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Tourism Hygiene in Supporting Tourist Confidence and the Sustainability of the Modern Tourism Industry in Indonesia

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Abstract:
Tourism hygiene has become integral to destination management as visitors increasingly prioritize cleanliness, health, safety, and comfort. This study examines how tourism hygiene may support tourist trust and the sustainability of Indonesia's tourism industry. Employing a qualitative library research approach, it reviews scientific publications, theoretical works, policy documents, standards, and institutional reports concerning hygiene, tourist perceptions, destination competitiveness, and sustainability. Evidence was interpreted descriptively and synthesized thematically. The findings identify eight interconnected dimensions: sanitation, personal hygiene, food safety, water quality, air quality, public facility cleanliness, waste management, and hygienic behavior. Consistent hygiene practices may improve perceived safety and service quality, thereby supporting tourist trust, positive experiences, and satisfaction. These perceptions may subsequently contribute to destination image, reputation, recommendations, revisit intention, competitiveness, and sustainability, although the relationships are conceptual rather than empirically established causal effects. Implementation in Indonesia remains constrained by inadequate infrastructure, uneven human resource capacity, limited financing, inconsistent monitoring, fragmented institutional coordination, and variations in community and visitor behavior. Accordingly, effective tourism hygiene requires measurable standards, reliable facilities, staff capacity development, routine evaluation, and collaboration among government agencies, destination managers, tourism businesses, communities, and visitors. The study positions hygiene as an integrated destination governance and environmental health concern rather than a standalone cleanliness activity. Further empirical research is needed to assess the proposed relationships across diverse Indonesian destinations and determine how local resource constraints shape sustainable and equitable implementation.

Keyword: Destination Competitiveness, Destination Governance, Sustainable Tourism, Tourism Hygiene, Tourist Trust

INTRODUCTION

Tourism is one of the strategic sectors contributing to global economic growth, employment generation, and sustainable development. The United Nations Tourism

Organization (UN Tourism) reported that international tourist arrivals reached approximately 1.4 billion in 2024, representing a recovery to 99% of pre-COVID-19 levels (Mutiah, 2025). This recovery has intensified competition among destinations and increased the importance of destination quality. Beyond natural beauty, cultural attractions, and supporting facilities, modern tourism increasingly depends on health, cleanliness, safety, and environmental sustainability. The COVID-19 pandemic has further strengthened tourists' attention to hygiene and health, making tourism hygiene an important consideration in destination management and visitor confidence.

Tourism hygiene extends beyond physical cleanliness to encompass environmental sanitation, waste management, food safety, water and air quality, and hygienic practices among tourism operators and visitors. Tourism and environmental quality are mutually influential because healthy ecological conditions are fundamental to destination attractiveness and tourism development. The integrated understanding of tourism therefore connects environmental management, local communities, and the tourism economy (Page & Connell, 2014). Contemporary destination policy additionally emphasizes adaptive environmental management and institutional coordination in response to tourism pressures and sustainability challenges (OECD, 2024). Accordingly, tourism hygiene can be understood as an integral component of destination quality, environmental health protection, and long-term sustainability.

In Indonesia, tourism plays an important role in national development. Statistics Indonesia reported approximately 13.9 million international tourist arrivals in 2024, an increase from the previous year, while domestic tourist trips exceeded one billion annually (Dewi, 2025). This high level of mobility intensifies interactions between tourists, local communities, and destination environments. Increasing visitor numbers may place additional pressure on sanitation facilities, clean water supplies, waste management systems, and public facilities. Therefore, tourism growth should be accompanied by adequate destination management capacity to maintain environmental quality and provide safe, comfortable, and trustworthy experiences.

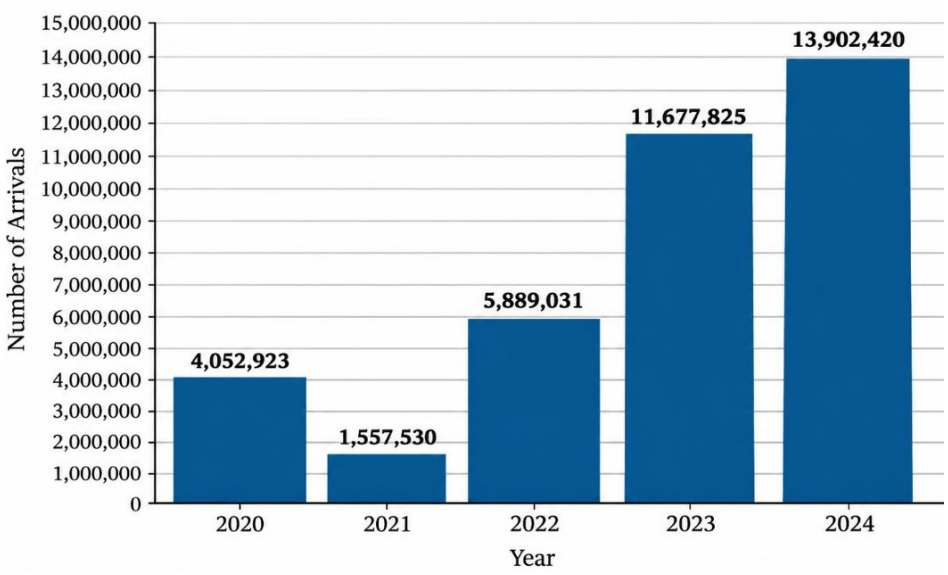


Figure 1. International Tourist Arrivals to Indonesia, 2020-2024
Source: Author, 2026

The Indonesian government has positioned cleanliness and sustainability as important elements of tourism development through standards and policies addressing sanitation, public health, waste management, and natural resource conservation. Nevertheless, existing studies indicate that the implementation of hygiene standards remains uneven across tourism destinations. Common problems include inadequate public toilets, limited access to clean water, ineffective waste and wastewater management, environmental pollution, low awareness of cleanliness, and weak monitoring. These challenges demonstrate that tourism hygiene cannot be addressed solely by providing physical facilities; it also requires adequate management capacity, consistent practices, institutional coordination, and the participation of tourism businesses, local communities, and visitors.

