

Tourist Support for the Smoke-Free Zone Policy in the Sabang City Tourism Areas

Noor Aznidar Aldani¹, Aida Khairunisa¹

¹Ibnu Sina Nursing Academy, Sabang City, Sabang

Abstract: Smoke-free zones are the areas declared prohibited from smoking, producing, selling, advertising, and/or promoting tobacco products. Smoke-free zones need to be established in order to provide universal protection to the community by ensuring that all public places are free from cigarette exposure. This study aimed to investigate the tourist support on the smoke-free zone policy in the tourist areas of Sabang City. The study used an analytical survey with a cross sectional approach, conducted on 200 tourists in Sabang main tourist areas (Tugu Nol Kilometer, Iboih, Gapang, Pantai Kasih, and Sumur Tiga). The respondents were given questions related on the support and policy of smoke-free zones in Sabang tourist places. The study found that there was a significant relationship between tourist support for the smoke-free policy and smoking behavior ($p = 0.000$). In addition, the respondents showed very good opinions on the policy in which most (54.3%) of the non-smoking respondents stated they strongly agreed that tourist places should be totally smoke-free. Also, more than half (58.9%) of them strongly agreed that the local government made a regulation to restrict smoking behavior in tourist places, and 64.3% highly supported the smoke-free policy in Sabang tourist areas. On the other hand, almost half of the smoking respondents (47.9%) disagreed while some (36.6%) agreed that the tourist areas to be completely smoke-free. Nevertheless, the majority (83.1%) of them still agreed if the local government established a regulation to restrict smoking in tourist areas and 69% of them supported the policy to be applied in Sabang tourist areas. Moreover, many (73.2%) also admitted that they smoked in tourist spots due to the unavailability of smoke-free signs, 88.7% stated they would comply if smoke-free policy were implemented, and 97.2% would still visit the tourist areas even if they were not allowed to smoke there. The smoke-free zone policy in the tourist areas, together with the tourist support for the bylaw, will be very helpful in making regulations and advocating tourism areas for a complete smoking ban, which will ultimately create Sabang a comfortable tourist destination and most importantly create a healthier Indonesia.

Keywords: Tourist Support, Smoking Behavior, Smoke-Free Zone Policy

Introduction

The consumption of cigarettes and exposure to cigarette smoke have a serious impact on health. The World Health Organization (WHO) in 2015 stated that tobacco in all its forms is a global health disaster that causes 6 million deaths annually, yields incalculable suffering, and costs billions of dollars. In addition, the Global Youth Tobacco Survey (GYTS) in 2014 mentioned that 36.2% of boys and 4.3% of girls in Indonesia consumed tobacco. Of all the current tobacco users, 18.3% of them consume cigarettes and among them 43.2% started smoking at the age of 12-13 years.

One of the Indonesian government's efforts to deal with the adverse effects of smoking is to establish smoke-free zones. In 2009, the government passed the Law of the Republic of Indonesia No. 36 of 2009 concerning health, the contents of which discuss cigarettes and policies on smoke-free areas. In an effort to support this policy and also to create a healthier Indonesia, the government issued a Joint Regulation of the Minister of Health and the Minister of Home Affairs No.188/Menkes/PB/I/2011 No. 7 of 2011 on the Guidelines for Smoke-Free Zones.

Smoke-Free Zones are areas declared prohibited for smoking, producing, selling, advertising and/or promoting tobacco products. The zones include health service facilities, teaching and learning places, children's playgrounds, places of worship, public transportation, workplaces, public places, and other designated places (Permenkes No.188 of 2011). A comprehensive smoke-free law or a complete ban on smoking in certain rooms and areas is expected to protect non-smokers from exposure to smoke, and is believed to be an effective way to ensure that exposure will not occur.

