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CONFERENCE PROCEEDING

The 1st Inter-University Forum
for Strengthening Academic Competency (IFSAC)

“Emerging Creativity and Innovation
In the Digital Economy Era (ECIDEE)”

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The 1st Inter-University Forum for Strengthening Academic Competency (IFSAC)

Emerging Creativity and Innovation in the Digital Economy Era (ECIDEE)

This proceeding presented by Universitas Pasundan and LLDIKTI Region IV

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Bandung-Indonesia, October 2nd – 3rd, 2018



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FOREWORD

Assalamu'alaikum Wr. Wb.

Praise be to Allah SWT, the Most Gracious and Merciful for His glorious and blessing throughout the process of publishing this proceeding of “The 1st Inter-University Forum for Strengthening Academic Competency (IFSAC)” with sub-theme of “Emerging Creativity and Innovation in the Digital Economy Era (ECIDEE)”. It is an honor that Universitas Pasundan has the trust from Service Board of Higher Education (*Lembaga Layanan Pendidikan Tinggi/LLDIKTI Region IV*), and supported by the names of co-hosts:

1. Universitas Bina Sarana Informatika (BSI);
2. Universitas Bhayangkara;
3. Universitas Jenderal Ahmad Yani;
4. *Institut Keguruan dan Ilmu Pendidikan Siliwangi*;
5. Universitas Nurtanio;

The international conference as source of article in proceeding is a part of implementation of Universitas Pasundan Vision in 2021 and intended to achieve international recognition in the academic community with Sundanese and Islamic values. It would not have come into existence without assistance and efforts rendered by many, as followed:

1. Prof. Dr. Ir. H. Eddy Jusuf, Sp., M.Kom., M.Si as Rector of Universitas Pasundan
2. Prof. Dr. Uman Suherman, A.S., M.Pd as Head of LLDIKTI Region IV
3. Lecturers and academic staffs of Universitas Pasundan
4. The team work of this conference.

Hopefully this conference proceeding would give a significant and beneficial influences for Universitas Pasundan and other parties in promoting quality of research and education.

Wassalamu'alaikum Wr. Wb.

Head of IFSAC 2018

Dr. Yuce Sariningsih, M.Si

PREFACE

Assalamu'alaikum Warahmatullah Wabarokatuh,

Greetings from Universitas Pasundan,

Praise and worship be to God Almighty, we pray to Allah S.W.T. for publishing this conference proceeding of “The 1st Inter-university Forum for Strengthening Academic Competency (IFSAC)” with sub-theme of “Emerging Creativity and Innovation in the Digital Economy Era (ECIDEE)”. This proceeding as a part of implementation of the Universitas Pasundan vision in 2021, it is intended to achieve an international academic community with Sundanese and Islamic values.

The proceeding based on conference was initiated with the idea of Head of Service Board of Higher Education (*Lembaga Layanan Pendidikan Tinggi/LL Dikti*) to improve the number of article publication in West Java Banten region, and Universitas Pasundan has a great honor to conduct this conference at first as main host. Our sincere gratitude to rector of co-hosts who have provided valuable support:

1. Rector of Universitas Bina Sarana Informatika (BSI);
2. Rector of Universitas Bhayangkara;
3. Rector of Universitas Jenderal Ahmad Yani;
4. Rector of *Institut Keguruan dan Ilmu Pendidikan Siliwangi*;
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The research on digital economy and related to digital technologies can contribute businesses more efficient, innovative, nimble, and agile. Universitas Pasundan is investing in digital infrastructure to support academic policy agendas and facilitate the achievement of research publication opportunities for both lecturer and student. We hope that this conference proceeding can provide a valuable contribution to increasing the number of articles published.

Wassalamu'alaikum Warahmatullah Wabarokatuh,

Universitas Pasundan
Rector,

Prof. Dr. Ir. H. Eddy Jusuf Sp., M.Si, M.Kom

PREFACE

Assalamu'alaikum Warahmatullah Wabarokatuh,

Greetings from Service Board of Higher Education West Java Banten and Universitas Pasundan,

Praise be to Allah SWT, the Most Gracious dan Merciful for blessing throughout the proceeding publication of “The 1st Inter-university Forum for Strengthening Academic Competency (IFSAC)” with sub-theme of “Emerging Creativity and Innovation in the Digital Economy Era (ECIDEE)”. General objective of conference is to establish an inter-university forum for research dissemination on digital economy. The proceeding based on research dissemination on the conference, was initiated with the idea to improve the number of article publication that has one of important program of Service Board of Higher Education (*Lembaga Layanan Pendidikan Tinggi/LL Dikti*),.

