

LAPORAN KEGIATAN

- International Conference - Effat University Jeddah
 - Benchmarking visit - Istanbul Kent University
- 28 October - 10 November 2024

Kolaborasi:



KATA PENGANTAR

Puji dan syukur kami panjatkan ke hadirat Allah SWT yang telah memberikan rahmat dan karunia-Nya sehingga kegiatan internasionalisasi yang melibatkan beberapa universitas Indonesia di Effat University, Jeddah, Arab Saudi, dan Istanbul Kent University, Turki, dapat terlaksana dengan baik pada tanggal 28 Oktober hingga 10 November 2024. Laporan ini disusun sebagai bentuk pertanggungjawaban sekaligus dokumentasi dari rangkaian kegiatan yang bertujuan untuk memperkuat kolaborasi akademik internasional, meningkatkan kapasitas penelitian, serta memperluas jejaring kerjasama antar lembaga pendidikan tinggi.

Kegiatan ini menjadi momentum penting bagi universitas-universitas di Indonesia dalam mempresentasikan penelitian terkait keberlanjutan, perencanaan kota, pariwisata berkelanjutan, dan pelestarian warisan budaya pada forum internasional. Tiga makalah yang dipresentasikan, serta penandatanganan Memorandum of Understanding (MoU) antara Universitas 17 Agustus 1945 Semarang dan Istanbul Kent University, menjadi bukti nyata dari keseriusan kami dalam menjalin hubungan strategis yang bermanfaat jangka panjang.

Kami menyampaikan terima kasih kepada semua pihak yang telah berkontribusi dan mendukung terlaksananya kegiatan ini, khususnya kepada Effat University dan Istanbul Kent University yang telah menerima kunjungan serta partisipasi kami dalam kegiatan akademik mereka. Kami juga menghaturkan apresiasi kepada segenap dosen, peneliti, dan pihak universitas yang berkolaborasi, serta memberikan dukungan penuh dalam proses persiapan, pelaksanaan, dan penyusunan laporan ini.

Harapan kami, laporan ini dapat menjadi referensi dan evaluasi bagi pengembangan program internasional serupa di masa depan. Semoga kegiatan ini membawa manfaat bagi dunia pendidikan tinggi Indonesia dan semakin memperkuat peran institusi pendidikan kita di kancah internasional.

Semarang, November 2024
Tim Penyusun

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1. Judul Laporan

Kegiatan Internasionalisasi di Effat University, Jeddah, dan Istanbul Kent University, Istanbul, 28 Oktober - 10 November 2024.

2. Pendahuluan

Dalam upaya memperkuat kapasitas akademik dan meningkatkan kontribusi penelitian di ranah internasional, beberapa universitas di Indonesia telah melakukan kolaborasi ilmiah dengan lembaga pendidikan tinggi global. Salah satu momentum penting dalam hal ini adalah partisipasi dalam **The 3rd International ARCH+DESN Conference 2024** yang diselenggarakan oleh Effat University, Jeddah pada tanggal 4-5 November 2024. Kegiatan ini tidak hanya memperkuat jejaring akademik lintas negara, tetapi juga berkontribusi pada pengembangan bidang arsitektur, perencanaan kota, pariwisata berkelanjutan, dan pelestarian warisan budaya.

Melalui kolaborasi yang melibatkan berbagai universitas dari Indonesia, para akademisi berhasil menyusun dan mempresentasikan tiga makalah yang berfokus pada aspek keberlanjutan, pemberdayaan komunitas, serta pengambilan keputusan inklusif dalam konteks perencanaan dan pengelolaan pariwisata. Setiap makalah yang dipresentasikan melibatkan kontribusi tim lintas universitas, yang mencerminkan pentingnya kolaborasi antar lembaga pendidikan tinggi di Indonesia untuk memperkuat posisi mereka dalam diskursus global.

Makalah pertama, berjudul *Promoting Economic Growth through Sustainable Tourism and Branding: The Socio-Economics of Agriculture and Forestry*, mengkaji peran sektor pertanian dan kehutanan dalam mendukung pariwisata berkelanjutan dan pembangunan ekonomi. Penelitian ini disusun oleh tim dari **Universitas Muhammadiyah Palu, Universitas Tanjungpura, Badan Riset dan Inovasi Nasional (BRIN), dan Universitas Sebelas Maret**. Hasilnya menunjukkan bahwa kolaborasi lintas sektor dapat mendorong pertumbuhan ekonomi yang berkelanjutan melalui strategi branding dan pengelolaan pariwisata berbasis komunitas(IADC-Paper-Agriculture ...).

Makalah kedua, *Heritage Revival: Collaborative Urban Planning and Community Empowerment Strategies*, mengeksplorasi strategi pemberdayaan komunitas dalam perencanaan kota yang berkelanjutan, terutama dalam konteks pelestarian warisan budaya. Studi ini disusun oleh peneliti dari **Universitas 17 Agustus 1945 Semarang, Universitas Sebelas Maret Surakarta, dan Universitas Syiah Kuala**. Penelitian ini menekankan pentingnya kolaborasi antara perencana kota, komunitas lokal, dan para pemangku kepentingan lainnya untuk mencapai tujuan pembangunan yang inklusif(IADC-Paper-Heritage Rev...).

Makalah ketiga, *Inclusive Design Decision-Making in Sustainable Tourism: The Impact of Policy and Stakeholder Collaboration*, membahas pentingnya kolaborasi

antara pembuat kebijakan dan pemangku kepentingan dalam pengambilan keputusan yang inklusif di sektor pariwisata berkelanjutan. Penelitian ini melibatkan kontribusi peneliti dari **BRIN, President University, Universitas Tanjungpura**, dan **Universitas Islam Negeri Sultan Syarif Kasim**. Hasilnya menyoroti bagaimana keterlibatan aktif berbagai pemangku kepentingan dapat memperkuat implementasi kebijakan pariwisata yang berkelanjutan(IADC-Paper-Inclusive De...).

Kolaborasi antar universitas dalam penyusunan dan presentasi makalah ini mencerminkan semangat kerja sama yang tinggi, dengan tujuan memperkaya wawasan ilmiah dan menciptakan solusi inovatif bagi isu-isu global. Tidak ada hierarki dalam kemitraan ini; setiap institusi berkontribusi secara setara, membawa keahlian spesifik yang saling melengkapi untuk menghadapi tantangan keberlanjutan di berbagai sektor. Kegiatan internasionalisasi ini juga memberikan peluang bagi para akademisi Indonesia untuk memperluas cakrawala mereka, memperkuat kapasitas penelitian, dan meningkatkan visibilitas di kancah internasional.

3. Rincian Kegiatan

Kegiatan internasionalisasi dimulai dengan pertemuan tim peneliti dari berbagai universitas Indonesia yang dilakukan di Jakarta pada tanggal **28 Oktober 2024**. Pertemuan ini bertujuan untuk memfinalisasi presentasi yang akan disampaikan di seminar internasional serta mendiskusikan strategi kolaborasi lanjutan. Pada tanggal **29 Oktober 2024**, tim berangkat dari Jakarta menuju Jeddah dengan penerbangan komersial, yang menjadi pintu masuk untuk melakukan serangkaian kegiatan di Arab Saudi.

Dari tanggal **30 Oktober hingga 3 November 2024**, peserta memanfaatkan waktu untuk melaksanakan ibadah umrah di Madinah dan Mekkah. Kegiatan spiritual ini juga memberikan kesempatan bagi tim peneliti untuk mempererat hubungan personal dan profesional dalam suasana non-akademis.

