

Tourist perceptions of the implementation of health protocols in the tourism sector in Garut regency

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Abstract

The application of health protocols is an important thing for tourists and managers of tourism business services in the era of adapting to new habits. This research was conducted with the aim of seeing how tourists' perceptions of the application of health protocols in tourism business services in Garut Regency. The method used in this research is descriptive quantitative. The results showed that tourists have a good perception of the SOP(Standard Operational Procedures) for the Implementation of Health Protocols in Tourism Business Services and have also prepared themselves well to welcome a new life in the pandemic era, the implementation of health protocols carried out by the management of tourism business services has also been carried out well.

Keywords:

Health protocol, tourism

1 Introduction

The tourism industry is the industry most affected by the spread of the coronavirus or Covid-19. A chain reaction or domino effect also occurs in tourism-supporting sectors, such as hotels and restaurants and retailers. The Indonesian Hotel and Restaurant Association (PHRI) said the impact of the spread of the corona virus was felt by hotel, restaurant and airline entrepreneurs who had a massive share and value of investment. After three months of the virus hitting Indonesia, the Government began discussing a new life order or a new normal. New normal or also known as adaptation to new habits is a change in behavior to continue carrying out normal activities but with the addition of implementing health protocols to prevent the transmission of Covid -19. In the new normal, there are rules mentioned in the health protocol to maintain social distancing by reducing physical contact with other people. People will live a new normal life even though the coronavirus vaccine has been found. This transformation is to organize a new life and behavior. One of the new normal protocols emphasizes the concepts of cleanliness, health and safety (Cleanliness, Health, Safety and Environment/CHSE). The CHSE concept is a strategy for the tourism sector and the creative economy so that people can remain productive and safe in the midst of the Covid-19 pandemic. One of the new normal protocols emphasizes the concepts of cleanliness, health and safety (Cleanliness, Health, Safety and Environment/CHSE). The CHSE concept is a strategy for the tourism sector and the creative economy so that people can remain productive and safe in the midst of the Covid-19 pandemic. One of the new normal protocols emphasizes the concepts of cleanliness, health and safety (Cleanliness, Health, Safety and Environment/CHSE). The CHSE concept is a strategy for the tourism sector and the creative economy so that people can remain productive and safe in the midst of the Covid-19 pandemic.

One of the areas in West Java that has tourism potential is Garut Regency. Garut Regency has a variety of tourist attractions, including natural tourism, cultural tourism (historical tourism and pilgrimage), agro tourism, and special interest tourism. This is a consideration for tourists to choose to travel to Garut Regency as an area that has various tourist attractions. The Department of Culture and Tourism of Garut Regency said that during the three weeks of the new normality of the corona pandemic situation, the level of tourist visits to various tourist attractions in Garut, West Java, was dominated by local tourists. Meanwhile, tourists from outside the region are still relatively few. The re-opening of the tourism sector in Garut has encouraged other business sectors to develop, such as hotels, restaurants and various businesses in tourist attractions. The better the day. The rate of hotel visits is now 30 to 40 percent, meaning that it has grown, different from the previous zero percent.

The Department of Tourism and Culture of Garut Regency ensures that all tourism industry players have standard operating procedures (SOPs) based on health protocols. The tourism industry players in question are managers of tourist attractions, restaurants and hotels. The opening of Garut tourism is not solely focused on the economy, as well as safety and health. The Department of Tourism and Culture of Garut