Previous empirical studies illustrate the gap between expected hygiene standards and actual conditions. A study involving 300 international travelers found that 46.3% of respondents experienced diarrhea during their trips, while 67% perceived sanitation as inadequate and 70% perceived hygiene conditions as inadequate (Chandra et al., 2022). In Indonesia, a destination-level evaluation of ten attractions found that none met all cleanliness, health, safety, and environmental sustainability (CHSE) indicators; eight fulfilled 48 of 49 indicators and two fulfilled 47 of 49 (Utomo et al., 2026). Although these findings concern specific study settings and cannot be generalized to all destinations, they illustrate the importance of hygiene, safety, and reliable assessment of facility conditions.

Previous research has also examined the relationship between hygiene, tourist experience, and destination sustainability from different perspectives. Previous research found that environmental sanitation management in the Aik Nyet natural tourism area contributed to destination attractiveness by creating a clean and comfortable environment (Lestari et al., 2023). Previous research identified problems involving domestic wastewater management, clean water access, and sanitation institutions in several tourism villages (Prayogo et al., 2026). At the international level, prior research highlighted the implications of sanitation and hygiene conditions for tourist health and travel experiences, while additional research found that perceived hygiene attributes in the hospitality industry were associated with hotel image, word of mouth, and revisit intention (Chandra et al., 2022; Yu et al., 2021). These studies establish the relevance of hygiene but differ in their settings, research focus, and analytical scope.

Tourist trust is another important consideration in understanding the implications of destination management quality. Previous research found positive relationships between destination reputation, tourist trust, and revisit intention, while complementary research emphasized the importance of tourist trust and perceived health risks in travel decisions during and after the COVID-19 pandemic (Hasan & Soliman, 2021; Shin et al., 2022). Taken together, these findings provide a basis for examining how observable hygiene conditions may shape tourists' perceptions of safety and quality and, in turn, contribute to trust. However, trust should not be equated with satisfaction, destination image, or revisit intention, as these concepts represent distinct aspects of tourist evaluation and behavior.

Despite these contributions, several research gaps remain. First, previous studies have often examined specific aspects of hygiene, such as sanitation facilities, food safety, or waste management, without integrating them into a broader destination

management framework. Second, the relationships among tourism hygiene, environmental health, perceived safety, tourist trust, and sustainability have not been comprehensively synthesized in the Indonesian context. Third, the institutional and operational challenges that influence hygiene implementation require consideration alongside tourist perceptions. An integrated literature synthesis is therefore needed to explain how the different dimensions of tourism hygiene relate to environmental health protection, tourist responses, destination competitiveness, and sustainability.

To address these gaps, this study conceptualizes tourism hygiene as a strategic component of destination governance rather than merely a routine cleanliness activity. Its contribution lies in integrating the operational dimensions of hygiene with environmental health, perceived safety, perceived quality, tourist trust, destination competitiveness, and tourism sustainability. This approach considers hygiene both as a preventive mechanism for reducing environmental health risks and as a potential source of information through which tourists evaluate destination management. The proposed relationships represent a conceptual synthesis of existing literature and require further empirical testing rather than being assumed to demonstrate direct causality.

This study employs a library research approach using a qualitative literature review to synthesize relevant scientific studies, policy documents, and tourism standards. It does not involve interviews or field observations; instead, it examines existing evidence on hygiene practices, tourist perceptions, implementation challenges, and implications for destination sustainability. Quantitative findings reported in previous studies are used as secondary evidence to support the interpretation of sanitation conditions, health risks, facility quality, and compliance with hygiene standards. The analysis emphasizes the integration of findings across different studies while recognizing differences in research methods, samples, and destination contexts.

The main research problem concerns how tourism hygiene is conceptualized and implemented in destination management, how hygiene conditions may contribute to tourist trust, and how hygiene can support tourism sustainability. Accordingly, this study aims to identify the principal dimensions of tourism hygiene, analyze implementation challenges based on previous research, and synthesize the potential relationships between hygiene, tourist trust, destination competitiveness, and sustainability. The urgency of this study lies in the need for a more integrated environmental health approach to tourism development in Indonesia. Its findings are expected to inform government institutions, destination managers, tourism businesses, and local communities in developing context-sensitive hygiene strategies that protect public health, strengthen visitor confidence, and support sustainable destination management.

RESEARCH METHOD

This study employed a qualitative approach using library research and a literature review to examine tourism hygiene in relation to tourist trust and the sustainability of the tourism industry in Indonesia. This approach was selected to interpret and synthesize existing concepts, practices, and research findings rather than statistically test relationships among variables. Qualitative research emphasizes meaning, context, and in-depth understanding of a phenomenon, while library research examines relevant issues through scientific literature and written sources (Adlini et al., 2022; Fiantika et al.,

2022; Zed, 2014). Accordingly, this study relied entirely on secondary sources and did not involve interviews or field observations.

Data sources were selected purposively based on their relevance, credibility, recency, and contribution to the research objectives. Primary sources consisted of scientific journal articles addressing tourism hygiene, sanitation, destination cleanliness, tourist perceptions and behavior, environmental health, service quality, tourist trust, and sustainable tourism. Secondary sources included methodological and theoretical books, government policy documents, national standards, official reports, and publications from relevant institutions. Literature searches were conducted through Google Scholar and other accessible academic publication sources using keywords such as tourism hygiene, tourism sanitation, destination hygiene, tourist trust, tourist satisfaction, destination sustainability, sustainable tourism, and environmental health, along with their Indonesian equivalents.