Setelah ibadah umrah, pada tanggal **4-5 November 2024**, peserta menghadiri dan mempresentasikan hasil penelitian pada **The 3rd International ARCH+DESN Conference** yang diselenggarakan di **Effat University, Jeddah**. Selama dua hari, tiga makalah dipresentasikan yang melibatkan penulis dari berbagai universitas Indonesia. Selain presentasi, diskusi akademik yang terjadi selama seminar tersebut membuka peluang kolaborasi baru dalam bidang arsitektur, perencanaan kota, dan pariwisata berkelanjutan. Pada kesempatan ini, juga dilakukan pertukaran gagasan mengenai kebijakan, inovasi, dan tantangan dalam pelestarian budaya serta pembangunan berkelanjutan.

Pada **6 November 2024**, tim melanjutkan perjalanan ke Istanbul, Turki, dengan tujuan utama melaksanakan kunjungan resmi ke **Istanbul Kent University**. Pada **8 November 2024**, dilakukan kegiatan campus tour dan penyelesaian **Memorandum of Understanding (MoU)** antara beberapa universitas di Indonesia dan Istanbul Kent

University. MoU ini diharapkan membuka peluang kolaborasi penelitian di masa depan, terutama dalam bidang pendidikan dan penelitian internasional.

Kegiatan internasionalisasi diakhiri pada **10 November 2024** dengan penerbangan kembali dari Istanbul menuju Jakarta. Keseluruhan kegiatan ini mencakup berbagai aspek penting dalam pengembangan akademik dan kolaborasi internasional, serta memberikan dampak positif pada reputasi universitas-universitas yang terlibat.

Tabel Rincian Kegiatan

Tanggal	Kegiatan	Lokasi
28 Oktober 2024	Meeting tim peneliti Indonesia	Jakarta, Indonesia
29 Oktober 2024	Penerbangan Jakarta - Jeddah	Jeddah, Arab Saudi
30 Oktober – 3 November 2024	Ibadah Umrah	Madinah & Mekkah, Arab Saudi
4-5 November 2024	Presentasi dan seminar internasional di Effat University	Effat University, Jeddah, Arab Saudi
6 November 2024	Penerbangan Jeddah - Istanbul	Istanbul, Turki
8 November 2024	Campus tour dan penyelesaian MoU dengan Istanbul Kent University	Istanbul Kent University, Istanbul, Turki
10 November 2024	Penerbangan Istanbul - Jakarta	Jakarta, Indonesia

4. Hasil Kegiatan

Kegiatan internasionalisasi yang berlangsung dari akhir Oktober hingga awal Desember 2024 telah memberikan hasil yang sangat positif dan membuka peluang besar untuk kolaborasi berkelanjutan di masa depan. Salah satu hasil utama dari kegiatan ini adalah peningkatan kerjasama antar universitas di Indonesia dengan lembaga pendidikan tinggi internasional, khususnya Effat University di Jeddah dan Istanbul Kent University di Turki. Melalui presentasi tiga makalah di **The 3rd International ARCH+DESN Conference 2024**, para akademisi dari berbagai universitas di Indonesia berhasil menunjukkan keunggulan penelitian lintas disiplin yang berfokus pada keberlanjutan, perencanaan kota, pelestarian warisan budaya, dan inklusivitas dalam kebijakan pariwisata. Presentasi ini mendapatkan apresiasi dari para peserta konferensi, menciptakan diskusi yang mendalam tentang bagaimana universitas-universitas tersebut dapat terus berkolaborasi dalam penelitian internasional di masa depan.

Hasil penting lainnya dari kegiatan ini adalah penandatanganan **Memorandum of Understanding (MoU)** antara **Universitas 17 Agustus 1945 (UNTAG) Semarang** dan **Istanbul Kent University**. MoU ini menandai awal dari kolaborasi strategis antara kedua universitas, dengan tujuan membuka peluang untuk pengembangan program akademik bersama, penelitian kolaboratif, serta pertukaran dosen dan mahasiswa. Harapannya, MoU ini akan memperkuat hubungan antara kedua universitas, memungkinkan UNTAG Semarang untuk memperluas dampaknya di ranah internasional. Kerjasama ini juga diharapkan akan menciptakan proyek riset baru yang berfokus pada isu-isu global seperti keberlanjutan, arsitektur, dan perencanaan kota.

Peran sebagai **Visiting Researcher** di Istanbul Kent University juga memberikan dampak positif dalam memperkuat jejaring akademik dan penelitian. Dalam periode tersebut, peneliti dari Indonesia terlibat dalam beberapa diskusi intensif dan proyek penelitian bersama dengan akademisi setempat, khususnya terkait isu-isu keberlanjutan dan perencanaan kota yang relevan dengan tantangan global saat ini. Keterlibatan aktif dalam kegiatan akademik di Istanbul Kent University memperkaya wawasan dan pendekatan penelitian, sekaligus membuka jalan bagi eksplorasi topik-topik baru yang berpotensi dijadikan dasar bagi penelitian lebih lanjut.

Secara keseluruhan, kegiatan internasionalisasi ini tidak hanya memberikan manfaat langsung dalam bentuk kolaborasi penelitian dan MoU, tetapi juga membuka peluang untuk pengembangan kapasitas universitas-universitas di Indonesia di ranah global. Dengan semakin kuatnya jaringan akademik internasional yang telah dibangun, diharapkan bahwa kegiatan seperti ini dapat terus berlanjut di masa mendatang. Program-program pertukaran, penelitian bersama, dan seminar internasional yang teratur diharapkan dapat semakin meningkatkan reputasi universitas-universitas Indonesia di kancah global, serta memberikan kontribusi nyata bagi pencapaian tujuan pembangunan berkelanjutan.

Dengan optimisme yang tinggi, kolaborasi ini diharapkan tidak hanya terhenti pada kegiatan yang sudah dilaksanakan, tetapi juga terus berkembang menjadi hubungan yang lebih strategis dan berkelanjutan. Harapan ke depan adalah adanya peningkatan jumlah publikasi bersama di jurnal internasional, penerapan hasil-hasil riset dalam kebijakan publik di tingkat lokal maupun internasional, serta keterlibatan aktif dalam forum-forum internasional yang lebih luas. Semua ini diharapkan dapat memperkuat posisi universitas-universitas Indonesia sebagai pemain penting dalam dunia akademik global, sekaligus memberikan solusi konkret bagi tantangan global di bidang keberlanjutan, arsitektur, dan perencanaan kota.

5. Evaluasi Kegiatan

Kegiatan internasionalisasi yang dilaksanakan dari akhir Oktober hingga awal Desember 2024 ini memberikan dampak yang signifikan bagi pengembangan kapasitas akademik dan jaringan internasional universitas-universitas Indonesia. Meski hasil yang diperoleh cukup positif, evaluasi yang mendalam terhadap pelaksanaan kegiatan ini diperlukan untuk mengidentifikasi kekuatan, kelemahan, peluang, serta tantangan yang dihadapi, sehingga kegiatan serupa di masa mendatang dapat diselenggarakan dengan lebih efektif dan optimal.

5.1 Kekuatan (Strengths)

Salah satu kekuatan utama dari kegiatan ini adalah kolaborasi lintas institusi yang melibatkan beberapa universitas dari Indonesia dan dua universitas internasional, yaitu Effat University di Jeddah dan Istanbul Kent University di Turki. Kolaborasi ini berhasil menciptakan sinergi dalam penyusunan makalah-makalah yang dipresentasikan di **The 3rd International ARCH+DESN Conference 2024**.

Presentasi makalah dari berbagai peneliti Indonesia menunjukkan bahwa kolaborasi lintas universitas menghasilkan penelitian yang beragam dan saling melengkapi. Setiap peneliti membawa keahlian spesifik yang memperkaya hasil penelitian, terutama di bidang keberlanjutan, pariwisata, dan pelestarian warisan budaya.

