



Analysis of Health Tourism Potential in The Minanga Community Health Center Working Area, Manado City

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Abstract. Health tourism is a tourist travel activity to a tourist destination with the aim of receiving treatment or improving health and fitness. This research is a descriptive qualitative analysis by looking at case studies about the potential of health tourism. The research informants are doctors, dentists, nurses and pharmacists, and 5 pharmacists. The data was analyzed using the content analysis method on interview documents. The results of the research show that the importance of understanding and knowledge of health workers is to be able to improve the quality of service when facing tourist visits. When they have a health problem or want to improve their health condition while traveling, the attitude of health workers needs to be improved in terms of their competence which must be developed, services must comply with standards. operational procedures and being friendly and polite to tourists during health services. The conclusion of this research is that the understanding of each health worker is good regarding health tourism.

Keywords: health tourism, knowledge, attitudes, motivation

1. INTRODUCTION

Health tourism is an industry or business related to tourist travel activities to tourist destinations with the aim of receiving treatment or improving health and fitness.(Horowitz, Rosenweig, & Jones in Wirawan, 2016).Tourism is an economic driver or source of foreign exchange for a country's development because the tourism sector can make a significant contribution to job creation and the formation of tourism-related businesses such as accommodation providers. The tourism sector will develop the local economy, as well as encourage local governments to provide better infrastructure and other supporting facilities so as to improve the quality of life for tourists and also local communities as hosts (Suwena and Widyatmaja, 2017). This is in line with the Sustainable Development Goals (SDGs), which include creating a healthy and prosperous life for society, decent work and economic growth, as well as building resilient infrastructure, increasing inclusive, sustainable industry and encouraging innovation (Ministry of VAT, 2020).

The Ministry of Tourism and Creative Economy collaborated with the Ministry of Health to create a movement called the Indonesian Wellness and Healthcare Tourism Movement (IWHT) in 2012 which aims to develop Indonesian health tourism that has natural

and holistic characteristics, by utilizing local cultural wisdom supported by scientific data. and health service facilities or hospitals that are nationally and internationally accredited. Health tourism is the main program of the Ministry of Tourism because it is considered capable of increasing the attractiveness and quality of tourists visiting Indonesia, which can be measured through the length of stay and the amount spent when visiting tourist attractions (Nuryanti, 2017). The Ministry of Tourism and Creative Economy and the Ministry of Health identified Wakatobi Regency in Southeast Sulawesi as a priority destination in 2017 to support health tourism(Nuryanti, 2017) and Likupang District which is located in Manado City, North Sulawesi as a super priority destination in 2019, this shows that the Manado City area has tourism potential to support government programs in the tourism sector including health tourism (Ministry of Tourism and Creative Economy, 2020).

Although tourism can have a positive impact on the economy, this trend will also be accompanied by increased health risks. This is because epidemiologically, tourists are a population group with high mobility, quickly moving from one tourist destination to another so that they have the potential to be exposed to diseases and undesirable events outside their place of origin, as a result there are cases that are not reported or treated. The importation of diseases to the place of origin or vice versa will occur, causing an increase in the risk of changing non-endemic areas into endemic areas for a disease (Wirawan, 2016). Previous research has proven that the majority of foreign tourists who come to developing countries will experience tourism-related health problems (Horowitz, Rosenweig, & Jones in Wirawan, 2016).

Therefore, the role of health workers in community health centers or hospitals, especially in tourism priority areas, is very important in terms of supporting government programs and handling cases of diseases related to health tourism. Apart from the medical profession (doctors and nurses), public health workers in health centers in tourism priority areas have great potential to be included. Public health workers are able to understand the key elements of preventing certain diseases and events, understand aspects of tourism health promotion, and carry out health impact assessments, identify potential hazards, risk assessments and prepare health risk control efforts (hazard identification, risk assessment, and determining control/HIRADC) in tourist areas, as well as having knowledge of vaccines and prophylaxis to prevent disease incidents related to tourist areas (Wirawan, 2016).

The Malalayang area of Manado City is one of the coastal and culinary tourism destinations which has spectacular views and atmosphere that are no less than coastal areas such as in the Kuta area of Bali, where spatial planning and environmental conservation are

carried out using the state's revenue and expenditure budget with development throughout. 2 Km Trans Sulawesi highway. Referring to point D, Article 13, it is explained that cluster 4 has the characteristics of tourist attractions, namely the coast and mangrove characteristics, namely the Malalayang beach tourist area and the Meras and Tongkaina coastlines. Boulevard Dua culinary is spread across Sindulang Village, Maasing Village, Karang Ria Village and Tumumpa Village. (Anonymous, 2020).

