

The Implementation of Audit Towards Destination to Tourist's Safety, Security and Comfortability

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The Implementation of Audit Towards Destination to Tourist's Safety, Security and Comfortability

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ABSTRACT

Every tourist has to be ensured his safety and security during they travel to all destinations exist in this archipelago. Providing comfortability and satisfaction so tourist has memorable moment when they come back to their generating region according to tourist's expectation. Tourist's safety and security are the major factor, and it becomes tourist's manager responsibility which is central and local government, businessman and stakeholder also society. In the latest, there is accident caused by negligence, or natural disaster that comes suddenly and unexpected before, it threats tourist's safety and security. Therefore, audit of tourism activity holistically and continuously needs to be done by tourism manager. Those cases are conducted to minimize and anticipate the accident and disaster factor that is caused by human, nature, and technique factor. If the accident and disaster event are happened, it must be done actions explicitly, by investigating seriously and completely by independents parties so it will not happen anymore. Audit must be done periodically to characteristic of destination area and tourism object, and the whole tourism system. Don't wait until repeatedly occur the accident and disaster event, and then take action so it offends tourist's safety and security. Those cases can cause negative image and it will decrease tourism image nationally and internationaly. Audit is a new way that can be implemented to tourism activity so it ensures the continuity of tourist's operational, safety and security.

Keywords: Audit of Tourism Destination, Tourist's Comfortability and Satisfaction

1. Introduction

Tourism destination and tourism object are a tour series that conducted by everyone or group who will get holiday. In order to fill leisure time with various visit and do leisure activities in the destination. Now, traveling has been basic needs; it is a need that must be fulfilled by every one (Hariyanto, 2017). *Leisure time and leisure activities become major needs for everyone.* Everytime does travelling and it is expected to be able to give impression and moment also impressive experience (Memorable Tourism Experience/MTE). Safety and security also comfortability will be the major factor for tourist during they do tour series to destination, until they arrive at the generating region. The factor of safety, security and comfortability are implication of responsibility feeling from tourism manager which is central and local government, businessman and stakeholder also society. The study of (Hariyanto, 2017) mention that *“thinking paradigm orientates to society; development and service are based to society, happiness index of a country becomes parameter of success that leads its society to a safe, peaceful and prosperous life.”* The involvement of all elements holistically in tourism activity is our responsibility. Those cases will give quality description and manager image, especially tourism image in Indonesia. Everyone hopes surely during tour series, they hope sparing from unexpected things, and it becomes motivation and encouragement to welcome tomorrow. Indonesia has beautiful source of natural wealth, variety cultural wealth, also abundant of human resources, it is not invincible by neighboring countries. But actually, Tourism in Indonesia is still less competitive with Singapore, Malaysia, Thailand and even Vietnam (Yahya, 2017). Based on assessment of Travel and Tourism Competitiveness Index (TTCI) 2017, data is issued officially by *World Economic Forum (WEF)* in 6 April 2017. Indonesia’s position is ranked 70th in 2013 and it becomes ranked 50th in 2015. In 2017, Indonesia’s competitiveness index shot up 8, to rank 42 out of 141 countries calibrated by TTCI WEF. From some phenomeon, weaknesses that still happened is relate to safety and security, like the event of landslide several cliffs of Sedudo in East Java (2015), landslide coral cliffs on Sadranan Beach, Gunung Kidul Yogyakarta (2015), and Curug Cigandi in Garut (2017), the last is the accident event in Tanjakan Emen towards Lembang Bandung that scowling dozens of victims. From some events so it emerges the question is how far the supervision and responsibility of tourism manager towards tourist’s safety, security and comfortability.