Selain itu, penandatanganan **Memorandum of Understanding (MoU)** antara **Universitas 17 Agustus 1945 Semarang** dan **Istanbul Kent University** merupakan langkah strategis yang memperkuat jaringan kolaborasi internasional. MoU ini tidak hanya membuka peluang untuk program pertukaran dosen dan mahasiswa, tetapi juga untuk penelitian kolaboratif dan publikasi bersama. Kerjasama yang ditargetkan dalam MoU ini diharapkan dapat memperluas cakrawala akademik kedua belah pihak dan meningkatkan visibilitas internasional UNTAG Semarang.

Pengalaman sebagai **Visiting Researcher** di Istanbul Kent University juga memberikan nilai tambah bagi pengembangan kapasitas peneliti dari Indonesia. Keterlibatan dalam proyek penelitian interdisipliner di universitas ini tidak hanya memperluas wawasan peneliti tetapi juga memperkuat jaringan internasional yang akan sangat bermanfaat untuk kolaborasi di masa mendatang.

5.2 Kelemahan (Weaknesses)

Meskipun kegiatan ini secara umum sukses, terdapat beberapa kelemahan yang perlu dievaluasi. Pertama, keterbatasan waktu dalam kegiatan **The 3rd International ARCH+DESN Conference 2024** mengakibatkan terbatasnya diskusi yang mendalam antara para peserta dan pembicara. Presentasi yang padat dengan waktu diskusi yang relatif singkat membuat pertukaran ide dan masukan tidak dapat dilakukan secara maksimal. Hal ini berpotensi mengurangi dampak jangka panjang dari presentasi penelitian yang telah dilakukan, karena kesempatan untuk penguatan kerjasama lintas institusi dan pengembangan ide-ide baru tidak dapat dioptimalkan.

Kedua, keterbatasan anggaran juga menjadi salah satu faktor yang perlu diperhatikan. Pembiayaan untuk kegiatan internasionalisasi ini sebagian besar ditanggung oleh universitas peserta, yang menimbulkan tantangan dalam hal logistik dan penyediaan fasilitas yang optimal selama kunjungan di luar negeri. Pengelolaan anggaran yang lebih efektif dan upaya untuk mencari sumber pendanaan eksternal di masa depan sangat diperlukan agar kegiatan internasional serupa dapat berjalan dengan lebih lancar dan berdampak lebih besar.

5.3 Peluang (Opportunities)

Kegiatan ini membuka banyak peluang bagi pengembangan akademik dan penelitian di masa depan. Kolaborasi penelitian yang telah dimulai di konferensi internasional ini, khususnya dalam bidang arsitektur, perencanaan kota, dan keberlanjutan, dapat dikembangkan lebih lanjut melalui proyek penelitian bersama dan publikasi internasional. Selain itu, MoU yang telah ditandatangani antara UNTAG Semarang dan Istanbul Kent University menciptakan peluang untuk program pertukaran dosen dan mahasiswa yang lebih sistematis. Program ini dapat menjadi platform untuk memperluas wawasan internasional bagi mahasiswa dan staf

pengajar, yang pada akhirnya akan meningkatkan kualitas akademik di kedua institusi.

Peluang lainnya adalah kemungkinan untuk memperluas cakupan kolaborasi internasional dengan universitas-universitas lain yang turut hadir dalam konferensi tersebut. Jejaring akademik yang terbentuk selama konferensi memberikan kesempatan untuk memperluas kolaborasi lintas negara, khususnya di bidang penelitian interdisipliner yang melibatkan arsitektur, pariwisata, dan keberlanjutan. Dengan memperkuat hubungan ini, universitas-universitas di Indonesia dapat lebih berperan dalam penelitian global yang berkaitan dengan tantangan lingkungan dan sosial.

5.4 Tantangan (Challenges)

Meskipun kegiatan ini berhasil, beberapa tantangan perlu diperhatikan untuk pelaksanaan kegiatan internasional di masa depan. Salah satu tantangan terbesar adalah perbedaan budaya dan sistem akademik antara universitas-universitas di Indonesia dan universitas internasional. Meskipun kerjasama dapat terjalin dengan baik, perbedaan pendekatan dalam penelitian, sistem penilaian akademik, dan standar penerbitan internasional dapat menjadi hambatan bagi kolaborasi yang lebih dalam. Oleh karena itu, diperlukan upaya untuk memahami dan menyelaraskan perbedaan ini agar hasil kerjasama dapat optimal.

Selain itu, tantangan dalam hal logistik, seperti perbedaan zona waktu dan durasi kunjungan yang terbatas, dapat mempengaruhi kualitas diskusi dan interaksi antara peneliti. Untuk mengatasi hal ini, perencanaan yang lebih matang dan koordinasi yang lebih baik diharapkan dapat dilakukan pada kegiatan internasional berikutnya.

5.5 Rekomendasi

Berdasarkan evaluasi ini, beberapa rekomendasi dapat diberikan untuk meningkatkan efektivitas kegiatan internasionalisasi di masa mendatang. Pertama, perlu adanya peningkatan alokasi anggaran atau upaya untuk mencari sumber pendanaan eksternal guna mendukung kegiatan internasional yang lebih luas dan berdampak besar. Kedua, perpanjangan durasi kegiatan akademik seperti konferensi dan kunjungan riset diharapkan dapat memberikan ruang yang lebih luas untuk diskusi yang lebih mendalam, sehingga hasil kolaborasi dapat lebih optimal. Ketiga, program pertukaran dosen dan mahasiswa yang berkelanjutan harus dirancang dengan baik untuk memastikan keberlanjutan kerjasama antara UNTAG Semarang dan Istanbul Kent University, serta universitas internasional lainnya.

Dengan adanya perbaikan dalam aspek-aspek tersebut, diharapkan kegiatan internasionalisasi di masa mendatang dapat berjalan dengan lebih efektif, memberikan dampak yang lebih besar bagi universitas-universitas Indonesia, serta meningkatkan peran mereka dalam komunitas akademik global.

6. Penutup

Kegiatan internasionalisasi yang dilakukan dari akhir Oktober hingga awal Desember 2024 telah memberikan kontribusi signifikan terhadap pengembangan jejaring akademik dan penelitian lintas negara. Melalui serangkaian kegiatan yang melibatkan konferensi, presentasi makalah, kunjungan akademik, serta penandatanganan Memorandum of Understanding (MoU) dengan Istanbul Kent University, kolaborasi antara universitas-universitas Indonesia dan lembaga pendidikan tinggi internasional semakin kuat. Keikutsertaan dalam **The 3rd International ARCH+DESN Conference 2024** di Jeddah juga menjadi platform penting untuk mempromosikan penelitian kolaboratif dalam bidang keberlanjutan, arsitektur, perencanaan kota, dan pelestarian warisan budaya.

Penandatanganan MoU antara **Universitas 17 Agustus 1945 Semarang** dan **Istanbul Kent University** menjadi salah satu hasil yang sangat strategis dari kegiatan ini. Kesepakatan tersebut tidak hanya membuka peluang bagi pengembangan akademik dalam bentuk pertukaran mahasiswa dan dosen, tetapi juga memperkuat kolaborasi penelitian lintas disiplin. Harapannya, MoU ini akan menjadi landasan bagi inisiatif penelitian yang inovatif dan berdampak global, terutama terkait isu-isu keberlanjutan dan pembangunan perkotaan. Selain itu, peran sebagai **Visiting Researcher** di Istanbul Kent University memberikan nilai tambah yang signifikan bagi peningkatan kapabilitas penelitian, sekaligus memperluas wawasan akademik melalui interaksi dengan peneliti internasional.

