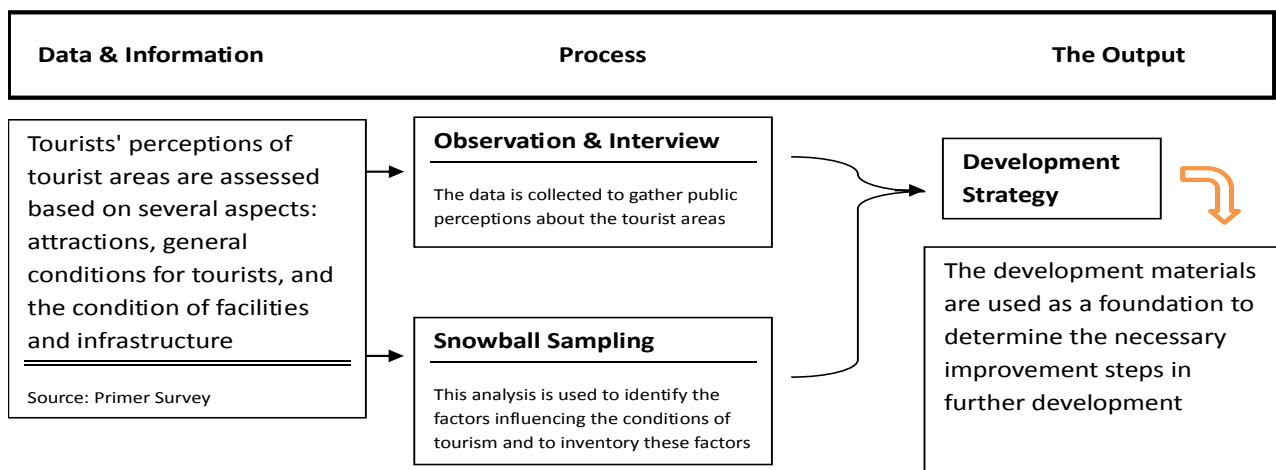
Source: analysis results, 2023

Picture 2. Research Frame Word

RESULTS AND DISCUSSION

Supporting components of tourism are the tourism components that must be present within a tourist destination. These tourism components are the 4As, namely Attraction, Amenities, Ancillary, and Accessibility. Attraction is everything that can attract tourists to visit a tourist area. Attractions consist of what initially piques the interest of tourists in visiting an area. Attractions can be based on natural resources with distinctive physical characteristics and the beauty of the area itself.

On the other hand, Amenities are various supporting facilities needed by tourists at a tourist destination. Each destination has different facilities, but to serve the basic needs of tourists visiting the destination, they are equipped according to the characteristics of that destination. In addition to Amenities, the next component is Ancillary, which is the support provided by organizations, local governments, groups, or tourism destination managers to organize tourism activities. Lastly, there is Accessibility. Accessibility includes the infrastructure and facilities needed by tourists to reach a tourist destination, so services such as vehicle rental and local transportation, routes, or travel patterns must be available.
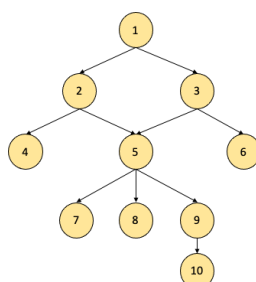
Picture 3. Ambient of Tourism Atraction Boon Pring

Source : Observation, 2023

The findings of the research are based on interviews with various informants who were selected using the exponential non-discriminative Snowball Sampling technique. These informants provided valuable information about the current state of Boon Pring Tourism and its potential areas for improvement.