Based on Regional Regulation No. 2 of 2020 concerning Regional Tourism Master Plans, the characteristics of the tourist attraction are urban-coastal, namely the Malalayang beach tourist area with the development of revitalization of culinary places along the coast, making the Malalayang area an accelerated development priority for the Central Government program.

Based on the background that has been explained, this research was conducted to analyze the potential for health tourism in the work area of the Minanga Community Health Center, Manado City regarding the knowledge, attitudes and motivation of health workers.

2. RESEARCH METHODS

This research is a descriptive qualitative analysis by looking at case studies about the potential of health tourism. This research was carried out at the Minanga Community Health Center, Manado City, North Sulawesi Province in November 2022-January 2023. This research method used in-depth interviews and observations which were then documented for analysis with 5 research informants who played important roles and also involved with the potential for health tourism, namely the Head of Minanga Administration, Manado City and health workers in the work area of the Minanga Health Center, Manado City.

3. RESULTS AND DISCUSSIONS

Results

Informant characteristics can be seen in table 1. In-depth interview results can be seen in table 2-16.

Table 1. Characteristics of Informants

	Age	Gender	Position	Profession	Education
Informant 1	47 Years	Woman	Head of administration	Pharmacy	Bachelor of Pharmacy
Informant 2	35 years old	Woman	UKP Responsible Person	General practitioners	S1 Doctor
Informant 3	32 years	Woman	Dental Clinic Doctor	Dentist	S1 Doctor S2 SMI
Informant 4	33 Years	Man	Responsible for Pharmacy	Pharmacist	S1 Pharmacy
Informant 5	33 Years	Woman	Health Promotion Program Holder	Nurse	S1 Nursing

Table 2. Results of Interviews with Informants on the First Question Knowledge Variable in Facing Health Tourism

1. What do you know about health tourism?

No.	Informant	Interview result
1.	First	<i>There are people who travel and have health checks</i>
2.	Second	<i>People who travel and check their health</i>
3.	Third	<i>There are people traveling from within or outside the country and checking their health</i>
4.	Fourth	<i>Health tourism</i>
5.	Fifth	<i>Can refresh your mind when you are bored while traveling</i>

Table 3. Results of Interviews with Informants on the Second Question Knowledge Variable in Facing Health Tourism

2. What do you know about wellness tourism?

No.	Informant	Interview result
1.	First	<i>People who are healthy and will go somewhere to check their health to be even healthier when traveling</i>
2.	Second	<i>Concept where healthy people go somewhere to improve their health</i>
3.	Third	<i>Healthy people go somewhere and want to improve the quality of their health</i>
4.	Fourth	<i>Healthy people go somewhere to improve the quality of their health</i>
5.	Fifth	<i>Healthy people go somewhere to relax themselves in order to improve the quality of their health</i>

Table 4. Results of Interviews with Informants on the Third Question Knowledge Variable in Facing Health Tourism

3. What do you know about wellbeing tourism?

No.	Informant	Interview result
1.	First	<i>Maintain health both mentally and physically</i>
2.	Second	<i>Create an atmosphere for the development of good health</i>
3.	Third	<i>Health activities to maintain both mental and physical health</i>
4.	Fourth	<i>Develop both mental and physical health</i>
5.	Fifth	<i>Restores mental and physical health when boredom appears, more precisely by relaxing the body from boredom</i>

Table 5. Results of Interviews with Informants on the Fourth Question Knowledge Variable in Facing Health Tourism

4. What do you know about medical tourism?

No.	Informant	Interview result
1.	First	<i>A tourist activity to another place to get a medical therapist to get healing</i>
2.	Second	<i>Traveling activities to obtain medical services</i>
3.	Third	<i>Medical services from tourism to get it</i>
4.	Fourth	<i>Treating tourists' illnesses, for example if they have cancer, go to Singapore for treatment</i>
5.	Fifth	<i>Obtain medical services related to the treatment of certain diseases</i>

Table 6. Results of Interviews with Informants on the Fifth Question Knowledge Variable in Facing Health Tourism

