Journal Of
Indonesian
Tourism, Hospitality
and Recreation

New Normal Attribute Destination as Strategy for Tourism Recovery After COVID-19

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A r t i c l e   I n f o

A b s t r a c t

The purpose of this research is to analyze changing behavior of tourists as an effect of the COVID-19 pandemic. One of the changes in tourist behavior during the COVID-19 pandemic is how tourists perceive the image of a tourist destination they visit during the pandemic. This study will explore more deeply changes in tourist perceptions of the new normal attribute destination image by adding a health protocol implementation dimension as a new dimension in measuring attribute destination image. The survey was conducted on 163 tourists who had already made tourist visits in new normal conditions. To determine the dimensions and measurements of the attribute destination image in new normal conditions, this research data analysis technique uses Confirmatory Factor Analysis (CFA). The results of the study found that the health protocol implementation dimension was able to be part of the measurement of the new normal attribute destination image. Based on the results of this study, every tourist destination needs to consider health protocol implementation so that it can begin to adapt to changing tourist behavior as a result of the impact of the COVID-19 pandemic.

A b s t r a k

Tujuan dari penelitian ini adalah untuk menganalisis perubahan perilaku wisatawan sebagai dampak dari pandemi COVID-19. Salah satu perubahan perilaku wisatawan selama pandemi COVID-19 adalah bagaimana wisatawan memandang citra destinasi wisata yang mereka kunjungi selama pandemi. Penelitian ini akan menggali lebih dalam tentang perubahan persepsi wisatawan terhadap citra destinasi atribut *new normal* dengan menambahkan dimensi implementasi protokol kesehatan sebagai dimensi baru dalam pengukuran citra atribut destinasi. Survei dilakukan terhadap 163 wisatawan yang sudah melakukan kunjungan wisata dalam kondisi normal baru. Untuk mengetahui dimensi dan pengukuran atribut citra tujuan pada kondisi *new normal*, teknik analisis data penelitian ini menggunakan *Confirmatory Factor Analysis* (CFA). Hasil penelitian menemukan bahwa dimensi implementasi protokol kesehatan mampu menjadi bagian dari pengukuran citra tujuan atribut *new normal*. Berdasarkan hasil penelitian ini, setiap destinasi wisata perlu memperhatikan penerapan protokol kesehatan agar dapat mulai beradaptasi dengan perubahan perilaku wisatawan akibat dampak pandemi COVID-19.

INTRODUCTION

Corona Virus Disease (COVID-19) is a new type of disease caused by the SARS-CoV-2 virus. The virus, which was discovered at the end of 2019, was declared a pandemic by the WHO (World Health Organization) because it has spread throughout the world and has infected many people. More than 150 million positive cases are confirmed and have resulted in 3.15 million deaths. The number of people infected with COVID-19 is caused by the local transmission through the respiratory tract (Sahin et al., 2020). To prevent the spread of the COVID-19 virus, almost all countries around the world have imposed area restrictions and restricted the activities of their citizens. Activities such as work, school, retail, and other daily activities are limited, and people are encouraged to keep doing activities at home (Santosa, Nuryanti, Prabowo, & Rahmawati, 2021).

The existence of such conditions makes many industrial sectors suffer losses, one of the industrial sectors most affected is the tourism industry sector (Anele, 2021 ; Mangruwa et al.,2021). According to UNTWO (World Tourism Organization) data, it was recorded that from January to October 2020 the number of foreign tourists worldwide decreased by 72%, with a total loss of US $ 935 (The Visual and Data Journalism Team, 2020). A significant decrease in the number of tourists also occurred in Indonesia, the Deputy for Destination Development and Infrastructure of the Ministry of Tourism and Creative Economy explained that the number of domestic tourists decreased by 61% when compared to 2019, while the number of foreign tourists decreased by 75.03% (Mustika, 2020). The decline in the number of domestic and foreign tourists occurred because many trips were postponed or even canceled due to regional restrictions and the tourists' fear of the possibility of being infected with COVID-19 if they traveled during a pandemic (Uğur & Akbıyık, 2020). After the COVID-19 vaccine was found and there were economic demands that community activities must continue for the economy could rise amid the pandemic, the Indonesian government began to implement the Adaptation of New Habits or New Normal. The new normal condition is a condition where all community activities must be carried out by implementing health protocols such as continuing to use masks when outside the home, maintaining distance (physical distancing), and reducing the number of mass crowds (Suprihatin, 2020; Wahyuni, Valeria, Firdaus, & Susanthi, 2020). In addition to implementing health protocols, under new normal conditions, regional restrictions have also begun to be relaxed, people can travel outside the area even though certain conditions are met. This new normal condition is a breath of fresh air for the recovery of the tourism industry, tourism players can start formulating appropriate strategies to increase the number of tourists after the decline in the number of tourists due to COVID-19 (Brouder et al., 2020; Zenker & Kock, 2020).

