

Tourist Perceptions About the Implementation of CHSE in Greater Bandung: A Preliminary Study

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Abstract

This research is based on the phenomenon of a shift in tourist behaviour during the Covid-19 pandemic. Cleanliness, Health, Safety, and Environment (CHSE) are the primary considerations for tourists when deciding to choose a tourist destination while on vacation, beating other aspects such as low prices. This study provides an initial picture of how tourists perceive the application of CHSE as a tourist destination. The method used in this research is descriptive quantitative through a survey using a questionnaire, then the results are tabulated into a frequency distribution table. Referring to the perception of tourists who are dominated by the Millennials market segment, the study indicates that the application of CHSE in destinations around Bandung Raya is in the category of fair.

Keywords: tourist perception, CHSE, Cleanliness, Health, Safety

INTRODUCTION

Almost a year and a half have passed since the first case of Covid-19 was discovered in Indonesia. Nationally, based on data from July 9, 2021, it was recorded that the recovery rate continued to increase at 28,975 people per day, the number of vaccine recipients continued to increase to 35 million people, but on the other hand, the number of positive cases of Covid-19 requiring treatment was recorded to continue to increase. Significantly, at 8,278 active cases per day (Covid-19, 2021). This phenomenon indicates that Covid-19 will still be part of the daily life of Indonesian people and has not shown any signs of ending soon. The government has made every effort to suppress the spread of Covid-19 by issuing a set of regulations in stages, ranging from Large-Scale Social Restrictions (known as PSBB), Restrictions on the Implementation of Community Activities (known as PPKM) Java-Bali, micro PPKM to the latest one Emergency PPKM. The common thread of a set of regulations imposed by the government is the limitation of mobility and community activities by limiting only essential and crucial sector activities that are allowed to operate. (CNN Indonesia, 2021; Hakim, 2021).

This condition is a severe blow to the tourism sector because, during the restriction, tourism activities were not a priority to keep running. It was considering that tourism activities predominantly involve social interaction in their operations, which will be counter-productive to the restrictive policies imposed by the government. It was recorded that 13 tourism sub-sectors and 17 creative economy sub-sectors were forced to close their businesses during the restriction policy, especially during the emergency PPKM (Maulana, 2021). The

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closure of tourism destinations is carried out situationally based on the rate of growth of Covid-19 cases. When it tends to decline, the tourism business sector also tries to reopen, of course, establishing strict health protocols.

People are getting tired of all the restrictions imposed on aspects of their daily life (Saudale, 2021). Work from Home (WFH) implementation for non-essential types of work creates a stressor for workers. The dual role at home that workers must play during WFH is allegedly the main factor causing stress (Muhliansyah et al., 2020). Therefore, tourism activities can be an alternative stress reliever and have also been shown to increase happiness, although not long-term (Chen, 2018; Liu, 2013). Organizing tourism activities during the pandemic poses its challenges. On the one hand, the travel experience must be the primary goal because it is a benchmark for the quality of tourist activity, but on the other hand, the safety and health of tourists must also be considered carefully. Do not let the tourism activities carried out cause new clusters of the spread of Covid-19.

During the Covid-19 pandemic, it is predicted that travel trends and the selection of tourist destinations will shift slightly. Instead of looking for low prices, tourists will consider hygiene factors more in choosing locations, accommodations, and modes of transportation used during the trip. (Khairally, 2020). In line with this, the government, especially the Ministry of Tourism and Creative Economy (Kemenparekraf), issued guidelines and a CHSE certification program, namely the process of granting certificates to businesses engaged in the tourism sector in providing guarantees to tourists in terms of the implementation of cleanliness, health, safety and environmental sustainability (Liputan6dotcom, 2021).

West Java, especially the Greater Bandung area, is still a favorite tourist destination during the Covid-19 pandemic. Data shows that in 2020 there were 3,440,529 tourist visits to West Bandung Regency and 2,431,290 tourists entering Bandung City (Pamungkas, 2021). Based on data released by the Department of Culture and Tourism (Disbudpar) of the City of Bandung, until January 2021, only about 10% of tourism sector business actors in the City of Bandung have implemented the CHSE-based protocol of the Ministry of Tourism and Creative Economy in their operations (Burhanudin, 2021). Based on the phenomena described above, research on tourist perceptions regarding the application of CHSE in Greater Bandung needs to be carried out to provide an overview of the extent to which tourists feel guarantees from tourism sector business actors in terms of cleanliness, health, safety, and environmental sustainability while traveling in the Greater Bandung area.

