

The Importance of Hygiene, Safety and Health Protocols In Improving Tourism

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Abstract. The Covid-19 pandemic brings disaster to the world. Almost all sectors have been significantly affected. International tourism and European tourism try to fight, survive or try to be in harmony with this situation. Whatever choice is made, the meaning is clear that the development of the tourism sector is vulnerable, multidimensional in nature and requires comprehensive synergistic efforts in overcoming a problem. Maybe this is the momentum for the government, tourism practitioners, the public and tourists to emphasize health protocols. Therefore this journal discusses the importance of safety, hygiene and health protocols. This is important because the three elements above are priorities during this pandemic. It is time for the development of the tourism sector to pay attention to and apply the importance of maintaining cleanliness, security and health protocols in order to protect tourists and reduce the spread of the Covid-19 virus.

Keywords : Hygiene, Security, Health Protocols, Tourism

1. Introduction

The tourism sector in Europe is currently considered to have an effective role in increasing the country's foreign exchange. This is inseparable from the development of tourism needs, not only in Europe, but throughout the world. The growth in human need for tourism has made this sector considered to have great prospects in the future. The tourism sector is able to revive the community's economy, tourism is also positioned as an important means in order to introduce the culture and natural beauty of the area concerned (Sharma et al., 2021). Many countries in the world consider tourism as an invisible export of tourism goods and services that can strengthen the income balance. Tourism is a source of income that can be continuously renewed and rejuvenated, this form of rejuvenation of tourist areas can be in the form of renovation and regular maintenance, therefore tourism is an important investment. Tourism, which is a future economic investment, will automatically facilitate the circulation of goods and services at tourist attractions. Furthermore, tourism will increase economic stability, but of course the success in developing tourism as above will be able to be felt if the supporting factors are well prepared. In the current covid-19 pandemic, the tourism sector should prepare security, cleanliness and strict health protocols to protect tourists and stop the spread of the Covid-19 virus so that tourists feel safe and comfortable (Robina-Ramírez et al., 2021). Thus, tourism can increase foreign exchange income in particular and the income of the state and society in general, expand job opportunities and encourage supporting industrial activities and other side industries, introduce and utilize the natural beauty and culture of the country, increase brotherhood or international friendship. The tourism industry is also relatively friendly to environment, where the orientation of the tourism industry is to provide comfort for tourists, so that whether they want it or not, the manager must pay attention to and manage the environment around the tourism in order to attract tourists.

2. Literature Review

2.1. Hygiene During A Pandemic

The Corona virus has infected many people in almost all over the world. Now in Indonesia the total number of positive cases of Corona has jumped to 172 people. When the Corona pandemic occurs, one of the ways we need to do is to maintain personal and environmental hygiene (Moore et al., 2021). Because if you don't maintain cleanliness, the virus that sticks to the objects you touch will more easily infect the body. The ways are:

1. Wash your hands frequently

There are lots of germs and viruses that may stick to our hands. It is very important to keep your hands clean. Washing your hands more often is one of the important personal hygiene tips. There are hand hygiene products, such as alcohol-based sanitizing gels, which can come in handy when water isn't available. Make sure you wash your hands after using the toilet, taking out the trash, coughing, clean, before making food and after eating.

2. Bath regularly

One of the tips for maintaining personal hygiene is to take a shower every day. Scrubbing your body with soap and washing it can help remove dead skin cells. So that all germs and viruses that may stick to it will be lost. In addition, dirt and sweat will also be clean after bathing.

3. Toothbrush

Maintain other personal hygiene you can do by brushing your teeth at least twice a day. Regular brushing can cause disease in the teeth, gums or mouth area.

Make sure you brush your teeth after consuming sweet or sour foods that can cause tooth erosion. Flossing is also important for keeping your mouth clean and healthy and is something all dentists recommend. Don't forget to use mouthwash to optimize oral hygiene.

4. Cut Nails

Unhygienic long nails can lead to health problems. All the dirt and germs that build up on long nails is very unhealthy and dangerous. Clipping nails regularly is an important personal hygiene tip.

