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TOURIST COMFORT AND SAFETY STUDY CASE STUDY: OGAN KOMERING ILIR DISTRICT

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Abstract

The tourism development in South Sumatra Province, particularly in Ogan Komering Regency, has excellent potential. Ogan Komering Ilir Regency is a supporting district of Palembang City, with its main attractions being natural, cultural, and creative economy tourism. However, the growth of the tourism industry is separate from physical and non-physical infrastructure development. The physical infrastructure is seen in the inadequate access to tourist destinations. In contrast, the non-physical infrastructure still faces high crime levels due to the lack of physical infrastructure such as street lighting and electricity. This research aims to identify the factors that affect the comfort and safety of tourists visiting Ogan Komering Ilir Regency and to evaluate the efforts made by related stakeholders in addressing these issues. The methodology used in this research is a mixed methodology with descriptive analysis through relevant literature sources. The results of this research show that the level of comfort and safety is the top priority for tourists when visiting a destination. The role of related stakeholders in making and implementing policies is essential.

Keywords: Tourism Infrastructure, Tourism Development, Tourist Comfort and Safety

1. INTRODUCTION

Ogan Komering Ilir Regency (OIC) is one of the districts in South Sumatra province that has very attractive natural tourism potential. This district has several popular tourist destinations both natural, cultural, and artificial tourism. The famous natural attractions are Lake Ranau, Curup Tenang Waterfall, and Kayuagung Old Town Area. The only Regency that has beaches and islands. Maspari Island at the end of Ogan Komering Ilir Regency has a good exotic charm. However, despite having a lot of tourism potential, OIC Regency still has challenges in maintaining the safety and comfort of visiting tourists.

From the comfort factor, accessibility to the location from one destination to another can be penetrated with a travel time record of approximately 1 to 2 hours by road,

due to bumpy road infrastructure and potholes. Likewise, with street lighting sources, not all have a decent source of street lighting. Meanwhile, from the tourist safety factor, a report from the Central Bureau of Statistics (BPS) of South Sumatra states that crime is quite high and increases significantly from year to year.

Research on the safety and comfort of tourists is one of the important factors for tourism success (Giusti; Raya, 2019; Khalik, 2014; Zou; Yu, 2022). Travelers who feel safe and comfortable during their trip will be more likely to return to the place and recommend the destination to others. Conversely, if the safety and comfort of tourists is not guaranteed, this can have a negative impact on the tourism industry and endanger the safety of tourists. Therefore, this study aims to examine the factors that affect the comfort and safety of tourists in Ogan Komering Ilir Regency. through the identification of aspects of comfort and safety that travelers consider important, and analysis of potential risks and security challenges that may be faced by visitors. This research is expected to provide deeper insights for local governments and tourism industry players on efforts to improve tourism quality, as well as identify strategic steps to enhance the positive experience of tourists and ensure their safety while at the destination. The benefits of this research are to increase the tourist attractiveness of Ogan Komering Ilir Regency, support regional economic growth through the tourism sector, and encourage various related parties to work together in creating a safe and comfortable tourism environment for tourists.

2. LITERATURE REVIEW

Comfort according to Tourism and Creative Economy Policy is contained in the explanation of tourism facilities which are part of all forms of facilities provided by a destination in order to be able to support tourists at the destination (Government Regulation of the Republic of Indonesia No.50 of 2011 concerning the National Tourism Development Master Plan 2010-2025). In addition, the Ministry of Tourism and Creative Economy also issued a Cleanliness, Health, Safety, and Environment Sustainability (CHSE) policy by implementing SNI 9042:2021 in businesses engaged in tourism, tourism destinations, and other tourism products. By providing CHSE certification, it can provide comfort guarantees to tourists in their activities in tourism destinations so that tourists will remain at home and comfortable.

