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Correlation of Knowledge and Attitude with the Use of a Travel Clinic for Pre-Travel Consultation

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Abstract

Utilization of tourism clinics, particularly for pre-travel consultations, remains low among domestic tourists. The current study aims to examine the relationship between knowledge level and attitude towards the utilization of tourism clinics for pre-travel consultations in Bali Province. The study sample consisted of 106 domestic tourists who were present in Bali during the period of May-September 2022. Consecutive sampling was used, and the Chi-Square Test was executed for data analysis with the aid of the SPSS version 25.0 program. The research findings indicate that the majority of domestic tourists (50%) originated from Malang. Additionally, the study revealed that women accounted for a greater proportion (62.3%) of domestic tourists. The research results also showed that 60 tourists had a good level of knowledge and utilized the tourism clinic, while 59 tourists had an agreeable attitude towards the utilization of the tourism clinic. The results of the study demonstrate a significant relationship between knowledge level (p<0.001) and attitude (p<0.001) towards the use of tourism clinics for pre-travel consultations in Bali Province. Overall, tourists have a good level of knowledge and agreeable attitude towards the utilization of tourism clinics, indicating a positive trend towards the promotion of tourism clinics for pre-travel consultations.

Keywords: Knowledge, Attitude, Travel Clinic, Bali

INTRODUCTION

According to the United Nations World Tourism Organization (UNWTO), in 2019, there were approximately 1.4 billion international tourist arrivals.(1) Of this number, approximately 47% of tourists chose to travel to developing countries, with Indonesia being included in this group. (2) In the same year, the number of international tourist arrivals to Indonesia was recorded as being between 15.5 million and 16.1 million.(4) Further, it is estimated that approximately 6.2 million, or 38%, of these foreign tourists visited the island of Bali. The island of Bali is known as a tourism destination and is still visited by many tourists. Tourists who carry out tourism activities will face various risks related to tourist attractions, time of day, season when traveling, activities carried out during tourism, and their health conditions. To prevent various health problems from occurring during a trip, one of the health services provided by the tourist clinic to prevent various health problems from occurring during a trip, there is one health service, namely pretravel consultations. (1)

Pre-travel consultation is very important so that tourists get information and education about risks to their health and safety and how to prevent and assess the physical condition of potential travelers. The information provided during the pretravel consultation is accurate. By doing pre -travel consultations before traveling, travelers can avoid various travel risks and prepare well before their trip. Travelers knowledge about travel clinics must be improved, especially their use for pre-travel consultations. Pre-travel consultation is very important so that travelers get information and education about risks to their health and safety and how to prevent and assess the physical condition of potential travelers. The information provided during the pre-travel consultation is the latest and most accurate information, so that with the pre-travel consultation, potential travelers can avoid various travel risks and prepare well before traveling. According to the re-

sults of the preliminary research that has been carried out related to this study, only 40% of domestic travelers have known about the travel clinic. This figure illustrates that the level of knowledge and attitudes of domestic travelers regarding the use of tourist clinics for pre-travel consultations is still quite low.(2)

Based on the description above and the absence of research on the relationship between attitudes and knowledge on the utilization of travel clinics for pre-travel consultations for domestic travelers in the province of Bali, this research was conducted to find out more about the relationship between the level of knowledge and attitudes of domestic travelers towards the use of tourist clinics in particular for a pretravel consultation.

METHOD

This cross-sectional analytic study was conducted in Bali. The target population of this research is travelers. While the reachable population is domestic travelers who are in Bali Province from May until September 2022, Sampling in this study was carried out by consecutive sampling; in this case, the respondent had previously signed an informed consent. As a sample, this study is an affordable population that meets the inclusion criteria: a minimum age of 18 years, the ability to speak Indonesian, staying around tourist attractions for at least 24 hours, and being willing to fill out the questionnaire. It is currently in Bali Province from May until September 2022. The data collected is primary data. Data is processed using the statistical product and service solutions program, abbreviated SPSS with version 25.0, which includes descriptive and analytical processing. The analytic test used is the Chisquare test. This study was approved by Ethical Clearance Number: 271/Unwar/ FKIK/EC-KEPK/VIII/2022.

RESULT

Univariate analysis in this study was conducted to see an overview of the questionnaire data that had been filled in by domestic travelers who were samples in this study, including the dependent variable, namely the use of a travel clinic for pre -travel consultations, and the independent variable, namely the level of knowledge and attitudes of domestic travelers. Based on region, most travelers are from Malang (50%), followed by Jakarta (19.8%), and other regions such as Makassar, Lombok, Semarang, Surabaya, and Bandung. Complete data can be seen in Table 1.

