

Tourism Perception Of General Toilet Hygiene In Objects And Tourist Attractions In Bali

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ABSTRACT

This study aims to determine the perception of tourists on the cleanliness of public toilets in Tourist Objects and Attractions in Bali. The population of this study is all public toilets that are spread on the attractiveness of tourism in all districts and cities in Bali. The toilet samples used were 20 public toilets and a sample of 10 respondents from each toilet or equal to 200 people. Data collection methods used are interviews, observations, and questionnaires. Data analysis techniques used are qualitative descriptive and analysis of interest and performance levels. The results showed that tourists' perception of the cleanliness of public toilets on tourist objects and attractions in Bali was 2.18, which meant that the toilets were less clean. Tourist comments show smelly, dirty toilets, no tissue and no soap. The level of suitability between experience and tourist expectations of cleanliness and public toilet facilities at tourist attractions in Bali is 47%. This shows that only 47% of tourist expectations can be met. While the remaining 53% cannot be fulfilled.

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1. Introduction

Toilets are a basic human need. Every day, humans cannot escape from the dependence of toilets, either for urinating, large water or other waste due to vomiting and sneezing. In Toilet Revolution (2007), it is stated that the average human being uses a toilet 2,500 times or equals three years of his life spent in the toilet. There are 2.6 billion people on this planet who don't have good toilet access (Toilet Revolution, 2007). There are two million people die each year in the world because of diarrhea and other infectious diseases because there are no or bad toilet facilities. This condition is caused by people who do not have good toilet access; do not have toilets and / or toilets with poor conditions. In developing countries it is not uncommon to find toilets with faucet / WC facilities that are not functioning, there is no water, no soap and amenities and an adequate dryer. This causes the easy spread of disease from one toilet user to another user.

Looking at the above conditions, many countries have revolutionized toilets to improve public health status and state image in the eyes of other citizens who visit both on vacation, watching matches, attending education or other purposes. Malaysia conducted a toilet revolution in 2006 to combat the dirty and dirty toilet conditions throughout the country (Toilet revolution, 2006). Singapore has the Happy Toilet program which was launched on 1 July 2003 (Happy Toilet, 2003). Toilet revolution also occurred in South Korea, which was pioneered by Sim Jae-duck, nicknamed Mr. Toilet (Toilet Revolution, 2002). Sim also initiated a "toilet culture" or a culture that is very important to be disseminated throughout parts of South Korea. In Japan the toilet revolution has been carried out since the 90's. Even in this country the toilet is used as a tourist attraction. If in Bali there is Kintamani Tour, Besakih Tour in Japan there is a Toilet Tour.

Indonesia does not have a special toilet revolution program. But the Ministry of Culture and Tourism is currently and will continue to hold the Clean Public Toilet Competition (LTUB) which targets the airport and then the museum, zoo and will proceed to the location of tourist attractions, terminals and stations. Public or tourist perceptions of public toilets in Indonesia and or Bali in general are still concerning. According to Atmojo (2010) 62% of public toilets in Indonesia are still dirty with wet, dirty and humid floors that are very suitable for breeding bacteria and microorganisms that are detrimental to human life. According to Adiwoso (2011), founder of the Indonesian Toilet Association, the cleanliness of public toilets in Indonesia was ranked 12th worst of 18 countries in Asia.

In Bali, since the leadership of Governor MangkuPastika, there is a program "Bali Clean and Green". Considering Bali as a destination, clean toilets become mandatory facilities for tourists. To be able to support the Bali Clean and Green Province program, studies are needed regarding current public toilet management. Based on the description on the background of the above problems, the main problem is how do tourists perceive the cleanliness and completeness of public toilet facilities on tourist objects and attractions in Bali? The results of this study are then expected to be used as input in making decisions in the management of public toilets in Bali, especially in tourist objects and attractions in Bali.

2. Method

This research location is a tourist attraction in Bali. The basic considerations for choosing this location are (1) Bali is proclaimed as a clean and green province, (2) tourist attraction is the front door in building a clean cultural image of the Balinese people, and (3) similar research has never been conducted in this area.

The population of this study is all public toilets that are spread on the attractiveness of tourism in all districts and cities in Bali. The toilet samples that will be used are 20 public toilets spread over tourist attractions in all regencies and cities in Bali and a sample of 10 respondents from each toilet or equal to 200 people.

Data collection methods used are interviews, observations, and questionnaires. This research is descriptive research. According to Whitney in Nazir (2005: 55) descriptive research is fact finding with the right interpretation. Analysis of tourist satisfaction on the quality of hygiene and public toilet facilities will be analyzed by Analysis of Interest and Performance. This analysis is used to compare the level of importance with performance (Supranto, 2001: 241). In this study, the technical analysis was used to measure the level of suitability between tourist expectations and perceptions of the quality of cleanliness and public toilet facilities at tourist attractions in Bali. The steps in this analysis are as follows; (1) determine the average score of expectation and perception variables, (2) determine the average score of expectations and perceptions and (3) Calculate the level of suitability.