In the case of Sabang, as a tourist destination filled with its various beauties, the city certainly needs to pay attention to the comfort of its tourists. Therefore, the local government should consider highly to make the tourist areas in Sabang free from cigarette smoke. The smoke-free policy is expected to help improve the public image of Sabang urban areas, and might attract the attention of the authorities interested in the 'healthy city' branding. The policy is also hoped to provide a harmonious community life for both the locals and tourists. Any gap in smoking law means unequal protection from exposure to smoke, and thus, putting everyone at risk of health impacts. Therefore, investigating the tourist opinion about smoke-free zone policy in the tourist areas as well as their support for the bylaw will be very helpful in making proper government's regulations and advocating tourism areas for a complete smoking ban, which will ultimately create a comfortable tourist destination and most importantly a healthier Indonesia.

Reserch Methods

Data Collection

This study used an analytic survey with a *cross sectional approach*, conducted on 200 tourists aged above 18 years. The respondents were selected by using the accidental sampling method consisted of foreign and domestic tourists. The study was carried out within main tourist areas of the city of Sabang namely Tugu Nol Kilometer (Zero Kilometer Monument), Iboih, Gapang, Pantai Kasih (Kasih Beach), and Sumur Tiga. The data collection started from July to August 2019. The instrument used in the study was the questionnaire containing questions on demography, such as age, education, origin, and gender, and questions about the opinions on the smoke-free zone policy in tourist areas and the smoking behavior.

Data Analysis

The SPSS software version 22.0 was used analyze the frequency and descriptive statistics of the data. The *Chi-Square* test was also performed to test the significance of the relationship.

Results

Table 1

Distribution of Respondents' Demography (N=200)

Demographic Characteristics	N	%
Gender		
Male	120	60
Female	80	40
Age		
18-25	73	36,5
26-35	82	41

36-45	24	12
46-55	16	8
56-65	4	2
>65	1	0.5
Origin of Tourist		
Domestic	137	68.5
Overseas	63	31.5
Education		
High school	43	21.5
Diploma	13	6.5
Bachelor	109	54.5
Master	32	16
Doctorate	3	1.5
Total	200	100

Table 1 above shows that most respondents were male (60%). In addition, the majority of the respondents' age ranged between 26-35 years (41%), mostly were domestic tourists (68.5%), and many held Bachelor's degree (54.5%).

Table 2

Tourist Opinion on Smoke-Free Zone Policy in the Sabang City Tourism Areas (N=200)

	Do not smoke		Smoke		<i>p</i> -value
	N(129)	%	N (71)	%	
Smoking in tourist areas can affect the health of tourists and other people around them					
Strongly Agree	85	65.9	12	16.9	0.000
Agree	43	33.3	51	71.8	
Disagree	0	0.0	8	11.3	
Strongly Disagree	1	0.8	0	0	
Smoke-free zones provide protection from the dangers of cigarette smoke for active and passive smokers					
Strongly Agree	47	36.4	57	80.3	0.000
Agree	1	0.8	4	5.6	
Disagree	1	0.8	0	0	
Strongly Disagree					
Tourist attractions must be 100% smoke-free					
Strongly Agree	70	54.3	4	5.6	0.000
Agree	39	30.2	26	36.6	
Disagree	18	14.0	34	47.9	
Strongly Disagree	2	1.6	75	9.9	
Local governments must make smoke-free zone regulations/policies in tourist areas to restrict smoking behavior					
Strongly Agree	76	58.9	7	9.9	0.000
Agree	49	38.0	59	83.1	
Disagree	2	1.6	4	5.6	
Strongly Disagree	2	1.6	1	1,4	
I would support if the smoke-free zone policy is implemented in the Sabang city tourism areas					

Strongly Agree	83	64.3	12	16.9	0.000
Agree	41	31.8	49	69	
Disagree	3	2.3	8	11.3	
Strongly Disagree	2	1.6	2	2.8	

Table 2 above shows that there is a significant association between smoking behavior and the support on the smoke-free in tourist places in Sabang (p -value = 0.000), in which 64.3% of the respondents who did not smoke stated that they strongly agreed with the enforcement of the policy and 54.3% also strongly agreed that tourist attractions should be totally smoke-free. In addition, 69 % of the smoking respondents stated that they agreed with the enactment of the smoke-free policy, 71.8 % agreed that smoking in tourist places would affect visitors' health, 80.3 % also agreed the policy would provide protection from the dangers of cigarette smoke for active and passive smokers, and 83.1% agreed that the local government should make regulations/policies regarding smoke-free zones to restrict smoking behavior in tourist areas.