The security concept of "Tourism Crime Cycle" by Prideaux (1996) in (Mataković & Cunjak Mataković, 2019) explains the beginning of discomfort starting with the increasingly massive development of tourism, opening up opportunities for foreigners to enter an area, in this case it is a tourist destination. Prideaux believes that as each stage of a destination's development increases, the crime rate also increases and that the crime rate is also related to the destination's marketing and the destination's public image, which will coincide with a high crime rate. Tourism facilities are contributing to the increase in crime. A destination considered a hedonic destination, frequented mostly by young travelers and known for fun, adventure, casual sex, and uncontrolled use of alcohol and drugs. These destinations use low-wage seasonal workers who, faced with poor seasonal job opportunities, tend to use drugs, and the funds to acquire those drugs come from theft and sale of stolen goods.

UNWTO in its report entitled "*International Code for the Protection of Tourist*" also states that it is the duty of government authorities and tourism service providers to provide assistance to international tourists in emergency situations, including the unlimited information or information that is easily accessible, timely, objective, honest, and relevant in a clear, prominent and understandable way, and safety and measures,

accident prevention, health protection, and food safety. The content and method of providing information shall be consulted with the authorities of the destination country and shall respect the privacy of individuals and be in harmony with personal data protection and other applicable laws. The information should be strictly proportionate to the gravity of the situation and limited to the geographic area in which the emergency situation has arisen.

Traveler safety in a destination is a related global issue affecting both travelers and destinations. Tourism and safety are linked in the modern tourism era, with various safety-related events including war, terrorism, crime, and civil/political unrest occurring under highly uncertain circumstances (Zou & Meng, 2019). Safety and security are considered as the foundation for building prosperous tourism because those related to the tourism industry include unexpected events such as earthquakes, floods, riots, terrorism, crime, sexual violence, pollution, food safety, acts of war and others, so any loss due to safety and security not only challenges the image of vacation places and destinations but also the tourism industry as a whole (Preko, 2021). It is not surprising that tourists do not want to travel to places they feel they do not so measure the extent to which political instability, civil conflict or terrorism, real or perceived, affecting tourism has long been part of the study of tourism demand (Santana-Gallego & Fourie 2020).

Aspects that can also be created and can be managed such as activities, special events, entertainment, shopping, hotels, restaurants, general infrastructure, security and safety, facilitation of resources such as visas and education, destination management, and marketing are determinants of destination competitiveness, therefore the above aspects need to be considered comfort and safety Thanks to emerging infrastructure, tourist resources are developed, their attractiveness and accessibility for tourists increase, and tourist capacity in the region is increasing. The existence of accommodation facilities that provide comfort and security for tourists will also make tourists feel at home staying in a destination (Provotorina, Kazmina, Petrenko, & Ekinil, 2020). The physical infrastructure of other tourist destinations, such as highways, also affects the comfort and safety of tourists in traveling, so the quality of highways and toll roads also automatically affects the selection of destinations (Rahman, 2021). If the quality is poor, tourists will reconsider visiting a destination because they are worried about their comfort and safety during the trip.

3. RESEARCH METHODS

Insights from authentic experience studies and intercultural migration studies, suggest that adaptation activities can play an important role in understanding how enduring recreational visitors become comfortable with their new environment (Anantamongkolkul, Butcher & Wang, 2019). This research was conducted using qualitative methodology, and the approach used in data collection is called literature study. Literature study is a method that includes a series of tasks related to collecting library data, reading and recording, and reviewing research materials (Zed, 2008). This study lasted for 6 months in 2022. Studies on comfort and safety (Malleka et al., 2022; Mataković & Cunjak Mataković, 2019; Santana-Gallego & Fourie, 2022; Suharto, 202; Hsu & Sharma, 2023)). Data sources are obtained from various sources, such as books, journals, and previous research. In this study, descriptive analysis with an inductive approach was used (Sugiyono, 2014). Data was analyzed using matrix analysis (Dewa et al., 2020; Klopper, 2012) The supporting dimensions of security and comfort are the components of tourism.

4. FINDINGS AND DISCUSSION

This stage presents original research analysis and findings. Discussion is highly recommended to discuss between theories, regulations or references used by dialoguing the results of the research obtained, so as to obtain new findings.

4.1 Components of Tourism Potential of OIC District

4.1.1 OIC District Accessibility

The accessibility of OIC Regency can be seen in the picture below, there are potholes and lack of street lighting sources. There is also a good condition for the pedestrian bridge, but it needs to be reviewed to minimize damage because it is often traversed.



