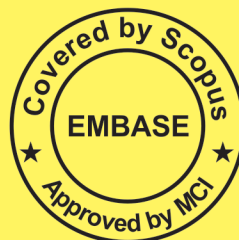




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The Law and Tourism: The Policy of Health Service for Tourists in Lombok Island

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Abstract

The Province of West Nusa Tenggara is known as one of the Indonesian provinces which has become a tourism destination apart from Bali. This province has two main islands, which are Lombok Island and Sumbawa Island. They have a richness in the variation of nature and culture, so that they have a high potential for the development of tourism. The problem which must be taken into consideration in creating a better tourism destination is giving healthcare services which are agreed upon through the local government's policies. The scope of tourism health is very broad, as it includes the health of the tourists, the health of the society as the hosts, the health of the workers in the tourism industry, the health of the environment in the tourism area, the safety of food in the tourism area, including the different policies regarding health and tourism. Apart from that, the effort of chemoprophylaxis may be informed to the tourists who have the risk to be contracted of an illness, but may be avoided through the use of some medications. For example, the tourists who visit West Nusa Tenggara, or the other eastern parts of Indonesia, may be advised to consult to health workers to receive preventative medicine. Tourism consultants and tourism guides may also have the role to give suggestions regarding the general health situations which are present in the area on several occasions.

Keywords: Law, Health services, Lombok Island tourism

Introduction

Indonesia is a country which has the potential to become a global tourism destination. Tourism is an activity which provides the services of accommodation, transport, consumption, recreation and other services⁽¹⁾. The marketing of tourism services involves some aspects, such as the economy, cultural, social, religious, environmental, safety aspects, as well as others. From those aspects, the aspect of economy has the largest attention for the development of tourism, so that the tourism can be said as a form of industry⁽²⁾. In the world of tourism, the protection of the tourists, both the international as well as the domestic tourists, is still very low. Moreover, the law which apply sometimes do not have enough protection for the tourists.⁽³⁾

Indonesia is a developing country which has many tourism potentials, both for the tourism of nature as well as culture⁽¹⁾. As a large territory, which is supported by the various natural resources which have the potentials to be processed and utilized, tourism becomes one of the things which may increase the foreign exchange rate in the country⁽²⁾. According to the World Tourism Organization, there are 702 million international tourists who underwent tourism journeys on 2002. The tourism sector created income as much as US \$ 474 billion, and 214 million work opportunities worldwide.⁽⁴⁾

Tourism can also be used to increase the welfare of the people and also to encourage national development⁽⁴⁾. The importance of tourism's role in the economic development of a country cannot be denied. In the recent years, some countries choose to work on the tourism sector seriously, making tourism the primary sector in increasing the foreign exchange rate, to create job opportunities, and to decrease poverty⁽⁵⁾. Tourism is one of the largest foreign exchange earner in Indonesia, which is not from the oil and gas sector⁽⁶⁾.

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The province of West Nusa Tenggara is known as one of the provinces which become a tourist attraction destination in Indonesia after Bali⁽⁷⁾. This province has two main islands, which are Lombok Island and Sumbawa Island, which has various natural and cultural richnesses, thus they are very competent in becoming a potential for tourism development. The geographical situation which is proximate to Bali Island, which is the tourism barometer of Indonesia, creates some luck in the distribution of tourists, especially those from overseas⁽⁷⁾.

Lombok and Bali islands have been determined as the national tourism gateway in *MP3EI Koridor V* – The Masterplan of the Indonesian Economic Development Acceleration and Expansion). Lombok Island becomes one of the national tourism destination with the nickname of Island of a Thousand Mosques.

In almost all coasts of Lombok Island, there are beaches which become tourism destinations, starting from East Lombok which is famous for its pink beach, Labuan Haji and Gua Jepang Beach; Central Lombok with Kuta Beach, Selong Belanak, Mataram City and Ampenan Beach; West Lombok with Senggigi Beach; also North Lombok with its three *gili*'s: Gili Trawangan, Gili Meno and Gili Air⁽⁸⁾. There are abundant choices of tourism destinations in Lombok Island, and almost all regencies along the coastlines offer beautiful beaches. With the potentials as described, there needs to be an understanding of the government's regulations regarding the health services in Lombok's tourism objects.