Publications from the preceding ten years were prioritized, while older works were retained when they offered relevant theoretical foundations. The selection process involved identification, screening of titles and abstracts, full-text eligibility assessment, and inclusion based on relevance, source quality, and the availability of information for synthesis. Sources that did not directly address the research focus were excluded. This process drew on general methodological guidance for literature-based inquiry without claiming the completeness of a systematic review (Adlini et al., 2022). The assessment framework also acknowledges national standards addressing cleanliness, health, safety, and environmental sustainability in tourism services (Badan Standardisasi Nasional, 2021).

Data extraction covered publication details, research context, hygiene dimensions, main findings, quantitative evidence, and implications for tourist experiences and destination sustainability. Quantitative information reported in the selected literature, including sample sizes, perception percentages, and sanitation compliance figures, was treated as secondary evidence and was not statistically reanalyzed. Data were analyzed descriptively and interpretively through comparison, categorization, thematic interpretation, and synthesis across sources. The analysis focused on three themes: (1) the dimensions and practices of tourism hygiene; (2) the relationship between tourism hygiene, perceived safety, tourist experience, satisfaction, and tourist trust; and (3) the contribution of tourism hygiene to destination competitiveness and sustainability. This process enabled the identification of recurring patterns, differences, research gaps, and conceptual relationships, consistent with the interpretive orientation of qualitative research (Adlini et al., 2022; Fiantika et al., 2022).

Data trustworthiness was supported through source triangulation by comparing findings from scientific articles, books, policy documents, standards, official reports, and previous research. The analysis also considered whether the evidence adequately supported the claims drawn from it, while recognizing differences in the contexts and limitations of the original studies. Accordingly, findings were interpreted contextually rather than generalized statistically beyond the sources reviewed. The resulting synthesis positions tourism hygiene as a component of tourism governance connecting environmental health, perceived safety, tourist experience, trust, destination competitiveness, and sustainability in Indonesia.

RESULTS AND DISCUSSION

1. Tourism Hygiene as a Multidimensional Concept

Tourism hygiene is a multidimensional concept that extends beyond physical cleanliness to encompass environmental conditions, health practices, facility quality, human behavior, and destination management. In the post-pandemic tourism context, hygiene has become increasingly important because tourists are more attentive to cleanliness, health risks, and the availability of basic facilities. Bibliometric evidence indicates growing scholarly attention to tourism hygiene over the past two decades, particularly following the COVID-19 pandemic, reflecting its shift from a technical concern to a strategic priority in destination management (Prayitno, 2023). This development also aligns with the broader concept of quality tourism, which considers not only visitor growth but also economic and sociocultural benefits and sustainable development (Antara & Mandala, 2023). Accordingly, tourism hygiene can be understood as a supporting condition for destination quality, competitiveness, and long-term sustainability. Assessments of environmental health and hygiene are most informative when environmental conditions, operational measures, and visitors' perceptions are evaluated separately (Rokayah & Widjaja, 2022).

This study identifies eight interconnected dimensions of tourism hygiene: sanitation, personal hygiene, food safety, water quality, air quality, public-facility cleanliness, waste management, and hygienic behavior. Sanitation concerns the availability and functionality of toilets, drainage, and wastewater disposal; personal hygiene includes handwashing and staff hygiene practices; food safety covers safe food preparation, storage, and serving; and water and air quality concern the safety of water supplies, ventilation, and exposure to pollutants. Public-facility cleanliness refers to the condition of toilets, pathways, seating, and shared spaces, while waste management encompasses waste separation, collection, transportation, and treatment. Hygienic behavior concerns the routine practices of tourism workers, visitors, and local residents. These dimensions are interdependent: sanitation relies on water availability and waste management, food safety is influenced by personal hygiene and facility conditions, and the cleanliness of public spaces depends partly on user behavior and maintenance practices.

Table 1. Operationalization of Tourism Hygiene Dimensions

Dimension	Operational indicators	Possible assessment	Key actors
Sanitation	Functional toilets, drainage, wastewater treatment	Facility audit; observation; water/wastewater records	Local government; destination managers; operators
Personal hygiene	Handwashing access, hand hygiene, staff practices	Observation; checklist; staff assessment	Food handlers; hotel and attraction managers
Food safety	Safe storage, preparation, serving, and temperature control	Inspection; checklist; food-handler practice review	Food businesses; public-health officers
Water quality	Reliable supply, safe storage, appropriate quality testing	Supply records; sampling where feasible	Water providers; local government; operators

Dimension	Operational indicators	Possible assessment	Key actors
Air quality	Ventilation, smoke/pollutant exposure, indoor comfort	Observation; ventilation review; measurement where available	Facility managers; environmental authorities
Public-facility cleanliness	Clean toilets, pathways, seating, and shared areas	Structured observation; visitor feedback	Destination managers; cleaning contractors
Waste management	Bins, segregation, collection frequency, final treatment	Waste audit; collection records; observation	Operators; waste agencies; communities
Hygienic behavior	Compliance with hygiene procedures by staff and visitors	Observation; survey; training and supervision records	Workers; tourists; community organizations

Source: Processed by the Researcher, 2026

An important methodological distinction must be made between objectively assessed hygiene conditions and tourists' subjective perceptions. Facility audits, water-quality tests, inspection records, and direct observations assess physical conditions or compliance, whereas visitor surveys capture perceived cleanliness, safety, and quality. These forms of evidence are complementary but not interchangeable. A destination may appear clean to visitors despite deficiencies that are not immediately visible, or may meet technical standards while tourists remain concerned because of previous experiences or inadequate communication. Consequently, tourism hygiene assessment should consider both actual conditions and visitor perceptions without treating one as a substitute for the other.

