

Public Toilet as A Destination Image

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Abstract

This study aims to determine the role of public toilets as a destination image in the tourist attraction of Bara Beach in Bulukumba Regency. This study applies a qualitative method on the grounds that this qualitative research is appropriate to be used in determining real conditions in the field by utilizing descriptive methods. In the new normal era like today, every tourist attraction must be able to ensure that health protocols are still strictly and consistently implemented. One of them is the implementation of sanitation in public toilets in tourist attractions, including at Bara Beach, because this is considered to be able to make tourists who use the public toilet feel safe and comfortable. Bara Beach is one of the mainstay marine tourism attractions of South Sulawesi province, especially Bulukumba Regency. Throughout the year this beach is visited by many tourists, this is due to the extraordinary potential it has in the form of a very fine stretch of white sand and a very beautiful beach area, including the beauty of the sunset when the day is approaching nightfall. For this reason, the availability of decent and standard public toilets is very necessary, the completeness of public toilet facilities in Bara Beach must of course be in accordance with the standards. And in terms of cleanliness, it is also very necessary to maintain it well, considering that the public toilet will be used by visitors or tourists, both domestic and foreign tourists. The availability of public toilets in Bara beach destinations will certainly not necessarily be a service solution for one of the basic needs of tourists, but what is no less important in this case is how to manage it. The management of public toilets must be done properly so that the needs of tourists for clean, comfortable and safe public toilets are met, but in addition to maintaining the cleanliness of public toilets can be maintained properly, the participation of users in this case tourists is also very much needed. For this reason, through this study, the researcher intends to further study "Public toilets as an image of destinations (study on Bara beach in Bulukumba Regency)".

Keywords: Regenerative tourism, marine conservation, sustainable tourism development, community engagement

1. INTRODUCTION

It is impossible to separate the economic influence that tourism has on local communities from the industrial sectors that are still being developed to support the country's economy. One such area is tourism. The term "tourism" is defined as "all activities related to tourism and is multidimensional and multidisciplinary that emerges as a form of the needs of every person and country as well as the interaction between tourists, local governments, and entrepreneurs" in Law No. 10 of 2009 of the Republic of Indonesia concerning tourism.

In addition, tourism business is an activity that aims to provide tourism services or provide or strive for tourist objects and attractions, tourism facilities and other businesses related to the field (Agus Sulastiono, 2012). Then based on the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, a tourism destination area which is hereinafter referred to as a Tourism Destination is a geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and people that are interrelated

and complement the realization of tourism. As we know that tourism is a travel activity for recreation. Usually people or tourists will visit interesting tourism places, ranging from mountains, beaches, cities, and others.

Modern humans today make tourism a staple after being busy with work affairs. Especially now supported by the many interesting tour packages offered by travel or travel agencies, including the number of transportation fleets that offer attractive rates and prices with certain destinations, making people or tourists more enthusiastic about recreation. Various efforts can be made by tourist destination managers to attract tourists or the public to come to visit, one of which is to create tourist destinations that are always clean, comfortable and safe for tourists. One of the supports for tourism activities is cleanliness, for that the community or all of us are obliged to maintain the cleanliness of tourist destinations (Paramita, 2017). In the new normal era like today, cleanliness is something absolute and mandatory because everyone wants to feel healthy, safe and comfortable. Public toilets as one of the most important facilities must be maintained and maintained properly, because the cleanliness of public toilets is one of the benchmarks for tourists to feel comfortable or not during their visit or in the tourist attraction, especially in the new normal era like today.

So far, not a few tourists have complained about the lack of cleanliness of public toilets in several tourist attractions, including beach tourist destinations. Existing public toilets are still considered to be less clean and do not meet standards, even very limited in terms of availability. Complaints from tourists or visitors related to the lack of cleanliness and limited availability of public toilets in the tourist attraction are feared to have an impact on the decrease in tourist visits, especially in the new normal period like today. For this reason, through this study, the author intends to further study "the role of public toilets as an image or image in tourism destinations, especially in maritime-based tourist attractions, which in this case will study the tourist attraction of Bara Beach in Bulukumba Regency". As a developing country, Indonesia has the potential to support the development of community-based tourism. This potential is related to tourism which can be a driver of tourist visits to Indonesia. This potential is seen from the diversity of ethnicities, cultures and natural beauty that it has. With this potential, Indonesia can become a leading tourist attraction in Asia and even in the world. For this reason, the government continues to strive for development, development and management in the tourism sector to meet the increasingly diverse needs and desires of tourism.