Figure 1. Accessibility to OIC Regency Tourism Attractions
Source: Researcher, 2022

A complete explanation can be found in the 2021 OIC Regency BPS report which details the length of roads in OIC Regency from 2019-2020, with a total of 2,037.11 km. In 2020, as many as 19.94 percent of roads were in good condition, 51.66 percent were in moderate condition, and 28.39 percent had minor or moderate damage.

Road Length According to Road Conditions in
OKI Regency

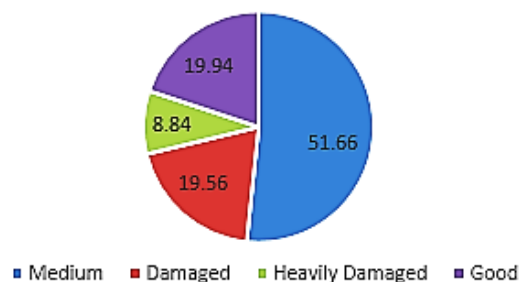


Figure 2. Road Length according to Road Conditions in OIC District
Source: RTRW and RDTL OKI Regency, 2022

Based on the picture in the field, researchers found that some road access leading to tourist destinations did have heavily damaged road access. The road is still dirt so that if there is rain, there will be puddles and can hamper the journey to the destination, as well as the condition of the pedestrian bridge which is arguably not feasible even though it is functionally able to represent. As can be seen in the picture above.

In Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 explained that tourism accessibility is all types of transportation facilities and infrastructure that can support the movement of tourists from the area of origin of tourists to tourism destinations and movements within the tourism destination area in relation to the motivation of tourist visits. Accessibility in Ogan Komering Ilir Regency is in the form of land routes and waterways.

4.1.2 Tourist Attractions of OIC District

In Government Regulation Number 50 of 2011 concerning the Master Plan for National Tourism Development, what is meant by Tourism Attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or destination of tourist visits.

Tourism Destinations based on Law No. 10 of 2009 are defined as geographical areas located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.

The Ogan Komering Ilir Regency Government plans to carry out development to realize tourism as one of the mainstays that is expected to be able to create the welfare of the people of Ogan Komering Ilir Regency, both through increasing tourist visits, increasing local original income and increasing tourism business activities. As one of the districts in South Sumatra Province. Ogan Komering Ilir Regency is faced with opportunities and challenges to build its tourism and cultural assets and potential. Tourism in OIC Regency can be classified into 3 types of tourism, namely natural tourism, cultural tourism, and artificial tourism.

4.1.3 OIC District Amenities

Amenities are facilities that are quite important in tourism, as stated in Government Regulation No. 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan explaining that tourism facilities are all types of facilities specifically intended to facilitate the creation of convenience, comfort, safety of tourists in visiting tourism destinations. Tourism facilities and businesses in OIC Regency are facilities for accommodation needs, food and beverage provision facilities, tourist travel facilities, and entertainment and recreation facilities.

4.1.4 Ancillary of Ogan Komering Ilir District

Ancillary is a support provided by organizations, local governments, groups or managers of tourist destinations to organize tourist activities. In Ogan Komering Ilir the existing organizations are the Association of The Indonesian Tours and Travel Agencies (ASITA), the Indonesian Hotel and Restaurant Association (PHRI), the Indonesian Tourist Association (HPI), and the Tourism Awareness Group (POKDARWIS) which are organizations at the community level whose members consist of tourism actors who have care, responsibility, and play a role as a driving force in supporting the conducive climate of tourism and the realization of “*Sapta Pesona*”, therefore it can increase regional

development and benefits for community welfare, and has the aim of being able to increase the development of village tourism while succeeding regional or national tourism development.