5. Can health tourism be developed at Community Health Centers and how?

No.	Informant	Interview result
1.	First	<i>Yes of course</i>
2.	Second	<i>Very possible</i>
3.	Third	<i>Of course, I can</i>
4.	Fourth	<i>Very capable and very supportive</i>
5.	Fifth	<i>Several stakeholders are involved so that there is coordination to improve services and the public can see it as a benchmark</i>

Table 7. Results of Interviews with Informants on the First Question Attitude Variable in Facing Health Tourism

6. What do you think if your health center becomes a destination for health tourism?

No.	Informant	Interview result
1.	First	<i>Good, to encourage more optimal service</i>
2.	Second	<i>It would be very good if the community health center could develop it</i>
3.	Third	<i>Of course it is good for the development of the health sector</i>
4.	Fourth	<i>Strongly agree</i>
5.	Fifth	<i>Very good and suitable for developing</i>

Table 8. Results of Interviews with Informants on the Second Question Attitude Variable in Facing Health Tourism

7. How prepared are you as a health worker to develop health tourism at the Community Health Center?

No.	Informant	Interview result
1.	First	<i>Will prepare yourself as part of competence and responsibility in service</i>
2.	Second	<i>In accordance with competency will be prepared</i>
3.	Third	<i>Prepare according to competency</i>
4.	Fourth	<i>Prepare according to competency, expertise and knowledge</i>
5.	Fifth	<i>Respond well with the best service from health promotion</i>

Table 9. Results of Interviews with Informants on the Third Question Attitude Variable in Facing Health Tourism

8. Have tourists ever come to seek health services?

No.	Informant	Interview result
1.	First	<i>As far as I remember, I did</i>
2.	Second	<i>Once</i>
3.	Third	<i>There is</i>
4.	Fourth	<i>Some tourists from China</i>
5.	Fifth	<i>Yes, here</i>

Table 10. Results of Interviews with Informants on the Fourth Question Attitude Variable in Facing Health Tourism

9. What is your process for providing health services to tourists?

No.	Informant	Interview result
1.	First	<i>In accordance with the existing SOP, of course the service will be carried out</i>
2.	Second	<i>In accordance with existing SOPs and different from services to ordinary people</i>
3.	Third	<i>Have an SOP and serve according to the existing SOP</i>
4.	Fourth	<i>Existing SOPs, maybe there are SOPs specifically for tourism</i>
5.	Fifth	<i>Find out the language used and explain and provide services according to SOP</i>

Table 11. Results of Interviews with Informants on the Fifth Question Attitude Variable in Facing Health Tourism

10. What will you provide as a health worker to optimize health services to tourists?

No.	Informant	Interview result
1.	First	<i>Will welcome tourists who ask for services and convey knowledge about health to the public</i>
2.	Second	<i>Be kind and provide services according to your knowledge and abilities</i>
3.	Third	<i>Providing good service and developing competence in the form of health training and seminars</i>
4.	Fourth	<i>Time and energy to feel well served</i>
5.	Fifth	<i>Be kind and accept in a friendly manner</i>

Table 12. Results of Interviews with Informants on the First Question Motivational Variable in Facing Health Tourism

11. How would you feel if your health center became a health tourism destination?

No.	Informant	Interview result
1.	First	<i>Of course you are ready, and will be happy about visits that come for treatment</i>
2.	Second	<i>Of course very happy</i>
3.	Third	<i>Very happy and proud</i>
4.	Fourth	<i>Very happy and supportive</i>
5.	Fifth	<i>Of course very happy</i>

Table 13. Results of interviews with informants on the motivation variable for the second question in dealing with health tourism

12. If your health center becomes a health tourism destination, what do you hope for yourself?

No.	Informant	Interview result
1.	First	<i>Encourage and motivate friends in service</i>
2.	Second	<i>The more encouraged, the more people who come and are challenged to improve themselves, the better they are</i>
3.	Third	<i>Knowledge is more developed, because there will be tourists checking it out</i>
4.	Fourth	<i>Become more dedicated in serving people</i>
5.	Fifth	<i>Motivated, how to use language to make it easier to provide services</i>

Table 14. Results of Interviews with Informants on the Motivational Variable for Question Three in Facing Health Tourism

13. Are you ready to become a health worker and be given the responsibility to handle health tourism?

No.	Informant	Interview result
1.	First	<i>Of course it will be ready</i>
2.	Second	<i>Ready</i>
3.	Third	<i>Ready</i>
4.	Fourth	<i>Very ready of course to see what the job description is like and maybe it can be developed</i>
5.	Fifth	<i>Definitely ready and must be ready</i>