Long before the COVID-19 pandemic, the desire to visit a tourist destination was influenced by many factors, one of which was the destination image (Foroudi et al., 2018). Destination image is defined as the association of the affective and cognitive of tourists to a tourist destination (Kock, Josiassen, & Assaf, 2016). The more positive the image of a tourist destination, the greater the desire of tourists to visit the tourist destination (Nurazizah & Marhanah, 2020). However, after the pandemic, there have been many changes in tourist behavior, including the way tourists view the image of a tourist destination (Zenker & Kock, 2020). Previous research found that the destination image can change over time, so it is essential to study tourist behavior to know the development of the tourism business; choice of tourist destinations, evaluation of tourist destinations, and tourist behavior for future trips (Yonita & Amna, 2021). The occurrence of the Covid-19 pandemic ultimately changed the image of tourist destinations, especially for areas with a high number of Covid-19 infections (Zenker & Kock, 2020).

The change in the way tourists project the image of a tourist destination after the pandemic, especially in tourist destinations with a high number of COVID-19 infections, requires relevant research on destination image, namely how tourists view a tourist destination after the COVID-19 pandemic (Zheng, Luo, & Ritchie, 2021).

In addition, the Indonesian Government through the Ministry of Tourism and Creative Economy in order to restore the tourism industry ensures that tourism and creative economy players will refer to the new normality protocol in running their business (Azanella, 2021). The health protocol program that will be implemented is the CHS (Cleanliness, Health, and Safety), the CHS program includes cleanliness and public space and goods, coordination of tourist destinations with the COVID-19 Task Force (Istiqomah et.al, 2021) and related Regional Hospitals as well as regulating the number of crowds and social distancing regulations at all times. Tourist destinations (Nidya, 2020).

The implementation of this health protocol will certainly cause a change in the perception of tourists who initially judged tourist destinations only by looking at the attributes attached to tourist destinations (natural resources, general tourist infrastructure, tourist leisure and recreation, culture and history art, political and economic factors, natural environment, social environment) after the pandemic the tourist measurement was changed because tourists also measure how the tourist destinations implemented health protocols during their tourist visits (Kani et.al, 2018). The difference between this study and previous research is that there is an additional dimension of implementing health protocols to the attributes of tourist destinations that did not exist in previous studies because this research was conducted during a pandemic.

This research is expected to help the government and tourism industry stakeholders to determine the dimensions of the attributes of tourist destinations (Sari et.al, 2020) in the new normal condition with the result that they can choose the right strategy to face the recovery period after the COVID-19 pandemic. The tourist destinations selected in this study are four tourist destinations with the highest number of visitors in new normal conditions, the four tourist destinations include Bandung City, Pangandaran Regency, West Bandung Regency and, Garut Regency (Antara News, 2021)

LITERATURE REVIEW
Destination Image

The concept of destination image was born from the concept of brand image, Aaker explained that brand image is a set of brand associations in consumer memory (Souiden, Ladhari, & Chiadmi, 2017). Destination image is one of the important components in the destination branding strategy because it is a representation of knowledge, stored feelings, and the overall impression of a tourist towards a tourist destination (Souiden et al., 2017). In addition, the application of the right destination image strategy can be a determinant of success in developing tourism and tourism destination marketing because it is able to influence the demand and supply of the tourism industry (Wang, Hao, Law, & Wang, 2019).

Based on the stages, the destination image is divided into two stages, namely the stage of organic images and induced images. Organic images are images or descriptions of tourist destinations that tourists get indirectly, such as from books, magazines, television, news, films, newspapers, and other media. Meanwhile, induced images are pictures of tourists about tourist destinations that are obtained by promotion and communication carried out by tourism industry players and also images obtained directly by tourists when visiting these tourist destinations (Isa & Ramli, 2016). The focus of the destination image discussed in this study is the attribute attached to a tourist destination with the result that tourists can focus on assessing how the attribute of the tourist destinations they visit during new normal conditions based on their personal

experiences. Prior to the COVID-19 pandemic, researchers divided destination image dimensions into three, namely cognitive image, affective image, and conative image (Glyptou, 2021; Li, Ali, & Kim, 2016; Wang et al., 2019). Meanwhile, to measure the destination image attribute, only the cognitive image dimension is needed (Li et al., 2016). Cognitive image is a set of tourist beliefs and knowledge that reflects the evaluation of the attributes of a tourist destination (Riyanto, Andrianto, Riqqoh, & Fianto, 2019; Zhang, Fu, Cai, & Lu, 2014). This tourist destination attributes then become elements in measuring tourist evaluations of cognitive image. There are eight dimensions of tourist destination attributes that can be assessed cognitively by tourists (Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993).

