

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.

"ARCHITECTURE AS A TOURIST ATTRACTION: EXPLORING ICONIC BUILDINGS WORLDWIDE"

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ABSTRACT

This abstract provides an overview of the exploration of iconic structures that transcend mere functionality to capture the imaginations of travelers, delves into the captivating phenomenon of architectural marvels becoming major tourist draws around the globe. Readers are taken on a journey around the world to explore the beauty and uniqueness of iconic structures. The paper delves into the various factors contributing to the allure of such buildings, ranging from their historical significance and aesthetic appeal to their cultural and symbolic importance. Through a comprehensive analysis of renowned 10 landmarks worldwide like the Louvre Museum, Hagia Sophia, and Burj Khalifa, the study unveils the profound impact of architecture on tourism economies and cultural exchange. It sheds light on the synergy between innovative design and economic sustainability, highlighting the vital role these structures play in shaping global tourism landscapes. The methodology used in the research is descriptive qualitative by comprehensively examining the relationship between iconic buildings and tourism from google review study of ten iconic building worldwide. Ultimately, this research underscores the dynamic interplay between architecture, tourism, and cultural appreciation, showcasing how iconic buildings serve as potent ambassadors of both artistry and cultural heritage on the global stage.

Keywords: Architecture, Tourist Attraction

Introduction

The article titled "Architecture as a Tourist Attraction: Exploring Iconic Buildings Worldwide" delves into the fascinating intersection of architecture and tourism. Architecture has long been a prominent aspect of the travel experience, with iconic buildings serving as not just functional structures, but also as cultural landmarks and symbols of human creativity. According to Vitruvius in his book *De Architectura*, the three principles or basics of architecture according to Vitruvius are: 1) Strength (Familiarity); 2) Function (Utility); and 3) Beauty (Venustas). Therefore, architecture synonymous with the design process of a building which has a very important role in contributing to human knowledge and civilization.

It's true, the architectural wonders we often celebrate and admire serve purposes that extend beyond their status as mere landmarks or icons. These buildings are not static monuments but dynamic structures with practical functions that contribute to the daily lives of individuals and communities. They serve as more than just aesthetic spectacles; they house hotels that offer comfort

and hospitality to travelers, providing a temporary home away from home. They are offices where businesses and organizations conduct their operations, facilitating innovation, collaboration, and economic growth. Some are places of worship, offering solace, spiritual connection, and a sense of community to those who gather within their walls. Others are educational institutions, shaping the minds and futures of students. These buildings represent the fusion of form and function, where architectural design meets the needs and aspirations of society, making them not only visually striking but also integral to the fabric of our daily lives. This global exploration of iconic architecture aims to shed light on the profound impact that these structures have on the tourism industry and the broader cultural landscape.

Throughout history, architects and builders have crafted extraordinary edifices that stand as testaments to the genius of human design and engineering. From ancient wonders like the Pyramids of Giza to modern marvels such as the Burj Khalifa, these architectural feats beckon travelers from across the globe. They often encapsulate the spirit and identity of the regions in which they are located, becoming touchstones for cultural identity and pride.

In recent decades, architectural tourism has seen remarkable growth, as travelers increasingly seek out these iconic structures as primary destinations. Tourists are drawn not only to the aesthetic beauty of these buildings but also to the stories, history, and innovation they represent. Moreover, architectural tourism can significantly contribute to local economies by attracting visitors, creating jobs, and stimulating infrastructure development.

This article will delve into the allure of iconic buildings, exploring their historical significance, architectural brilliance, and the cultural tapestry they embody. It will also examine the evolving role of architectural tourism in shaping travel itineraries and fostering cross-cultural appreciation. By delving into the world of iconic architecture, readers will gain a deeper appreciation for the transformative power of architectural marvels in the realm of global tourism.

Methodology

The methodology used in the research is descriptive qualitative by comprehensively examining the relationship between iconic buildings and tourism. Selecting eleven iconic buildings that have become architectural landmarks in various countries with historical background, architecture and cultural context. This case study will focus on the local economy, cultural events, and tourism infrastructure development. In this research the author also used Google reviews on each building to conclude visitors' opinions.

After that, it was analyzed further to measure the impact of this iconic building on tourism, including visitor statistics, economic contribution and tourism-related development. The results of the analysis will show differences in how these iconic buildings shape tourism, architecture and culture. Finally, this research highlights the role of architecture in driving tourism and shaping the cultural, economic, and social landscapes in destinations around the world.

The findings from this research are synthesized in the final part of the research, which emphasizes the important role of architecture as a driving force for tourism. The conclusion provides insight into the cultural, economic, and social dimensions of architectural tourism on a global scale.