Secara keseluruhan, kegiatan internasionalisasi ini telah berhasil mencapai beberapa tujuan utama, seperti memperluas jaringan akademik internasional, meningkatkan kapabilitas penelitian, serta memperkuat kerjasama antar lembaga pendidikan tinggi. Meski terdapat beberapa tantangan seperti keterbatasan waktu diskusi dan masalah logistik, kegiatan ini memberikan landasan yang kuat untuk kolaborasi berkelanjutan di masa depan. Evaluasi yang telah dilakukan menunjukkan bahwa kegiatan ini memiliki potensi besar untuk dikembangkan lebih lanjut, terutama dengan memanfaatkan peluang yang telah terbuka melalui jaringan akademik yang terbentuk.

Dalam menghadapi masa depan, terdapat optimisme yang tinggi bahwa kolaborasi ini akan terus berkembang menjadi hubungan yang lebih strategis dan berkelanjutan. Program-program pertukaran dan penelitian bersama yang direncanakan diharapkan dapat memberikan dampak positif bagi kedua belah pihak, serta memperkaya kontribusi akademik Indonesia di panggung internasional. Selain itu, kegiatan internasionalisasi ini juga diharapkan dapat meningkatkan kualitas pendidikan dan penelitian di Indonesia, sejalan dengan tujuan untuk mencapai standar global dalam pendidikan tinggi.

Dengan dasar yang telah dibangun melalui kegiatan ini, diharapkan bahwa universitas-universitas di Indonesia, khususnya Universitas 17 Agustus 1945

Semarang, akan terus berperan aktif dalam berbagai inisiatif akademik internasional. Penyelenggaraan kegiatan serupa di masa depan diharapkan dapat berjalan dengan lebih efektif dan optimal, memberikan manfaat jangka panjang bagi institusi akademik dan masyarakat luas. Pada akhirnya, kegiatan internasionalisasi ini mencerminkan komitmen universitas-universitas Indonesia untuk terus maju dalam meningkatkan mutu pendidikan dan penelitian, serta berkontribusi terhadap solusi bagi tantangan global yang dihadapi saat ini.

LAMPIRAN

- **LETTER OF INVITATION**



مكتب الرئيس
OFFICE OF THE PRESIDENT



جامعة عفت
EFFAT UNIVERSITY

Dear Mr. Dr. YUNITA ISMAIL

Affiliation: President University, Jakarta, Indonesia

Holder of passport no. X2421394

You are cordially invited to participate as a presenter at Effat University Annual Architecture and DESN Conference (formerly International Memaryat Conference) themed: "The 3rd International ARCH+DESN Conference: Heritage Revival: Innovative Paths for Sustainable Living." The conference will be held under the patronage of HRH Princess Lolowah Al Faisal - Vice Chair of the Board of Trustees and the General Supervisor of Effat University - scheduled to be on the 4th and 5th of November 2024, at Effat University, Jeddah, KSA.

The conference "Heritage Revival: Innovative Paths to Sustainability" aims to provide a platform for researchers, practitioners, policymakers, and community leaders to explore and discuss innovative strategies for conserving and revitalizing cultural heritage in a sustainable manner. The Conference topics include, but are not limited to, the following list:

- Cutting-edge Conservation Techniques.
- Empowering Communities in Heritage Revival.
- Promoting Sustainable Tourism and Economic Growth.
- Harnessing Digital Innovation for Heritage Revival.
- Policy, Governance, and Stakeholder Collaboration.
- Education for Heritage Revival.

On behalf of myself and the conference organizing committee, we look forward to having you share your expertise with our students, campus and community!

Yours sincerely,

Dr. Haifa Jamal Al-Lail

President of Effat University



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P.O.BOX 34689, JEDDAH 21478 SAUDI ARABIA TELEPHONE +966 (12) 920003331 FACSIMILE +966 (12) 6377447
www.effatuniversity.edu.sa

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Dear Mr. Dr. SRI JUMIYATI

Affiliation: University of Muhamadiyah Palu, Indon

Holder of passport no. X1324238

You are cordially invited to participate as a presenter at Effat University Annual Architecture and DESN Conference (formerly International Memaryat Conference) themed: "The 3rd International ARCH+DESN Conference: Heritage Revival: Innovative Paths for Sustainable Living." The conference will be held under the patronage of HRH Princess Lolowah Al Faisal - Vice Chair of the Board of Trustees and the General Supervisor of Effat University - scheduled to be on the 4th and 5th of November 2024, at Effat University, Jeddah, KSA.

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- Promoting Sustainable Tourism and Economic Growth.
- Harnessing Digital Innovation for Heritage Revival.
- Policy, Governance, and Stakeholder Collaboration.
- Education for Heritage Revival.

On behalf of myself and the conference organizing committee, we look forward to having you share your expertise with our students, campus and community!

Yours sincerely,

Dr. Haifa ~~Amal~~ Al-Lail

President of Effat University



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Dear Mrs. Dr. INDRA KERTATI BINTI HADI

Affiliation: University of 17 Agustus 1945 Semarang, Indonesia

Holder of passport no. E1922886

You are cordially invited to participate as a presenter at Effat University Annual Architecture and DESN Conference (formerly International Mmaryat Conference) themed: "The 3rd International ARCH+DESN Conference: Heritage Revival: Innovative Paths for Sustainable Living." The conference will be held under the patronage of HRH Princess Lolowah Al Faisal - Vice Chair of the Board of Trustees and the General Supervisor of Effat University - scheduled to be on the 4th and 5th of November 2024, at Effat University, Jeddah, KSA.

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President of Effat University



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Dear Mrs. Dr. Tien Wahyuni

Affiliation: *National Research and Innovation Agency, Indonesia*

Holder of passport no. C6478169

You are cordially invited to participate as a presenter at Effat University Annual Architecture and DESN Conference (formerly International Memaryat Conference) themed: "The 3rd International ARCH+DESN Conference: Heritage Revival: Innovative Paths for Sustainable Living." The conference will be held under the patronage of HRH Princess Lolowah Al Faisal - Vice Chair of the Board of Trustees and the General Supervisor of Effat University - scheduled to be on the 4th and 5th of November 2024, at Effat University, Jeddah, KSA.

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مكتب الرئيس
OFFICE OF THE PRESIDENT



Dear Mrs. Dr. Emi Roslinda Syahril

Affiliation: *University of Tanjungpura, Pontianak, Indonesia*

Holder of passport no. X2478047

You are cordially invited to participate as a presenter at Effat University Annual Architecture and DESN Conference (formerly International Memaryat Conference) themed: **"The 3rd International ARCH+DESN Conference: Heritage Revival: Innovative Paths for Sustainable Living."** The conference will be held under the patronage of HRH Princess Lolowah Al Faisal - Vice Chair of the Board of Trustees and the General Supervisor of Effat University - scheduled to be on the 4th and 5th of November 2024, at Effat University, Jeddah, KSA.

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President of Effat University



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OFFICE OF THE PRESIDENT



جامعة عفت
EFFAT UNIVERSITY

Dear Mrs. Dr. Ars. EKO NURSANTY

Affiliation: University of 17 Agustus 1945 (UNTAG) Semarang, Indonesia

Holder of passport no. X1147692

You are cordially invited to participate as a presenter at Effat University Annual Architecture and DESN Conference (formerly International Mmaryat Conference) themed: "The 3rd International ARCH+DESN Conference: Heritage Revival: Innovative Paths for Sustainable Living." The conference will be held under the patronage of HRH Princess Lolowah Al Faisal - Vice Chair of the Board of Trustees and the General Supervisor of Effat University - scheduled to be on the 4th and 5th of November 2024, at Effat University, Jeddah, KSA.

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President of Effat University



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- MATERI PRESENTASI HERITAGE REVIVAL



1



2

INTRODUCTION

Background:

- Urban areas face challenges in preserving cultural and historical heritage.
- Traditional urban planning often overlooks cultural nuances.

Research Focus:

- The intersection of collaborative urban planning and community empowerment.

