

## Building Trust through Public Health: How TMII Can Reimagine Health Tourism Post – Covid 19

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**Abstract.** Tourists one sector which is most hit by restrictions which are enforced by Lots country. Dissemination of Covid-19 pushed the government to take various policies to reduce transmission of the Covid-19 virus and concentration of people in society. One of them is closure policy place tourism throughout Indonesia that has an impact on businessmen of the tourist industry. One of the places tourism that completely renovated is Taman Mini Indonesia Indah (TMII) in East Jakarta. Knowledge measurement was carried out qualitatively using literature study. After the survey and education about CHSE tourism health promotion for TMII managers, the results showed a change in knowledge in almost all participants understanding the CHSE assessment instrument and using it as a guide for TMII managers to remain consistent in providing maximum service standards in order to comply with health protocol standards in the post-pandemic era, In order to restore public trust by providing a sense of security and comfort, TMII management ensures that tourism sector workers have received complete vaccines and comply with health protocols. To create a clean, healthy, safe and comfortable tourism sector, Cleanliness, Health, Safety & Environment Sustainability (CHSE) certification is very important for tourism sector businesses for implementation.

**Keywords:** *tourism health promotion, healthy tourism, role of public health, post-covid-19, CSHE*

### 1. Introduction

The tourism sector has been among the hardest hit by social restriction policies and regional lockdowns during the COVID-19 pandemic. Its contribution to Indonesia's Gross Domestic Product (GDP) plummeted from 5.5 % in 2019 to 4.0 % in 2020, and tourism foreign exchange earnings fell sharply from USD 16.91 billion to USD 3.244 billion (BPS, 2022). This decline in revenue not only reflects collapsed demand from both international and domestic tourists but also triggers a domino effect on supporting industries—ranging from accommodation and transportation to micro, small, and medium enterprises operating in popular destinations.

To curb the transmission of SARS-CoV-2, the Indonesian government implemented various measures, including Large-Scale Social Restrictions (PSBB), the total closure of tourist attractions,

and the enforcement of strict health protocols in public facilities. While these measures succeeded in containing the spread of the virus, they also severely disrupted the operations of the tourism industry (Rodiyah et al., 2024). Amid these challenging conditions, stakeholders were compelled to restructure their business models and accelerate the adoption of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) protocols in order to maintain tourist confidence and safety (Rifanka et al., 2025).

By the second quarter of 2020, as daily case numbers began to stabilize, the government initiated the “New Normal” phase by gradually reopening tourist attractions. During the June–October 2020 period, the main focus was on site preparation and adaptation, which included CHSE training for management and staff, as well as the installation of supporting facilities such as hand-washing stations, hand-sanitizer dispensers, and temperature-screening posts (Astutik et al., 2024; Zakaria et al., 2025). From October 2020 onward, attractions reopened more broadly—albeit with a maximum visitor capacity of 50 % and tighter monitoring of health protocols at every access point and public facility.

Taman Mini Indonesia Indah (TMII), known as the “miniature of Indonesia’s cultural diversity,” serves as an intriguing case study in post-pandemic adaptation. TMII’s reopening program was divided into two main stages: first, the “gaining self-confidence” period (June–October 2020), aimed at ensuring the readiness of infrastructure and human resources through CHSE implementation; and second, the limited reopening from October 2020 onward, enforcing mandatory protocols such as temperature checks, disinfectant spraying at every entrance, mask usage, and visitor-capacity limits per attraction. This strategy not only seeks to restore tourist trust but also positions TMII as a model for protocol implementation that other destinations in Indonesia can adapt (Adhantoro et al., 2025; Praktikawati et al., 2024).

This study aims to explore and analyze TMII’s tourism development in the post-COVID-19 period, identify the supporting factors behind its successful adaptation—both internal factors such as management, human resources, and infrastructure, and external factors such as government support and visitor perceptions—and to formulate optimal strategies for TMII’s continued development in the post-pandemic era, ensuring sustainability and resilience against potential future crises.

## 2. Method

This study employs a descriptive qualitative design, as defined by Creswell (2018), to provide an in-depth, contextualized account of TMII’s post-COVID-19 adaptation strategies. The researcher assumes multiple roles—observer, interpreter, and reflective practitioner—and engages in continuous self-reflection to surface and manage potential biases. Data were gathered through a systematic literature study and document analysis, encompassing:

- Academic publications on post-pandemic tourism recovery and CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) protocols;

- Official reports and guidelines issued by TMII management and Indonesian government bodies (e.g., Ministry of Tourism, BPS);
- Policy documents detailing the implementation timelines, capacity limits, and health-screening procedures at TMII.

Sources were selected based on their relevance, credibility, and currency (2020–2024). Collected materials were organized and coded using thematic content analysis, following Braun and Clarke's six-phase framework, to identify recurrent strategies, enabling factors, and challenges. To enhance trustworthiness, the study applies:

1. Source triangulation, by comparing findings across multiple document types;
2. Audit-trail documentation, via a reflexive journal recording decisions at each stage;
3. Peer debriefing, through regular consultations with two colleagues experienced in tourism research.