4.2 Existing Conditions Supporting Tourism

4.2.1 Public Infrastructure

One of the actors that need to be the focus in the development of tourist areas is public infrastructure, public infrastructure is one of the main needs in tourism activities, as stated in Government Regulation No. 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan explaining that public infrastructure is a basic physical completeness in an environment whose procurement allows an environment to operate and function as It should be. The main public infrastructure that supports tourism includes clean water, electricity, and telecommunications. Ogan Komering Ilir Regency has electricity networks and street lighting lamps, but the condition of street lighting in OIC Regency is still very limited. The distribution of street lighting is uneven and tends to be centered only in the city center of Kayu Agung, while roads to other areas are still very minimal plus road conditions in some sections that have potholes will be dangerous for drivers passing at night. OIC district has clean water networks, telecommunications, and waste management systems.

4.2.2 Public Facilities

Public facilities supporting tourism means public facilities needed by tourists during a visit to tourism destinations. Public facilities that are most needed by tourists for tourist visits are financial facilities, health facilities, and worship facilities. Public facilities in OIC Regency include firefighting security facilities but do not yet have an early warning system for early warning of disasters. In addition, there are also security and banking facilities such as banks, ATMs, money changers. There are also business facilities such as pharmacies, supermarkets, and grocery stores. There are health facilities in the form of hospitals, clinics, and health centers. Sanitation and hygiene facilities including public toilets, trash cans and laundry services have been spread in OIC Regency. Recreational facilities, parking facilities, and worship facilities are available. Special facilities intended for people with disabilities, children and people with elderly age are not yet available at the tourist attraction of OIC Regency.

Tourism facilities and infrastructure are complementary elements and aim to be able to simplify the process of tourism activities so that they run smoothly. Infrastructure in a tourist destination is a natural and man-made resource that is definitely needed by tourists when carrying out tourist travel activities in a tourist destination. An important factor to realize an area with a good tourism industry is the realization of visitor comfort. The comfort of visitors will be realized if two variables, namely the existence of tourism-friendly culture and community behavior and the existence of mutually sustainable infrastructure between tourism destinations can be fulfilled (Hesna, 2017). Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025 explains that tourism accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to the destination of tourism as well as movements within the tourism destination area in relation to the motivation of tourist visits. Accessibility in Ogan Komering Ilir Regency is in the form of land routes and waterways. For other supporting infrastructure facilities such as terminals in Ogan Komering Ilir regency itself has 4 terminals including the Kayu

Agung terminal which is a type A, terminal SP. Sadang, Teluk Gelam and Mesuji are included in the type C terminal category.

Table 1. OIC District Terminal Data

No	Terminal name	Type	Information
1	Kayuagung	Type A	Ministry of Transportation of the Republic of Indonesia
2	SP. Field	Type C	Terminal Plan
3	Gelam Bay	Type C	Terminal Plan
4	Mesuji	Type C	Terminal Plan

Source: LLAJ Field, Ogan Komering Ilir District Transportation Office, 2022

Waterway transportation facilities in Ogan Komering Ilir district are quite important facilities as well as facilities and accessibility of local community activities. There are 32 piers in Ogan Komering Ilir Regency with good conditions which are piers owned by the Ogan Komering Ilir Regional Government.

Food and beverage facilities are the main facilities most needed by tourists. In the OIC district itself, eating and drinking facilities for tourists are quite a lot in the form of restaurants, restaurants, and food stalls that provide a variety of food offerings, both OIC regional specialties and other archipelago foods. In the scope of food business activities or other food services in the tourist area itself has been regulated in the Regulation of the Minister of Culture and Tourism number PM. 87/HK. 501/MKP/2010 concerning Procedures for Food and Beverage Service Business Registration, food and beverage service business include restaurants, bars or drinking houses, cafes, and food services.

Another supporting facility is a souvenir shop is an aspect that is closely related to tourism. Tourists tend to want typical items from a tourist spot to be taken home as proof or memories that he has traveled to the place. In Ogan Komering Ilir Regency itself, there are several souvenir shops that sell souvenirs from local MSMEs with the characteristics of the Ogan Komering Ilir Regency itself.