Table 1. Distribution of domestic travelers based on Region

Region	Domestic travelers (N dan %)	
Jakarta	21 (19,8%)	
Malang	53 (50%)	
Makassar	6 (5,7%)	
Lombok	11 (10,4%)	
Semarang	7 (6,6%)	
Surabaya	6 (5,7%)	
Bandung	2 (1,9%)	

Destination	Frequency n(%)	
Sanur Beach	14 (13,2%)	
Merta Sari Beach	5 (4,7%)	
Mangrove	2 (1,9%)	
Melasti Beach	10 (9,4%)	
Uluwatu Beach	8 (7,5%)	
Kuta Beach	31 (29,2%)	
Tirta Gangga Park	23 (21,7%)	
Tanah Lot Beach	9 (8,5%)	
Goa Gajah Cave	4 (3,8%)	

Based on the table above, the characteristics of the most visited tourist sites by domestic travelers are Kuta Beach with 31 people (29.2%), followed by Tirta Gangga Park with 23 people (21.7%), Sanur Beach with 14 people (13.2%), Melasti Beach 10 people (9.4%), Tanah Lot 9 people (8.5%), Uluwatu 8 people (7.5%), Merta Sari Beach 5 people (4.7%), Goa Gajah 4 people (3.8%) and Mangrove Forest 2 people (1.9%).

Table 3. Characteristics of Subjects

Subjects Characteristics	Local Tourist n (%)	
Gender		
Male	40 (37,7%)	
Female	66 (62,3%)	
Age		
18-25	31 (29,2%)	
26-45	35 (33%)	
46-65	40 (37,7%)	
Education level		
Senior high school	36 (34%)	
Diploma	7 (6,6%)	
Bachelor, Magister, Doctor	63 (59,4%)	

Based on the table above, the characteristics of domestic travelers were obtained as many as 66 women (62.3%) and 40 men (37.7%). Based on age characteristics, there were 31 people (29.2%) for domestic travelers aged 18-25 years, 35 people (33%) for 26-45 years and 40 people for 46-65 years (37.7%). The education level of domestic travelers who traveled to Bali Province, obtained the largest percentage of travelers with bachelor, magister and doctor were 63 people (59.4%), high school students, 36 people (34%), and diploma students, 7 people (6.6%).

Table 5. Sources of Travel Clinic information.		
Source of Information	Local Tourist n (%)	
Directions/google maps	5 (4,7%)	
Staff at tourist spots	2 (1,9%)	
Family/friends	31 (29,2%)	
Internet/other mass media	36 (34%)	
Never got any information	32 (30,2%)	

Based on the table above, 36 people (34%) obtained information from domestic travelers regarding travel clinics, 32 people (30.2%) had never received information from family or friends, 31 people had never

are integrated with hospitals, 38 people

received information from family or friends (29.2%), directions/google maps as many as 5 subjects (4.7%), officers at tourist attractions as many as 2 subjects (1.9%).

Table 6. Location of Pre-Travel Consultation

Place	Number (%)
Travel Clinic	11 (10,4%)
Private Doctors Practice	5 (4,7%)
Hospital	52 (49,1%)
None	38 (35,8%)
Results show that 52 people (49.1%) domestic travelers who take advantage of travel clinics prefer to carry out pre-travel consultations at travel clinics that	have never had pre-travel consultations (35.8%), 11 subjects in travel clinics (10.4%), 5 subjects in private doctor practices (4.7%).

 Table 7. Distribution of Knowledge, Attitudes and Utilization of Travel Clinic for Pre-travel consultation

Domestic Travelers	N (%)	
Knowledge level		
Good	76 (71,7%)	
Not good	30 (28,3%)	
Attitude		
Agree	70 (66%)	
Don't agree	36 (34%)	
Utilization		
Yes	68 (64,2%)	
No	38 (35,8%)	

That the level of knowledge of domestic travelers in the good category was 76 people (71.7%), 30 people (28.3%) were not good. 70 people (66%) agree, 36 people (34%) disagree. With the use of yes (utilizing) as many as 68 people (64.2%) and no (not using) as many as 38 people (35.8%). To find out the relationship between the dependent and independent variables in this study, a bivariate analysis test was carried out.