Table 3
Distribution of tourists' smoking behavior in Sabang City tourist areas (N=200)

Smoking Behavior	N	%
Smoking		
Yes	71	35.5
No	129	64.5
Number of cigarettes smoked (N = 71, smoking)		
< 10 cigarettes / day	22	31
10-20 cigarettes / day	37	52
>20 cigarettes / day	12	17
Smoking in the tourist area (N = 71, smoking)		
Yes	56	78.9
No	15	21.1
Smoking in the tourist areas because no warning of smoke-free zones available (N = 71, smoking)		
Yes	52	73.2
No	19	26.8
Willing to not smoke in tourist areas if smoke-free zone policy is enforced (N = 71, smoking)		
Yes	63	88.7
No	8	22.3
Will continue to visit tourist attractions in Sabang city if smoke-free zone policy is enforced (N = 71, smoking)		
Yes	69	97.2
No	2	2.8

As seen in Table 3 above, the largest proportion of the respondents was non-smokers of 64.5%. In terms of the number of cigarettes smoked per day, most smoking respondents consumed 10-20 cigarettes per day (52%), and many of them also smoked in tourist areas (78.9%). Moreover, those who smoked admitted to smoking in the tourist areas due to unavailability of smoke-free zone signs (73.2%). They, however, mostly agreed to not smoke if smoke-free zone policy is enforced (88.7%), and would still visit Sabang despite the enactment of smoke-free zone policy (97.2%).

Discussions and Conclusions

The city of Sabang is a regional archipelago with a high potential in tourism. The city is known to have a number of favorite tourist attractions including parks, monuments, fortifications, and beaches. To maintain its panoramic beauty and cleanliness, Sabang should be free from pollution, including air pollution. Therefore, the city should ensure that exposure to cigarette smoke, one of the most common air pollutants, can be minimized to allow the tourists to feel comfortable with the environment.

To this end, the smoke-free zone policy is an effective way to control tobacco exposure, or more specifically, to reduce smoking. Tobacco Control Support Center - The Indonesian Association of Public Health Experts (TCSC-IAKMI) in collaboration with the Southeast Asia Tobacco Control Alliance (SEATCA) and the World Health Organization (WHO) Indonesia reported four best policy alternatives for tobacco control, namely raising taxes (65% of the price retail), prohibiting all forms of cigarette advertising, implementing 100% of non-smoking areas in public places, workplaces, and educational sites, increasing smoking warnings, and adding images containing the adverse impact of smoking on cigarette packages.

The government has also issued the Law of the Republic of Indonesia No. 36 of 2009 concerning health, the contents of which discuss cigarettes and policies on no-smoking areas. In an effort to support this regulation, the government then issued a Joint Regulation of the Minister of Health and Minister of Home Affairs No.188/Menkes/PB/I/2011 No. 7 of 2011, on the Guidelines for Smoke-Free Zones. The smoke-free zone policy is expected to be able to create an obligation to provide universal protection by ensuring that all public places, all indoor workplaces, all public transportation, and other public places (outdoor or semi-outdoor) are free from exposure to cigarette smoke (WHO FCTC Article 8).

This study found that around 58.9% to 83.1% of the respondents had a very good response to the smoke-free zone policy. About 64.3% of non-smoking respondents stated they strongly agreed if the policy was implemented in the tourist areas of Sabang and 54.3% stated that they strongly agreed that tourist attractions must be completely smoke-free. Moreover, 69% of smoking respondents said they agreed if the policy were to be enacted, 71.8% agreed that smoking in tourist areas could affect the health of tourists, 80.3% agreed the policy would provide protection from the dangers of cigarette smoke for active or passive smokers, and 83.1% agreed that the local government should make regulations/policies regarding the smoke-free places to limit smoking behavior. These findings indicate that in order for the policy to succeed in providing maximum protection for the community, sufficient attitude, commitment and support, from the government, the community and related parties are needed.