The eight dimensions also demonstrate that tourism hygiene is both a public-health concern and a component of destination management. Sanitation and water quality contribute to environmental health protection, while food safety and air quality are relevant to controlling potential health risks. Public-facility cleanliness is often directly observable by tourists, whereas hygienic behavior influences whether facilities and standards translate into consistent practices. Therefore, effective tourism hygiene requires coordinated action among public authorities, destination managers, tourism businesses, workers, tourists, and local communities. It cannot be achieved through routine cleaning or the provision of individual facilities alone.

Based on this synthesis, the study conceptualizes tourism hygiene as a destination health and cleanliness management system that links environmental health, perceived safety, tourist experience, and destination quality. Destinations with attractive attractions but inadequate sanitation, unsafe water, poorly maintained public facilities, or ineffective waste management may struggle to provide a consistently high-quality visitor experience. Tourism hygiene should therefore be integrated into broader destination governance and sustainability efforts.

2. Tourism Hygiene and the Formation of Tourist Trust

The conceptual pathway proposed here is a synthesis for further testing, not an established causal result: observable hygiene cues may inform perceived safety and perceived quality, which may in turn contribute to tourist trust. Prior experience, existing destination reputation, perceived health risk, media information, and the type of

destination may influence how tourists interpret the same hygiene cues. Trust should therefore be distinguished from satisfaction (an evaluation of the experience), destination image or reputation (broader accumulated perceptions), and revisit intention (a prospective behavioral response). Associations reported by individual studies should not be interpreted as proof that hygiene alone causes trust or repeat visitation.

The synthesis of the literature indicates that the relationship between tourism hygiene and tourist trust is better understood as a process of perception formation rather than as a direct relationship between cleanliness conditions and tourists' decisions to return. Tourists cannot observe all aspects of destination management. Instead, they rely on observable cues, such as toilet cleanliness, the condition of food service areas, water quality, public facility cleanliness, waste management, and staff behavior, to assess the quality of destination management. In this context, tourism hygiene functions as an observable cue that helps tourists reduce uncertainty regarding the safety and quality of the experience they are receiving or are likely to receive.

This process can be conceptually represented as hygiene → perceived safety → perceived quality → trust. Perceived safety refers to tourists' assessment that health and safety risks during their stay at a destination are adequately controlled. Perceived quality, meanwhile, refers to tourists' evaluation of the professionalism and overall quality of destination management. These two perceptions contribute to the formation of trust, which refers to the belief that a destination is capable of providing a safe, consistent, and reliable experience. Accordingly, trust should not be equated with satisfaction, destination image, or revisit intention.

The Guidelines for Cleanliness and Health in Tourist Destinations issued by the Ministry of Tourism and Creative prior research reinforce the importance of cleanliness, sanitation, and the implementation of health standards in creating a sense of safety and comfort for tourists (Economy, 2021). In this context, hygiene conditions represent more than physical characteristics. Cleanliness provides a signal of the extent to which destination managers are capable of controlling risks and maintaining service standards. Previous research, through a study of sanitation in tourism villages, similarly indicate that sanitation conditions are associated with the quality of the tourism environment and visitor experiences (Prayogo et al., 2026). These findings suggest that sanitation can form part of tourists' evaluation of destination management quality.

The conceptual distinction between trust and other constructs is important for interpreting these findings. Trust refers to a belief in the destination's capability and consistency in meeting expectations regarding safety and quality. Satisfaction, by contrast, represents an evaluation of the actual experience after tourists compare it with their prior expectations. Destination image and reputation have broader scopes because they develop through the accumulation of experiences, information, and perceptions concerning a destination. Meanwhile, revisit intention or loyalty represents a behavioral response that may emerge after tourists evaluate their overall experience. Maintaining these conceptual distinctions allows tourism hygiene to be positioned more precisely within the theoretical framework of this study.

Actual experience represents an important stage in this process. The cleanliness of public facilities, availability of clean water, condition of toilets, waste management, and implementation of health standards are attributes that tourists can directly observe. Previous research explains that tourists form destination perceptions through a

combination of rational and emotional factors (Singgalen, 2025). When observed conditions are consistent with tourists' expectations, positive perceptions of management quality may develop into trust. Conversely, dirty environments, poorly maintained facilities, or inadequate sanitation standards may increase perceived risk and reduce tourists' confidence in the destination manager's ability to provide a safe and well-managed environment.

Trust may subsequently contribute to tourist satisfaction and travel experience, although these constructs should not be treated as identical. Previous research explains that tourist satisfaction is related to the degree of congruence between the experience received and tourists' prior expectations (Suparman et al., 2023). In the context of tourism hygiene, clean, safe, and healthy destinations can provide conditions that support tourist comfort. However, satisfaction remains an overall evaluation of the tourism experience. Therefore, tourism hygiene should be positioned as one supporting component rather than as the sole determinant of tourist satisfaction.

This relationship may subsequently extend to destination image and reputation. Destination image develops through both direct experiences and information received by tourists before and after their visits. Policy research places environmental quality, coordinated institutions, and destination management among the conditions supporting tourism competitiveness (OECD, 2024). This perspective suggests that destinations consistently perceived as clean and healthy may possess stronger reputational capital. Conversely, waste problems, pollution, and poor sanitation may generate negative experiences that are subsequently disseminated through tourist communication.