Method

The kind of approach used for analysis in this research is the doctrinal approach. In this stage, legal inventarisation is firstly done to find the legal norms which manage the health services of tourists⁽⁹⁾. The source may be from the constitutional regulations and policies. This activity is then continued with a normative analysis, to find the in-concreto law (which comes from the analysis between the existing secondary data and the constitutional regulations which apply) and the legal principles which come from the analysis of the existing secondary data which regulate the health services for the tourists.

Discussion

The Republic of Indonesia's Ministry of Tourism Regulation No.14, 2016 regarding the Sustainable Tourism Destination Guidelines states that, in

consideration of realizing the tourism development which focuses on cultural and natural diversity, uniqueness, and peculiarity without ignoring the future needs, so it is hoped that the tourism may encourage the economic development which may bring benefits for the welfare of the society⁽¹⁰⁾. To realize the development of tourism destinations, efforts needs to be done with integrity, sustainability, and responsibility, thus there needs to be a description regarding the sustainable tourism destination criteria⁽¹¹⁾.

Another problem which needs to be given attention for the sake of creating a better tourism destination is in the healthcare sector. There should be healthcare services, which are agreed upon through the local government's regulation. The scope of tourism health is very broad, as it includes the health of tourists, the health of the society as the hosts, the health of the workers in the tourism industry, the healthy condition of the tourism area's environment, the food safety in the tourism area including the many regulations regarding health and tourism. The tourism health service is a branch of the public health science which is unique and specific, related to the tourism journey and activity. The government's policies regarding the tourism health services will have impact towards the health of the population and the environment in the tourism destination. Apart from the health issues, another important aspect which is not seen here is the economic considerations. The tourists who are unhealthy will give impact towards the tourism industry as well as the society in that area. Contrarily, health tourism objects can be used as one of the ways to further promote that attraction.

Some other issues which actually urgently need more attention is the need of the tourism city's government to make some regulations regarding the health service in Lombok Island. They should be able to identify the potential threats and analyze the risk of the tourism health, which are related to the tourism journeys or the activities related to the offered tourism packages.

The relation between the tourism industry and the health professions will be crucial, and each party must know and understand their responsibilities. Those who have such interests must also discuss how the ideal relationship will be in creating an effective healthcare service in Lombok Island.

Generally, the tourism industry has three components which must be fulfilled. They are suppliers

of travel services, tour operators, and retail travel agents. Included in the suppliers of travel services category are the suppliers of transportation services (air, land, sea), accommodation (hotels, motels, inns), and restaurants. The tour operators are usually in the form of businesses which offer tourism packages, whereas the retail travel agents are the businesses which promote and market the services provided by the suppliers and the operators.

The Bureau of Tourism Trips have the role as the the operator as well as the agent of tourism trips, which must provide tourism guide services. As a profession which has direct relations with the activity of tourism, the tourguide workers have a crucial role. Tourguides are usually provided by the agent of the tourism trip services, which also coordinate freelance tourguides to fulfill the demand of independent tourists and the demand of the Bureau of Tourism Trips. In its business, the tourguide services must still be aware of the tourguides' requirement of professionalism. This business is obliged to continuously make efforts to increase the skills of the tourguides who will work, so that they fulfill the requirements which apply. These are the components which must be fulfilled to reach the ideal role of tourism.

From the description above, the chance to give health services as a form of health-risk prevention in the tourism areas is very large. Theoretically, the consultant of tourism trips may have a large role in the efforts to prevent the tourists' health problems. The first step which may be done is their role in informing the importance of vaccination, as it is regarding the legal aspect of visiting a certain place.

For instance, to visit the Kingdom of Saudi Arabia, visitors must provide a certificate of meningitis vaccination. The policy regarding the obligation to take actions to prevent and to protect oneself from meningitis is an operational principle which regulates the health services for the prospecting pilgrimage participants (for both *hajj* and *umra*), and also for the Indonesian Migrant Workers. Regarding the reason of why this meningitis vaccination becomes obligatory, it is because the Kingdom of Saudi Arabia is one of the endemic places for the spreading of the virus causes the meningitis disease. The spreading of this virus is through the air. With this spreading manner, it is certainly very difficult to predict whether or not a pilgrimage participants might be free of that virus.