Regency has simulated the implementation of health protocols in restaurants, hotels and tourist destinations. Things that need to be socialized to tourists include wearing masks, keeping your distance, always washing your hands with soap or hand sanitizer, and having a healthy lifestyle. Unlike the case with tourism business actors who have received information about health protocols in running tourism businesses in the new normal era. There are still many tourists who are still confused about the new way of life in a situation in the midst of a pandemic, especially in carrying out tourism activities. In fact, tourists have an important role in breaking the chain of spreading the Covid-19 virus because they will interact a lot in various tourist attractions with other tourists, as well as with tour service providers. Perception is a process of someone's activity in giving impression, appreciation, opinion, feel and interpret something based on information from other resources, while the pandemic which is happening now is a new experience for everyone, so that the interpretation of the tourist to the tourism activities in pandemic is still bias, because it never happened before (Kawung, Poluan & Rondonuwu, 2016). Based on the above background, it is necessary to know the perceptions of tourists in implementing health protocols in tourism business services in Garut Regency. Tourists have an important role in breaking the chain of spreading the Covid-19 virus because they will interact a lot in various tourist attractions with other tourists, as well as with tour service providers.

2 Literature Review

2.1 Perception

Keliwar and Nurcahyo (2015) stated that the perception of tourists is an impression manifested in the form of interpretation and attitude towards tourism attraction, tourism facilities, public facilities, tourism information and services provided to tourists while in the tourist attraction. Perception can be one of the elements of cognition that will determine the satisfaction of traveling (Nasution, Nasution & Damanik, 2005). Perception is a process arising from sensation in which sensation is the activity of feeling or the cause of a happy emotional state. Sensation can also be defined as the rapid response of our senses to basic stimuli such as light, color, and sound. With all that, perception will arise. According to Stanton "perception can be defined as the meaning that we need to relate based on past experiences, stimuli (stimuli) that we receive through the five senses". According to Hawkins and Coney, "perception is the process by which stimuli are selected, organized, and interpreted" (in Sangadji and Sopiah, According to Mutri and Sujali in Witarsana (2017) which states that a person, group of people or tourists can generate perceptions by measuring the clarity of objects and services contained in objects based on two aspects, namely:

1. Physical perception is the perception of tourists about facilities that support health protocols in tourist attractions.
2. Non-physical perceptions are tourists' perceptions or assessments of Standard Operational Procedures (SOP) that support health protocols in tourist attractions.

2.2 Health Protocol

Health Protocol for Tourist Attractions According to the Decree of the Minister of Health of the Republic of Indonesia (2020) Number HK.01.07/MENKES/382/2020

1. For Managers

a. Pay attention to the latest information and appeals and instructions from the central government and local governments regarding COVID-19 in their regions.

b. Carry out regular cleaning with disinfection (at least three times a day), especially in areas, facilities and equipment that are shared such as handrails, toilet doors, equipment and equipment for organizing tourist attraction activities, and other public facilities.

c. Provide adequate hand washing facilities with soap that are easily accessible to visitors.

d. Optimizing air circulation and sunlight to enter the building area. If there is air conditioning, do the filter cleaning periodically.

e. Ensure public spaces and goods are free from vectors and disease-carrying animals.

f. Ensure that the bathroom/toilet is functioning properly, is clean, dry, does not smell, is equipped with washing hands using soap or hand sanitizer, and has sufficient water availability.

g. Increasing information media requires wearing a mask, keeping a minimum distance of 1 meter, and washing hands in all locations.

h. Ensure tourism workers/human resources understand self-protection from COVID-19 transmission with PHBS.

i. Notification of information regarding the prohibition of entry to tourist attraction sites for workers and visitors who have symptoms of fever, cough, runny nose, sore throat, and/or shortness of breath.

j. Carry out body temperature checks at the entrance to the building. If a worker or visitor is found with a temperature $> 37.3^{\circ} \text{C}$ (2 checks with a distance of 5 minutes), they are not allowed to enter. The temperature check officer uses a mask and face shield. Implementation of temperature checks to be accompanied by security officers.

k. Require tourism workers/human resources and visitors to wear masks. If you don't use a mask, you are not allowed to enter the tourist attraction location.

l. Installing information media to remind tourism workers/human resources, and visitors to follow the provisions of physical distance restrictions and wash hands with soap with running water or use hand sanitizer and discipline to use masks.