In digital environments, this process becomes increasingly significant because tourists can communicate their experiences through online reviews, social media, and travel platforms. Previous research indicates that tourism service quality supported by effective cleanliness and health practices can strengthen tourist experiences and positive perceptions of destinations (Gultom et al., 2025). Accordingly, tourism hygiene may contribute to positive word of mouth, but this contribution operates through tourist experience, perceived quality, satisfaction, and trust rather than through a single direct mechanism.

Ultimately, revisit intention can be understood as one possible behavioral outcome of this sequence of evaluations. However, the synthesis in this study does not position tourism hygiene as a direct cause of revisit intention. A more defensible interpretation is that tourism hygiene provides fundamental conditions that support perceived safety, perceived quality, trust, and positive tourist experiences, which may subsequently contribute to satisfaction, destination image, recommendations, and revisit intention. Thus, trust represents an important linking mechanism, but it is not the only mechanism that explains tourists' behavioral responses.

3. Tourism Hygiene as an Environmental Health Protection Mechanism

The relationship between tourism hygiene and tourist trust can be understood as a process of perception formation rather than a direct relationship between cleanliness and tourists' decisions to return. Tourists often rely on observable cues, including toilet cleanliness, food-service conditions, water quality, public-facility maintenance, waste management, and staff behavior, to evaluate destination management. These cues may reduce uncertainty about health risks and service quality. Accordingly, this study

proposes a conceptual pathway of tourism hygiene → perceived safety → perceived quality → tourist trust. This pathway represents a synthesis for further empirical testing rather than an established causal result. Tourists' interpretations may also be influenced by prior experiences, destination reputation, perceived health risks, media information, and destination characteristics.

The importance of hygiene in shaping perceptions is consistent with the Guidelines for Cleanliness and Health in Tourist Destinations issued by the Ministry of Tourism and Creative prior research, which emphasize cleanliness, sanitation, and health standards in supporting tourists' safety and comfort (Economy, 2021). Hygiene conditions may therefore signal a destination manager's capacity to control risks and maintain service standards. Similarly, prior research, through their study of sanitation in tourism villages, indicate the relevance of sanitation to the quality of the tourism environment and visitor experiences (Prayogo et al., 2026). Previous research also explains that tourists form destination perceptions through a combination of rational and emotional factors (Singgalen, 2025). These perspectives suggest that visible and experienced hygiene conditions may contribute to perceived management quality and trust, although their influence depends on the context and tourists' expectations.

Tourist trust must be distinguished from satisfaction, destination image, and revisit intention. Trust refers to tourists' belief in a destination's ability to provide a safe, consistent, and reliable experience. Satisfaction represents an evaluation of the experience in relation to prior expectations, while destination image and reputation reflect broader perceptions shaped by personal experiences and external information (Suparman et al., 2023). Environmental quality and public-health considerations are integral to coordinated destination planning and competitiveness (OECD, 2024). These perspectives support the interpretation that consistently clean and healthy environments may contribute to a positive destination image, whereas pollution, poor sanitation, and inadequate waste management may undermine it. Nevertheless, hygiene is only one factor among several that shape tourists' overall evaluations.

The relationship may extend to digital communication and behavioral responses. Tourists increasingly share their experiences through online reviews, social media, and travel platforms, allowing perceptions of destination cleanliness and health conditions to influence how others evaluate a destination. Previous research suggests that tourism service quality supported by effective cleanliness and health practices can strengthen tourist experiences and positive destination perceptions (Gultom et al., 2025). Such experiences may support trust, positive word of mouth, and recommendations. However, these outcomes should be understood as potential consequences of a broader evaluation process rather than automatic effects of hygiene conditions alone. The conceptual pathway therefore recognizes the possible contribution of hygiene through perceived safety, perceived quality, trust, and the overall tourist experience.

4. Challenges of Tourism Hygiene Implementation in Indonesia

The implementation of tourism hygiene in Indonesia continues to face gaps between formal standards, infrastructure availability, institutional capacity, and operational practices. These challenges indicate that tourism hygiene is not merely a matter of providing facilities, but also of ensuring that standards are consistently implemented, monitored, and maintained. Previous research highlights disparities in

sanitation management between urban and rural destinations, limited funding, low community awareness, and inconsistent policy implementation (Prayogo et al., 2026). Such challenges are further complicated by differences in destination characteristics. Urban attractions may face high visitor density and large waste volumes, rural and village destinations may depend on limited local budgets and community-managed services, coastal and small-island destinations may experience water scarcity, and protected areas must balance visitor services with ecological protection. Consequently, health-protection objectives should remain consistent while technical solutions reflect local conditions and residents' access to water, sanitation, and waste services. Tourism growth can also increase local solid-waste burdens, strengthening the case for regular waste-management monitoring alongside visitor-service investments (Comerio et al., 2022).

Infrastructure and service capacity constitute a major implementation challenge. Toilets, clean water, drainage, handwashing facilities, waste bins, and wastewater treatment systems must be adequate for the number and characteristics of visitors. An evaluation of destination infrastructure and ecosystems identified gaps between existing conditions and tourist expectations, underscoring the importance of improving basic visitor facilities (Kore et al., 2024). Similarly, prior research reported that none of the ten tourist attractions examined met all CHSE indicators (Utomo et al., 2026). Eight attractions fulfilled 48 of 49 indicators, while the other two fulfilled 47 of 49 indicators. These findings illustrate that the existence of facilities and formal standards does not necessarily guarantee complete compliance or consistent operational performance. Maintenance, supervision, staffing, and sufficient financial resources remain essential to ensuring that facilities function effectively.