Objective:

- Identify best practices for inclusive and sustainable heritage preservation.

HERITAGE REVIVAL: COLLABORATIVE URBAN PLANNING AND
COMMUNITY EMPOWERMENT STRATEGIES



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Problem Statement

- **Issue:** Rapid urbanization threatens cultural heritage sites.
- **Challenges:**
 - Loss of historical landmarks.
 - Inadequate integration of heritage conservation in urban planning.

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Key Concepts

1. Collaborative Urban Planning:

1. Inclusive strategies involving all stakeholders.
2. Use of urban planning charrettes for participatory sessions.

2. Community Empowerment:

1. Engaging communities in decision-making.
2. Building a sense of ownership and pride in heritage sites.

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HERITAGE REVIVAL: COLLABORATIVE URBAN PLANNING AND
COMMUNITY EMPOWERMENT STRATEGIES



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5

Research Methods

- **Approach:** Mixed-methods (qualitative & quantitative)

- **Data Collection:**

- Case studies, interviews, surveys, and participant observation.

- **Analysis Tools:**

- Qualitative: Thematic analysis (NVivo)
- Quantitative: Statistical correlations (SPSS)

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Case Studies Overview

1. Semarang:

1. **Project:** Kota Lama Revitalization
2. **Focus:** Balance between heritage conservation and urban needs.
3. **Approach:** Urban planning charrettes with diverse stakeholders.

2. Surakarta:

1. **Project:** Kraton Surakarta Preservation
2. **Focus:** Integrating traditional values with urban planning.
3. **Outcome:** Strengthened community commitment.

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Urban Planning Charrettes

- **Definition:** Intensive, collaborative planning sessions.
- **Participants:** Urban planners, local officials, community members.
- **Impact:**
 - Inclusive decision-making.
 - Reflect community values and needs.

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Community Empowerment Strategies

- **Active Participation:** Residents involved in planning.
- **Benefits:**
 - Sustainable preservation outcomes.
 - Stronger social bonds and community pride.

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Results

- **Positive Outcomes:**
 - **Semarang:** Increased ownership and comprehensive preservation plans.
 - **Surakarta:** Culturally aligned strategies, strong traditional values.
- **Indicators of Success:**
 - High community involvement.
 - Sustainable and culturally relevant preservation.

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Discussion

- **Themes Identified:**

- Enhanced collaboration among stakeholders.
- Empowered communities foster long-term success.
- Cultural relevance leads to sustainable outcomes.

- **Challenges:**

- Resource constraints.
- Need for equitable participation.

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Conclusions

- **Main Findings:**

- Effective heritage preservation requires collaboration and community engagement.
- Urban planning charrettes can balance modern needs with cultural heritage.

- **Recommendations:**

- Implement inclusive charrettes.
- Empower communities for resilient heritage preservation.

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- MATERI PRESENTASI GREEN PILGRAMES



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Research Paper Presentation

**GREEN PILGRIMAGES: SUSTAINABLE
BRANDING PRACTICES FOR HERITAGE
DESTINATIONS IN HOLY CITIES**

Presented by:
Eko Nursanty, Astari Wulandari, Rizka Tri Arinta
UNIVERSITY OF 17 AGUSTUS 1945 (UNTAG) Semarang, Indonesia

4th - 5th of November 2024 Effat
University, Jeddah, KSA

1

Introduction

- **Context:** Holy cities attract millions of pilgrims and tourists yearly, leading to environmental and socio-economic challenges.
- **Problem Statement:** Balancing cultural heritage preservation with sustainable tourism is critical.
- **Objective:** Explore sustainable branding strategies integrating eco-friendly practices and cultural sensitivity.

Green Pilgrimages: Sustainable Branding Practices for
Heritage Destinations In Holy Cities



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Research Aims

- **Primary Goal:** Develop a framework for sustainable branding in holy cities.
- **Key Focus Areas:**
 - Eco-friendly tourism
 - Community engagement
 - Neuroscience in architecture for improved visitor experience

3

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Methodology Overview

- **Approach:** Mixed-methods research
 - **Qualitative:** Interviews with destination managers (still on going by email and zoom meeting)
 - **Quantitative:** Surveys from tourists (100 responses) (Indonesian with their experience of pilgrimage to these cities)
 - **Case Studies:** Analysis of Madina, Maca, Vatican.
- **Data Analysis:** Thematic coding for qualitative data and statistical analysis for survey data

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Key Findings - Qualitative Insights

• Themes Identified:

- **Environmental Sustainability:** Eco-friendly tourism and waste reduction
- **Cultural Preservation:** Respect for sacred spaces
- **Community Engagement:** Local involvement in conservation
- **Green Marketing:** Use of digital platforms to minimize environmental impact

Table 1. Themes and Coding Results from Interviews.

Theme	Codes	Example Responses from Interviewees	Frequency of Mention
1. Environmental Sustainability	Eco-friendly tourism activities, waste reduction, energy conservation, renewable resources	"We are promoting eco-friendly tourism by introducing guided walking tours and reducing vehicle traffic around the heritage sites."	45 mentions
2. Cultural Preservation and Sensitivity	Respect for sacred spaces, maintaining cultural authenticity, integrating local traditions	"Our branding must respect the religious significance of the site, ensuring that tourism does not overshadow the spiritual value of these places."	38 mentions
3. Community Engagement	Local community involvement, stakeholder collaboration, benefits for local population	"We involve local communities in conservation efforts and give them a voice in decision-making to ensure they benefit from tourism revenue."	32 mentions
4. Digital and Green Marketing	Use of digital platforms, minimizing paper waste, promoting sustainability through online campaigns	"We have shifted most of our promotional materials online to reduce paper waste and are using social media to promote our green tourism efforts."	28 mentions

Themes and Coding Results from Interviews

Key Findings - Quantitative Analysis

- **Survey Results:**
 - High support for sustainability initiatives among tourists
 - Positive correlation between awareness of eco-friendly practices and visitor satisfaction
- **Statistical Significance:** Branding strategies emphasizing sustainability enhance overall visitor experience

Table 2. Relationships Between Key Themes in Sustainable Branding Practices

Theme	Relationship to Branding Strategies	Integration with Traditional Urban Settlements	Neuroscience Application in Spatial Design
Environmental Sustainability	Sustainable branding emphasizes eco-friendly tourism activities, reducing waste, and promoting green initiatives	Traditional settlements often have environmentally efficient designs (e.g., natural ventilation, local materials)	Neuroscience highlights the importance of natural elements (lighting, ventilation) in enhancing well-being and emotional response to spaces.
Cultural Preservation and Sensitivity	Branding must respect the spiritual and cultural identity of heritage sites, while still attracting diverse tourists	Traditional urban settlements maintain cultural authenticity through architecture and urban form	Sacred spaces designed with attention to acoustics and spatial arrangement can enhance spiritual engagement and visitor emotional experience.
Community Engagement	Local communities play a vital role in sustainable branding, contributing to authenticity and long-term viability	Traditional communities actively participated in the design and use of urban spaces, ensuring cultural continuity	Engagement with communities also affects the spatial design, where spaces reflect local identity and support community interaction.
Digital and Green Marketing	Branding through digital channels promotes sustainability by reducing physical waste and maximizing outreach	Traditional elements (e.g., storytelling and rituals) can be adapted to modern branding platforms, preserving heritage	Neuroscience suggests that the digital experience of a place can influence anticipation and emotional connection before physical arrival.

Relationships
Between Key
Themes in
Sustainable
Branding
Practices

Integrating Neuroscience in Architecture

- **Concept:** Use neuroscience to improve the emotional and spiritual impact of heritage site design
- **Applications:**
 - Spatial design, lighting, acoustics
 - Biophilic elements to promote well-being

NOTE:

"biophilia" means a love of life or living systems, and biophilic design uses this concept to improve the built environment.