Results And Discussion

In selecting the world's iconic buildings, we choose ten buildings that have become landmarks from various countries based on the criteria of history, number of visitors, architects and uniqueness. The ten buildings are:

1. Pyramid of Giza, Egypt.

History

Monumental

building that exude the engineering wonders and rich culture of Ancient Egypt. Apart from being tombs for pharaohs, pyramids also had a religious and symbolic role in Ancient Egyptian society, reflecting their belief in an afterlife and the greatness of the pharaohs. Since then, these pyramids have become icons of Ancient Egyptian civilization and are one of the Seven Wonders of the Ancient World. **Year** : 2.630- 1700 BC. **Architect** : Imhotep, Hemiunu. **Architecture Style** : Involved thousands of workers over several decades and used highly advanced construction techniques at the time. Google review score : 4,6 stars average (23 M reviewer) Review's description : Ancient building, Historical science, Great Architecture, 1 of seven wonders,

Tourism Income : 4,1 million dollar (July - September 2022)

Visitor : 3,4 million people (July - September 2022)

2. The Great Wall, China.

History :

Built during the Qin Dynasty and continued for centuries by various dynasties, until we know it today during the Ming Dynasty. As a military defense to protect China from attacks by neighboring nations. With a length of 21,196 km. **Year** : 770-221 BC until the reign of the Ming Dynasty (1368-1644). **Architect** : Meng Tian **Architecture Style** : Beacon towers or fenghuotai were used to convey military messages by making smoke signals during the day and fire at night to notify enemy movements. This is one of the most important parts of the Great

Wall, this structure is made in each part of the Great Wall with local materials. In the Qin, Han and Tang dynasties, earth and gravel were used, after entering the Ming dynasty they used bricks. **Unique Features** : The Great Wall of China is one of the most impressive engineering marvels in human history.

Google review score : 4,3 stars average (16.150 reviewer)

Review's description : Urban Legend, Great Historical Building, The Longest Wall,

Tourism Income : 44 billion USD

Visitor : 530 million people

3. Colosseum, Italy.

History :

Built by Emperor Vespasian of the Flavian Dynasty and completed by his son, Emperor Titus. Its main function was to hold gladiator shows, animal fights, and various other public entertainment events. **Location** : Roma, Italia. **Year** : 72 – 80 C. **Architect** : Vespasianus Titus Flavius Vespasianus, Domitianus. **Architecture Style** : Ancient Roman architecture. **Unique Features** : The Colosseum was a magnificent amphitheater arena that could accommodate 50,000 spectators. Over the centuries, the colosseum suffered damage from earthquakes and looting, but remains a stunning symbol of ancient Rome and today is one of the most famous and visited world heritage sites in Italy.

Google review score : 4,7 stars average (367.060 reviews)

Review's description : Gladiator, Anfiteater, 7 wonders of the world.

Tourism Income : 1,4 billion euro

Visitor : 16.000/day

4. Sagrada Familia, Spain.

History :

Is an amazing basilica. The project continues to grow with donations and financial support, and is expected to be completed in the 2030. It is an important symbol in Spanish culture. **Location** : Barcelona, Spain. **Year** : 1882 – 2030. **Architect** : Gaudi. **Architecture Style** : Art Nouveau, Gothic, Organic. **Unique Features** : One of the world's architectural icons. The basilica also has deep spiritual significance, with strong religious elements in its design, and is one of Barcelona's most popular tourist sites.

Google review score : 4,7 stars average (252.000 reviews)

Review's description : Antonio Gaudi, Great Design, Amazing Tower.

Tourism Income : 100,7 million euro

Visitor : 3.782.000 (2022)

5. Hagia Sophia, Turkey.

History :

The history of Hagia Sophia is marked by transformative name changes and shifting roles. Originally known as Magna Ecclesia, or "big church," it was later rechristened Hagia Sophia, meaning "Holy Wisdom." Following the Ottoman Empire's conquest of Constantinople in 1453, it served as a mosque for five centuries. In 1935, as Turkey embarked on a path of modernization under the newly formed Republic, Hagia Sophia was repurposed as a museum. However, in 2020, it reverted to its status as a mosque under the Turkish government's decision, adding another layer to its storied history. **Year** :537 – 1453 C. The first church was built by Emperor Constantine II (337-361), the son of Emperor Constantine I.. **Architect** : Renovated by Architect Ruffinos on the orders of Emperor Theodosios II. It was renovated again by Emperor Yustianus I in 532 – 537. Sultan Mehmed II ordered the architect Mimar Sinan to renovate the destroyed building and strengthen the dome. **Architecture Style** : Byzantium Architecture and Ottoman. **Unique Features** : Outstanding architectural design and its monumental dome, Hagia Sophia was considered an engineering marvel of its time. Hagia Sophia remains a historical site that combines Orthodox Christian and Islamic heritage, and is a very important tourist destination.