5. Cleaning Hair

For long hair, cleanliness is of course the main thing. Wash your hair regularly. We recommend that you wash your hair twice or thrice a week depending on the quality of the hair. If the scalp is oilier, you should wash it more often so that it is not limp.

6. Clean the face

Facial skin is more sensitive than other parts of the body. Wash your face at least three times a day. Choose a facial cleanser or wash with a face wash that suits your skin type. Avoid products high in alcohol, as they can dry out your skin.

2.2. Safety During A Pandemic

Safety during a pandemic is like maintaining a safe distance from other people of about 1-2m, it aims to create "security" between us and others. Maintaining distance is one of the 3M programs that aim to suppress the transmission of Covid-19 apart from wearing masks and washing hands using soap (El Boghdady et al., 2021). In maintaining a distance, WHO recommends at least 1 meter with other people. So, why should you keep your distance from other people during this pandemic? WHO says people can get Covid-19 from other people who are infected with this virus. The coronavirus can spread mainly from person to person through droplets from the nose or mouth that come out when an infected person coughs, sneezes or talks. These splashes are relatively heavy, they do not travel far and fall to the ground quickly. People can become infected with Covid-19 if they breathe in the splash of an infected person. Therefore, it is important to keep a minimum distance of 1 meter from other people. Also, it is better to avoid going to crowded places. Why? Because when people gather together in a crowd, you have the possibility to have close contact with a person infected with Covid-19 and it is more difficult to maintain a physical distance of at least 1 meter. Not only that, the splashes that carry the virus can stick to objects and other surfaces around people such as desks, door handles, and handrails. People can become infected by touching these objects or surfaces, then touching their eyes, nose or mouth. This is why it is important to wash your hands regularly with soap and clean running water, or clean them with an alcohol-based hand rub. WHO also continues to review the development of research on how the spread of Covid-19 and will share the latest findings.

2.3. Health Protocols

Until now, the COVID-19 vaccine is still in the preparation stage and cases of Corona virus infection are still increasing. In order to deal with worry about this situation, you need to implement health protocols, either outside or inside the home, to protect your beloved family. Adaptation to new habits or AKB does allow everyone to do activities as usual. Unfortunately, there are still many people who ignore and do not follow health protocols, even though the COVID-19 pandemic is not over. It is proven that currently some hospitals

are still filled with patients with viral infections that attack this respiratory tract. As a result, several cities have begun to tighten the regulations on Large-Scale Social Restrictions (PSBB). Apply Health Protocols While Out of the Home. Just being at home can be boring all the time. Every now and then it is okay to leave the house, however, make sure you and your family apply health protocols. The following are health protocols that you should do when you are outside the home: (Hakim et al., 2021)

1. Always wear a mask

When outside the house, don't forget to always wear a mask. You don't have to have medical masks, cloth masks can too. However, make sure its use follows health standards, yes. This also applies to children. The use of masks when outdoors is a must in the midst of a pandemic like this time. Even though you are not in a closed place filled with crowds, try not to remove your masks, because we don't know who carries the Corona virus.

2. Do not touch objects in public places

Even though the place you visit with your family is quiet, it would be nice not to touch objects in public places often because it is feared that these objects have been exposed to the Corona virus.

If we handle contaminated objects, then touch the face area without washing hands first, our risk of contracting COVID-19 will be greater.

3. Always keep your distance

Make sure to always keep a distance or physical distancing as far as 1-2 meters from other people. This aims to prevent us from being exposed to the Corona virus when other people sneeze, cough, or spit near us.

4. Keep yourself and family members clean properly

Always carry hand sanitizers that contain at least 60% alcohol wherever you and your family go. If necessary, give each family member 1 hand sanitizer to carry around. This is especially useful for cleaning hands when soap and water are not available.

3. Methods

The method used in this journal is to test the data with SmartPLS 3.3.3 software and then look for references regarding the Covid-19 pandemic outbreak and the tourism sector. Next look for problems due to the current Covid-19 pandemic. Data sourced from <https://ec.europa.eu/eurostat/data/browsestatistics-by-theme>. European Statistics.