3. Results And Discussion

Public Toilet Design

The toilet comes from the French "toilette" which means "dressing room" from the word "toile" which means "clothes". Another name for a public toilet is "restroom". In a lexical restroom means a resting room, but this does not mean that people will rest in a room with a toilet. The term used is only euphemism or using indirect language so that it is more acceptable in oral and written communication. The vulgar term has been used before such as Pissoir or the place for pee and shithouse or dirt house. The other public toilet that has been used is washroom, lavatory, ladies 'room, gents' room, boys 'room, girls' room, loo, water closet (WC), can, cabinet, comfort station, comfort room, necessary room, the facilities, outhouse, privy, and throne (Straightdope, 2010). Toilet design is adapted to the culture of the user community. Besides that demographic factors are also considered, such as gender, age, physical condition including visual impairments, using a wheelchair, and others. The design of good public toilets meets the following requirements (1) clean and dry, (2) adequate ventilation, (3) easy to clean, (4) plans that are in accordance with traffic, and (5) pay attention to the needs of the disabled (Darmawijaya, et al, 2012). The main priority of the design of public toilets is the ventilation system. Incorrect ventilation systems can cause odorless air to be quickly extracted. While a good ventilation system will be able to extract odor air and avoid humid rooms so that mold or mildew is not easy to grow. Looscaping comes from the word loo which means toilet. Looscaping is an atmosphere or view in a public toilet. Public toilets can be beautified in a way; (1) there are indoor plants in public toilets to make a green and fresh impression, (2) to install paintings or photos that are beautified by lights, and (3) to place statues or other ornaments in the corner or near the urinals so that the appearance of public toilets becomes more beautiful, (Darmawijaya, et al, 2012). Based on the results of observation, the appearance of the toilet in the research object is not in accordance with the expected landscaping. If an object wants to make a public toilet it can refer to the standard assessment of public toilets. Public toilets can be assessed by using a toilet assessment assessment. According to Wong et al. (2011) assessment criteria for public toilets include conditions, maintenance systems and comfort levels, special facilities and ease of use. Toilet conditions can be assessed using the following attributes and variables; (1) entrance, (2) Hand Wash Area, (3) Water Closet, (4) Urinal, and (5) Fixture.

Assessment of public areas can be done with the following criteria; (1) the floor is clean and dry and free of garbage, stains and dirt. (2) Walls and wall tiles are free from dirt, stains, mold, scratches and chipped paint and no broken or broken tiles. (3) The ceiling is free of dirt, stains, mold and peeling paint. (4) Minimum lighting is 300 lux. The lights are free of dirt with an adequate amount. (5) Switch / switch / powerpoint free from dirt and stains. (6) Sanitary pipes and fittings function well, are complete and are not damaged, (Darmawijaya, et al, 2012)

Tourist Perception of Public Toilets

This study focuses on the quality of hygiene and public toilet facilities on tourist attractions carried out in eight districts and one city in Bali Province. These cities and districts are Denpasar City, Badung Regency, Gianyar Regency, Klungkung Regency, Karangasem Regency, Bangli Regency, Buleleng Regency, Tabanan Regency, and Jembrana Regency. Tourist attractions that are used as research objects are the Bali Museum, Art Center, Taman Ayun, Uluwatu, Nusa Dua Peninsula Beach, Monkey Forest, Goa Gajah, Kertagosa, Goa Lawah, Taman Ujung, Besakih, PuraBatur, DesaPenglipuran, Lovina, Hot Springs Banjar, Tanah Lot, Alas Kedaton, Bedugul Botanical Garden, Taman Kota Negara, and RambutSiwi Temple. The choice of tourist attraction in each city and district is based on the popularity of the area to be visited by tourists. The average visitor to the tourist attraction of each city and district is 150 people every day.

Tourists who made as respondents were 200 people with a composition of 30% of foreign tourists and 70% of domestic tourists. Male sex composition is 100 people and women are 100 people. Of these 10% are less than 21 years old. While those aged 21-30 years, 31-40 years, 41-50 years, and more than 50 years, the percentage is 30%, 35%, 15% and 10%. The characteristics of these respondents have implications for the findings of this study.