Table 15. Results of Interviews with Informants on the Fourth Question Motivational Variable in Facing Health Tourism

14. What is your opinion regarding the SOP for handling tourist health services?

No.	Informant	Interview result
1.	First	<i>So far, it has been appropriate to apply existing SOPs</i>
2.	Second	<i>SOP services specifically for self-isolation and quarantine during the Covid-19 pandemic</i>
3.	Third	<i>Services have SOPs, especially in the pandemic era, some have been developed and will definitely be implemented for those in isolation and quarantine</i>
4.	Fourth	<i>SOPs can be developed, services must be practical, fast and easy</i>
5.	Fifth	<i>Services for self-isolation and quarantine are in accordance with existing SOPs</i>

Table 16. Results of Interviews with Informants on the Fifth Question Motivational Variable in Facing Health Tourism

15. How is your relationship with other colleagues in dealing with tourists receiving health services?

No.	Informant	Interview result
1.	First	<i>Good relationships with cooperation, according to their respective parts</i>
2.	Second	<i>Maintain communication so that the service runs well</i>
3.	Third	<i>Certainly good and cooperative to create maximum service</i>
4.	Fourth	<i>Challenges for individuals, both individual communication and work teams at the community health center</i>
5.	Fifth	<i>Good relations and good coordination of health services to the community so that they receive them well</i>

Discussions

Tourism development in the City of Manado as an integral part of national tourism development is built based on religious norms and cultural values as a concept of balanced life, namely the relationship between humans and Almighty God, the relationship between fellow humans and humans with the natural environment, both in the form of natural resource environments and geographic environments. Manado City tourism was developed with a development growth approach that is oriented towards regional development, relies on the community and is empowering which includes human resources, health, marketing, science and technology, intersectoral linkages, small business empowerment, and responsibility in the utilization of natural resources. and culture(Anonymous, 2020).

In accordance with the Manado City Regional Development Strategic Plan, tourism development is one of the mainstay sectors that must be developed because it is able to influence other development sectors. Tourism development includes 3 (three) dimensions, namely environmental dimensions, economic dimensions and socio-cultural dimensions. The environmental dimension is part of efforts to utilize, protect and manage the natural environment and its ecosystem in a sustainable manner for the benefit of society and future generations. From the environmental dimension, tourism development must pay attention to maintaining environmental quality, because in the tourism industry, the environment is what actually has selling value, in other words, in tourism development, the principle of utilization, protection and management of the environment based on the carrying capacity of the environment itself is very important(Anonymous, 2020).

From an economic dimension, tourism development is part of efforts to increase competitiveness and at the same time increase regional income. In line with the development of national conditions in the country caused by the political and security situation in the country, tourism development must be able to restore the image of tourism both regionally and nationally as a tourist destination that is safe and comfortable to visit. Furthermore, from the socio-cultural dimension, tourism development is an integrated approach in preserving the cultural values of local communities, preserving nature, preserving the environment and fostering a sense of national pride, in order to anticipate the influence of global culture which is contrary to national culture.(Anonymous, 2020).

Studies on health tourism or medical tourism system models are still developing and there is a lot of potential using this model. In North Sulawesi itself, especially Likupang and Manado, it is a super priority tourist area destination as determined in Manado City Regional Regulation Number 2 of 2020 Regarding the "2020-2025 Regional Tourism Development Master Plan". This is in accordance with the points outlined in article 1 regarding:

- a. Tourism;
- b. Regional tourism destinations;
- c. Regional tourism strategic areas;
- d. Marketing and tourism industry;
- e. Organizing meetings, incentive trips, conventions and exhibitions (meetings, incentives, conventions, exhibitions) or "MICE"

The purpose of this study and regulation is not only to obtain regional revenue and income, to introduce and promote it to tourists, especially to anticipate if there are tourists who come and are exposed to infection or a history of disease, or disease disorders during their visit because Indonesia, especially Manado, has The 4 seasons are different from other countries, so there is a tendency for those who come to adapt instantly and do not rule out the possibility of health problems when arriving, during and when returning to their place of origin.

