

Compliance Executes Health Protocol Key in Building Trust of Foreign Tourists

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The Head of UGM Tourism Study Center (Puspar), Prof. Janianton Damanik, said that community compliance in implementing health protocols during New Normal is very prominent in building the reliance of foreign tourists (tourists) visiting the country.

"How powerful is our commitment to implement health protocols when New Normal is significant. Have we genuinely implemented New Normal yet? If we have strictly enforced the rule, tourists can come, but without it, it is too ambitious, hoping that tourists will come to the country," he said on Thursday (2/7).

According to him, if the community has not been well-disciplined, then that it will be hard to realize. Tourists need fact-based security guarantees. Not only safe in tourist destinations, but also security when interacting with people in the country who have implemented strict health protocols.

Seeing the condition of the country in performing the health protocol, Janianto was doubtful to be able to attract foreign tourists to visit. The reason is, there are still many people who do not adhere to the Covid-19 preventive health protocol. While the primary key to build the trust of foreign



tourists is community compliance with health protocols.

"On the streets, there are a lot of people gathered without wearing masks, if tourists see it will no longer heed the promotion that we convey if the community has obeyed the health protocol," he explained.

The current situation is a lesson that guarantees security from epidemics is very important in the tourism sector. Therefore, in the present condition, the main thing is how to make tourists believe that the tourist destination is safe.

Taking lessons from this pandemic, tourism actors encouraged to no more extended focus on pursuing the target number of visitors to tourist destinations, but rather to prioritize quality. In the new normality order, he considered that matter was no longer relevant.

"So, it only attracts people who do tourist activities not just for fun, but who want to study in tourist destinations. Create a high-quality tour package that has more value, and this is a challenge for tourism businesses," he said.

No less critical, tourism managers/actors encouraged to create a new system for digital-based visitor management. Therefore, there is a time, and the number of visitors in the tourist destination expects to avoid coronavirus transmission.

"The visitor management system at this tourist destination is one of the targets of change in New Normal," he concluded.

Author: Ika

Photo: Antara

Translator: Natasa A

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