LITERATURE REVIEW

Philosophically, perception is defined as an introduction process carried out by humans so that awareness and knowledge of the environment around them are formed (Efron, 1969). In building a perception, physically humans involve hearing, seeing, and smell to receive a stimulus, while psychologically perception is influenced by beliefs, values, attitudes, needs, and interests. (Qiong, 2017). Consumer behaviour studies understand perception as a subjective understanding so that consumers can distinguish between presence and absence and realize a striking difference (Schiffman & Wisenblit, 2015).

Cleanliness is the main factor for tourists when choosing the hospitality product they want to use (Bagnera et al., 2020; Magnini & Zehrer, 2021). Studies in facility management prove that perceived cleanliness affects a person's actual perception and behavior, namely satisfaction, approach behavior, physical activity, and pro-social behavior (Vos et al., 2018). Companies, especially those engaged in the hospitality industry, must improve their hygiene factor during the Covid-19 pandemic. It would be better to communicate its hygiene protocols to consumers if they want their business to survive (Magnini & Zehrer, 2021).

Health and the tourism industry go hand in hand. If the condition of the community around a tourist destination is not healthy, it will harm the sustainability of the tourism industry in that place. On the contrary, if the public health condition is classified as good, it will be an excellent promotional tool for a destination (Wirawan, 2016). History records that tourism is one of the factors that spreading infectious diseases, such as in the case of HIV to Covid-19. Therefore it is vital to understand the perception of health risks in the tourism industry (Godovykh et al., 2021). The study found that the determinant of tourist satisfaction in making a trip is assessing health factors in the destination area based on his personal opinion (Medeiros et al., 2020).

Safety is understood as the level of security felt by tourists when traveling and visiting a destination, and safety is subjective depending on the extent to which a person's perception of security is (Wang et al., 2019). In the Covid-19 pandemic situation, the level of concern for tourists about safety risks has increased, but the desire to travel is still there. Only people with high levels of anxiety reduce the intensity of their trips. (Hassan & Salem, 2021). Tourists tend to choose tourist destinations considered safe and positively related to tourist safety (George & Booyens, 2014).

The destination environment belongs to the community around the destination. Therefore all tourism development efforts must consider the analysis of the environmental supply and the environmental core capital according to the characteristics of each destination (Sharpley, 2009). The eco-friendly status of tourism destinations obtained through certification is often a political bargaining power with regulatory issuing agencies rather than a marketing tool (Buckley, 2011).

METHOD

This research was conducted to provide an initial picture of the extent to which the application of CHSE by tourism actors was viewed from tourists' perception in Bandung Raya. A Descriptive research method with a quantitative approach is used to describe the survey results through concise and simple data obtained (Musfiqon, 2012; Veal, 2018). The data collection method is carried out through a street survey (Veal, 2018) which will take place in 2021 using a questionnaire distributed at several tourist destinations around Greater Bandung.

Questionnaire statement items are prepared based on the CHSE guidelines for Tourist Attractions published by the Ministry of Tourism and Creative Economy (Kementerian Pariwisata dan Ekonomi Kreatif, 2020). Each statement was measured using a Likert scale ranging from strongly disagree (weight 1) to agree strongly (weight 5). Ten aspects were taken from the guidebook, and then each of them was made into a statement based on the consideration that only these ten aspects could be captured directly by tourists' perception when traveling. Obtained 126 respondents who are willing to take part in the survey and fill out the questionnaire. The data obtained were analyzed using descriptive statistics to describe, group, and classify them into a frequency distribution table (Junaedi et al., 2020).

RESULT AND DISCUSSION

The survey results in Table 1 show that the characteristics of respondents who are tourists in Greater Bandung in terms of gender are almost comparable with the percentage adrift of only 2% between men (49%) and women (51%). Respondents are dominated by the Millennials generation or age range 25-40 years, with 63%. The respondents are dominated by tourists with a monthly income of more than 7 million per month.