Human resource capacity and hygienic behavior represent another interconnected challenge. Tourism hygiene depends on personnel who can operate, maintain, and supervise facilities, including destination managers, cleaning staff, accommodation providers, food handlers, tour guides, and other tourism workers. Previous research emphasizes the importance of strengthening public-sector capacity, community education, and tourism business involvement in water, sanitation, and hygiene (WASH) management (Loehr et al., 2021).

However, knowledge does not always translate into consistent practice when facilities, incentives, supervision, and established routines are inadequate. Previous research highlights the relevance of examining hygiene and sanitation knowledge, attitudes, and practices among food handlers at Taman Tegalega, Bandung (Pratiwi et al., 2025). Tourists and local communities are also part of the hygiene system. Previous research associated increasing visitor numbers in the Gunung Salak Endah tourism area with waste-generation problems, while also identifying tourists' willingness to participate in waste management through a deposit-refund mechanism (Yulia et al., 2021). Previous research likewise identified waste-management problems and limited access to clean water, underscoring the need for collaborative solutions (Idrus et al., 2023).

Institutional fragmentation and weak coordination can further widen the gap between standards and implementation. Tourism hygiene involves public health, environmental management, public works, trade, transportation, safety, and tourism authorities; therefore, responsibility cannot rest with a single institution. International tourism policy research emphasizes policy coordination, stakeholder engagement,

strong institutional structures, and adequate financing in destination development (OECD, 2024).

Related research likewise highlights institutional capacity, community leadership, stakeholder collaboration, environmental protection, and community welfare as important elements of sustainable tourism governance (Santoso et al., 2024). Research on community-based tourism at Pantai Panjang, Bengkulu, has also identified challenges concerning community participation, the role of tourism awareness groups in decision-making, and the availability of supporting infrastructure. These findings suggest that effective governance must connect policy formulation with implementation, monitoring, corrective action, and community participation. Evidence from sustainable ecotourism governance also underscores the need to integrate environmental protection, community participation, and institutional coordination when planning destination services (Rosid & Yuliani, 2025).

Table 2. Stakeholder Roles and Governance Challenges in Tourism Hygiene Implementation

Stakeholder	Core Responsibility	Common Implementation Barrier
Tourism authorities	Set destination service expectations and coordinate tourism operators	Fragmented mandates; uneven destination capacity
Environmental agencies	Waste, wastewater, pollution control, ecological safeguards	Limited treatment capacity and monitoring resources
Public-health institutions	Health standards, food safety, risk communication, inspection	Limited inspection coverage and personnel
Local governments and service providers	Water, sanitation, drainage, and public facilities	Budget constraints; uneven utility access
Destination managers / operators	Daily cleaning, maintenance, visitor information, incident response	Staff turnover; operating costs; weak monitoring
Private tourism businesses	Food, accommodation, transport, and staff hygiene	Cost pressures; inconsistent staff practice
Community organizations / residents	Local participation, behavior, feedback, community-level services	Limited decision-making power or resources
Tourists	Responsible use of facilities and compliance with site rules	Low awareness; weak incentives or information

Source: Processed by the Researcher, 2026

Effective governance requires clearly assigned responsibilities, recurring financing, routine monitoring, transparent reporting, and corrective action when standards are not met. Coordination should therefore be assessed not only through regulations or meetings but also through inspection frequency, completion of corrective actions, facility functionality, and equitable community access to water, sanitation, and hygiene services. Community participation is most meaningful when residents are involved in planning, implementation, and monitoring rather than treated solely as recipients of awareness campaigns. Previous research emphasizes that monitoring, effective policies, and good governance are essential to destination sustainability (Ozgit, 2022). Accordingly, destination managers must assess whether facilities have sufficient

capacity, receive regular maintenance, and can accommodate fluctuations in visitor numbers. Collaboration among tourism actors is likewise central to the governance of waste-management challenges in small tourism islands (Koiwanit & Filimonau, 2023).

Based on this synthesis, tourism hygiene challenges in Indonesia can be understood through four interconnected gaps: infrastructure, institutional and human resource capacity, implementation, and monitoring. These gaps do not necessarily occur in a linear sequence. Strong management and community participation may partly compensate for limited infrastructure, while well-developed facilities may still fail to deliver adequate hygiene when maintenance, behavior, and supervision are weak. Improving tourism hygiene therefore requires a shift from simply providing cleanliness facilities toward establishing an integrated destination hygiene management system that combines infrastructure, financing, human resource development, education, monitoring, institutional coordination, and community participation. This approach positions tourism hygiene as an essential component of destination governance, environmental health protection, tourist experience, and sustainable tourism development.

5. Tourism Hygiene, Destination Competitiveness, and Sustainability

Tourism hygiene has strategic implications for destination competitiveness and sustainability because it contributes to environmental quality, perceived safety, tourist experience, and destination reputation. Previous studies suggest that hygiene-related attributes may be associated with hotel image, word of mouth, and revisit intention (Yu et al., 2021). However, hygiene should not be interpreted as an independent or sufficient determinant of tourist loyalty.

Rather, it provides conditions that may support perceived quality, trust, and positive experiences. Tourists often rely on observable cues, such as toilet cleanliness, food-service conditions, water quality, public facilities, surrounding environments, and staff behavior, to evaluate aspects of destination management that they cannot fully observe. One study, for example, identifies gaps between hygiene awareness and actual practices in Manado street-food settings, particularly in hand hygiene and waste management (Porajow & Kawatak, 2026). Such gaps may affect perceptions of service quality and culinary destination image.

Tourist trust is one possible mechanism linking destination experiences with subsequent behavioral responses. Previous research identifies an association between tourist trust and revisit intention, while complementary research reports positive relationships between destination reputation, tourist trust, and intention to revisit (Hasan & Soliman, 2021; Poon & Koay, 2021). In Indonesia, prior research found that travel experience, destination image, and destination trust were positively associated with revisit intention at Ubud Monkey Forest (Trius et al., 2023).