In the development of tourism, it is very necessary to consider things related to amenities in the tourist destination itself, where everything needed by tourists needs to be provided so that they get convenience and comfort while in the tourist destination. These amenities include accommodation facilities, dining places in the form of restaurants or cafes, transportation facilities, parking lots, tourist information, security, souvenir shops, wifi and internet connections, recreational and sports facilities, health facilities, places of worship including the availability of public toilets and so on. In addition, tourist destinations should be accessible to everyone, including people with special needs such as wheelchairs, and other facilities for disabilities.

As explained above, one of the basic needs of tourists when visiting a tourist destination is the availability of public toilets or public toilets. Clean public toilets are an absolute thing and must be provided in tourist destinations, especially in the new normal era like today. Covid 19 which has had a great impact on the tourism industry has changed various habits of the community and tourists, this of course also affects the policies implemented in tourist destinations. The implementation of good sanitation in public toilets in tourist destinations is very important to ensure the health and comfort of tourists or visitors who use them. For this reason, the existence of clean toilets is very necessary to be provided as well as the role of tourist destination managers in creating clean toilets is needed, and in addition to that tourists who use public toilets need to be educated on how to use good and correct toilets, because their role is also needed as users. So that if this can run well, the public toilets in tourist destinations will be well maintained and guaranteed to be clean, this will also have an impact on the comfort and health of every visitor or tourist who uses the facility. And the most important thing is that the condition of public toilets in tourist destinations can affect the image of the destination itself in the eyes of tourists who visit it.

2. RESEARCH METHODOLOGY

This study adopts a qualitative methodological approach in analyzing the factual conditions in the tourist attraction of Bara Beach. The research was carried out in Bara Beach, precisely in Bonto Bahari District, Bulukumba Regency. Bulukumba Regency is one of the Tier II Regions in the province of South Sulawesi, Indonesia. The capital of this district is also called Bulukumba. This district has an area of 1,154.67 km² and a population of 395,560 people (based on the 2018 population census) with a distance of about 153 km from the city of Makassar. Geographically, Bulukumba Regency is located at coordinates between 5°20" to 5°40" south latitude and 119°50" to 120°28" east longitude. This regency is bordered by Sinjai Regency to the north, to the east by Bone Bay, to the south by the Flores Sea, and to the west by Bantaeng Regency. Bulukumba Regency is divided into 10 sub-districts, 24 sub-districts, and 123 villages. Bulukumba Regency is very rich in tourism potential, one of which is marine tourism such as Tanjung Bira beach, Apparalang Beach, Bara Beach, Panrangluhu Beach, Samboang Beach, Marumasa Beach, Ujung Tiro Beach, Kambing Island, Mandala Ria and Zero Point Beach.

This research was carried out for approximately 3 (three) months from April to June 2022. After obtaining a research permit through the Center for Research and Community Development of the Makassar Tourism Polytechnic. The collection of research data was carried out by applying the interview method (in-depth interview) and direct observation to the tourist attraction of Tanjung Bira Beach. According to Sugiono (2008), interviews are one of the features of qualitative research methods.

3. FINDINGS AND DISCUSSION

Bara Beach is one of the beach tourist destinations that is crowded with tourists, with very fine and soft white sand combined with clear sea water making this beach so beautiful and attractive. Every year this beach is crowded with tourists, both domestic and foreign, because this beach is very attractive to tourists to come and visit it. With soft beach sand that makes this beach different from other beaches, the smooth and soft beach sand is the hallmark of Bara beach. Rows of coconut trees and sturdy coral hills make it provide additional natural panoramas that further tempt tourists. On this beach, tourists can spend time swimming, diving, snorkeling, playing banana boats or just enjoying the beautiful natural panorama of the beach. This beach is located at the southern tip of the island of Sulawesi, precisely in Bonto Bahari District, Bulukumba Regency, South Sulawesi.