Tourism information facilities and services are very important for the development of tourism in an area. Furthermore, regarding Tourism information facilities and services in the Regulation of the Minister of Tourism No. 1 of 2017 concerning Operational Guidelines for the Management of Physical Special Location Funds in the Tourism Sector known as the Tourism Information Center (TIC), which is a supporting facility that can assist tourists in receiving information about the tourist destinations they will visit. The construction of Tourism Information Centers in each regency/city area is stated in Law No. 10 Th. 2009 concerning Tourism article 23 paragraph (1) letter a which state that the central and regional governments have the obligation to provide tourism information, legal protection, and provide security and safety to tourists. In Ogan Komering Ilir Regency itself already has a digital information service in the form of a tourism website launched by the OIC Regency Culture and Tourism Office, namely "itsoki.kaboki.go.id". This website contains all tourism information in OIC Regency with information that can be accessed including tourist destinations, publications, promotions, investigations, relationship licenses, references, and documentation. Comfort and safety of Ogan Komering Ilir tourists.

4.2.3 Electricity and Lighting Networks

All the facilities described earlier will not function properly if they are not balanced with the availability of energy sources that support them, the following are the conditions of electrical energy supply, especially in street lighting and vital places in Ogan Komering Ilir Regency.

PLN uses diesel power as a source of power generation. The number of electricity customers in Ogan Komering Ilir Regency continues to increase, where in 2020 it was 85,017. Electricity Availability in Ogan Komering Ilir Regency. The availability of electricity in OIC Regency is quite adequate, specifically to meet household needs. Likewise, for the fulfillment of electrical energy outside household needs, it has been fulfilled properly. The OIC branch of PLN office is located in Tugu Mulyo Village, Jl. Lintas Timur RT.009 Hamlet 006 Tebing Suluh Village, Lempuing District, Ogan Komering Ilir District. The number of PLN customers in the last 5 years has shown an increase every year, at least there has been an increase in the number of PLN customers by 18,587 from the 2017-2021 period, with a total installed power in 2020 of 80,343,850.00 KW.

The condition of street lighting in OIC Regency is still very limited. The distribution of street lighting is uneven and tends to be centered only in the city center of Kayuagung, while roads to other areas are still very minimal plus road conditions in some sections that have potholes will be dangerous for drivers passing at night.

Table 2. OIC District Electricity Distribution Data

Year	Installed Electricity Power (KW)	Electricity Production (KWh)	Electricity Sold (KWh)	Own Used (KWh)	Shrinkage/Lost (KWh)
2014	52,215,100		100,579,527		
2015	56,051,050		103,851,676		
2016	60,295,600		105,806,458		
2017	64,509,850		111,830,419		
2018	69,780,050		120,956,848		
2019	74,879,850	143,361,802.41	131,763,267	143,569.85	12,633,421.00
2020	80,343,850	1,199,485,322	143,552,777	1,083,706.00	139,942,226.00

Source: PLN Ranting Kayuagung, 2022

The need for electrical energy from year to year has increased as listed in the table above. This condition has been minimized by relevant stakeholders, in this case PLN as the acting authority, in 2019 and 2020 PLN OIC Regency has been able to produce electrical energy to supply energy needs. The increase in the amount of installed power is not proportional to the coverage of electricity in every village in OIC Regency. A total of 29 villages have not been electrified. (<https://news.kaboki.go.id/index.php/press-release/pemkab-okl-pln-kejar-target-rasio-desa-berlistrik.html>, accessed May 2023)

4.3 Crime

Comfort and the safety of tourists in tourist activities are very important, according to (Khalik, 2014) in his research stated that factors that affect comfort and safety in traveling include environmental factors, economic activity factors and tourism road access factors, besides that the low public understanding of tourism awareness can also have implications for the discomfort and insecurity of tourists. The insecurity of tourists in tourist activities is not only insecurity that comes from nature such as accidents in tourist attractions or caused by natural factors, but there are also other safety factors caused by criminal acts such as theft, theft, and fraud.

According to BPS data, the crime rate in Ogan Komering Ilir Regency (Figure 1.) over the last 5 years has been quite fluctuating, from 2017 to 2022 data the highest crime rate was recorded in 2017 with 983 criminal acts while the lowest figure was in 2020 with 391 criminal acts. According to Soni (2022) in his research stated that the level of

economic development of tourism affects crime, the higher the economic development in tourism, the lower the crime in tourism.