4. Result and Discussion

4.1. Result

4.1.1. Descriptive

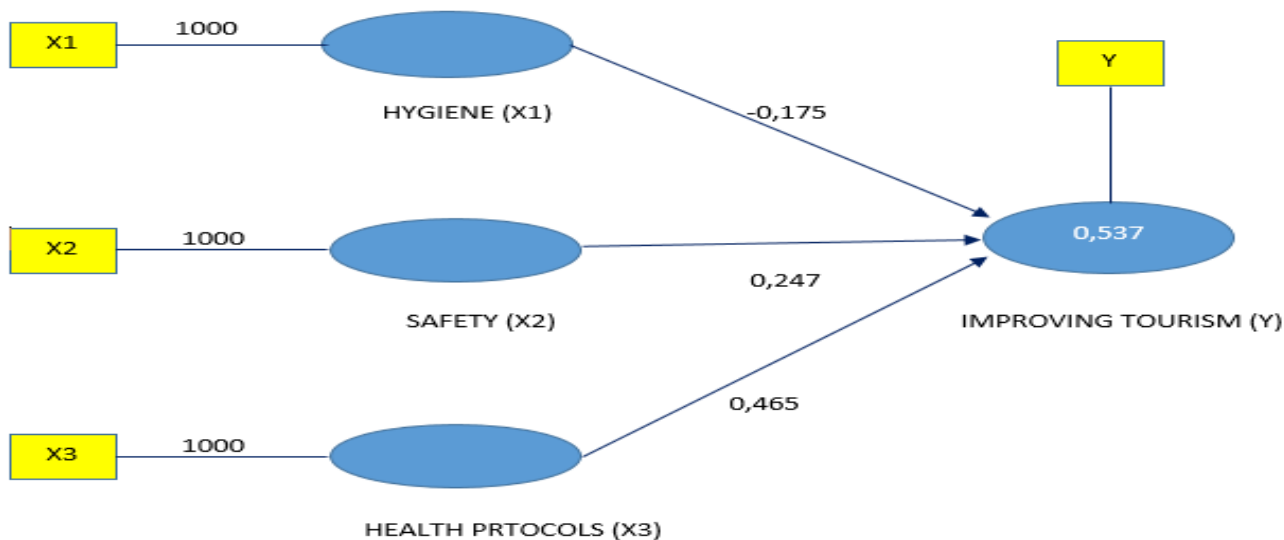
The following data are the results of testing using the Smart Pls 3.0 statistical tool, the results show descriptive statistics of the variables Hygiene (X₁), Safety (X₂), Health Protocols (X₃), and Improving Tourism (Y). Where will be found the mean, median, minimum value, maximum value, standard deviation, excess quartosis and skewness of each variable and of the sixty four total samples.

Table 1. The Descriptive Data

	Mea n	Medi an	Min	Max	Standard Deviation	Excess Quartosis	Skewn ess
Hygiene (X ₁)	132,5 74	142,0 00	9,00 0	252,0 00	47,105	2,768	-0,976
Safety (X ₂)	124,1 27	156,0 00	9,00 0	243,0 00	62,324	-0,529	-0,384
Health Protocol (X ₃)	39,64 2	18,00 0	100 0	225,0 00	52,878	2,345	1,857
Improving tourism (Y)	730,0 00	836,0 00	80,0 00	855,0 00	247,513	3,431	-2,348

Source: Results of processing with SmartPLS (2021).

The result of t-statistic value in the path coefficient table are presented below:



Source : SmartPLS (2021).

Figure 1. The Result Model

Table 2. Path Coefficient

	Sample mean (M)	Standard deviation	T Statistics	P Values
Hygiene (X ₁)--> Improving Tourism	0,447	0,067	8,456	0,0010
Safety (X ₂)--> Improving Tourism	0.016	0.028	7,278	0,0052
Health Protocol (X ₃)--> Improving Tourism	0.237	0.011	8,894	0,0071

Source: Results of processing with SmartPLS (2021).