The results in this study are in accordance with those in Sumahandriyani's (nd) which found that the attitude had a significant effect and could increase the society support for the smoke-free policy at seven areas in Batam by 11 times. In a similar vein, research conducted by Abrew, Cristine, Tello, Martinez, Duque, Shigematsu and Guetierrez on 800 respondents in 2013 in Baja, California reported that 71.8% of the respondents supported the legislation that prohibit smoking in all open areas including parks, concert venues, and town square, while the prohibition of smoking on the beach and the stadium has little support. Overall, more than 80% of the respondents supported the smoke-free policy in open areas.

In the case of tourist smoking behavior, this study found that 73.2 % to 97.2 % of the smoking respondents showed positive attitudes on the smoke-free zone policy. The study revealed that 73.2% of them said they smoked in tourist areas because there were no warning on smoking, and 88.7% stated they would comply to the smoke-free policy once it is applied in the tourist areas. About 97.2 % also said they would still visit the tourist spots in the city of Sabang even if the policy is enforced.

Viriayachaiyo and Lim conducted a survey of 5,550 tourists staying in various hotels in Bangkok, Surat Thani, Phuket, Krabi and Songkhla from October 2005 to December 2006. Their study found that 89.7% of the respondents considered smoke harmful to health. 47.8% of the travelers were aware of the regulations in Thailand that prohibit smoking in air-conditioned restaurants. 80.9% of them agreed with the ban, especially women who were not smokers. 38.6% of the respondents stated that they would likely visit Thailand again because of this regulation, 53.4% stated that the regulation would not influence their decision, and 7.9% stated that the regulation tended to decrease their visits to Thailand. A number of studies have also shown that reducing or eliminating tobacco use would not have a negative economic impact for most countries, but in some cases this reduction or elimination has been beneficial (Scollo et al., 2003).

Tourism is an important sector for the US economy. The US received more than 45% of revenue from travel activities and world tourism, which had been increasing and contributing 60% of its profits (Houston, 2008). The expenditure by foreign tourists had caused the availability of 1.4 million jobs in America. Moreover, domestic tourism had also provided large benefits both locally and regionally. Also, the importance of beaches for the tourism economy could not be denied (Houston, 2008). The income from tourists obtained by the states that own beaches was 85% of the total tourism revenue. For example, the number of tourists visiting Miami Beach in Florida each year was more than that of tourists visiting the three most popular National Parks - Grand Canyon, Yosemite, and Yellowstone (Houston, 2008). Therefore, there are a number of reasons for establishing a smoking ban on the beach, especially for the aesthetic, environmental, and toxicity issues of trash and cigarette smoke.

The Thai government has recently made a rule for smokers wishing to visit 24 beaches in Thailand, a rule taking force from February 1, 2018 onward which states that smokers can no longer billowing smoke carelessly.

Offenders will be fined up to 100,000 baht and/or one year in prison. Officials have also launched a campaign to make visitors aware of the ban aimed at the beaches popular for the tourists, such as Cha-am of Phetchaburi and Hua Hin district in Prachuap Khiri Khan. In Cha-am, the warnings were made on pamphlets printed in Thai, Chinese and English. The officials also collaborated with the shop owners and people who rented deck chairs so that they could help warn their customers about the ban and advised them to go to the smoking areas if they wished to smoke.

Berger (2005) argues that linking these activities will produce powerful strategies that can attract the support of the public and elected officials towards a smoke-free beach policy.

Hence, to ensure the success of the smoke-free zones in providing maximum protection for the community, full commitment and support, from the government, the community and related parties are required. The political commitment, intervention from the cigarette industry, acceptance of the public, and enforcement of applicable regulations are several challenges in implementing the smoke-free zone policy (Samet, 2012). Nevertheless, the success of various countries around the world in protecting their citizens from the dangers of cigarette smoke exposure is a clear indication that the implementation of smoke-free zones is neither impossible nor meaningless when applied in developing countries, like Indonesia.

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