The government of Lombok Island must oblige the tourism workers to give recommendation regarding vaccinations which are needed to prevent some diseases. For example, when there was an outbreak of the rabies disease in Bali, the tourism trip consultants may inform the importance of rabies vaccination before the journey to the tourists before they visit. Or while in Bali, the tourism trip consultants or the tourguides may give information on what must be done if bitten or scratched by animals which have the chance to be infected by rabies.

Apart from that, the effort of chemoprophylaxis can also be informed to the tourists who have the risk to infected by some disease, yet can be prevented by the consumption of some medicines. For example, the tourists who visit the West Nusa Tenggara area, or other Eastern parts of Indonesia, may be advised to consult with medical workers to receive some preventive medicine. The tourism trip consultants and the tourguides may also be used to give advises regarding the general health situations in some areas during a certain period. In some cases where the dengue fever have increased, the tourism trip consultants may give information regarding the efforts to prevent being infected, like the protection needed while undergoing outdoor activities. The local government must always coordinate with the tourism trip agents and the tourguides, including giving information regarding the importance of trip insurance, repatriation information, and the medical service condition in the tourism destination area.

Epidemiologically, the Ideal Role of Tourist Health Profession is an important population group as it has high mobility in giving disease prevention services in tourism areas. Not only the issue of tourism areas, yet also regarding the tourists who often move from one tourism destination to the next. They have the risk of having infected by some diseases, and there may be some unwanted incidents outside of the original place, thus mild cases may not be reported, and they seldom seek help or medications. This may cause an import of diseases to the original place and vice versa, there might be exported diseases to the destination places. This may increase the risk of changing the disease's non-endemic area into an endemic area. This shows that the epidemiology of diseases related to tourism is one of the basic competences which should be possessed by medical staff and public health staff in the tourism destination area. Even though economically, the increase of tourists poses a positive impact, yet this trend may also be

followed by the increasing risk of health.

Based on the research conducted by Reid, Keystone, & Cossar, international tourists who come to developing countries will experience health problems regarding tourism. There are many tourists who return to their original countries and seek medication. This shows that there are many health problems commonly experienced by tourists.

The government's policies regarding health services also depend on the role of medical staff and the understanding of the society in the tourism area regarding the handling of health issues. The medical staff should have a good competence of understanding regarding tourism health, which refers to the tourism health basic competence which are set by the International Society of Travel Medicine (ISTM), starting from a good diagnosis and a correct way of handling the case.

The scope of tourism health is very broad, thus the government of Lombok Island must be able to predict the diseases present in that area to secure the health of the tourists, the health of the society as hosts, the health of the workers in the tourism industry, also the health of the environment in Lombok Island's tourism area. The government of Lombok Island is hoped to have a good understanding regarding the different kinds of vaccination and prophylaxis (the consumption of medications for preventive purposes) which are related to tourism. Last but not least, the government should give services of the health rights in the tourist destination places, and undergo an inter-professional interaction collaboration between the government of Lombok Island and the various medical staff, especially doctors, nurses, the society, also the travel bureaus, who have a big role in the realization of tourism health services which are according to the concept which has been described in this paper. If this goes well, the vision to realize the health service policies for tourists in Lombok Island will be a reality.

The principle of safety in preventing diseases in the tourism area is the government's policy principle which becomes the background in giving services regarding the healthcare rights. This principle of safety is a special principle which is based on the general principles, which are the principle of safety, the principle of protection, and the principle of benefit.

Conclusion

The service of tourism health is a unique and a specific branch of the public health science, which is related to tourism trips and activities. The government's policy regarding tourism health services will give impact towards the health of the population and the environment in the tourism destination area.

The above description shows that the chance to give healthcare services as a form of health risk prevention in the tourism destinations is opened very wide.

Apart from the government of Lombok Island and the medical workers, the society's role in the tourism area also has a large role when involved. They have a big role in understanding the important element in disease prevention and specific incidents toward the tourists, understanding the promotional aspect of tourism health, and to be able to make health impact assessment. They should also be able to identify threats of danger, make risk assessments, and making health risk-prevention efforts in the tourism areas.

The scope of tourism health is very wide, thus the government of Lombok Island must be able to predict the diseases in that area to secure the health of the visitors, the health of the people as the host, the health of the tourism industry workers, also the health of the tourism area in Lombok Island.

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