Table 1. Tourist Characteristics in Greater Bandung

Demographic Characteristics of Respondents Based on:	Total	Percentage
Gender		
Male	62	49%
Female	64	51%
Generation (Based on the year of birth)		
Gen Z (1997– 2012)	20	16%
Millennials (1981 – 1996)	80	63%
Gen X (1965 – 1980)	19	15%
Baby Boomers (1955 – 1964)	7	6%
Income (Monthly)		
> IDR 7 million	38	30%

Demographic Characteristics of Respondents Based on:	Total	Percentage
IDR 6-7 million	18	14%
IDR 4-6 million	19	15%
IDR 2-4 million	31	25%
< IDR 2 million	20	16%

Source: Research Primary Data (2021)

Based on the results of tourist perceptions obtained from the survey results in Table 2, it can be seen that the implementation of CHSE, which achieved the highest score with an achievement score of 469 from a maximum score of 630, was in the aspect of the availability of facilities in the form of handwashing and hand sanitizer. Sanitation facilities are the most crucial point in the current era of the Covid-19 pandemic, considering that the spread of the virus occurs mainly from physical contact between humans. The score indicates that 74.44% of tourism actors, especially those engaged in the Greater Bandung Tourism Attraction business, have implemented sanitation facilities in the form of hand washing facilities and hand sanitizers.

While the lowest score was obtained by implementing health protocols in public transportation, the transportation system of Bandung, which is the provincial capital, is still far behind compared to other capital cities such as DKI Jakarta. The use of online transportation is more commonly used in the city of Bandung. Therefore it is only natural that implementing health protocols in public transportation gets the lowest score with an achievement score of 392 out of a maximum score of 630. The achievement of this score may be because tourists are not familiar with the use of public transportation in their travel activities. It has begun to shift to the use of online transportation and private vehicles at this time. It can be said that according to the perception of tourists, the application of health protocols in public transportation is only 62% applied.

Table 2. Responses to the Implementation of CHSE and Scores Based on Tourist Perspectives

No.	Aspects of CHSE Implementation	Minimum Score	Maximum Score	Score	Percentage
1	Appeal for health protocols in public places	126	630	458	10,79%
2	Implementation of health protocols for the community and tourism managers			429	10,11%
3	Hand washing facilities and hand sanitizer			469	11,05%
4	First aid kits at tourist destinations			403	9,50%
5	Body temperature check			466	10,98%
6	Imposition of limitations on the number of visitors			405	9,55%
7	Availability of online reservation and payment system			434	10,23%
8	The availability of online forms to record visitors			394	9,29%
9	Implementation of health protocols on public transportation			392	9,24%
10	The use of environmentally friendly materials			393	9,26%
TOTAL				4243	100%

Source: Research Primary Data (2021)

Referring to the results listed in Table 2, the overall implementation of CHSE in Greater Bandung, when viewed through tourists' perception, obtained a score of 4243. When compared with the ideal score, this score achieved 67.35% of the total score of 6300. Next, a continuum line was made to describe already the extent of the implementation of CHSE in Greater Bandung. The continuum line is divided into five categories: Very Poor (score range 1260-2268) to Very Good (score range 5292-6300). The initial stage of the division of categories is to look for assessment scores obtained from the maximum total score (6300) minus the minimum total score

(1260) so that the number is 5040. Next, the range per category is searched by means. The level (5040) is divided by the number of categories (5 categories). The final stage is to enter the total score (4243) obtained from the survey results contained in Table 2. It can be seen in Figure 1 that the overall implementation of CHSE according to tourist perceptions can be said to be sufficient (covering a score range of 3276-4284), only 41 points adrift from the good category.

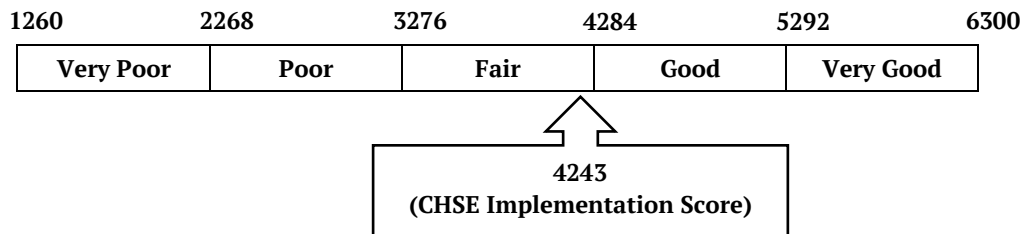


Figure 1. CHSE continuum line application

CONCLUSION

Based on the results of the analysis described earlier, it can be seen that the perception of tourists who are dominated by the Millennials market segment considers that the application of CHSE that has been carried out by tourism actors in the Greater Bandung area is included in the fair category. The results of this study are an initial picture and do not necessarily describe the overall implementation of CHSE that occurs in the field because it purely describes what tourists feel when vacationing in Greater Bandung. Further research is needed to reveal how the relationship between the application of CHSE can affect the behavior of tourists while on vacation.

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