Nevertheless, these findings do not establish that tourism hygiene directly causes repeat visitation. Additional research further indicates that experience quality may relate to revisit intention through destination image, perceived value, and destination trust rather than through a direct relationship alone (Awang et al., 2026). Accordingly, this study positions hygiene as an early-stage condition that may contribute to perceived safety, perceived quality, and trust, while recognizing that behavioral outcomes depend on multiple factors.

Evidence from practical interventions also highlights the relevance of hygiene management to destination quality. Previous research found that toilet facilities at several tourist attractions and tourism villages in Subang Regency did not fully meet hygiene and sanitation standards (Budiarto et al., 2025). A capacity-building programme involving 40 destination managers and employees from 11 destinations improved participants' understanding and skills in toilet maintenance, the use of more environmentally friendly cleaning materials, and visitor education. Such findings illustrate the potential value of targeted interventions, although their broader effects on tourist trust, destination competitiveness, and sustainability require further assessment. More generally, hygiene-related improvements may strengthen a destination's reputation and competitive position when supported by consistent service quality, responsible management, and positive visitor experiences.

From a sustainability perspective, tourism hygiene has both benefits and potential environmental trade-offs. Improved sanitation, safe food handling, clean water provision, and effective waste management can reduce health risks and improve visitor comfort. However, cleaning and sanitation activities may also increase water and energy consumption, chemical use, wastewater generation, solid-waste loads, and operating costs. The overall sustainability effect therefore depends on local resource availability, treatment capacity, chemical selection, water-efficient technologies, life-cycle budgeting, and equitable access to basic services. Previous research emphasizes waste and energy management, community empowerment, tourist education, carrying-capacity regulation, and stakeholder collaboration as elements of sustainable tourism strategies (Sana, 2025).

The broader tourism literature supports treating hygiene as part of integrated destination management, connecting tourists, destination environments, local communities, and service providers (Page & Connell, 2014). International policy research also emphasizes the relationship between tourism governance, institutions, and environmental sustainability (OECD, 2024). From this perspective, sanitation, safe water, food safety, facility maintenance, and pollution control are practical components of destination management that help protect environmental quality and public health. Sustainable tourism research also emphasizes the importance of local participation and governance arrangements in managing environmental and social challenges across destinations (Afandi et al., 2025).

Tourism hygiene should therefore be understood as an investment in the environmental, social, and economic foundations of destination sustainability rather than merely as an operational expense. Previous research emphasizes that sustainability in the hospitality industry requires the integration of economic, social, and environmental dimensions, supported by human-resource development and partnerships among stakeholders (Bachri, 2024).

6. Integrated Tourism Hygiene–Trust–Sustainability Framework

Based on the literature synthesis, this study proposes an integrated conceptual framework positioning tourism hygiene as both a preventive mechanism and a governance mechanism within the tourism system. Its original contribution lies in integrating eight hygiene dimensions sanitation, personal hygiene, food safety, water quality, air quality, public-facility cleanliness, waste management, and hygienic behavior

with perceived safety, perceived quality, tourist trust, destination governance, social equity, and environmental trade-offs. The framework represents the authors' conceptual synthesis rather than a statistically validated causal model. It recognizes that hygiene implementation depends on infrastructure, human resources, financing, institutional capacity, monitoring, and stakeholder participation, while tourists' interpretations of hygiene conditions may also be shaped by prior experiences, destination reputation, and destination characteristics.

Conceptually, objectively assessed hygiene conditions and observable hygiene cues may influence tourists' perceptions of safety and quality. Perceived safety reflects tourists' assessment of whether health and safety risks are adequately controlled, while perceived quality concerns their evaluation of destination management and service standards. These perceptions may contribute to tourist trust, understood as the belief that a destination can provide a safe, consistent, and reliable experience. Trust remains distinct from satisfaction, destination image, reputation, and revisit intention.

Tourist experiences and satisfaction are also influenced by other factors, including attractions, prices, accessibility, service quality, and social interactions. Positive experiences may subsequently strengthen destination image and reputation through word of mouth, online reviews, and social media, while perceived value, satisfaction, image, and trust may contribute to revisit intention and loyalty (Hasan & Soliman, 2021; Awang et al., 2026; Poon & Koay, 2021; Trius et al., 2023).