Universitas Pasundan organized this conference for the first time and it would not have come into existence without assistance and efforts rendered by co-hosts. Our sincere thanks are directed to Universitas Bina Sarana Informatika (BSI), Universitas Bhayangkara, Universitas Jenderal Ahmad Yani, Universitas Nurtanio and *Institut Keguruan dan Ilmu Pendidikan Siliwangi*. Hopefully this conference proceeding would give beneficial contribution for both Universitas Pasundan and other parties in promoting quality of research publication.

Wassalamu'alaikum Warahmatullah Wabarokatuh,

Bandung, October 2nd, 2018
Head of LL DIKTI Reg 4,

Prof. Dr. Uman Suherman A.S., M.Pd

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The Implementation of Audit towards Destination to Tourists' Safety, Security and Comfort

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Abstract. Tourists must be sure about their safety and security during travelling to all destinations in Indonesia. By providing comfort and satisfaction, tourists will have memorable experiences, which in line with their expectation, when they return to their homeland. Tourists' safety and security are major factors and they become the responsibility of destination management which consists of local and central government, businessman and stakeholder as well as local community. Recently, there have been accidents caused by negligence or natural disaster that suddenly come unexpectedly. Those events threat tourists' safety and security. Therefore, tourism activity audit needs to be conducted holistically and continuously by tourism manager. Methodology: This study used qualitative research method. Conclusion: The implementation of audit periodically towards destination's characteristic has not been conducted to anticipate probabilities of accidents or unexpected disasters. Audit can adapt to supervision and evaluation process towards nature's condition and destination's characteristic as well as to ensure that the whole tourists' travelling can run well.

1. Introduction

Tourist destinations and tourist objects are a tour series that conducted by everyone or a group of people who will have holiday to fill their leisure time with various visits and leisure activities in the destination. Travelling has been a basic need recently. It is a need that must be fulfilled by everyone [4]. Leisure time and leisure activities become major needs for everyone. Every time they do travelling, it is expected to be able to give impression and moment as well as impressive experience (Memorable Tourism Experience/MTE). Safety, security and comfort will be the major factors for tourists during their tour series to destination until they return to their homeland. The factor of safety, security and comfort are implication responsibility from the tourism managers which are local and central government, businessman, stakeholder and community. The study mentioned that "*thinking paradigm orientates to community; development and service are based to community, happiness index of a country become parameter of success that leads its community to a safe, peaceful and prosperous life*"[4].

The holistic involvement of all elements in tourism activity is our responsibility. Those cases will give quality description and manager image, especially tourism image in Indonesia. Surely, during tour series, people hope sparing from unexpected things and they become motivation and courage to welcome the future day. Indonesia has beautiful nature resources, variety of cultures and abundant of human resources which is not invincible by neighboring countries. Yet, actually, tourism in Indonesia

is still less competitive than Singapore, Malaysia, Thailand and even Vietnam [5]. Based on assessment of Travel and Tourism Competitiveness Index (TTCI) 2017, data was officially issued by World Economic Forum in 6 April 2017. Indonesia's position was at the rank 70th in 2013 and became at the rank 50th in 2015. In 2017, Indonesia's competitiveness index shot up 8, to rank 42 out of 141 countries calibrated by TTCI WEF.

Table 1.1 Summary of Travel & Tourism Competitiveness Index Ranking 2017

The Travel & Tourism Competitiveness Index Ranking 2017			
Country	Rank	Score	Change since 2015
Spain	1	5.43	0
Switzerland	10	4.94	-4
China	15	4.72	2
Malaysia	26	4.50	-1
Thailand	34	4.38	1
Indonesia	42	4.16	8
Saudi Arabia	63	3.82	1

Source: TTCR, World Economic Forum, 2017

From some phenomenon, weaknesses, which still happens, relates to safety and security, like the event of landslide of several cliffs of Sedudo in East Java (2015). Landslide coral cliffs at Sadranan Beach, Gunung Kidul Yogyakarta (2015) and Curug Cigandi in Garut (2017), and the last is the accident at Tanjakan Emen which leads to Lembang Bandung that took dozens of victims. Based on those events, a question appeared of how far is the supervision and responsibility of tourism manager towards tourists' safety, security and comfort.