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Heritage Destinations In Holy Cities



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Community Engagement Strategies

- **Importance:** Involvement of local communities ensures cultural and social sustainability.
- **Approaches:**
 - Participatory design
 - Revenue-sharing models
 - Cultural festivals co-managed with locals

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Digital and Green Marketing Techniques

- **Benefits:** Reduces physical waste and increases outreach
- **Examples:**
 - Online promotional campaigns
 - Augmented Reality (AR) for virtual tours

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Recommendations for Destination Managers

- **Integrate Traditional and Modern Practices:** Use local materials and eco-friendly construction
- **Apply Neuroscience Principles:** Enhance visitor experiences in sacred spaces
- **Engage Communities:** Empower locals through active participation

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Conclusion

- **Summary:** Sustainable branding requires a holistic approach combining environmental, social, and economic factors.
- **Future Implications:** Potential to serve as a model for other heritage sites facing similar challenges.
- **Call to Action:** Encourage further research and collaboration in eco-tourism practices.

شكرًا

Thank you

- **MATERI PRESENTASI COULD STAKEHOLDER ENGAGEMENT**



Contents

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Result and Discussion

Conclusion

Could Stakeholder Engagement Optimize of Sustainable
PAgrotourism in Development in Post-Disaster Economic Recovery



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3

Introduction

Economic Impact of the 2018 Disaster in Palu

Settlement Sector

IDR 9.41 trillion

Infrastructure Sector

IDR 1.05 trillion

Economic Sector

IDR 4.22 trillion

Social Sector

IDR 3.37 trillion

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Introduction

The Objectives of Research

- 1. Identify the roles of various stakeholders involved in the post-desaster recovery efforts**
- 2. Analyze the pattern of relationship between different stakeholders**
- 3. Determining a development strategy for Moringa leaf processing businesses in Palu**

Could Stakeholder Engagement Optimize of Sustainable PAgtourism in Development in Post-Disaster Economic Recovery



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Method

This research used qualitatif method.
Data collection methods used are observation and interview., and a Descriptive qualitative approach used for data analysis

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Result and Discussion

Key Stakeholders Identified

- **Farmer Groups**
- Local agricultural producers, NGO
- **MSMEs**
- Equatorial Red Moringa
- **Government Offices**
- Local and provincial authorities
- **Local Communities**
- Residents of affected areas, Academics, mass media

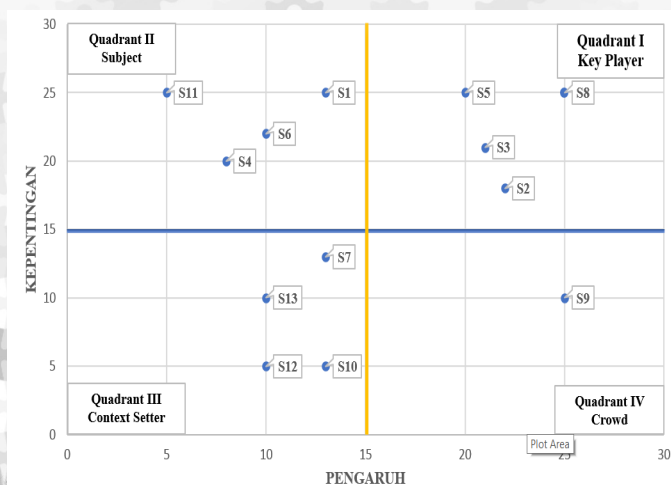
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Cont.... Stakeholders Influence and Interest Matrix



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Cont.... Stakeholders Influence and Interest Matrix

Table 1. Identification of Stakeholders in Sustainable Agrotourism Development

Stakeholder Identification	Stakeholder Name
Public Sector	Public Works Office of Palu City (S1), MSME Cooperatives and Labor Office of Palu City (S2), Agriculture and Food Security Office of Palu City (S3), Environment Office of Palu City (S4), Culture and Tourism Office of Palu City (S5), Regional Disaster Management Agency (S6), Village Government (S7)
Private Sector	Equatorial Red Moringa MSME (S8)
Non-governmental organizations (NGOs)	Non-Governmental Organizations (S9), Farmer Groups (S10)
Local Community	Academics (S11), Mass Media (S12), Local Community (S13)

Source: Primary data after processing, 2024.

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Cont....

Sustainable Agrotourism Development Strategy

Environmental Quality

- The strategy aims to improve the environmental conditions in the affected areas, promoting sustainable agricultural practices and eco-friendly tourism initiatives.

Social Welfare

- By developing agrotourism, the strategy seeks to enhance social welfare through job creation, community engagement, and preservation of local culture and traditions.

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Cont....

Sustainable Agrotourism Development Strategy

Economic Recovery

Sustainable agrotourism is expected to contribute significantly to the post-disaster economic recovery efforts in Palu, providing new income streams and revitalizing the local economy.

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Cont....

Challenges in Implementation

1

Resource Constraints

Limited financial and human resources may hinder the full implementation of sustainable agrotourism initiatives.

2

Infrastructure Recovery

Rebuilding necessary infrastructure for tourism while maintaining sustainability principles poses significant challenges.

3

Stakeholder Alignment

Ensuring all stakeholders are aligned in their goals and approaches requires ongoing effort and negotiation.

4

Market Development

Creating awareness and attracting tourists to the recovering region may be challenging in the short term.

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Conclusion

Aspect	Current Status	Future Potential
Economic Recovery	In progress	High
Environmental Impact	Improving	Positive
Social Welfare	Developing	Significant
Stakeholders Engagement	Active	Crucial

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Thankyou



2.a. Moringa Powder and Capsules

Dr. Yunita Ismail

- yunitaismail@president.ac.id

Dr. Sri Jumiati

- srijumiati1068@gmail.com

A Ridho Rahman

- ahmadridho.rahmani@yahoo.com

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- MATERI PRESENTASI INCLUSIVE DECISION MAKING



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Research Paper Presentation

**Inclusive Design Decision-Making
in Sustainable Tourism: The Impact of Policy and
Stakeholder Collaboration**

Presented by:
Tien Wahyuni, Yunita Ismail, Indra Kertati, Emi Roslinda and Titi Antin

4th - 5th of November 2024
Effat University, Jeddah, KSA

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Research Paper Presentation

Presented by:
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Affiliations:
National Research and Innovation Agency, Indonesia President
University, Jakarta, Indonesia
University of 17 Agustus 1945 Semarang, Indonesia
University of Tanjungpura, Pontianak, Indonesia University
of Islam Negeri Sultan Syarif Kasim Riau, Indonesia
Contact: tien.wahyuni@brin.go.id

4th - 5th of November 2024
Effat University, Jeddah, KSA

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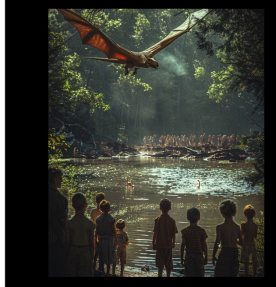
INTRODUCTION

Key Points:

- **Global Significance:** sustainable tourism is crucial for environmental, social, and economic well-being.

Introduction to Sustainable Tourism

Sustainable tourism promotes responsible travel that **conserves** the environment and **improves** the well-being of local communities. By focusing on **inclusive design decision-making**, we can ensure that all stakeholders are involved in creating policies that benefit both travelers and residents, fostering a more equitable tourism industry.



Importance of Inclusive Design

Inclusive design in tourism ensures that all individuals, regardless of their background or abilities, can enjoy travel experiences. By prioritizing accessibility and participation, we can create environments that welcome everyone, enhancing the overall quality of tourism while respecting local cultures and ecosystems.

