

TOUR GUIDE’S SAFETY CULTURE: FIRST AID OF WOUND INJURIES IN WHITEWATER RAFTING

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ABSTRACT

Whitewater rafting is a high-risk adventure tourism sport and frequently causes traumatic injuries due to a lack of safety culture implementation. The research aims to know the safety culture in first aid of wound injuries among guide in Ayung River. This was a descriptive study with a quantitative and cross-sectional approach enrolling 140 participants that selected by proportional random sampling technique with inclusion and exclusion criteria. Data was analysed using univariate analysis with frequency distribution. Based on five characteristics of safety culture, the majority of whitewater rafting guide had a good level of value in four categories. Safety culture in whitewater rafting well implemented by guide in Ayung River.

Keywords: first aid traumatic wound; guide; rafting; safety culture

INTRODUCTION

Health is a significant aspect of tourism. The majority of tourists put high consideration of their safety and health during a tourism activity (Dewi, 2018). Safety culture created a safe place and minimizes the risk of injury in tourism activities (Irzal, 2016). The implementation of safety culture in the tourism industry had a vital impact on improving security and interest o tourist for visiting tourist area. The number of tourist visitation in Indonesia is consistently increasing in the last five years (Indonesia Ministry of Tourism, 2015). Moreover, the number of international tourist visits increased significantly, as much as 13.86% each year from 2014 to 2018. Six million international tourists and 9.7 million domestic tourists visited Bali in 2019 (Bali Regional Statistical Institute, 2019).

Bali is a well-known tourism destination because of its cultural, historical, spiritual, recreation, nature, and adventurous water tourism attractions. Whitewater rafting activity is adventurous water tourism that popular among domestic and international tourists in Bali. Ayung River in Ubud is a whitewater rafting sites that highly visited by the tourist. The number of tourists visits in the Ayung River reached 350.000 tourists/year. Safety in the tourism industry is multi-complex and correlated with the social-cultural aspect in Bali. These cultural aspects also affected the safety culture in whitewater rafting activity. Safety culture is an important supporting aspect in creating safe and healthy tourism in Bali.

Rafting is a water tourism activity done by crossing rivers with a boat to move through rocks and river currents (Darsiharjo, Kastoloani & Nayoan, 2016). Whitewater rafting activity considered as a part of high-risk adrenaline tourism. Four accidents happened due to strong currents and lack

of awareness in the Ayung River for the last three years. Three cases of injury-related sports tourism also occurred on three of 47 tourists in Bali (Sohail et al., 2018).

Common health problems that happened during tourism activity were musculoskeletal injuries such as muscle tension (21.6%), open wound or vulnus appertum (29.7%), and low back pain that potentially cause inconvenience during tourism activity (10.8%) (Gandamayu, Agustini & Kusuma, 2016). Besides physical trauma, fear, anxiety, and depression due to accidents in whitewater activities also possibly occur. Safety culture is urgently required to prevent and managing injury or illness related to whitewater rafting activities.

Safety culture defined as a pattern of behavior based on safety awareness in supporting occupational health and safety among members of a company or organization (Gunawan & Waluyo, 2015). Safety culture in whitewater rafting areas highly required due to its high risk of hazard and life-threatening injury. First aid is basic medical care that could delivered by the whitewater rafting guide to save the tourist's life in accidents. First aid of wound injuries is a basic and quick medical care administered as life-saving action and prevention for more severe injury (Furst, 2018). Proper first aid required to minimize the risk of infection and bleeding due to accidents in whitewater rafting activities. Guides in whitewater rafting activities are responsible for providing adequate wound first aid for the tourist. Therefore, this study aimed to know the safety culture in first aid of wound injuries among guide in Ayung River.

METHOD

This descriptive study with a cross-sectional approach was conducted in February 2020 for two weeks. The study population was guides in the Ayung River whitewater rafting tourism area. Proportional random sampling applied as to select 140 as study participants. The inclusion criteria were: (1) had legal practice license and (2) had been minimum working 6 months before the study. The exclusion criteria were not willing to engage in the study and absent during the study. A modified safety culture questionnaire employed to collect the study data (Miranda et al., 2015). Validity and reliability of the questionnaire tested by a try-out used test. Results revealed that 37 questionnaire statements were valid and reliable with Cronbach's alpha value of 0.956. The data collection conducted after the participant had agreed to involve in the study by signing the informed consent.

Safety culture classified into five characteristics: safety value as recognized and understood value (6-24), leadership value in safety practice (10-40), safety value as a learning driving force (7-28), integrated safety value (9-36), and safety accountability (5-20) with the total score of 37-148. Participant's answers categorized into D, C, B, and A categories for poor with a score of 1, moderate with a score of 2, good with a score of 3, and very good with a score of 4, respectively. The data analysis then conducted by a univariate analysis on SPSS ver.25.