Ethical considerations consisted of accurate citation of all secondary sources and adherence to institutional guidelines for the use of publicly available data. This methodological approach ensures a rich, reliable description of how TMII navigated reopening under strict health protocols and offers transferable insights for other cultural-heritage destinations.

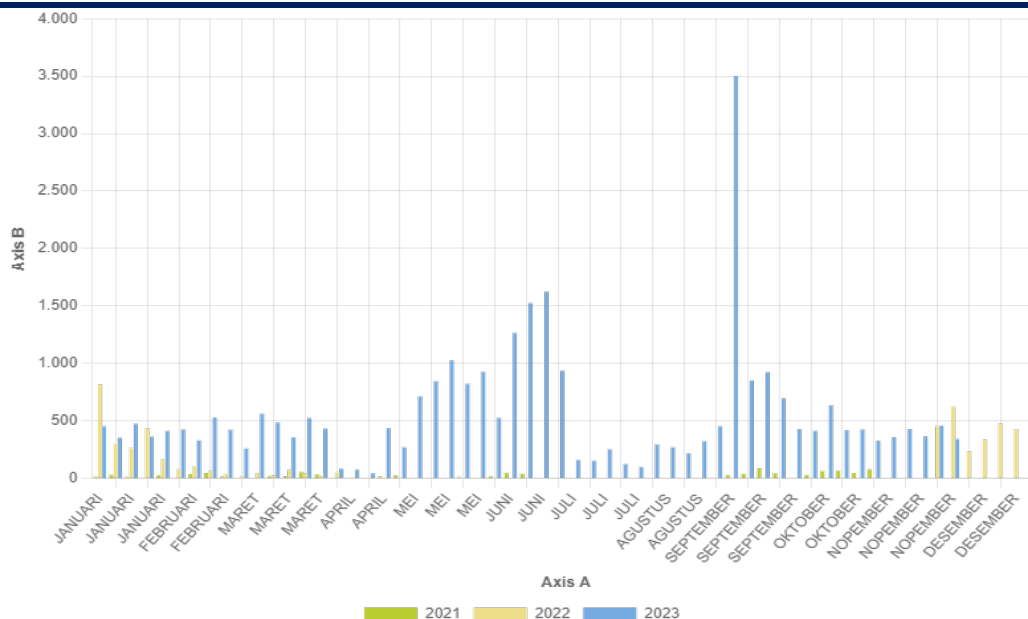
### 3. Result and Discussion

One strategy to improve health is the empowerment movement. Empowerment is an effort made by individuals or groups through various activities to provide skills, develop knowledge, and strengthen skills and potential that support the creation of independence, economic, social and community empowerment, both cultural and social. Education to help solve various problems. The concept of empowerment in health promotion refers to initiatives that enable individuals or communities to maintain and uphold their health (Adhantoro et al., 2025).

Apart from the health aspect, infrastructure is also no less important, because it will affect visitor comfort. After the Covid pandemic ended in early 2022, the government decided to revitalize TMII with the aim of restoring the glory of this tourist destination. As well as supporting the holding of the G20 Presidency in 2022.

According to Minister of Public Works Regulation Number 18 of 2010 concerning Guidelines for Area Revitalization, revitalization is increasing the value of land by renovating an area that can improve the function of the previous area (Article 1). Paragraph 1).

Infrastructure Revitalization Even though TMII visitors can enjoy the delicious infrastructure, several things have not been realized as follows: Changes in ticket prices. The main entrance is only opened through Gate 3 and there is a stretch of vehicles wanting to enter. Ticket purchases must be made using electronic payment. Visitors can walk or take the shuttle bus service provided by TMII, but the number does not match the number of visitors at TMII, resulting in many people visiting each stop. The number of people will increase.



**Figure 1. Number of Visitors at TMII**

*source: opendata.jabarprov*

Based on data obtained from Open Data for West Java Province, it was found that there was a significant but fluctuating increase in perceived satisfaction after visitors carried out infrastructure revitalization and policy changes



**Figure 2**

*source: echo uhamka 2022*



**Figure 3**

*source: Antara office news Indonesia 2022*

It can be seen from Figures 2 and 3 that there is a difference in the number of visitors, that visitor satisfaction that has not been met is the small number of shuttle buses compared to visitors who come every day, to wait for arrival. Shuttle bus visitors have to take longer or visitors who come can only wait to walk from one tourist attraction to another. and with health protocol policies, people feel safe even in crowded places

Tourism development at TMII has various potentials that need to be developed with the aim of improving community welfare. Based on tourism theory by Suryadana (2015), developing tourism in Wonosobo Regency can be seen through the following components:

**a. Tourist Attraction (Attraction)**

Tourist attraction is an important component to attract tourists, therefore tourist destinations must be unique and characteristic of an area.

**1) Something to See**

Something that can be of particular interest to tourists who are confined because it has its own uniqueness. Tourism at Taman Mini Indonesia Indah (TMII), located in Ceger Village, Cipayung subdistrict, East Jakarta, DKI Jakarta province, is dominated by rides and attractions which are of particular interest to visiting tourists.