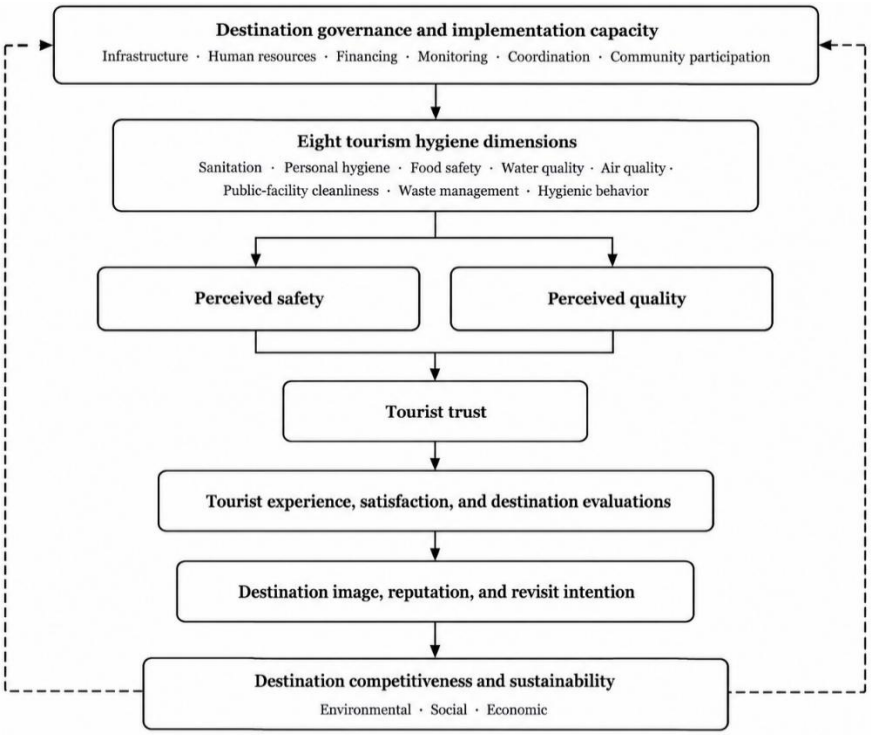


Figure 2. Integrated Tourism Hygiene–Trust–Sustainability Framework
Source: Processed by researchers, 2026

The framework extends beyond individual tourist responses by connecting hygiene management with destination competitiveness and sustainability. Effective hygiene practices may support environmental quality, public health, visitor comfort, and

destination reputation. However, these benefits are not automatic and depend on implementation capacity, governance, financing, and equitable access to basic services. Tourism sustainability therefore represents a broader system-level outcome encompassing environmental, social, and economic dimensions, rather than merely an increase in tourist arrivals or revisit intention. This interpretation draws on established systems-oriented tourism scholarship and recent research on environmental stewardship, governance, and sustainable destination management (Bachri, 2024; OECD, 2024; Page & Connell, 2014; Sana, 2025).

The relationships within the framework are not exclusively linear or unidirectional. A feedback mechanism is proposed whereby positive destination reputation and economic benefits may create opportunities for further investment in hygiene facilities, staff development, environmental management, and monitoring. Conversely, increasing visitor numbers without adequate capacity development may place pressure on water resources, sanitation, waste-management systems, and public facilities, potentially undermining hygiene conditions and tourist experiences. Destination type, ecological sensitivity, institutional coordination, resource constraints, and social equity may therefore influence both the feasibility and sustainability of hygiene interventions.

CONCLUSION

Based on the results of literature review, this study views tourism hygiene as a multidimensional concept. The concept is not only related to the physical cleanliness of a destination, but also encompasses aspects of sanitation, personal hygiene, food safety, water quality, air quality, cleanliness of public facilities, waste management, as well as hygienic behavior exhibited by both tourists and local communities. In the context of modern tourism, hygiene becomes an important part of destination management as it contributes to creating a sense of safety, comfort, and health for tourists. Therefore, tourism hygiene can be understood as one of the indicators of destination management quality that can enhance tourists' perception of safety and the quality of services received.

The synthesis of various studies indicates that the implementation of tourism hygiene is closely related to the formation of tourists' trust. Consistently maintained cleanliness standards, supported by adequate sanitation, proper food safety, well-preserved environmental quality, and effective management of public facilities, can reinforce tourists' confidence that a destination can provide a safe and reliable experience. This trust subsequently contributes to a more positive tourist experience and higher levels of satisfaction. In the next stage, tourists' experiences and satisfaction have the potential to shape the destination's image and reputation positively, which in turn encourages the spread of positive word-of-mouth recommendations and increases the intention to revisit. Thus, tourism hygiene is not positioned as the sole factor that directly determines tourist behavior, but rather as one of the strategic elements that supports the competitiveness of destinations and the sustainability of the tourism sector as a whole.

This study also reveals that the implementation of tourism hygiene in Indonesia still faces various complex challenges. Some of the main challenges include limitations in sanitation infrastructure and the provision of clean water, suboptimal waste management systems, varying human resource capacity, low consistency in hygienic behavior, weak supervision mechanisms, as well as suboptimal institutional

coordination and funding support. These conditions indicate that the success of implementing tourism hygiene cannot rely solely on the provision of physical facilities, but also requires an integrated destination governance system. Within this framework, the relationships between Tourism Hygiene, Perceived Safety, Perceived Quality, Tourist Trust, Tourist Experience, Tourist Satisfaction, Destination Image and Reputation, Positive Word of Mouth, Revisit Intention or Loyalty, Destination Competitiveness, and Tourism Sustainability are understood as an interconnected system. The effectiveness of these relationships is influenced by supporting factors such as destination governance, availability of infrastructure, quality of human resources, financial support, monitoring mechanisms, collaboration among stakeholders, as well as the behavior of the community and tourists.

With these findings, destination managers need to place tourism hygiene as an integral part of the destination management strategy. Efforts that can be undertaken include strengthening sanitation and cleanliness standards, providing clean water and adequate public facilities, developing a sustainable waste management system, enhancing the competence of tourism personnel, as well as strengthening education related to clean and healthy living behavior for both the community and tourists. In addition, regular monitoring and evaluation need to be conducted to ensure that hygiene standards are not merely administrative but are consistently applied in the operational practices of the destination.

For the development of policies and further research, efforts are needed to build a more integrated tourism hygiene management system involving the government, destination managers, tourism business actors, local communities, tourists, and various other stakeholders. Such collaboration needs to be supported by clear and measurable mechanisms. The government, together with destination managers, also needs to develop tourism hygiene indicators that can be measured objectively and integrated with service quality indicators, tourist safety, destination competitiveness, and tourism sustainability. Future research can test the conceptual model produced in this study through quantitative, qualitative, or mixed methods approaches in various types of tourist destinations in Indonesia. Thus, a deeper understanding of the relationship between tourism hygiene, tourist trust, travel experience, loyalty, destination competitiveness, and tourism sustainability can be obtained more comprehensively.

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