m. Apply a distance that can be done in various ways

n. Encourage the use of non-cash payment methods (contactless and without shared tools).

o. If possible, provide a health post equipped with health workers and supporting facilities to anticipate visitors who experience illness.

p. If tourism workers/human resources and visitors are found whose body temperature is $> 37.3^{\circ} \text{C}$ and symptoms of fever, cough, runny nose, sore throat, and/or shortness of breath, they are directed and assisted to get health services at the nearest health service facility.

q. Locations of tourist attractions that are at risk of transmission because of difficulty in implementing distance guarding and the large number of uses of equipment/objects together/alternately, so that they are not operated first.

2. For Visitors

a. Ensure that you are in good health before making a visit to the location of a tourist attraction. If you experience symptoms such as fever, cough, runny nose, sore throat, and/or shortness of breath, stay at home and consult a health service facility if it continues.

b. Always wear a mask while at a tourist attraction location.

c. Maintain hand hygiene by washing your hands frequently with soap and running water or using a hand sanitizer.

d. Avoid touching facial areas such as eyes, nose and mouth.

e. Keep paying attention to keep a minimum distance of 1 meter.

f. When you get home, take a shower and change your clothes immediately before contact with family members at home.

g. Clean cell phones, glasses, bags, and other items with disinfectant liquid

3 Methodology

The object used in this study is Garut Regency. The research method used in this study is quantitative descriptive data analysis research method. To analyze the perception of tourists using the Likert scale as expressed by Sugiyono (2013). The research variables are described as indicators in the form of statements that will then generate a score according to the gradation of the Likert scale used. In this study used a score of 1-5 with a gradation from strongly agreed to strongly disagree. The presentation of the data is done after the research data has been analyzed. The basic principle of data presentation is communicative and complete in accordance with the stated by Sugiyono (20013). The presentation of data in this study is the presentation of data in the form of tables. The table presented in this study is a table containing data that has been processed into percentage data and also a table containing the attitude of tourists on each variable indicator. Descriptive description done by researchers to explain the data

in the table presented. Data collection techniques used are interviews, observations, documentation, Library studies, questionnaires and triangulation Sujarweni (2015). The samples in this study used the formula Zikmund and Babin (2013) so that the number of samples was obtained by 119 respondents.

4 Findings

4.1 Tourist Profiles

Based on the results of the study, it shows that the tourism business services during the pandemic that were visited by many tourists were visits to destinations and accommodation with the same number of presentations, namely 42% and followed by visits to restaurants 16%. Most of the tourists are predominantly male with an educational background are undergraduate who come from the middle class and most of them are local tourists, namely those from Garut Regency. Tourists enjoy tourism business services with their families, and during a pandemic it is their first visit. Tourists travel because they feel safe during the implementation of Health protocols (75%).

4.2 Tourist Perceptions of the SOP for the Implementation of Health Protocols in the Tourism Business Services of Garut Regency (Non-Physical Perception)

Table 1: Recapitulation of Tourist Perceptions of Sop Implementation of Health Protocols in Tourism Business Services in Garut Regency (Non-Physical Perception)

No	Sub Questions	Total Score	%
1	Respondents' Responses Toward Ensuring Themselves In Healthy Condition Before Visiting Tourist Sites.	427	20.9
2	Respondents' responses to the use of masks while at tourist sites	424	20.8
3	Respondents' responses to maintaining hand hygiene (washing hands/using hand sanitizers)	427	20.9
4	Respondents' responses to avoiding touching facial areas such as eyes, nose and mouth	363	17.9
5	Respondents' responses to maintaining a safe distance from other visitors and avoiding crowds	396	19.5
Total		2037	100

Source: Results of questionnaire processing, 2020

4.3 Tourist Perceptions of Facilities Supporting the Implementation of Health Protocols in Tourism Business Services in Garut Regency (Physical Perception)