Inclusive Design Decision-Making in Sustainable Tourism: The Impact of Policy and Stakeholder Collaboration



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3

INTRODUCTION

Key Points:

- **Policy and Governance:** robust policies and inclusive governance frameworks guide sustainable practices.
- **Stakeholder Engagement:** collaborative approaches involving local communities, businesses, and governments are essential.

Policy Frameworks for Collaboration

Effective policy frameworks are essential for fostering collaboration among stakeholders in sustainable tourism. By aligning government regulations, business practices, and community needs, we can create a cohesive approach that promotes sustainable practices while supporting local economies and protecting natural resources.



Stakeholder Engagement Strategies

Engaging stakeholders is crucial for successful sustainable tourism initiatives. By employing collaborative strategies such as workshops, surveys, and public forums, we can gather diverse perspectives and foster a sense of ownership among all parties, ultimately leading to more effective and inclusive decision-making.

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4

INTRODUCTION

- **Research Focus:** This study explores the interplay between policy, governance, and stakeholder engagement in sustainable tourism.
- **Objective** to identify strategies that have successfully integrated policy, governance and stakeholder collaboration to promote sustainable tourism.

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METHODOLOGY

Utilizing a mixed-methods approach, combining qualitative insights from extensive literature reviews and case studies to understand the context and dynamics of effective stakeholder engagement strategies with quantitative data from surveys and statistical analysis across multiple regions to assess policy impact.

Mixed-method research design: Ensuring fully-informed decision-making



Combining qualitative and quantitative data
Integration of methods and analysis



Enhanced validity and knowledge
Flexibility in research design

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Year	Author(s)	Study Focus	Key Findings
2005	Hall, C. Michael	Governance and Tourism Development	Identified the need for multi-level governance structures to facilitate stakeholder collaboration.
2008	Bramwell, B. & Lane, B.	Sustainable Tourism Governance	Highlighted the importance of participatory governance in achieving sustainable tourism objectives.
2010	Dredge, D.	Network Governance in Tourism	Explored how network governance can improve stakeholder engagement and collaboration in tourism planning.
2013	Moscardo, G.	Tourism Governance and Policy	Found that inclusive policy frameworks lead to higher stakeholder participation and better decision-making.
2015	Baggio, R., Scott, N.	Tourism Networks and Collaboration	Demonstrated that strong governance frameworks enhance the effectiveness of stakeholder networks.
2017	Beritelli, P.	Community Involvement in Tourism Governance	Showed that local community involvement is crucial for effective governance and sustainable tourism.
2019	Stone, M. T., Stone, L.	Policy and Governance in Ecotourism	Emphasized the role of governance in balancing ecological sustainability with stakeholder interests.
2021	Bramwell, B.	Collaborative Governance in Sustainable Tourism	Analyzed the benefits of collaborative governance models in improving stakeholder engagement.
2022	Bianchi, R. V.	Global Tourism Policy and Governance	Discussed global policy frameworks and their impact on local stakeholder collaboration and sustainability.

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Analysis of Successful Stakeholder Engagement Strategies in Inclusive Decision- Making			
Strategy	Description	Examples of Implementation	Key Outcomes
Participatory Planning	Involves stakeholders in the planning and decision-making processes from the outset.	Community workshops and public consultations in New Zealand and Australia.	Enhanced buy-in from local communities, improved project outcomes, and increased transparency.
Collaborative Platforms	Establishes formal and informal networks for ongoing stakeholder dialogue.	Tourism councils and advisory boards in Canada and the Netherlands.	Improved coordination among stakeholders, stronger partnerships, and shared ownership of projects.
Continuous Communication	Maintains regular updates and feedback loops with stakeholders.	Digital communication platforms and newsletters in the UK and South Africa.	Better informed stakeholders, increased trust, and more responsive decision-making processes.
Capacity Building	Provides training and resources to stakeholders to enhance their participation.	Training programs for local communities in Kenya and Costa Rica.	Empowered stakeholders, greater engagement in tourism development, and improved local skills.
Multi-Stakeholder Partnerships	Forms alliances between diverse groups to address common goals.	Public-private partnerships in tourism projects in Italy and Thailand.	Leveraged resources, diverse perspectives in decision-making, and increased project sustainability.
Conflict Resolution Mechanisms	Implements processes to address and resolve stakeholder conflicts.	Mediation and arbitration services in tourism planning in Brazil and India.	Reduced conflicts, smoother implementation of projects, and stronger stakeholder relationships.
Incentives for Participation	Offers incentives for stakeholders to engage in the decision-making process.	Financial incentives and recognition programs in tourism initiatives in Spain and Japan.	Increased participation, motivated stakeholders, and enhanced commitment to sustainable practices.

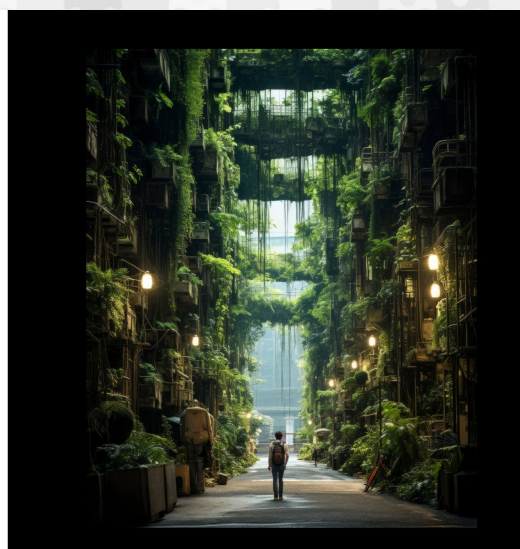
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Case Study Examples and Their Outcomes in Sustainable Tourism			
Case Study Location	Description	Themes	Outcomes
Costa Rica	National policies promoting ecotourism and community-based tourism initiatives.	Community Involvement	Increased local employment, preservation of biodiversity, and enhanced community well-being [16].
New Zealand	Collaborative governance models in managing natural parks and heritage sites.	Effective Governance	Improved stakeholder collaboration, better resource management, and increased visitor satisfaction [17].
Bhutan	Sustainable tourism policies focusing on high-value, low-impact tourism.	Environmental Stewardship	Controlled tourism growth, maintained cultural integrity, and conservation of natural resources [5].
Kenya	Community-based wildlife conservancies promoting ecotourism.	Economic Benefits	Increased revenue for local communities, improved wildlife conservation, and enhanced tourist experiences [18].
Italy	Public-private partnerships in heritage site management and tourism development.	Multi-Stakeholder Partnerships	Enhanced preservation of historical sites, boosted local economies, and strengthened stakeholder cooperation [19].
Thailand	Sustainable tourism initiatives in coastal and marine areas.	Environmental Conservation	Reduced environmental degradation, promoted sustainable fishing practices, and increased community resilience [20].

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Challenges in Implementation

Despite the benefits of sustainable tourism, challenges such as **funding**, **policy gaps**, and resistance from certain stakeholders can hinder progress. Identifying these barriers and developing targeted strategies to address them is essential for advancing inclusive design and ensuring that tourism benefits all stakeholders.



Conclusion:

Achieving comprehensive sustainability in the tourism sector requires the integration of effective policies, robust governance frameworks, stakeholder engagement, sustainable practices, and efficient waste management. Case studies highlight that inclusive and participatory approaches to policy-making foster resilience and success in tourism initiatives. By aligning development efforts with environmental, economic, and social goals, and involving local communities, governments, and private enterprises, tourism can become a more balanced and sustainable industry.

Recommendation:

Future efforts should prioritize holistic policy design that facilitates stakeholder collaboration and engagement. This includes providing support and incentives for local participation and capacity building. Continuous exploration and adaptation of sustainable strategies are essential to address emerging challenges and opportunities, ensuring the tourism sector contributes positively to environmental conservation, cultural preservation, and economic growth on a global scale.