2. Theoretical Review

2.1 Structure and Element as Tourism Power

The whole activities related to tourism and it is multidimensional as well as multidisciplinary. The presence of tourism as a form of people and need, its activity causes interaction process among tourists and local community, fellow travelers, government, businessman and stakeholder [20]. Tourism activities are complex. They consist of many components with the interrelated elements with one another and form a structure. **Structure** is a construction composed by a number of related components. Those relations form a network that is called system; **system** is a relation network between a component and an element [3]. Structure and tourism system are the whole activities. It is started from traveling activity of a tourist and includes five sub elements or components such as: 1) Tourist is a human element who is a person who does traveling. 2) Traveler-generating region is a geographical element which is a place where a tourist starts and ends his tour. 3) Transit route is a geographical element which is a place where the main tour takes place. 4) Tourist destination as a geographical element is the main place visited by tourist. 5) Tourist industry as an organizational element is a set of organization which runs in tourism business, cooperate in tourism marketing to provide goods, service and tourism facility [6]. Each of sub system and element inside has a relation and an interrelation in and out as a structure.

The five sub-elements of tourism complete each other and it is an activity wheel of tourism that is started from the point of traveler-generating region, a series of tour to destination. Next, a tourist conducts a tour series and goes back to the point of traveler-generating region. Holistically, those tour series must provide satisfaction to tourists that include safety, security and comfort. Other elements that complete tourists' tour activity are means and infrastructure as well as facility that can ensure need and services well. Overall, it can ensure tourists' safety, security and comfort during conducting a tour series to destination until tourists get back to generating region. Means and infrastructure are

important factors which are very supported to the growth of tourism industry. It can support a tourist attraction in a destination to attract tourists, so it creates tourists' satisfaction [17].

2.2 *Audit of Destinations and Tourist Objects*

Based on an economic point of view, tourism activity occurs because of: first, there is a demand from tourists to fulfill one of basic need that is traveling; second, there is a supply of manager as a tour in the form of complete tour packages includes transportation, accommodation and meals, until arriving at the tourism destination and also going back to the tourist-generating regions. Demand and supply are two terms which influence each other. It is a market mechanism between a prospective buyer and a seller of a product. When visiting tourist destination, tourists expect to get memorable experiences that are safety, security and comfort, so demand and supply become parts of determining factors of up and down of demand and supply. A new product has a price if it is needed and its product has limited stock and things which determine low and high of the price are demand and supply [18]. If demand and supply can keep balancing so it needs supervision and evaluation (audit) towards wheel of tourism activity. Holistically and continuously, Indonesia has a high bargaining power towards destination and object compared to other countries.

The word of audit is often used to supervision process and evaluation of economic activity to ensure the appropriateness of assignment and criterion that has been determined by standard operational procedure (SOP). According to Sukrisno, audit is *“examination conducted critically and systematically by independent parties towards financial statements that has been arranged by management also accounting record and its supporting proves with the purpose is to provide opinion about reasonableness of the financial statements”*. Audit can be applied in supervision and evaluation process by independent parties in case of government in linear or intersectoral, stakeholders and also community who has linkages with characteristic of those tourist destinations. It is expected that the whole of tour series and tourists' activities in destination and tourist object can run well. Audit or supervision and evaluation must be done periodically and continuously to ensure safety, security, and to provide comfort and satisfaction to tourists.

The implementation of audit towards street and bridge condition is conducted by public work (PU), weather condition by Meteorology Climatology and Geophysics Council (BMKG) and the condition of region geographically is under supervision of Geological and Geography Agency. Relating to river condition is supervised by River Authority Agency as well as involving local community who cares to natural signs surrounding the environment. Based on the audit result from independent towards fifth of tourism elements become recommendation or consideration for tourism manager in accompanying tourists until reaching their destinations. Conducting the previous audit system to anticipate the possibilities of less fun events can be avoided as early as possible. Accident and disaster events can be caused by the first is human error, which is professionalism and responsibility feeling of human resources in doing the task. The second is audit to the condition of natural and regional geographically like the condition of street, downhill road and sharp incline, sharp turns and weather condition as long as tourists travel to destinations. Third, audit towards transportation condition (land, water, air), the appropriateness or not transportation to tourists. According to Manggala et al., (2015), *“traffic accident occurs is caused by some factors, like human error, condition of street geometric, vehicles error, and condition of surrounding environment”*. Fourth, audit to accessibility, attraction and amenity (3A).