According to research results Kusumawati (2018) when a patient or tourist seeks health services in Indonesia, generally they will focus on the doctor's credentials and forget other important factors, namely the location (country, region) of the doctor and the hospital they are going to. The results of this study are in line with the research results Ansari (2019) which states that knowledge is related to the quality of Puskesmas services, so the better the knowledge of health workers, the better the quality of Puskesmas services. This indicates that health workers have very good preparation to improve the quality of health services. With good knowledge, it will be easier to make changes, including improving the quality of health services. For officers

who already have good knowledge, they just need to be given motivation and support to improve the quality of services provided to the community.

In assessing the potential of hospitals in Indonesia for medical tourism, there is still very little information that supports and describes the condition of hospitals in Indonesia for medical tourism. In research (Habibi and Ariffin, 2018) shows that the quality of experience is very important to improve tourists' perceptions, because it plays an important role in improving tourists' perceptions by reducing the negative influence of perceived sacrifices (e.g. perceived risks and perceived costs), thus the need for strategies to manage or reduce the risks perceived by tourists medical.

Studies on the Medical Tourism system model are still developing and there is a lot of potential using this model. Study of the relationship between health service providers and consumers in the medical tourism industry or the formation of marketing strategies according to target markets or consumer groups (Gyu Ko, 2011).

Research results from Ansari (2019) also stated that a good attitude from health workers will result in good quality health services at the Community Health Center. In general, health workers at the Kuala Tadu Community Health Center are very supportive of the quality of health services at the Community Health Center. This positive attitude can occur because of being a health worker.

Based on interviews with each informant in the Minanga Community Health Center working area, it was concluded that their knowledge, attitudes and motivation in dealing with health tourism or medical tourism were better as expected due to the provision of information in the form of information from both health agencies in terms of health services and community health centers as well as The regional government's determination and policy in making Manado, especially North Sulawesi Province, ready to welcome tourist arrivals in 2022. Moreover, in the last 1 year, community members have enthusiastically welcomed the Central Government's program through mass vaccination against the Covid-19 virus, resulting in efforts to improve health. and improving health is increasingly being carried out in terms of the movement for clean and healthy living (GERMAS).

Based on journals from Hardiyanti (2020) States that Knowledge can be increased by providing health education and health promotion using simulation methods, theories about providing BHD and first aid. The right attitude is to obey procedures and guidelines and remain calm when providing treatment. Actions or skills can be improved with regular training and using demonstration media. Conclusion: There is a significant relationship between knowledge and action ($0.002 < 0.05$), and attitude and action ($0.006 < 0.05$). Measuring knowledge, attitudes

and actions can make it easier to carry out evaluations in order to avoid and reduce the number of accidents or emergency incidents. Suggestion: Providing information such as BHD, CPR and first aid training to tourism actors, namely local communities, lifeguards and health workers, can be used as one of the most common efforts to improve a person's knowledge, attitudes and actions.

Other research also by Arin, et al (2021) The results of research on health workers' work motivation can also be seen from a clean and comfortable work environment, additional facilities and infrastructure as well as facilities to encourage health workers to work optimally as well as good relationships with co-workers, work safety according to predetermined standards, the creation of ethics at work. .

The research results show that the relationship between motivation and the level of academic achievement is caused by several factors, one of which is that individual characteristics or health workers themselves have an important role in motivation to achieve a goal. This condition often reduces students' motivation to study. In accordance with research results, low motivation results in learning achievement being only good and not optimal (Welong, 2020).

Motivation is not only a person's own, but the relationship between colleagues is also a determinant in achieving a goal, especially in health services, teamwork is needed, not only among doctors but also between other medical personnel such as nurses, pharmacists, health promotion experts and others. those involved in providing health tourism services according to the answers to the interviews conducted, namely collaboration and coordination with colleagues from one agency, in this case the community health center, is very important.

Cooperation or collaboration with other parties is the most important thing to achieve program goals. This is the conclusion from interviews with informants. Collaboration is based on the principle of need and mutual benefit for all parties, namely the private sector, local government, namely cross-sector collaboration. This is also in accordance with research by Musrurroh, et al (2020) at Tegurejo Hospital, Kendal Regency, Central Java. Stating that collaboration across sectors and partners plays an important role and is the key to the success of implementing health tourism.

4. CONCLUSION

The understanding and knowledge of each health worker at the Minanga Community Health Center is good. Readiness and commitment of health workers in providing services in accordance with standard operational procedures. The motivation for health workers is the

availability and improvement of facilities and infrastructure as well as regular training and development.

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