Table 8. Relationship between Knowledge Level of Domestic Travelers and Utilization of Travel clinics for	
Pre-Travel Consultations in the Province of Bali	

Vnowladge lovel	Utilization of Travel Clinics		– P value	
Knowledge level	Yes	Not	- r value	
Good	60	16	< 0.001	
Not good	8	22	< 0.001	

Based on Chi-square test, the results show significant relationship between the level of knowledge and the use of the travel clinic for pre-travel consultations in domestic travelers. The magnitude of the P value obtained on the Chi-square test is <0,001.

Table 8. Relationship between Altitudes of Domestic Travelers towards Utilization of Travel clinics for Pre-Travel Consultations in the Province of Bali

Attitudo	Utilization of Travel Clinics		P value
Attitude	Yes	Not	
Agree	59	11	< 0.001
Don't agree	9	27	< 0.001

Based on the analytical tests as set out in the table above, the results show that there is a significant positive relationship between the attitudes of domestic travelers and the use of a travel clinic for pre-travel consultations. The significance level obtained from Chi-square test is p<0.001.

DISCUSSION

Based on the research results, it was found that domestic travelers who traveled to Bali Province and became the sample in this study were female, with a percentage of 62.3%. This is in line with previous research, which found that most travelers who go on excursions are women. According to The American Consumer, in a relationship between men and women, women tend to plan more trips and make tourist visits to a favorite destination.(5) Women who tend to travel are women who spend more time at home; this creates a feeling of boredom at home for too long, so this will encourage women to travel. Based on this, women have a greater tendency to travel than men because they have more interest in visiting tourist attractions. (6)

In the results of this study, it was found that domestic travelers who traveled

to Bali Province and became the research sample were mostly in the age range of 46 -65 years, with a percentage of 37.7%. (7) According to the Ministry of Health of the Republic of Indonesia in 2009, the age group with a range of 46–55 years is categorized as early old age, and those aged 56 -65 years are categorized as late old age. (3) Adult travelers were more interested in seeking new and unique experiences. This shows that increasing a person's age will have a positive influence on increasing their desire to travel. (8,9)

In contrast to domestic travelers, who travel more in the age range of 46–65 years, foreign travelers actually travel more in the age range of 15–30 years.(10) Young travelers who are at a young age prefer physical activities because the mindset of young travelers considers a trip such as traveling to add cultural attractiveness to these tourist destinations. Because of this, it can be said that there are variations in the travel age range between domestic and foreign travelers, which are influenced by various things such as cultural factors from a country of origin, income, and lifestyle.(11)

Based on the results of the study, it was found that most domestic travelers

had a good level of knowledge and attitude towards the use of a travel clinic for pretravel consultations. Most domestic travelers have a good level of knowledge and a positive attitude towards using the travel clinic for pre-travel consultations and have used the travel clinic for pre-travel consultations. In contrast, a small number of domestic travelers who have never used a travel clinic for pre-travel consultations have a negative attitude towards using a travel clinic for pre-travel consultations and tend to have a low level of knowledge. (12)

Relationship between Knowledge Level and Utilization of Tourist Clinics for Pre -Travel Consultations

Based on the results of the study, it was found that there was a relationship between the knowledge of domestic travelers and the use of tourist clinics for pre-travel consultations.(13) Knowledge about travel clinics is closely related to the use of travel clinics by domestic travelers. Knowledge is the basis for how someone will behave and behave.(14) The better a person's knowledge of something, generally, the more positive the resulting attitude and the greater the person's desire to do a certain thing. 15 This can be interpreted as saying that the higher the knowledge of the travel clinic, the greater the understanding one has regarding the use of the travel clinic for pre-travel consultations.(16)

Age is an important factor that can affect a person's level of knowledge. In this study, 27 domestic travelers who were in the age group of 46–65 years had a good level of knowledge compared to the age groups of 18–25 years and 26–45 years. (17) Age has a relationship with a person's level of knowledge. The older a person's level of maturity in thinking, the better. This can be interpreted as saying that the more developed a person's age becomes as an adult, the more developed a person's mindset becomes in judging something. (18)