Fifth, audit to hygiene and environment sanitation of tourist object and facility of food and beverage for tourists. Sixth, audit to characteristic of tourist object is object and natural tourism area, cultural tourism and man-made tourism. The accident happened in tourist destination can cause loss both material and immaterial to manager and visitor who becomes the victim. The loss of immaterial in a long period is sustainability of tourist attraction to re-recover the positive images so visitors will forget about the events that ever happened [19]. If there are uncanny things for tourists, disaster and others, the problem core must be investigated seriously and thoroughly and a strict sanction should be given. Government's non-compliance towards violations can cause errors that occur whenever and

wherever and it will happen to tourists. Some of obstacle factors in supervision of tourists destination are local regulation, supporting fund for the improvement of minimum facilities and infrastructure, lack of professional human resources, especially in the field of supervision and community who is less concern in maintaining tourism environment [11]. Those cases can emerge negative image. It will decrease the negative image and tourism image nationally and internationally.

2.3 Tourists' Safety, Security, and Comfort.

UU No. 10 Tahun 2009 about Tourism Chapter VII of rights, obligation and prohibition, article of 20 and 21 mentions that every tourist has a right to get: a) accurate information about tourist attraction; b) tourist service depends on standard; c) legal protection and security; d) health service; e) privacy protection; and f) assurance protection to tourist activities that has high risk. Tourists with physically limitation, children, and elderly have rights to get specific facility depends on their necessities [20]. Based on tourists' rights and reinforced by law of Consumer Protection Republic of Indonesia No 8 of 1999, it is explained that to improve prestige and dignity of customer, it needs to improve customer's awareness, knowledge, care, ability and independence to protect himself and also to cultivate a responsible attitude of businessman; customer protection is any effort that ensures the legal certainty to provide customer's protection [21]. The conclusion from article 20 and 21 and law of customer protection that it has been clear that every tourist as a customer has a right to get safety, security and comfort during their tour series and tourist activities until they come back safely to their generating region.

Safety is a safe condition or someone's condition or a group of people to get prosperity and happiness, while security is a safe condition or tranquility of a person or a group of people in order to avoid from dangerous risk that emerges from tourists' arrival through entrance both in terminal, airport and port. During conducting tour series to destination and tourist objects until coming back to the generating region, accident can be interpreted as unplanned events of whatever its forms. Traffic accident can be caused by human factors, like vehicles, street condition, and street environment [15]. Security is consideration factor of tourists in deciding to visit tourist destination or a country. It is secured if those countries have a stable political system, well maintained, low crime rates and good health care standard. The factor of safety and security without any worries will provide a sense of comfort to tourist during a trip, stay and get to destination. Safety and security are absolute requirement for tourism industry so tourists can hold vacation in comfort and quietly. The study of Khalik, mentions that "The low raises community understanding of factors that affect comfort and safety as a factor of environmental aspects of parking management and environmental hygiene, factors of economic activity and the street vendors aspects transportation service providers as well as factors in the aspect of tourism access roads were damaged". Those factors become the obstacle of developing tourism in Indonesia and it still loses competition with neighboring countries such as Singapore, Malaysia, Thailand, and even Vietnam.

3. Methods

This study used qualitative research method with the reason that the research problem was a complex problem which related to humanities social. The approach used multidisciplinary, by ignoring some disciplines to review audit towards the five sub elements and elements as well as tourism elements. It was included that facilities and infrastructures as well as tourism facility can reveal the symptoms and those social facts. Analytical descriptive method was used by explaining and analyzing so the object and data obtained during research was able to be interpreted and explained maximally.

4. Result and Discussion

4.1 The Characteristic of Nature Destinations and Tourist Objects

Indonesia's area consists of five big islands and thousands small islands which unfold from Sabang to Merauke, and it is 14th largest order worldwide. Geographically, the location of Indonesia is between in two oceans, Hindia and Pacific and also is flanked by two continents, Asia and Australia.

Indonesia's mainland region consists of highlands, lowlands and mountains, while the waters area consists of rivers, lakes, seas, swamps, straits and oceans [1]. "Indonesia is located in Indo-Australia and Eurasia slabs, Indonesia is prone to some kinds of natural disaster like volcanic eruption and earthquake that is often followed by tsunami. Natural disaster can be happened anytime and anywhere, not except in areas that becomes tourist destination"[8]. Land and water area owned by Indonesia provides appearance and different natural characteristic, so it is natural wealth that becomes a potential tourist attraction.