RESULTS AND DISCUSSION

Ayung River has many rapid water cascades that reach the third to the fourth level of water debit in the dry season. It indicated that the Ayung River could utilize for a safe white water rafting tour with a mileage of \pm 12 km. Fourteen whitewater rafting businesses or companies easily accessed in a safe route 30 minutes from Gianyar City. The mandatory equipment prepared for

the rafting activities in Ayung River were rubber boats, oars, life jackets, safety helmets, and knee guards. The guide also carried a first aid kit and performed wound first aid treatments to the tourist. The typical first aid treatment had administered to laceration or abrasion wounds were wound cleaning and povidone-iodine application.

Result revealed that the majority of the guide had very good safety culture as recognized and understood value (101 participants), leadership value in safety practice (100 participants), safety value as a learning driving force (87 participants), integrated safety value (96 participants), dan safety accountability (82 participants). According to those results, the safety culture practice among the study participant considered at a good level with a total score of 112-148.

Table 1.
 Guide's Safety Culture in Traumatic Wound First Aid (n=140)

<i>Safety Culture</i>	f	%
Safety Culture as Recognized and Understood Value		
Poor (1-37)	1	0.7
Moderate (38-74)	1	0.7
Good (75-111)	37	26.4
Very Good (112-148)	101	72.2
Leadership Value in Safety Practice		
Moderate (38-74)	1	0.7
Good (75-111)	39	27.9
Very Good (112-148)	100	71.4
Safety Culture as Learning Driving Force		
Poor (38-74)	2	1.4
Moderate (75-111)	51	36.4
Very Good (112-148)	87	62.2
Integrated Safety Value		
Poor (38-74)	2	1.4
Moderate (75-111)	42	30.0
Very good (112-148)	96	68.6
Safety Accountability Value		
Poor (1-37)	1	0.7
Moderate (38-74)	1	0.7
Good (75-111)	56	40.0
Very Good (112-148)	82	58.6

According to the study results, the safety culture practice evaluated by five characteristics of safety value among the guide categorized in good level. Safety culture as recognized and understood value defined as accident treatment and prevention comprehension required in a whitewater rafting activity (Brown, 2015). Purwaningsih, Miranda, and Handayani (2019) stated that safety is the significant aspect of purpose and strategy in arranging working procedures in a company. This value implementation indicated by safety culture as the priority establishment, guidance during the rafting, and education before and after the rafting. The availability of safety

culture procedures and first aid kit were safety value indication as recognized and understood value. Commitment in implementing safety culture affected understanding about the safety values. Active participation of the guide in managing tourist safety also required during the white water rafting activity.

Leadership value in safety culture developed safety culture dan leads the implementation of safety culture (Gunawan et al., 2016). The company's member and management parties with occupational health and safety consideration, commitment, responsibility, and participation showed leadership values in safety culture (Agustini & Kaliwanto, 2019). Directing the whitewater rafting activities appropriately, proper communication, and addressing warning signs or during the whitewater rafting activities were this value implementation. Appropriate communication skills in escorting the tourist was a part of tourist safety awareness in whitewater rafting activities.

Safety value as a learning driving force defined as direct participation in assessing hazards and work risks. Active participation in arranging standard operational procedures was a supporting factor in safety culture implementation that could identify by active participation in first aid training, training certificate ownership, and experiences in guiding whitewater rafting activities (Nurhayati, 2019). The hours of experience and training affected the ability to implement a safety culture during whitewater rafting guides activities in Ayung River. Integrated safety value is a value that developed an integrated safety system in work safety procedures (Heni, 2011). Wibowo and Widiyanto (2019), in their study, found that the workplace situation directly affected the ability of their staff in managing their job description with safe manners. The implementation of safety culture among the whitewater rafting guides shown by the availability of warning signs in the whitewater rafting area, tourist safety commitment, and appropriate day-offs. An accident due to severe weather found in this study. Extreme weather affected the guide in implementing safety procedures during the whitewater rafting activities.

Safety accountability is a mandatory value of a company and its member to safety culture (Wardhani, 2017). Nayiroh and Kusairi (2019) stated that a clear job description for each member of a company was a supporting factor in implementing appropriate safety culture practices. The implementation of safety culture among the whitewater guides showed by clear job descriptions provided by their company, guiding the whitewater rafting activities. A legal license for whitewater rafting activities among the guide also declared as a part of their job description. A comprehensive understanding of job descriptions and responsibilities was correlated with work performance improvement in ensuring safety during the whitewater rafting activities. Other factors that affected the accountability value were the level of knowledge related to the safety concept of whitewater rafting activities. Lack of supervision from the management parties of the tourism sites could result in a low accountability score. Supervision evaluates safety culture change among whitewater rafting guides.

CONCLUSION

Safety culture of the tour guide in first aid of wound injuries during whitewater rafting classified into the A category. However, poor safety culture practices were still found in two characteristics

and attributes of safety culture are recognized and understood value and safety accountability value characteristic.

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