Table 2: Recapitulation of Tourist Perceptions of Facilities that Support the Implementation of Health Protocols in Tourism Business Services in Garut Regency (Physical Perception)

No	Sub Questions	Total Score	%
1	Management of Tourism Business Services Submits Up-to-date Information and Appeals and Instructions from the Central Government and Local Governments Related to COVID-19 in Their Territories, Either Oral or Written in Crowds	369	5.6
2	The Tourism Business Services Manager performs cleaning by disinfection of the available facilities	365	5.5
3	The Tourism Business Services Manager provides adequate hand washing facilities and is easily accessible to visitors.	406	6.2
4	Management of Tourism Business Services Optimizing Air Circulation and Sunlight Entering the Area/Room	378	5.7
5	The Management of Tourism Business Services Ensures that Public Space and Goods Are Free of Vector and Disease-carrying Animals	358	5.4
6	The Tourism Business Services Manager ensures that the bathroom/toilet is functioning properly, is clean, dry, does not smell, is equipped with washing hands using soap or a hand sanitizer, and has sufficient water availability	370	5.6
7	Tourism Business Service Managers Increase Information Media Required to Wear Masks, Keep a Minimum Distance of 1 Meter, and Wash Hands Throughout Locations	375	5.7
8	The Tourism Business Services Manager ensures that tourism workers/human resources understand their own protection from COVID-19 transmission	394	5.9
9	The Manager of Tourism Business Services Must Provide Information Notification About the Prohibition of Entering the Site for Workers and Visitors Who Have Symptoms of Fever, Cough, Colds, Throat Pain, and/or Shortness of Breath.	367	5.6
10	The Tourism Business Services Manager checks body temperature at the entrance to the area and the temperature checking officer uses a mask and/or face shield.	400	6
11	Management of Tourism Business Services Requires Tourism Workers/HR and Visitors to Wear Masks. If you don't use a mask, you are not allowed to enter the tourist attraction location	374	5.7

12	The Tourism Business Services Manager installs information media to remind tourism workers/HR, and visitors to follow the provisions on physical distance restrictions and wash hands with soap with running water or use hand sanitizers and discipline to use masks.	388	5.9
13	The Management of Tourism Business Services Limits the Number of Entering Visitors	339	5.1
14	Management of Tourism Business Services Implementing Operational Hours Regulations.	369	5.6
15	Management of Tourism Business Services Adjusts the Distance When Queuing by Giving Markers on the floor at least 1 meter (such as at the entrance, cashier, etc.)	368	5.6
16	Management of Tourism Business Services optimizes open space for the place of sale/transaction in order to prevent crowds	353	5.3
17	Management of Tourism Business Services encourages the use of non-cash payment methods (contactless and without shared tools)	301	4.7
18	The Tourism Business Services Manager provides a health post equipped with health personnel and supporting facilities to anticipate visitors who experience illness.	322	4.9
Total		6596	100

Source: Results of questionnaire processing, 2020

4.4 Perceptions of Tourists on the Implementation of Health Protocols in Tourism Business Services in Garut Regency

Table 3: Recapitulation of Tourist Perceptions on the Implementation of Health Protocols in the Tourism Business Services of Garut Regency

No.	Sub Variable	Total Score	Score Average	%
1	Tourist Knowledge When Visiting Tourism Business Services in Garut Regency	2037	407.4	5.8
2	Implementation of Health Protocols in the Tourism Sector of Garut Regency	6596	366.4	5,2
Total		8633	773.8	100

Source: Results of questionnaire processing, 2020

5 Discussion

5.1 Tourist Profiles

Based on the research results, it can be seen that tourists have dared to do tourism activities during the pandemic by visiting various tourism business services in Garut Regency. Most tourists who dare to do tourism activities are young people with undergraduate educational backgrounds. This shows that a good educational background is one of the reasons tourists have the courage to do tourism activities with sufficient information and they are able to be responsible for their own choices on the basis of maintaining health protocols in the tourism business services they enjoy. This research also shows that local tourists are potential tourists to revive the regional tourism sector.