3.1 The Availability of Public Toilets At The Tourist Attraction Of Bara Beach In Bulukumba Regency.

The availability of public toilets in Bara Beach is still very limited with very simple conditions and far from standard. The existing public toilets are only provided by the owners of stalls and cafes around Bara Beach with a very simple space design with wooden walls or boards, wooden doors and some doors made of stainless steel with a zinc roof. Some bathrooms provide a simple toilet with a medium-sized bucket as a water reservoir, but a used bucket of paint that is used as a water reservoir. For the timba itself, a wooden tray made of plastic, but there are also those who only use a small used type of taper wear. From the results of an interview with one of the stall owners and public toilet providers, Mr. Rahman, information was obtained that currently the availability of public toilets in Bara Beach so far has only been prepared by a few stall or café owners with their own help, with a rental rate for bathing or defecating Rp. 5000 while for urination Rp. 3000 per visitor for one use.



Figure 1. Condition of the public toilet

The data from the researchers' observations also show that while the local government through the relevant agencies has not been able to provide adequate public toilet facilities, this is due to the availability of land to build public toilets where the existing land belongs to residents so that they are constrained by this. Currently, the residents who own the toilet rent out their bathrooms or public toilets and this is their additional income even though it is not much, the water used is water that must be bought from outside brought in by tank cars. In Bara Beach, fresh water is very difficult so all the water used must be purchased from outside.



Figure 2. Condition of the public toilet

Seeing the conditions mentioned above, it is highly recommended that the Bulukumba Regency government, especially the relevant agencies, cooperate with the management of beach tourism destinations in Bulukumba Regency such as local villages, tourism awareness groups and others need to provide adequate public toilet facilities and meet public toilet standards, at least the public toilets that are built and provided meet the minimum standards of public toilets as stated determined by the Indonesian Toilet Association (ATI, 2019), namely; 1) Free from dirt left behind, 2) Always dry, 3) Clean water is available for rinsing and tissue for drying, 4) Wastebasket are available, 5) No water spot on the toilet, 6) Washtable or faucet, 7) The floor is free of moss and non-slip, 8) Odorless, 9) There is an exhaust fan or air vent.

Considering that the current condition is the new normal, provided with hand sanitizer and liquid soap to wash hands and they are reminded to always wash their hands, wear masks and maintain distance. However, if the relevant parties are able and have a sufficient budget to build and provide public toilets that really meet the standards set by the Indonesian Toilet Association (ATI, 2019),

then the public toilets should meet the following criteria; 1) Dry, a wet toilet can be a place for mold to grow. The toilet can also be designed to dry quickly, if necessary in the toilet there is no water reservoir and dipper, so the water is not used too much, 2) Touch-free, Modern public toilets generally use a concept that minimizes hand contact with objects in the toilet, for example, a sprinkler button or a faucet that uses a sensor system. Hands are one of the sources of germ transmission, imagine how many people have touched objects in the toilet every time they use the toilet, 3) Spacious and sufficiently ventilated, The toilet room should not be too narrow so that the user can move freely and must have good ventilation so that there is air circulation, 4) Environmentally friendly, The use of automatic watering can be a solution to minimize water use. Automatic watering has a capacity of 3.5 liters of water for urination and 4.5 liters of water for defecation, much more economical than dippers and buckets that can consume up to 12 liters of water. In addition, when cleaning the toilet, you should use environmentally friendly products so that waste processing bacteria can stay alive and prevent the toilet from smelling bad.

In addition, the most important thing to pay attention to is the feasibility and cleanliness of toilets in every beach tourist destination because it will be a concern for every tourist, especially in the new normal period like today. Another important thing is that the public toilets provided in each beach tourist destination should be more than one location and there are several toilet cubicle doors so that tourists / visitors who will use the toilet do not have to queue so that automatically this will avoid tourists / visitors from crowding and not keeping a distance. This condition is of course expected to make tourists/visitors to beach destinations feel comfortable and safe when using the public toilet.