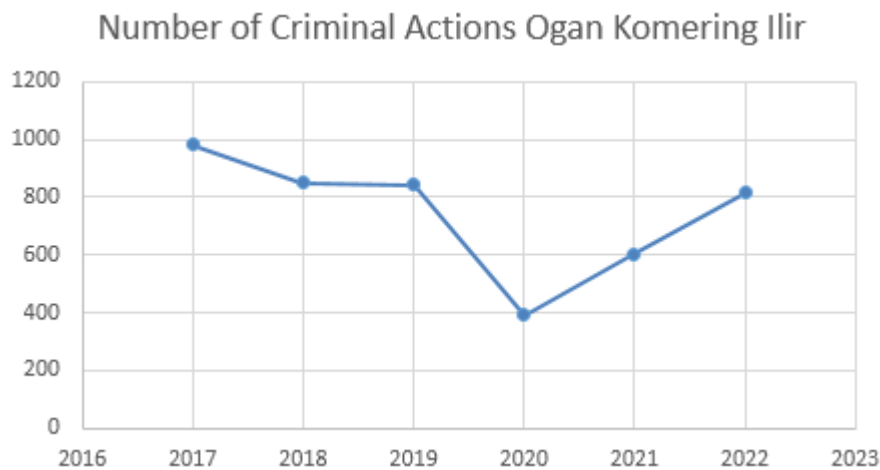


Figure 3. Graph of the number of crimes in Ogan Komering Ilir from 2017-2022
Source: <https://sumsel.bps.go.id/indicator/34/246/1/jumlah-tindak-pidana.html>

In the Tourism Law No. 10 of 2009 article 20 explains that tourists have the right to get detailed information related to the tourist area to be visited, information about attractiveness, services that are in accordance with standards, legal protection and security, health services, protection of personal rights, to insurance. Local communities play an important role in maintaining the comfort and safety of tourists (Ridwanudin, O. & Saputra, N. A., 2016). The creation of a comfortable and safe environment for tourists is the participation of relevant stakeholders, including local communities. In addition, the planning of security institutions such as the National Police or in terms of tourism can strive for the formation of tourism policing (Sharma & Hassan, 2021) plays an important role in building the image of the destination. The government makes many efforts with tourism policies to be able to protect the safety and security of foreign tourists as well as domestic tourists.

5. CONCLUSION

Ogan Komering Ilir Regency in South Sumatra Province has the potential for tourism development with its natural, cultural, and creative economy attractions. However, the growth of the tourism industry is hampered by the lack of adequate physical infrastructure, such as poor access to tourist attractions, as well as high crime rates caused by the lack of non-physical infrastructure, such as street lighting and electricity. This research aims to be able to identify factors that have an impact on the comfort and safety of tourists visiting Ogan Komering Ilir, as well as evaluate the efforts made by stakeholders to overcome this problem. The results show that ensuring the comfort and safety of tourists is crucial, and that stakeholders have an important role to play in developing and implementing policies to resolve these issues.

Based on research on the comfort and safety of tourists in Ogan Komering Ilir Regency (OIC), several research suggestions can be submitted for local governments and the tourism industry:

- a. The government should conduct a thorough assessment of existing tourism infrastructure and facilities to identify areas that need improvement to improve tourist comfort. Investment in the development of security measures and emergency response

- systems is essential to ensure travelers feel safe during their visit. Cooperation with relevant parties to address potential security risks and challenges is also fundamental.
- b. The government should also encourage public participation in tourism activities, foster a sense of belonging among the local population, and welcome tourists warmly.
 - c. For the tourism industry, training and education for the workforce on customer service and safety protocols is crucial, so that they can address the needs and concerns of travelers effectively.
 - d. Conducting regular surveys to assess travellers' satisfaction and perceived safety will provide valuable insights for continuous improvement.

By applying these research suggestions, local governments and the tourism industry can create a more comfortable and safer environment for tourists, which will ultimately increase the attractiveness of Ogan Komering Ilir Regency as a preferred tourist destination.

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