**2) Something to Do**

TMII has a wide selection of activities to do at tourist attractions to meet tourists' needs so they don't get bored. Various choices of game spots, food fairs, rides, replicas of traditional houses, and sports are all spread throughout this tourist location.

**3) Something to Buy**

TMII has various handicrafts available in outlets and shops in the TMII area, including small bags made from coconut shells or rattan, angklungs, hats, beaded bracelet and necklace accessories, wallets, shoes and banners. calligraphy. Typical food and drink variants, namely Pletok Beer and crocodile bread, are the targets of many tourists when visiting TMII to take with them to their respective areas.

Supporting Factors for Tourism Development in the Post-Covid-19 Pandemic Period

**a) The TMII land is spacious and beautiful**

The geographical conditions at TMII support the existing tourism potential so that it can improve the economy of the community in the tourist area. Especially in the post-Covid-19 pandemic period, many tourists choose to visit tourist attractions that are in open spaces rather than closed ones.

**b) Varied choice of tourist recreation activities**

The TMII tourist attraction has various choices of activities that people need for a holiday, ranging from educational tourism, games to water tourism, and there are even several recreational options that tourists can do.

### c) Various specialty foods and drinks

Handicrafts available in outlets and shops in the TMII area include small bags made from coconut shells or rattan, angklungs, hats, beaded bracelet and necklace accessories, wallets, shoes and calligraphy banners. Typical food and drink variants, namely Pletok Beer and crocodile bread, are the targets of many tourists when visiting TMII to take to their respective regions, which are served by the creative economy at TMII.

### d) The Spirit of the Tourism Awareness Group (POKDARWIS)

Tourism Awareness Group (POKDARWIS) as a change and driving force for society if there is tourism potential in the relevant area. So this can improve the economy in the area. Sales of souvenirs and tourism souvenirs at TMII are dominated by POKDARWIS.

Tourism Development Strategy in the Post-Covid-19 Pandemic Period

#### 1) Branding

Improving the community's economy with better packaging so that it can attract tourists. There is a TMII revitalization policy so that it can attract more tourists. This was done to break up crowds of people in the post-Covid-19 pandemic period where policies in the new normal era from the government are for the community. Not only that, traffic management can be divided at the same time but with different routes.

#### 2) Social Media Promotion

Promotion Social media is one of the information links between the government and the public, including information on various developments in the tourism sector. Promotional activities that introduce various tourism possibilities and introduce potential tourists to tourism products and their uniqueness. Social media is the media most widely used by Indonesian people, especially the younger generation (Habibillah, Zain, Alifiansyah, Razzaq, Anhar, & Wijirahayu, 2024). Therefore, innovative changes are needed to increase the number of tourists visiting TMII. TMII activities after the COVID-19 pandemic will also be socialized via social media Instagram "ilovetamanmini" and Twitter "tamanmini\_indo". Apart from information, photos will be displayed on social media managed by TMII Public Relations to attract visitors and increase interest in visiting. In addition, TMII Public Relations broadcasts art performances and videos live on "Official TMII" YouTube. TMII is also available on the official TMII website [www.tamanmini.com](http://www.tamanmini.com). This website contains a list of virtual visits, online ticket purchases, news, the latest articles, events, ticket prices, information and marketing services.

#### 3) Increasing tourist attraction

Encourage the activation of tourist attractions and organize events as a form of tourism industry development in line with the implementation of health protocols required by the government. All of these strategic steps aim to increase funding for TMII, improve the economy of the surrounding area, help the tourism sector revive, and help tourism businesses regain



economic stability. Therefore, cooperation and coordination between various stakeholders is needed to facilitate the achievement of the goals that have been set.

#### 4. Conclusion

Health, economy, and environment are all affected by the spread of sars-cov-2 (also known as covid19). tourism is one of the businesses that has been hit the hardest during the covid-19 period. because tourism activities can maintain mental health and well-being, people still try to achieve tourism goals without ignoring the covid-19 health protocol. in the midst of the outbreak, people are more likely to stay in their own country, and large families with young children are more likely to travel short distances than other tourists. thus, TMII as a domestic tourist destination remains attractive to local visitors because 74% of visitors are still interested in coming to TMII. Based on the study, the comfort and subordinate services of TMII are the most attractive destinations. TMII's services seem to prioritize visitor health, as tourist guides, health services, and clean toilets are the most attractive indicators. TMII can also provide a set of hand sanitizers and blankets for those who have paid for entrance tickets to tourist attractions to support the quality of the destination. indeed, even though TMII is in a very busy area, transportation options are the things that need the most improvement or development. visitor safety and security can be improved by collaborating with online transportation service providers. visitors can order online transportation that has collaborated with TMII to pick them up from their homes to domestic tourist attractions to improve the safety of TMII visitors. there are still some obstacles in this study. the lack of information requests should be expanded with more things to measure the value of each tourist attraction to support better research. it should also involve more respondents from various backgrounds and use inferential data to see the influence of each quality that can contribute to the attractiveness of tourist destinations.

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