For the design of public toilets in tourist destinations themselves, it is highly recommended to follow the Indonesian public toilet standards as set by the Ministry of Public Works of the Republic of Indonesia. In addition, from the results of the researcher's interview with the Head of the Bulukumba Regency Youth and Sports Tourism Office, Mr. H. Muhammad Daud Kahal, it was explained that in the future plans will build several standard toilets at the location of beach tourist destinations in Bulukumba Regency. This is certainly good news, if the public toilet is built, because this will be the best solution to overcome tourist complaints related to the availability of a proper public toilet, it is only maintenance and management that needs to be considered next. Because if proper maintenance and management are not carried out, the public toilets built will be unmaintained and unclean.

The following are the functions of Public Toilets in tourist destinations; a) As a basic need for tourists, public toilets provide basic facilities for tourists to meet biological needs, such as urinating or defecating. This is important so that tourists feel comfortable and can enjoy their time in tourist destinations without having to worry about these needs. b) Ensuring the comfort and health of tourists, a clean and well-maintained public toilet will help maintain the health of users who in this case are visitors or tourists, of course this will also provide comfort for each user. c) Providing a sense of security, a clean and well-maintained toilet will provide a sense of security for every user, both adult visitors, especially for children. The sense of security can include being safe from slippery floors, safe from bad smells, safe from diseases and so on. d) Improving the visitor experience, a clean and well-maintained public toilet can improve the visitor experience in tourist destinations. Clean, comfortable and easily accessible facilities will give a positive impression to visitors and improve the image of the tourist destination. e) As a supporting facility, in addition to lodging, eating and drinking facilities, play facilities, sports and recreation facilities and other facilities, public toilets are supporting facilities that can provide and increase the comfort of tourists while in tourist destinations. f) Maintaining the environment of tourist destinations, clean and well-maintained toilets will of course have a good impact on the environment in the tourist destination, the use of environmentally friendly waste treatment systems, the efficient use of water and the use of safe cleaning materials will make the environment in the place well maintained.

3.2 Cleanliness Of Public Toilets At The Tourist Attraction ff Bara Beach In Bulukumba Regency.

From the results of observations at Bara Beach, it was found that the condition of the existing toilets was not clean according to standards, the floor was dirty, as well as the walls and doors and

even the roof had holes. Of the several public toilets in Bara Beach, not a single toilet was found that met the cleanliness standards. Based on the results of an interview with Mr. Rahmat, one of the owners of stalls and managers of public toilets in Bara Beach, he explained that for the cleanliness of the toilets here, we admit that they are not by the standards. Like wise, the experience of Mrs. Niar, one of the visitors from Bantaeng who had been interviewed by the researcher, stated that the cleanliness of the existing toilets is still very lacking even though every visitor who uses it pays.

From this data, it is clear that indeed the quality of the cleanliness of the public toilets there is still very lacking, of course must be a concern for the management of the Bara Beach destination, including the relevant government. Considering that public toilets are one of the important needs for tourists, it is necessary to make improvements and special attention, especially how to create and maintain the condition of public toilets that are guaranteed to be clean.



Figure 3. Condition of the public toilet

Based on the description above, we can clearly see that the sanitation of public toilets in the Bara Beach tourist destination in Bulukumba Regency is still very lacking, this is what causes some tourists who use the public toilet to complain and are disappointed with the quality of the cleanliness of the public toilets there. Of course, this is very unfortunate considering that the existing tourist destinations are mainstay destinations in Bulukumba Regency, even in the province of South Sulawesi. It must be admitted that the tourist destinations that the researcher used as the locus in this study are favorite tourist destinations that are indeed visited by many tourists in Bulukumba Regency. For this reason, it is necessary to make an integrated effort so that the problem of lack or unclean public toilets can be overcome immediately, here are possible solutions that can be done;