5.2 Tourist Perceptions of the SOP for the Implementation of Health Protocols in the Tourism Business Services of Garut Regency (Non-Physical Perception)

The results showed that in the tourist knowledge sub variable, the indicator with the highest percentage was how tourists made sure that they were in good health before visiting tourist sites and the responses of respondents to maintaining hand hygiene (washing hands/using hand sanitizers) were 20.9%. . This shows that tourists already understand the basic things in New Habit Adaptation, so they still feel safe in carrying out tourism activities in the pandemic era. Meanwhile, the lowest point was to avoid touching facial areas such as eyes, nose and mouth with a point of 17.9%. This shows that there is still information related to how the Covid-19 virus spreads that are not yet understood by tourists.

5.3 Tourist Perceptions of Facilities That Support the Implementation of Health Protocols in Tourism Business Services in Garut Regency (Physical Perception)

The results showed that the perception of tourists on the facilities that support the implementation of health protocols in the Garut Regency Tourism Business Services (Physical Perception) with the highest percentage is the indicator of tourism business service managers providing adequate hand washing facilities and easily accessible to visitors. which is 6.2%. This shows that the management of tourism business services in Garut Regency has met the minimum standards for organizing tourism activities in the adaptation of new habits. Meanwhile, the lowest point is in the availability of non-cash payment facilities and health facilities. This needs to be of concern to the manager, remembering that direct contact between humans needs to be minimized as much as possible, and the role of facilities and health workers is very much needed at this time.

5.4 Perceptions of Tourists on the Implementation of Health Protocols in Tourism Business Services in Garut Regency

The results showed that the perception of tourists with the tourist knowledge sub-variable and the readiness (application) of the Health protocol that got the highest percentage was Tourist Knowledge with a percentage value of 5.8%. This shows that tourists in Garut Regency already have a good knowledge of the health protocols

recommended by the government and have also prepared themselves well to welcome a new life in the pandemic era. Meanwhile, the implementation of health protocols carried out by the management of tourism business services has also been carried out well, where the value is 5.2%.

1. 6 Findings

6.1 Conclusion

Based on the results of the research, it can be seen that tourists ensure that they are in good health before visiting tourist sites, tourists already understand the basic things in New Habit Adaptation, so that they still feel safe in carrying out tourism activities in the pandemic era, but information regarding how to spread the Covid-19 virus that has not been understood by tourists. The tourism business service manager in Garut Regency has met the minimum standard of organizing tourism activities in the adaptation of new habits. However, the management of tourism business services in Garut Regency has not maximized in minimizing direct contact between people by providing adequate facilities. Tourists in Garut Regency have a good perception of SOP The application of Health Protocols in the Tourism Business Services of Garut Regency (Non-Physical Perception) which has been recommended by the government and has also prepared themselves well to welcome a new life in the pandemic era. Business service managers in Garut Regency have also shown their commitment in restoring the responsible tourism industry in this pandemic era.

6.2 Recommendation

To be able to increase the Perception of Tourists on the SOP for the Implementation of Health Protocols in the Tourism Business Services of Garut Regency (Non-Physical Perception) and to return to activities to adapt to new habits during the pandemic, the government needs to make efforts to inform tourists about what things need to be fulfilled by tourists before deciding to be able to. back to tourism activities. This can encourage tourists to re-develop tourism, especially in their regions by returning to tourism activities while maintaining and following the health protocols that have been established by the government and tourism business service managers. The recovery of the tourism industry needs to be carried out immediately, considering all the impacts felt by all stakeholders involved in it.

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Paper Contribution to Related Field of Study References

Practically the results of this study are expected to provide input for the management of various tourist attractions in Garut Regency in implementing health protocols, especially for tourists.

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