Google review score : 4,8 stars average (122.000 reviews)

Review's description : Great Historical Building,

Tourism Income : 73 million dollar

Visitor : 3.000.000 people (2019)

6. Taj Mahal, India.

History :

The Taj Mahal, with its unsurpassed architectural beauty, is a monument to Love. It was built by Mughal Emperor Shah Jahan as a tomb for his beloved wife, Mumtaz Mahal, who died while giving birth to their 14th child. **Year** : 1632 – 1648. **Architect** : Ustad Ahmad Lahauri. **Architecture Style** : Middle East, Persia, Türkiye, India. **Unique Features** : The Taj Mahal stands as a testament to eternal love and unparalleled architectural artistry. Crafted with opulent white marble adorned with luxurious stones and intricate calligraphy, it boasts a grand dome and perfectly identical four-sided structure. A masterpiece of Mughal architecture, it captivates visitors with its timeless beauty and has earned its place as one of the world's most renowned

tourist destinations. Recognized as a UNESCO World Heritage Site, the Taj Mahal continues to inspire all who are fortunate enough to witness its awe-inspiring magnificence.

Google review score : 4,6 stars average (122.000 reviews)

Review's description : Great Historical Building, Icon of India

Tourism Income : 73 million dollar

Visitor : 3.200.000/year

7. Petra, Jordania.

History:

Petra, aptly named the "Pink City," is a mesmerizing archaeological wonder concealed within the rocky cliffs of the Jordanian Arabian Desert. This ancient city bears testimony to the remarkable legacy of the Nabataean civilization, thriving around the 4th century BC. In its prime, Petra served as a pivotal trading hub, commanding ancient trade routes linking the Middle East and Central Asia, making it a place of immense historical and cultural significance.

Year : 400-106 BC. **Architect** : Residents of Raqmu. **Architecture Style** : The architecture of the building is made by carving rock cliffs and mountains. When the sun rises and sets, the color spectrum of this stone city looks so impressive. **Unique Features** : The city is known for its extraordinary stone-carved architecture, especially the Khazneh (The Treasury), which has become an icon of Petra.

Today, Petra is one of Jordan's most famous tourist sites and has been recognized as a World Heritage Site by UNESCO. The city was abandoned in the 7th century AD and forgotten for centuries. It was rediscovered by a Swiss explorer in 1812.

Google review score : 4,8 stars average (39.734 reviews)

Review's description : Great Historical Building, Icon of India

Tourism Income : 73 million dollar

Visitor : 3.200.000/year

8. Borobudur Temple, Indonesia.

History:

Borobudur Temple, one of the largest historical sites in the world, is located in Central Java, Indonesia. Built during the Sailendra Dynasty, this temple is a stunning Mahayana Buddhist monument. **Location** : Magelang, Central Java, Indonesia. **Year** : 800 C. **Architect** : Gunadarma. **Architecture Style** : With a stunning design, this temple has seven levels of open platforms with 504 Buddha statues and various reliefs depicting stories from Buddha's teachings. **Unique Features** : In the 14th century, Borobudur was abandoned and covered by

volcanic ash and vegetation until it was rediscovered in the 19th century by Raffles. Today, Borobudur Temple is a very important tourist destination and is also one of the most famous UNESCO world heritage sites.

Google review score : 4,7 stars average (92.065 reviews)

Review's description : Great Historical Building, Sunrise, 7 wonders of the world, Shailendra Dynasty, Culture of Indonesia, Buddhist Temple.

Tourism Income : 2 million dollar

Visitor : 2.000.000/year.

9. Louvre Museum, France.

History:

The Louvre Museum in Paris, France, is one of the world's famous art museums and has a rich history. As a royal palace by King Philippe Auguste. The Louvre has undergone various changes and expansions over the centuries. **Year** : 1200 and 1993 (Piramida Louvre) **Architect** : Engineers Philippe Auguste and Leoh Ming Pei, architect of the Louvre pyramid. **Architecture Style** : Renaissance, Modern Cubist. **Unique Features** : In the 18th century, the Louvre was converted into a national museum by King Louis XVI and officially opened to the public. Its extraordinary collection of art and artifacts spans a wide range of historical periods, from Ancient Egyptian art to Leonardo da Vinci's famous Mona Lisa painting. The Louvre Museum is also a symbol of French culture and attracts millions of visitors from all over the world every year.