2. Theoretical Review

2.1 Structure and Element as Tourism Power

Law of Indonesia Republic No. 10 of 2009 about Tourism is the whole of activities related to tourism and it is multidimension also multidisciplinary. The presence of tourism as a form of people and state's need, its activity causes interaction process between tourist and local society, fellow travelers, government, businessman, and stakeholder. Tourism activity is complex; it consists of many components with the interrelated elements each other and it forms a structure. **Structure** is a construct composed from a number of related components. Those relations form a network that overall is called system; **system** is relation network among component and element (Hoed, 2010). Structure and tourism system are the whole of activities, it is started from traveling activity of a tourist, and it includes five sub elements or components such as: 1) Tourist is human elements, which is a person who does traveling. 2) Traveller-generating regions, is geographical's element; a place where tourist starts and ends his tour. 3) Transit route is geographical's element; a place where the main tour takes place. 4) Tourist destination region as geographical's element is the main place visited by tourist. 5) Tourist industry as organizational's element, is a set of organization run in tourism business, cooperate in tourism marketing to provide goods, service and tourism facility (Leiper, 2004). Each of sub system and element inside each own relation and interlesation into and out as a structure. The five sub-elements of tourism complete each other and it is an activity wheel of tourism that is started from the point of traveler-generating region, a series of tour to destination. Next, tourist does tour series back to the point of traveler-generating region; holistically those tour series must give satisfaction to tourist that includes safety, security and comfortability. Other elements that complete to tourist tour activity which is means and infrastructure, and also facility that can ensure need and service well. Overall, it can ensure tourist's safety, security also comfortability during conducting tour series to destination until tourist gets back to its generating region. Means and infrastructure are one of important factors that is very supported the growth of tourism industry. It can be one of supporting in order to tourist attraction in destination is interested by tourist, so it creates tourist's satisfaction (Way, Wuisang, & Supardjo, 2016).

2.2 Audit of Destination and Tourism Object

Tourism is reviewed from economic's point of view that tourism activity occurs because of : first, there is demand from tourist to fulfill one of basic need is traveling. Second, there is supply of manager as tour in form of complete tour packages includes transportation,

accommodation and meals, until arriving to tourism destination, and also arriving back to tourist-generating regions (Payangan, 2017). Demand and supply are two terms that is very influenced each other; it is market mechanism between a prospective buyer and seller of a product. When visiting tourism destination, tourist expects to get memorable experience which is safety, security and comfortability so demand and supply become one of determining factors of up and down of demand and supply. A new product has price if it is needed and its product has limited stock, and which determine low and high of the price is two cases, are demand and supply (Yasen, 2014). If demand and supply can be kept balancing so it needs doing supervision and evaluation (audit) toward wheel of tourism activity. Holistically and continuously, Indonesia has high bargaining power towards destination and object compared with other countries. The word of audit is often used to supervision process and evaluation of economic activity, to ensure the appropriateness of assignment and criterion that has determined or standard operational procedure (SOP). According to Sukrisno (2004), audit is ⁵ “examination conducted critically and systematically by independent parties towards financial statements that has been arranged by management also accounting record and its supporting proves with the purpose is to provide opinion about reasonableness of the financial statements”. Audit can be applied in supervision and evaluation process by independent parties in case of government in linearly or cross-sectorally, stakeholders, and also society who has linkages with characteristic of those tourism destinations. It is expected that the whole of tour series and tourist’s activity in destination and tourism object can run well. Audit or supervision and evaluation must be done periodically and continuously so it ensures safety, security, and gives comfortability and satisfaction to tourist. The implementation of audit towards street and bridge condition is conducted by public work (PU). Relating to weather condition by Meteorology Climatology and Geophysic Council (BMKG), the condition of region geographically is under supervision of Geological and Geography Agency. Relating to river condition is supervised by River Authority Agency, also with involving local society who cares to natural signs in surrounding environment. Based on the audit result from independent team towards fifth of tourism elements become recommendation or consideration for tourism manager in accompanying tourist until arrives to destination. Conducting the previous audit system, to anticipate the possibilities of less fun events can be avoided as early as possible. The accident and disaster events can be caused by the first is human error, which is professionalism and responsibility feeling of human resources in doing the task. The second is audit to the condition of natural and regional geographically like the condition of street, derivate and steep climbs, sharp

turns, and weather condition as long as tourist travel to destination. Third, audit towards transportation condition (land, water, air) the appropriateness or not transportation to tourist. According to Manggala et al., (2015), “traffic accident occurs is caused by some factors, like human error, condition of street geometric, vehicles error, and condition of surrounding environment”. Fourth, audit to accessibility, attraction and amenity (3A). Fifth, audit to hygiene and environment sanitation of tourism object, and place facility of food and beverage for tourist. Sixth, audit to characteristic of tourism object is object and natural tourism area, cultural tourism object, and man-made tourism. The accident happened in tourism destination can cause loss both material and immaterial to manager and visitor who is victim. The loss of immaterial in long period is sustainability of tourism attraction to re-recover the positive images so the visitor will forget about the event that ever happened, (Yudistira. et al., 2012). If there are unfunny things for tourist, disaster and others so it has to be investigated seriously and thoroughly the problem core, and also it should be given a strict sanction. Government’s non-compliance towards violations can cause the error that occurs whenever and wherever, and it will happen to tourist. Some of obstacle factors in supervision of tourism destination are local regulation, supporting fund for the improvement of minimum facilities and infrastructure, ⁸ lack of professional human resources, especially in the field of supervision and society who is less concern in maintaining tourism’s environment (Myta, 2017). Thoses cases can emerge negative image and it will decrease the negative image and it will decrease tourism image nationally and internationally.