Table 1. Level of Conformity between Expectations and Tourist Experiences on Cleanliness and Public Toilet Facilities on Tourist Objects and Attractions in Bali

Deskription	Expectation	Experience	Suitability
1. There is a toilet sign and is easily recognizable	4,59	2,64	58%
2. Women's and men's toilets have clear marks	4,65	2,77	59%
Hand washing area			
1. Taps and hand dryers work	4,54	2,00	44%
2. The soap is filled and functioning	4,75	1,73	36%
3. In general this area is clean, dry and neat	4,83	2,07	43%
Water Closet (WC)			
1. The toilet doors and walls are clean and free of doodles	4,55	2,29	50%
2. Door locks and hangers are available and functioning	4,79	2,50	52%
3. The lid and toilet seat function and are clean / no stains.	4,77	2,25	47%
4. The toilet watering button works and is clean.	4,80	2,29	48%
5. Toilet paper dispenser is available and functioning (complete with toilet paper)	4,80	2,06	43%
6. There is a clean trash bin and is equipped with plastic sanitary ware (specifically women's toilets)	4,74	1,93	41%
Urinals (male only)			
1. Urinal is available, functioning and free of stains	4,64	2,00	43%
2. The urinal / tap / sensor sprinkler button is clean and functioning	4,52	2,22	49%
oilet area in general			
1. Floors, walls, ceilings, are clean, free of stains and nothing is damaged	4,53	2,18	48%
2. Lights are available and function with sufficient lighting	4,66	2,11	45%
3. The toilet is free of odor, the floor is dry and there is no leakage / seepage of water.	4,69	1,90	40%
Average	4,68	2,18	47%

In Table 1, it can be seen that in general, tourists' expectations for cleanliness and toilet facilities in tourist objects and attractions in Bali are 4.68 greater than the experience obtained, which is 2.18. This means that the ability of public toilets to attract tourists to meet their expectations is 47%. While toilet user comments in general are public toilets on tourist attraction in Bali is smell, dirty, no tissue and no soap. So the aspects of cleanliness and public toilet facilities in this study are still far from the expectations of users, both domestic and foreign tourists.

From the above findings, the cleanliness and public toilet facilities at DTW in Bali can be categorized as follows (see Table 2).

Table 2. Category of Hygiene Conditions and Public Toilet Facilities in DTW in Bali

Category	Sub Category	Deskription
Cleanliness	Toilet sign	Generally dirty and seem unkempt
	Sanitary tools	Generally dirty, wet and smelly. . In some places the dirt dries because it has not been cleaned, there is no water and toilet faeces are not watered. Hidden parts like toilet hinges, latrines and water tanks are often overlooked and dirty.
	Hand washing area, WC, Urinals	

	Other areas: Ceilings, walls, mirrors, doors, ventilations, floors	Generally the paint is rather dull, slightly peeled/moist/mildew and dirty
Facility	Toilet sign	In some places just put it away without considering whether it is easy to see or not and does not pay attention to aesthetic aspects
	Sanitary tools Hand washing area, WC, Urinals	In some places the faucet is broken, the pipe is very rusty and the sanitary ware is not working
	General area: ceilings, walls, mirrors, and floors	In some places the door was broken, the key was missing, the flooce was cracked, and the mirror was missing.
Category	Description	
Security	<ul style="list-style-type: none"> • Generally the walls/doors of the inside of the toilet are not equipped with a hook or hanging device or a special board to place items so that users who travel alone will have difficulty using the toilet. And there is also no safe deposit box 	
Safety	<ul style="list-style-type: none"> • The condition of toilets which are generally wet, dirty and not equipped with had washing soap and tissue/ drying equipment creates an impressions that is not hygiene. This condition can threaten the safety of toilet users such as abdominal pain or itchy skin. • Besides that, the condition of damaged facilities such as rusting, loose, and not strong can cause the risk of accidentents such as injured, falling and or being hit. • Kondisi toilet yang lembab dan jamur dapat mengancam keselamatan pengguna utamanya mereka yang sensitif/alergi jamur. Humid toilet conditions and mildew can also threaten the safety of its users, especially those who are fungal sensitive allergic. 	
Convenience	<ul style="list-style-type: none"> • Public toilet services that do not provide soap facilities, adequate dryers will make it difficult for users because they have to prepare themselves • Levies imposed on users in general are not matched by adequate services, even in some places toilet workers collect retribution before tourists use the toilet even though in certain case the toilet can not be used. • Inadequate trash cans also disturb tourists' comfort. For tourists who understand they will bring the garbage, but for those who do not understand it will throw the garbage on the floor so that it looks dirty and slum. • Hanger and board facilities to put inadequate items make tourists uncomfortable in using the toilet 	

4. Conclusion And Suggestions

Based on the discussion in the previous chapter, it can be concluded that (1) the perception of tourists about the cleanliness of public toilets on tourist objects and attractions in Bali is 2.18, which means that the toilet is less clean. Tourist comments show smelly, dirty toilets, no tissue and no soap. (2) The level of suitability between experience and tourist expectations of cleanliness and public toilet facilities at tourist attractions in Bali is 47%. This shows that only 47% of tourist expectations can be met. While the remaining 53% cannot be fulfilled.

(1) Creating a clean toilet campaign program in Bali involving government, private sector, tourism professional associations, tourism business associations, schools, academics and the community. (2) Improve the cleanliness and availability of public toilet facilities through education programs to users and training to cleaners and managers and the community. (3) Improve toilet design so that it can be easily used and environmentally friendly. (4) Improving the management system of public toilets by increasing the competence of managers through training involving all stakeholders.

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