Based on the table above, the increase in tourism plays a role as Y and cleanliness, safety and health protocols act as X₁, X₂, X₃. Then, as seen in X₁, the relationship with Y in the original sample variable is that it gets a minus which means it support the improving tourism. Then on X₂ it is seen that it has a positive impact on security while at a tourist attraction. Finally, in X₃, it can be seen that health protocols have had a positive impact on increasing tourism.

4.1.2. Predictive Relevance

Predictive Value can be seen in Table 3 as follows:

Table 3. The Predictive Value

	Safety (X ₂)	Improving Tourism (Y)	Hygiene (X ₁)	Health Protocols (X ₃)
Safety (X ₂)		0,312		
Improving Tourism (Y)				
Hygiene (X ₁)		0,224		
Health Protocols (X ₁)		-0,193		

Source: Results of processing with SmartPLS (2021).

Based on Table 3, it can be seen that there is a direct relationship between each independent variable and the dependent variable.

4.1.3. Determination Coefficient Test Results

Adjusted R² can be seen in Table 4 as follows: R Square

Table 4. Determination Value

	R Square	R Square Adjusted
Improving Tourism	0,168	0,087

Source: Results of processing with SmartPLS (2021).

The results of testing the coefficient of determination in Table 4, the R Square value is 0,168 and the Adjusted R Square value is 0,087. The value of R Square Adjusted illustrates that all of the independents consisting of the Hygiene (X_1), Safety (X_2), and Health Protocols (X_3) in this study are able to represent Improving Tourism (Y) as the dependent variable of 8,7%. While the remaining 91,3% is influenced by other variables outside this equation.

4. Discussion

Tourism during the Covid-19 pandemic is indeed very difficult. Perhaps at the beginning of the pandemic the tourism sector was severely affected, because tourists were prohibited from entering and leaving a country for traveling. Many people who work in this field are experiencing economic hardship, however the Covid-19 pandemic has devastated us. However, currently the tourism sector has begun to reopen but with strict health protocol procedures according to WHO recommendations. People traveling should start to familiarize themselves with maintaining cleanliness, safety and health protocols, for example, washing hands, maintaining a safe distance and wearing masks according to WHO recommendations. By now, maybe people are getting used to the elements of safety and health protocols. People are getting used to maintaining a safe distance and wearing masks. However, people often forget about hygiene, such as washing their hands frequently, carrying a hand sanitizer and often spraying disinfectants. For this reason, the importance of tourist attractions is to remind people about health protocols and do so, such as providing lots of places to wash hands, maintaining a safe distance, and wearing masks.

Restoring the trust of tourists is very much needed, amidst the anxiety and need for travel. This research was conducted using a qualitative approach to analyze consumer behavior, identify behaviors that can change the tourism industry to understand its needs. The process of recording the behavior patterns of tourists as consumers during the Covid-19 pandemic was carried out by using content analysis sourced from several relevant documents (Djausal, 2021). The Covid-19 pandemic that hit almost all over the world, including Indonesia and also Lampung. This non-natural disaster has a wide impact on important sectors of the global economy, including the tourism industry. The response of tourism sector stakeholders to the pandemic is very diverse, most of them are trying to prepare adaptation steps so that they can rise quickly. Many factors influence how fast tourism recovers in the new normal era. The shift in tourism products and markets in the new habit period is a must. The right policy response in the tourism sector, the positive psychological condition of the community to return to tourism, and the readiness of the community in tourism destinations are three main things. Finally, the readiness of stakeholders in the tourism sector, starting from the local government, and tourism actors (private or tourism managers, and the community) is the key to the new normal.

5. Conclusion

The conclusion that can be written in this journal is that cleanliness (X_1) is not considered important by most people when visiting tourist attractions, but security (X_2) and health protocol (X_3) have many people starting to consider it important. Even so, it is better if we carry out these three elements to take care of ourselves and those around us to continue to help people who work in the tourism sector and increase tourism.

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