1) Human Resources Training, Providing toilet hygiene training for every public toilet manager or officer who handles the cleanliness of public toilets in each tourist destination. They must be given training as well as an understanding of how effective and standard public toilet cleaning steps or procedures, they must understand and must be able to carry out toilet cleaning procedures correctly. Of course, cleaning equipment and materials also need to be prepared, and in addition to that, it must be ensured that they understand and can use the equipment and cleaning materials correctly. The following is the toilet cleaning procedure that must be understood by the officer responsible for cleaning the public toilet in the tourist destination (Wisnu, 2006): a) Check the state of the toilet room; 1) Tap on the toilet door and say "Housekeeping", 2) If there is no answer, tap and mention "Housekeeping" again, 3) If there is still no answer, slowly open the door and say "Housekeeping", 4) If anyone use it, take apologize and leave it and close the door. 5) If no one is using it, open the door and hold it with a door stopper and install a floor sign to know that the space is being cleaned. The procedures of the cleaning are ; Flush Toilet and Urinary. Give the cleaning agent and then let the cleaning agent react to kill germs while doing other tasks, Empty the trash can and replace the rubbish bag with a new one, Clean the wash basin and the table, Clean the mirror wash basin, spray with glass cleaner and use a glass squeezer to clean the glass with a zig zag method or pull from top to bottom, Brush or scrub the wash basin table using a hand brush or sponge,

Clean the inside of the wash basin, lift the drain closer and clean it, especially from dirt and hair, Clean the water tap, toilet holder tissue, drain and water sprinkler hose. Dry the wash basin mirror by using a dry cloth, Rinse the wash basin and table with clean water and then dry it with a dry cloth, Clean the Toilet Bowl and Urinals, Brush the inside of the toilet bowl and urinal using the toilet bowl brush, Scrub with a sponge for the outside of the toilet bowl and urinal, Dry using a dry cloth, Clean walls and ceilings, Clean from dirty stains or finger marks, Wipe the walls to clean from dust and other debris, Clean the ceiling using a ceiling broom, Refill the necessary supplies, such as facial tissue, toilet paper roll or paper towel, Clean the floor, Sweep or sweep the floor, especially in the corners of the room and under the floor mat, Floor mop to clean dirt adhering to the floor surface, Dry the floor using a dry mop, Check once again to make sure that the work has been completed, Leave the public toilet room with the door closed again, Preparing Special Officers.

2) Special officers here can also be prepared, if this special officer exists, the responsibility for the cleanliness of public toilets will be clearer. But of course, you have to think about the salary, who will bear whether the government through the local Tourism Office or through the local village where the tourist destination is located or the management consisting of several people who agree to bear the salary of this officer. This of course needs to be thought about considering that all public toilets in these beach tourist destinations are all paid for one-time use for each toilet user. In addition, the levy on entrance tickets to destinations is also one of the revenues that can be allocated to pay the special officers. If this can be implemented, then the next thing that needs to be done is to supervise and ensure that the special officers who are responsible for cleaning the public toilets carry out their duties properly, namely cleaning public toilets regularly in accordance with standard cleaning procedures, 3) Empowering Tourism Awareness Groups, another option that can be done is to empower tourism awareness groups in each tourist village and existing tourist destinations, because generally the members of this tourism awareness group are actors and managers and owners of tourism businesses in the tourism center as well. So that this is not too difficult to move them, it is only necessary to sit together and agree on the division of duties related to the responsibility for managing the cleanliness of tourist destinations, including the cleanliness of public toilets in the tourist destinations. Because if tourists feel satisfied, happy and comfortable when using public toilets they will come, come and come again, they feel safe using the public toilet, especially in the new normal period like today.

4. CONCLUSION

The availability of public toilets in Bara beach tourist destinations in Bulukumba Regency is still very limited, and most of them are only provided by destination managers and some residents who own stalls, still very far from the minimum standards for public toilets as set by the Indonesian Toilet Association (ATI) and not in accordance with the guidelines for Indonesian public toilet standards. This is what causes many tourists to complain and be disappointed with the lack of availability of public toilets that are decent and meet standards.

The cleanliness of public toilets in the tourist destination of Bara beach in Bulukumba Regency is still very far from clean, almost all existing public toilets do not meet the sanitary standards of public toilets as set by the Indonesian Toilet Association (ATI), this condition causes tourists or destination visitors to complain and be disappointed in the very low quality of toilet cleanliness, Even though the use of the toilet is paid, the quality of cleanliness is still very far from the standard.

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