Characteristic potential of accidents and disasters will be vary depend on each of natural characteristic. Indonesia has abundant of tourism resources which consist of human resources, natural resources, cultural resources and special interest resources. Characteristics of natural destination and tourist objects in each region have different characteristics that determined by those geographic and topographic of region. To implement audit to destination and tourist objects, tools must be used which adjusted to the condition of destination characteristic and the characteristic of tourist objects. Like Bandung, geomorphologically, is similar to a large bowl, located in a valley surrounded by mountains, cool air with curved road contours, with incline and downhill roads. Physically, the landscape of Bandung and its surrounding area is the Bandung-shaped basin of elliptical or elongated from east southeast to west northwest [7].

Natural characteristic of Bandung becomes a different characteristic and uniqueness, cool air and it has many mountains and canyons, so Bandung becomes natural and special interest resources. A narrow winding road with incline and downhill roads requires a high skill and concentration for drivers as well as good condition of vehicles. Indonesia has tourist destinations spreading in 34 provinces with natural condition and different geographic. Means or tools used to audit destination and tourist objects must be adjusted to natural characteristic and tourist objects owned by each destination or those regions. The difference of natural characteristic and tourist objects will differ risk potential among one place to another so it demands tourism manager to do risk estimation in depth [19].

4.2 Evaluation of Accidents and Disasters in Tourist Destinations

Safety and security become major factors for tourists. Sometimes accidents or disasters happen because the first factor is human error; the second is natural condition and the region geographically; the third is the condition of transportation (land, sea, and air); the fourth is accessibility, attraction and amenity (3A); and the fifth is hygiene and environmental sanitation of tourist objects and food and beverages facility for tourists. From the data of research result, an audit, which is supervision and evaluation periodically by independent party, had not been implied. It means that before the accidents and disasters happened, an audit had to be done by independent party which is central and local government in a linear and an intersectoral way. It involves businessman and stakeholder including community who has correlation to those five potential factors cause and accidents or disasters that possibly happen in the destination. In general, it is commonly to do an investigation and to report suggestions conducted by National Commission of Safety Transportation (KNKT) (National Commission of Safety Transportation of Ministry of Transportation of Indonesia Republic, 2012) if an accident or a disaster happened. The study of Wicaksono, human is the major factor cause the accident happened (66,89%). Less anticipation derived from drivers' behavior that often caused the accident happened (72,45%), environment, vehicle, and street condition. Natural phenomenon is caused by human's action, like flash floods suddenly can drag the passing by vehicles (Ciwidey, 2017., Cicaheun, 2018, Bogor 2018), the avalanche of Dua Warna waterfall cliffs in Sibolangit North Sumatera (2016) which scowled dozens of victims.

The events of bridge breaking due to overload and hit by flash floods or due to age, like bridge breaking to deer park in Bogor (2017). Those accidents were caused by carelessness and inadequate facilities as well as not maximum supervision. The study of Yudistira et al., (2012) "The cause of this accident can occur due to various things such as: (1) natural disaster; (2) tourism place management; (3) visitors; and (4) third party crime. These four things can have the relationship directly for the accident happen to tourists". From the data of research result explained that audit had not been

implied, which was supervision and evaluation periodically by independent party. It means that audit must be implemented before the accident or disaster happened [19]. Audit must be done by independent party which is central and local government in a linear and intersectoral way. It involves businessman and stakeholder including community who has correlation to the five potential of causing factors of accidents and disasters that possibly happened in the destination. The explicit action by the authorities' party against the violence of tourists' safety and security had not been taken firmly and seriously. The key of success of a tourism activity should notice safety and security [9].

5. Conclusion

Indonesia has various kinds of natural beauty with its geographic characteristic and different natural topography so it becomes uniqueness of every tourism destination. It also becomes wealth and abundant tourism resources. Furthermore, Safety and security of tourist becomes the major factors to provide comfortable feeling for tourists during conducting travel series until reaching to destination and coming back to their generating region.

The implementation of audit periodically towards destination's characteristic has not been conducted yet to anticipate probabilities of accidents or unexpected disasters. Audit can adapt to supervision and evaluation process towards natural condition and destination characteristic as well as to ensure and to recommend the whole tourist travelling so it can run well.

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