2.3 Tourist’s Safety, Security, and Comfortability.

Law of Indonesia Republic No. 10 of 2009 about Tourism Chapter VII of rights, obligation and prohibition, article of 20 and 21 mentions that every tourist is right to get: a. **accurate information** about tourism attraction; b. tourism **service** depends on ⁴ standard; c. **legal protection and security**; d. **health service**; e. **privacy protection**; and f. assurance protection to tourism activities that has **high risk**. Tourist who has limitation in physically, children, and elderly are right to get specific facility depends on their necessities. Based on tourist’s rights and it is reinforced by law of Consumer Protection Republic of Indonesia No 8 of 1999 explained that to improve prestige and dignity of customer, it needs to improve customer’s awareness, knowledge, care, ability and independence to protect himself and also to cultivate a responsible attitude of businessman; customer protection is any effort that ensures the legal certainty to provide customer’s protection. If it is concluded from article 20 and 21 and law of customer protection, so it has been clear that every tourist is as customer has right to get

safety, security and comfortability during they do tour series and tourism activity until tourist arrives back safely to generating region. Safety is safe condition or someone's condition or people group to get prosperity and happiness, while security is a safe condition or tranquility of a person or people group in order to avoid from dangerous risk that emerges from tourist' arrival through entrance both in terminal, airport and port. During conducting tour series to destination, and tourism object until tourist arrives back to the generating region, while accident can be interpreted as every unplanning events of whatever its form. Traffic accident can be caused by human factors, like vehicles, street condition, and street environment (Satiagraha. et all., 2009). Security is consideration factor of tourist in deciding visit to tourism destination or to a country. It is secured if those countries have the stable of political system, well maintained, low crime rates and good health care standard. The factor of safety and security without any worries, it will give a sense of comfort to tourist during a trip, stay and get to destination. Safety and security are an absolute requirement for tourism industry so tourist can get vacation in comfort and quietly. The study of Khalik (2014) mentions that ² "The low raises community understanding of factors that affect comfort and safety as a factor of environmental aspects of parking management and environmental hygiene, factors of economic activity and the hawkers aspects transportation service providers as well as factors in the aspect of tourism access roads were damaged". Those factors become the obstacle of developing tourism in Indonesia, and it still loses competition with neighboring countries such as Singapore, Malaysia, Thailand, and even Vietnam.

¹ 3. Methodology

This study used qualitative research method with the reason that the research problem was a complex problem which related to humanities social. The approach was used is multidisciplinary, by ignoring on some disciplines to review audit towards the five sub unsures and elements, also tourism unsures. It was included facilities and infrastructures, also tourism facility, so it can reveal the symptoms and those social facts. Analysis method used is analytical descriptive method by explaining and analyzing so the object and data obtained during research can be interpreted and explained maximally (Ratna, 2010).

4. Result and Discussion

4.1 The Characteristic of Destination Nature and Tourism Object

Indonesia's area consists of five big islands and thousand small islands which unfold from Sabang until Merauke, and it is 14th largest order worldwide. Geographically, the location of

Indonesia is between in two oceans, which is Hindia Ocean and Pacific Ocean and also it is flanked by two continents, which is Asia and Australia. Indonesia's mainland region consists of highlands, lowlands, mountains, while the water's area consists of rivers, lakes, seas, swamps, straits and oceans (Anonymous, 2016).