- **MATERI PRESENTASI PROMOTING ECONOMIC GROWTH**



1



2

Introductions



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Methodology

Research Approach: Mixed-methods
combining qualitative and
quantitative data

Qualitative Data

- Literature review on sustainable tourism practices.
- Interviews with tourism officials, local business owners, and community leaders.

Quantitative Data

- Surveys from tourists on motivations and satisfaction.
- Secondary data from economic and tourism reports.

The data analysis process employs both thematic and statistical techniques. Thematic analysis is used to identify and interpret patterns within the qualitative data, focusing on key themes related to sustainable tourism, branding, and socio-economic impacts.

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Results & Discussions

HERITAGE REMVAL: COLLABORATIVE URBAN PLANNING AND COMMUNITY EMPOWERMENT STRATEGIES



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Economic Growth Driven by Sustainable Tourism Initiatives

Sustainable tourism initiatives have been implemented in various regions worldwide, leading to significant economic growth. The diverse strategies and their economic impacts by examining case studies from different regions

Region	Initiative Description	Economic Impact	References
Costa Rica	Ecotourism and wildlife conservation	Increased GDP contribution from tourism, job creation in rural areas	Honey (2008), Campbell et al. (2007)
Bhutan	High-value, low-impact tourism policy	Higher tourism revenue per visitor, preserved cultural Heritage	Rinzin et al. (2007), Gurung & Seeland (2008)
Iceland	Sustainable nature tourism	Boost in local economies, infrastructure development	Huijbens & Benediktsson (2013)
New Zealand	Eco-friendly adventure tourism	Enhanced international tourist arrivals, conservation funding	Higham & Carr (2003), Ringer (1996)
Kenya	Community-based wildlife tourism	Economic upliftment of local communities increased conservation areas	Akama (1996), Sindiga (1995)
Slovenia	Green tourism certification program	Growth in eco-friendly accommodations increased tourist spending	Mihalic (2014), McKercher (1993)

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Socio-Economic Benefits Provided by Agriculture and Forestry

Agriculture and forestry sectors play crucial roles in supporting local economies and fostering community development. These sectors provide essential goods and employment opportunities and contribute to the sustainability of rural areas.

Region	Sector	Socio-Economic Benefits	References
European Union	Agriculture	Employment in rural areas, food security, rural development grants	European Commission (2020)
Canada	Forestry	Job creation, sustainable forest management, export revenue	Natural Resources Canada (2019)
Indonesia	Agriculture	Poverty reduction, improved livelihoods, agro-tourism	Susilowati (2014), World Bank (2020)
Brazil	Forestry	Economic diversification, carbon sequestration, community empowerment	FAO (2016), Greenpeace (2018)
India	Agriculture	Rural employment, agricultural innovation, market access	Ministry of Agriculture & Farmers Welfare (2018)
Sweden	Forestry	Sustainable timber production, rural income, biodiversity conservation	Swedish Forest Agency (2019)

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Discussion

Economic Resilience

Eco-tourism contributes to local economies, boosting GDP and creating jobs

Cultural Sustainability

Heritage branding and tourism policies preserve cultural identity.

Community Empowerment

Local engagement in tourism strengthens conservation efforts and regional pride

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Connecting Sustainable Tourism, Branding Strategies, and Socio-Economic Impacts

This table highlights how different regions have successfully integrated sustainable tourism initiatives with strategic branding to achieve significant socio-economic impacts.

Region	Sustainable Tourism Initiatives	Branding Strategies	Socio-Economic Impacts	Themes	References
Costa Rica	Ecotourism and wildlife conservation	Emphasis on natural and wildlife experiences	Increased GDP, rural job creation	Economic resilience, environmental sustainability	Milla (2020), Rivera (2002)
Bhutan	High-value, low-impact tourism policy	Cultural heritage preservation	Higher revenue per visitor, cultural preservation	Cultural sustainability, economic viability	Rinzin et al. (2007), Gurung&Soelund (2008)
Iceland	Sustainable nature tourism	Branding natural landscapes and eco-adventures	Local economic boost, infrastructure development	Nature-based tourism, infrastructure growth	Huijbens & Benediktsson (2013)
New Zealand	Eco-friendly adventure tourism	Promoting eco-friendly and adventurous experiences	Increased tourist arrivals, conservation funding	Adventure tourism, conservation funding	Higham & Carr (2003), Ringer (1996)
Kenya	Community-based wildlife tourism	Focus on community involvement and wildlife	Community economic upliftment, conservation areas	Community empowerment, wildlife conservation	Akama (1996), Sindiga (1995)
Slovenia	Green tourism certification program	Highlighting eco-friendly accommodations	Growth in eco-friendly tourism, higher tourist spending	Eco-tourism growth, increased spending	Mihalic (2014), McKercher (1993)

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Conclusions & Recommendation

Conclusions:

Sustainable tourism and heritage branding, when aligned with agriculture and forestry, lead to resilient economies and preserved cultures.

Recommendations:

- Encourage eco-friendly branding and community-based tourism.
- Integrate agricultural activities into tourism for diversified local economies.
- Promote policies that align tourism with broader socio-economic goals for sustainable growth.

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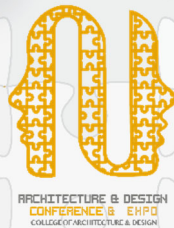








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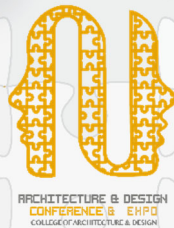
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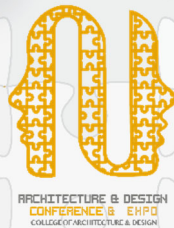
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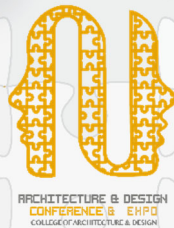
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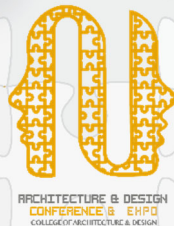
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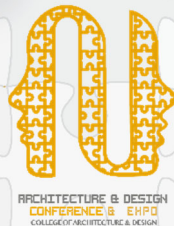
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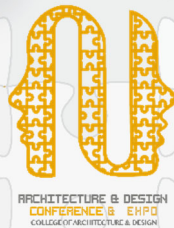
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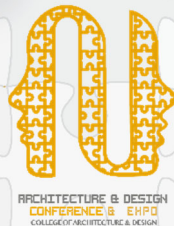
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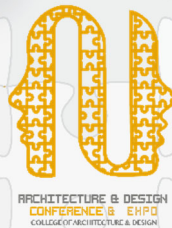
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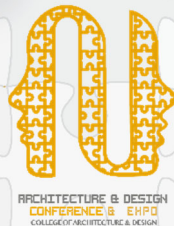
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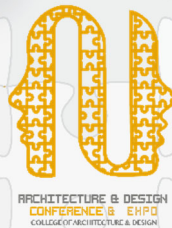
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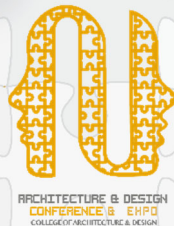
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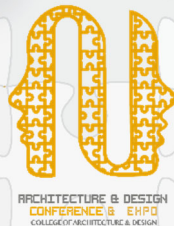
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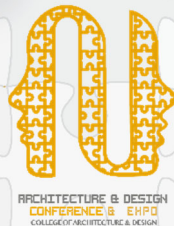
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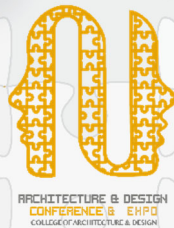
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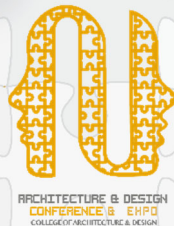
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