Google review score : 4,7 stars average (293.590 reviews)

Review's description : Mona Lisa,

Tourism Income : 19.69 billion USD

Visitor : 7.800.000/year.

10. Burj Khalifa, Dubai.

History:

Is the tallest skyscraper tower in the world. The Burj Khalifa was originally known as the Burj Dubai, but the name was changed to Burj Khalifa on its opening day to honor Khalifa bin Zayed Al Nahyan, the then President of the United Arab Emirates. Burj Khalifa also functions as a cultural and commercial center with various facilities such as luxury apartments, shopping centers and restaurants. **Year** : 2004 - 2010 **Architect** : Adrian Smith, George J. Efstathiou,

Marshall Strabala **Architecture Style** : Futuristic. **Unique Features** : Inspired by the shape of the padma flower, which is a symbol of eternity and purity in Hindu culture. The Burj Khalifa reaches a height of 828 meters with 163 floors, and is a beautiful combination of spectacular modern architecture and high technology. It has a unique design, where the center consists of three parts that rotate on a vertical axis. This helps minimize wind forces on the building and increases its stability. The tower attracted worldwide attention as a Dubai icon and a remarkable engineering feat in skyscraper construction.

Google review score : 4,7 stars average (131.090 reviews)

Review's description : The Tallest Skyscraper Tower in The World,

Tourism Income : 621 million USD

Visitor : 17.000.000/year.

11. Petronas Twin Tower KL, Malaysia

History:

The towers were designed by Argentine-American architect César Pelli. A distinctive postmodern style was chosen to create a 21st-century icon for Kuala Lumpur, Malaysia. Planning on the Petronas Towers started on 1 January 1992 and included rigorous tests and simulations of wind and structural loads on the design. Seven years of construction followed at the former site of the original Selangor Turf Club, beginning on 1 March 1993 with excavation, which involved moving 500 truckloads of earth every night to dig down 30 metres (98 ft) below the surface. The construction of the superstructure commenced on 1 April 1994. Interiors with furniture were completed on 1 January 1996, the spires of Tower 1 and Tower 2 were completed on 1 March 1996, 3 years after its construction was started, and the first batch of Petronas personnel moved into the building on 1 January 1997. The building was officially opened by the Prime Minister of Malaysia, Tun Dr. Mahathir bin Mohamad, on 31 August 1999. **Year** : 1998

Architect : The towers were designed by Argentine-American architect César Pelli. **Architecture Style** : A distinctive postmodern style was chosen to create a 21st-century icon for Kuala Lumpur, Malaysia **Unique Features** : The Petronas Towers (Malay: *Menara Berkembar Petronas*), also known as the Petronas Twin Towers and colloquially the KLCC Twin Towers, are a pair of 88-storey supertall skyscrapers in Kuala Lumpur, Malaysia, standing at 451.9 metres (1,483 feet). From 1998 to 2004, they were officially designated as the tallest buildings in the world until they were surpassed by the completion of the Taipei 101 in 2004. The Petronas Towers are the world's tallest twin skyscrapers and remained the tallest buildings in Malaysia until 2019, when they were surpassed by The Exchange 106. The Petronas Towers are a major landmark of Kuala Lumpur, along with the nearby Kuala Lumpur Tower and Merdeka 118, and are visible in many places across the city.

Google review score : 4,7 stars average (95.336 reviews)

Review's description : The Tallest Skyscraper Tower in The World,

Tourism Income : RM 550.3M/year

Visitor : 19.200.000/year.

Conclusion

In conclusion, the exploration of iconic buildings as tourist attractions worldwide reveals the profound and multifaceted relationship between architecture and tourism. These architectural marvels, often blending historical significance with striking aesthetics, not only captivate the imagination of travelers but also play a pivotal role in shaping the cultural, economic, and social landscapes of their respective regions. As symbols of progress and cultural heritage, they draw millions of visitors, generating substantial revenue through ticket sales and ancillary services while fostering the growth of tourism infrastructure. Moreover, they serve as catalysts for local economies, providing jobs and enhancing the overall visitor experience. Beyond their economic contributions, iconic buildings are living testaments to the creativity and ingenuity of human civilization, reflecting the values and identities of the communities they inhabit. As travelers seek ever more enriching and immersive experiences, iconic buildings continue to be potent ambassadors of artistry and cultural heritage, fostering cross-cultural understanding and leaving an indelible mark on the global tourism landscape. This study underscores the enduring allure of architecture as a driving force in tourism, transcending time and borders to inspire, educate, and unite people from around the world.

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