Picture 4. Pattern of Snowball Sampling diagram

Table 2. Interview's Result

No	Informan	Result
1	Parking Boy	The need for the addition of toilet facilities in the parking area.
2	Security	The lack of cleanliness personnel available at the tourist site
3	Locket Officer	Enhancing the functionality of the existing field at the tourist location can serve as a camping ground or other beneficial activities.
4	Visitor 1	a. The road access needs improvement. b. Tourist directional signs need to be added as many visitors are getting lost. c. The entrance gate needs to be repaired and made clearer.
5	Ticket Officer	a. The tourism is managed by *Bumdes* Sanankerto. b. Tourism utilizes local labor. c. Boosting the village's economy. d. There is an issue of litter in the form of fallen leaves. e. Collaboration with external parties such as Bank BRI. f. There is still a need to add supporting facilities and new tourist attractions. g. Disaster mitigation has been carried out by constructing culverts on the north side of the tourist location.
6	Director Bumdes	There have been no investors who have joined to support the development of Boon Pring tourism
7	Pool Attendant	Adding other attractions that are suitable for today's generation, such as cafes, homestays, or other facilities that can support tourism to keep it bustling
8	Merchant 1	a. Lack of cooperation with external parties b. Need for road repairs
9	Merchant 2	a. Improving rest areas for vendors and tourists to make them more comfortable. b. Tourism is still not well-organized. c. Assisting in boosting the local economy.
10	Visitor 2	a. The prayer room is not very comfortable for worship due to limited ablution facilities. b. Facilities are still inadequate, especially the

No	Informan	Result
		need for additional bathrooms in the parking area.
		c. The need for promotion on social media.
		d. Improved cleanliness is necessary.

Source: Observation, 2023

From several samples that have been collected and arranged above, a suitable strategy for the development of Boon Pring tourism has been formulated. This strategy can be used as a benchmark in the future sustainable tourism development plan and to make it a high-quality and bustling tourist destination. Below is the Boon Pring tourism development strategy prepared by the author based on development strategies that encompass four components in tourism development: Attraction, Amenities, Ancillary, and Accessibility.

Table 3. Development Strategy Tourism Destination Boon Pring Andeman

STRATEGI
Attraction
1. Developing tourist attractions with innovation and creativity to keep visitors engaged and prevent boredom.
2. Adding tourist attractions that are in line with the current trends and developments.
3. Enhancing tourism management systems.
4. Improving the functionality of parks and ensuring they are well-maintained.
5. Reorganizing the location of tourist attractions as there are still some attractions that are not well-maintained.
Amenities
1. Adding supporting facilities as per the needs of tourists, such as adding toilets for visitor comfort.
2. Beautifying and renovating other supporting facilities like the prayer room (Musholah), gazebos, and other facilities that may be insufficient for visitors.
3. The necessity of installing directional signs.
4. Enhancing promotional efforts on both social media and print media.
5. Improving cleanliness.
Ancilliary
1. The need to collaborate with investors or external parties for future tourism development.
2. Strengthening collaboration with BRI due to the existing physical results of cooperation, such as facilities for vendors and loans.
3. Enhancing the roles of the village, the community, and the government above it.
Accesibility
1. Improving the road access to the tourist location due to the existing road damage.
2. Adding vegetation along the road to the tourist location to make it more lush, pleasant, and attractive.

Source: Analysis, 2023

Conclusion

Tourism is currently one of the sectors that significantly influences the economy, as seen in Sanan Kerto Village, Turen District, which has the potential for natural tourism. As one of the

tourist villages in Malang Regency, Sanan Kerto Village boasts natural tourism known as Boon Pring Andeman. This tourism destination follows an ecotourism theme due to its pristine natural environment surrounded by bamboo vegetation.

As a tourism destination, Boon Pring also plays a crucial role in the village's economy. Therefore, it requires a suitable strategy for its future development. There are four supporting components in tourism: Attraction, Amenities, Ancillary, and Accessibility. These four components are vital for the development of Boon Pring tourism. Hence, the development strategy in this research must encompass these four supporting components, especially for Boon Pring Andeman tourism, to enhance its attractiveness and contribute to the village's economic growth.

Among these four components, Boon Pring Andeman tourism requires several development strategies. These include the development, addition, and management of tourist attractions, enhancing the functionality of supporting facilities in terms of completeness and comfort, the need to collaborate with investors to boost tourism development, and improving access for visitors, both on the road to the tourism location and within the Boon Pring Andeman tourism site it self.

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