Not only age but also the level of good knowledge of travelers is certainly influenced by their level of education of travelers.(19) In the results of this study, out of 63 domestic travelers who had bachelor, master, and doctoral education levels, travelers had a good level of 44 knowledge. Knowledge is very closely related to education; someone who has a higher education will generally have broader knowledge.(20) This can be interpreted as saying that education has a relationship with the level of one's knowledge. (21) The higher a person's education, the easier it will be for that person to find information; the more information one finds, the more knowledge that person has. Thus, it can be said that someone who is educated is more likely to receive information that can broaden his knowledge.(22)

In addition to the level of knowledge of domestic travelers, most sources of information about travel clinics were obtained from the internet or other mass media, with a percentage of 34%, followed by information obtained by family or friends at 29.2%. Various sources of information can increase a domestic tourist's knowledge of using a travel clinic.(23)

Exposure to sources of information that are getting better and easier to obtain can affect a person's level of knowledge. This information can be obtained from the internet, other mass media, such as television, and exchanging information between one person and another.(23) This shows that the more sophisticated a medium is in conveying information to someone, the easier it is for them to receive that information, which will indirectly improve the quality of their knowledge.(5,7)

Travel clinics are needed by travelers. The better knowledge about travel clinics owned by travelers will make it easier for travelers to take advantage of travel clinics. The better the knowledge possessed by a tourist, the better the tourist can face and handle various potential hazards that occur during the tour. Thus, the better the knowledge possessed by travelers regarding the use of travel clinics will help travelers in dealing with the risks that occur during a tour, considering that every tourist has the possibility of experiencing health problems during a tour.(11,13)

In addition to the level of knowledge, attitudes were found to have a positive relationship and correlation between the knowledge of domestic travelers and the use of a travel clinic for pre-travel consultations. The results of this study show that the more positive the attitude of domestic travelers towards the use of the travel clinic, the greater the willingness of domestic travelers to use the travel clinic.(17) The more positive the attitude of the tourist towards something, the greater the person's willingness to behave, in this case, by utilizing a travel clinic for pre-travel consultations. Just like the level of knowledge, attitudes are influenced by various factors. One of the influential factors is the mass media. Various types of mass media, such as electronic mass media, starting from television to the internet, have an effect on the formation of a person's attitudes and beliefs, which can lead a person to form a suggestive attitude.(9)

Attitude is a person's tendency to act. This tendency is certainly influenced by the level of one's knowledge. Someone with a good level of knowledge is generally able to understand and assess something. (4) The more positive one's attitude towards something, the greater one's desire to do that thing. This also applies to the use of a travel clinic for pre-travel consultations. The more positive the attitude of a tourist, the more likely he is to take advantage of the tourist clinic, although it is not absolute.(10)

Most domestic travelers who have a positive attitude towards the use of the travel clinic and have previously used the travel clinic for pre-travel consultations receive pre-travel consultation services at the travel clinic, which is integrated with the hospital, namely 49.1%. The forms of travel clinic services can be implemented or integrated into existing service facilities, including general medical clinics, hospital clinics, private travel clinics, port airline clinics, hotel clinics, and those near travel destinations.(11)

The positive attitude of domestic travelers is not only determined by the

health factors of the travelers but is also determined by the doctor's services, facilities, cleanliness, and comfort of the tourist clinic. The positive attitude shown by domestic travelers is related to a good perception of how the service facilities provided by the travel clinic should be. This shows that the quality of services strongly influences a positive attitude.(12)

Most domestic travelers have a positive attitude towards utilizing a travel clinic for pre-travel consultations. This means they have a good understanding of the health risks they will face during their trip. A tourist who understands the risks that will be obtained during a tour will greatly determine their attitude toward utilizing the travel clinic. Thus, it can be said that the tourist's positive attitude towards the travel clinic and its use for pre-travel consultations is strongly influenced by the tourist's perspective regarding his health condition before the trip and the various possibilities that will be faced during the tour.(8)

This research also has imitations, using a cross-sectional design so that it cannot assess a causal relationship. This study used a consecutive sampling method that only used samples that were directly encountered in the field.

CONCLUSION

The prevalence of domestic travelers who carry out pre-travel consultations is 64%. There is a relationship between the level of knowledge and the attitude of domestic travelers toward the use of tourist clinics for pre-travel consultations. The suggestions for this research in this field are expected to be able to expand their research object on other variables such as age and gender of travelers, arrivals of international travelers, and length of visiting travelers, which have a relationship with the utilization of travel clinics for pretravel consultations. The importance of socializing and carrying out the functions of the travel clinic for pre-travel consultations with domestic and foreign travelers

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CONFLICT OF INTEREST

None declared

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