The study of Kurniasari (2017) explains that "Indonesia is located in Indo-Australia and Eurasia slabs, Indonesia is prone to some kinds of natural disaster like volcanic eruption and earthquake that is often followed by tsunami. Natural disaster can be happened anytime and anywhere, not except in areas that becomes tourism destination". Land and water area owned by Indonesia gives appearance and different natural characteristic, so it is natural wealth that has potential to be tourist attraction. Characteristic potential of accident and disaster will be various depend on each of natural characteristic. Indonesia has an abundant tourism resource which consists of human resources, natural resources, cultural resources and special interest resources. Characteristics of natural destination and tourism object in each region have different characteristics that determined by those geographic and topographic of region. To implement audit to destination and tourism object must use tools that adjusted by the condition of destination characteristic and the characteristic of tourism object. Like Bandung geomorphologically like a large bowl, located in a valley surrounded by mountains, cool air with curved road contours, with steep climbs and derivatives. Physically, the landscape of Bandung and its surrounding area is the Bandung-shaped basin of elliptical or elongated from east southeast to west northwest (Bronto & Hartono, 2006). Natural characteristic of Bandung becomes a different characteristic and uniqueness, cool air and it has many mountains and canyons so Bandung becomes natural and special interest resources. A narrow winding road, with steep climbs and derivatives requires high skill and concentration for driver as well as good condition of vehicle. Indonesia has tourism destination spreads in 34 provinces, it has natural condition and different geographic. Means or tools used to audit destination and tourism object must be adjusted by natural characteristic and tourism object owned by each destination or those regions. The difference of natural characteristic and tourism object will differ risk potential between one place to another place so it demands tourism manager to do risk estimation in depth (Yudistira et al., 2012).

4.2 Evaluation of Accident and Disaster Event in Tourism Destination

Safety and security become the major factor for tourist. Sometimes the accident or disaster event is happened because the first factor is human error, second natural condition and the region geographically, third the condition of transportation (land, sea, and air), fourth

accessibility, attraction and amenity (3A), and fifth hygiene and environmental sanitation of tourism object, and food and beverages facility for tourist. From data of research result, it has not been implied audit which is supervision and evaluation periodically by independent party. It means that before the accident and disaster event is happened, audit must be done by independent party which is central and local government in a linear and cross-sectoral way. It involves businessman and stakeholder included society who has correlation to fifth potential factor causing and accident or disaster event that is possible happened in the destination. In general, it is common to do if the accident and disaster happens is doing investigation and report and suggestion conducted by National Commission of Safety Transportation (KNKT) (National Commission of Safety Transportation of Ministry of Transportation of Indonesia Republic, 2012). The study of Wicaksono et al. (2014), human is the major factor cause the accident happened (66,89%). Less anticipated driver's behavior that often cause the accident happened (72,45%), environment, vehicle, and street condition. Natural phenomenon is caused by human's action, like flash floods suddenly can drag the vehicles that pass by (Ciwidey, 2017., Cicaheun, 2018, Bogor 2018), the avalanche of Dua Warna waterfall cliffs in Sibolangit North Sumatera (2016) which scowled dozens of victims. The event of bridge breaking due to overload and it is hit by flash floods or due to age, like bridge breaking to deer park in Bogor (2017). Accidents are caused by carelessness and inadequate facilities, and also not maximal supervision. The study of Yudistira et al., (2012) "The cause of this accident can occur due to various things such as: (1) natural disaster, (2) tourism place management, (3) visitors, and (4) third party crime. These fourth things can have the relationship directly for the accident happened for tourist". From data of research result explains that audit has not been implied, which is supervision and evaluation periodically by independent party, it means that audit must be implemented before the accident or disaster event will be happened. Audit must be done by independent party which is central and local government in a linear and cross-sectoral way. It involves businessman and stakeholder included society who has correlation to the fifth potential of causing factor of the accident and disaster event that is possible happened in the destination. The explicit action by the authorities' party against the violence of tourist's safety and security has not been taken firmly and seriously. The key of success of a tourism activity should notice safety and security (Kusuma, et. al., 2016).

5. ³ Conclusion.

Based on research result and discussion above, it can be concluded as follows:

1. Indonesia has various kinds of natural beauty, by having geographic characteristic and different natural topography so it becomes uniqueness of every tourism destination; also it becomes wealth and abundant tourism resources.
2. Safety and security of tourist becomes the major factor, to provide comfortable feeling for tourist during conducting travel series until to destination and arriving back in generating region.
3. The implementation of audit periodically towards destination's characteristic has not been conducted yet, to anticipate probabilities happened accident events or unexpected disaster.

Audit can adapt to supervision and evaluation process towards natural condition and destination's characteristic, and ensure also recommend to the whole of tourist travelling can run well.

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