

CHAPTER I

INTRODUCTION

A. Research Background

The first COVID-19 case was found in Wuhan city, Hubei province, China at the end of December 2019. The virus spread rapidly in less than a month outside the country such as Thailand, Japan, and South Korea. On March 2nd, 2020, it was reported that of two confirmed cases of COVID-19 in Indonesia, occurred with the history of infected by a Japanese citizen. WHO Director-General, Tedros Adhanom Ghebreyesus, announced COVID-19 as global pandemic later on March 12th. The virus spread during close human contact through droplet by sneezing or coughing and even vomits without any protection (WHO, 2020), therefore it is necessary to protect ourselves by wearing a mask that covers our mouth and nose, and by washing our hands with soap regularly. Until 2021, it is said there are 1.116.079 cases in Indonesia with 3.4% mortality rate which is higher than global case at 2.39%.

The government constantly tries to slow down the transmission and end the pandemic. Until now, there have been several programs and policy that has been implemented such as Large-Scale Social Restriction, The New Normal Adaptation which started in June 2020 and Implementation Restrictions on Community Activities (PPKM II) Java – Bali. The direct effect on tourism sectors is inevitable all over Indonesia. The pandemic decreased around Rp 85 trillion of Indonesia's tourism revenue in 2020 (The Jakarta Post, 2020). In the first quarter of 2020, international tourist arrivals dropped 59.86% from January to June 2020. The same thing happened

to domestic tourist arrivals that only reached 19.908.914 per June 2020 that was not even close to the target made by West Java Government Tourism Office.

To recover tourism sector, there are three programs created by the Ministry of Tourism and Creative Economy. First is the innovation with the big data approach to do the mapping of the potential era and reinforce several aspects of tourism and creative economy. Second one is an adaptation for which people should be normalized and strict to the health protocols (CHSE) in every destination as the act of the new normal. The program implementation program is conducted by the Ministry of Tourism and Creative Economy that launched a free CHSE (Cleanliness, Health, Safety, Environment) certification for tourism businesses. The last one is collaboration in which Ministry of Tourism and Creative Economy as the key-role facilitator in foster the labour availability among tourism stakeholders.

The CHSE (Clean, Health, Safety & Environment) Certification Program is the process of granting certificates to tourism businesses, other related businesses, or facilities, such as hotel, destination, restaurant, rafting, homestay, diving, and transport issued by the Ministry of Tourism and Creative Economy in accordance with recommendations from the World Tourism Organization (UNWTO) and the Health Ministry. This certification serves as a guarantee to tourists and the public that the products and services provided have met the hygiene, health, safety, and environmental sustainability protocols (Ministry of Tourism and Creative Economy, 2020). Furthermore, to increase tourist's confidence to visit the destination that has to meet the criteria of proper health protocol procedures during this pandemic. There are currently over 15,000 tourism businesses that have received the certification all over

Indonesia. In West Java there are 1,583 certified related tourism business with 71 in West Bandung Regency that consist 16 tourist attraction and one of them is Floating Market Lembang.

The Floating Market Lembang was opened in 2012 by PT. Perisai Group and ever since then, it has been the most popular destination in West Bandung. Built upon 7.2 Ha, the theme park offers floating market experience on a man-made lake and several attractions such as Mini City, Animal Park, Japanese experience, Traditional Market and Kampung Leuit. Among the leisure offered are culinary, natural areas with flora and fauna, outbound, boating, culture including traditional clothes, and merchandise shop. Another unique attraction tourists can experience is every transaction inside floating market is issued by coins.

Over the year, based on management's data Floating Market Lembang shows positive growth of tourist arrivals. At present, the management will close the gate once the capacity is up to 50%, this attempt is to prevent the transmission of COVID-19. The procedures include every tourist must wearing a mask, getting through a disinfectant chamber, mass gathering restriction, and temporal tourists' flow. It is also said by the CEO of PT. Perisai Group himself, that during long holiday Floating Market Lembang will be crowded but not as much as the last Independence's Day holiday. It can be said that there are still doubts to ensure the safety to travel during the pandemic COVID-19. In addition to tourism destination, certification of CHSE in destination plays a significant role to visiting decision during pandemic era. According to Baloglu and Uysal (1996) there is a significant relationship between destination attributes and

motives, which is one of many attributes of preference behaviour in which leads to tourists visiting decision.

As domestic travel is slowly reviving and Floating Market Lembang is still open with strict health protocols, the applied of CHSE and visiting decision worth researching. Heretofore, there has not been any similar research with both variables, this also becomes the motives if the theory of destination attributes and motives has significant relationship could happen in Floating Market during pandemic. This research aims to see the influence of health protocols (CHSE) on tourists visiting decision in Floating Market Lembang.

B. Research Problem

Tourism has been the most affected sector by pandemic COVID-19. Foreign tourist arrivals dropped by 75%, the revenue suffered loss around 85 trillion, the hotel, restaurant, and destination estimated loss around 70 trillion. This is caused by the restriction to travel in order to halt the spread of the virus. However, Ministry of Tourism and Creative Economy sees the prospect of increasing domestic tourism by publishing CHSE certification to ensure safe travel during pandemic. This certification applies for all industry under Ministry of Tourism and Creative Economy, such as hotels, restaurants, golf, and diving centres. As tourism is slowly reviving, the effectivity of CHSE certification is being questioned for the safety of tourists and economy recovery.

C. Research Question

In regard to the research problems, the study will specifically answer the following questions:

1. What is tourist's motivation in visiting Floating Market Lembang during the pandemic COVID-19?
2. How the push factors through the scope of CHSE influence tourists visiting decision in Floating Market Lembang?
3. How the pull factors through the scope of CHSE influence tourists visiting decision to Floating Market Lembang?
4. How the push and pull factors altogether through the scope of CHSE influence tourists visiting decision in Floating Market Lembang?
5. How is tourist's visiting decision to Floating Market Lembang during the pandemic COVID-19?

D. Research Purposes

In regard to the purpose of this research, there are two purposes as follows:

1. Formal purpose

This research is a partial fulfilment of the requirements for the Bachelor of Tourism at Bandung Institute of Tourism.

2. Operational purpose

The purpose of this study is to understand tourist's decision making during the pandemic by analysing the influence of health protocols (CHSE) on visiting decision

in Floating Market Lembang. This finding advances the literature on risk perception in decision making based on tourist's perspective and health measurement.

E. Limitation

The limitation of this research is the concept of CHSE (Clean, Health, Safety & Environment) used solely set by the Ministry of Tourism and Creative Economy, as well as the only guidance used for this research.

F. Research Benefits

This research contributes to theoretical benefits as knowledge development for further studies with or without different variables and a better explanation on how destination should take action to ensure tourist's trust in their visit decision. On the practical side, it is beneficial for Floating Market Lembang to enrich policy making and management practice to foster health protocols standards.