Tabel 1. Dimension of Attribute Destination Cognitive Image

No	Dimension of Attribute Destination Cognitive Image	Definition	Source
1.	Natural Resources	Natural Resources are everything related to natural conditions such as mountains, beaches, weather, air, and climate in a tourist destination.	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)
2.	General Infrastructure	General infrastructure is the condition of the infrastructure contained in a tourist destination, including the public infrastructure that is most often used by tourists when visiting tourist destinations. Examples of general infrastructure include roads, airports, ports, terminals, public transportation, and health facilities.	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)
3.	Tourist Infrastructure	Tourist infrastructure is the infrastructure that is used more specifically than general infrastructure, namely infrastructure that is mostly used only by tourists. Examples of tourist infrastructure include hotels, restaurants, bars, discotheques, tourist and information centers.	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)
4.	Tourist Leisure and Recreation	Tourist leisure and recreation is the availability of recreational or entertainment places for tourists, which are included in tourist leisure and recreation including amusement parks, zoos, shopping places, and other	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)

No	Dimension of Attribute Destination Cognitive Image	Definition	Source
		recreational areas.	
5.	Culture and History Art	Culture and History Art is the availability of tourist options related to the culture and history of the local area	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)
6.	Political and Economic Factor	Political and Economic Factors are the political and economic conditions of tourist destinations visited by tourists, this indicator is described by the safety of tourists while in the place.	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)
7.	Natural Environment	Natural Environment is the environmental conditions around a tourist destination such as cleanliness and air pollution levels.	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)
8.	Social Environment	Social environment is the social environment felt by tourists when they are in a tourist destination, for example, such as the friendliness of local residents	(Asunción Beerli & Martín, 2004; Asunciòn Beerli & Martín, 2004; Echtner & Ritchie, 1993)

No	Dimension of Attribute Destination Cognitive Image	Definition	Source
		to tourists and the use of language at tourist sites that are easily understood by tourists.	

Source : Previous Research Related

This research will add another dimension of attribute destination image that is formed in the minds of tourists after the COVID-19 pandemic. This dimension is Health Protocol Implementation, which is an evaluation of tourists on the implementation of health protocols in anticipation of the spread of COVID-19 in a tourist destination. This dimension is formed from the existence of new normal regulations that require everyone to continue to apply health protocols when carrying out activities outside the home, including tourism activities. As previously explained in the research background that tourists still tend to have a fear of traveling in this new normal condition, the application of this health protocol can be one strategy to stimulate the desire of tourists to travel without fear of being infected with COVID-19.

Health Protocol Implementation

The health protocol implementation is an evaluation of the application of health protocols in a tourist destination based on consumer perceptions. Previous research has found that the application of health protocols in a tourist destination can affect consumer behavior and attitudes towards a tourist destination (Belinda, 2020; Yonita & Amna, 2021). The application of health protocols can be part of consideration which stimulates tourists to make tourist visits during the COVID-19 pandemic (Pratiwi, Rama, Sulistiyanti, Wahid Hasyim Jalan Menoreh Tengah, & Mungkur, 2021). The Standard Operational Procedure for implementing this

health protocol was adapted from the CHS (Cleanliness, Health, and Safety) program proposed by the government through the Ministry of Tourism and Creative Economy (Belinda, 2020; Nidya, 2020).

a. Application of personal protective equipment (masks, face shields)

The application of personal protective equipment is the firmness of tourist destination managers in implementing regulations for anyone, both managers and visitors to tourist sites, to always use masks in every tourist activity.

b. Availability of thermometer

The availability of thermometers or body temperature checking devices at tourist sites is part of the SOP for implementing health protocols at tourist sites because it is to determine the body temperature of tourists when they are at tourist sites. This is anticipation if there are tourists who are in a fever condition (> 37.2 degrees Celsius) so as not to enter tourist sites because fever is indicated as a symptom of COVID-19 infection.

c. Availability of personal hygiene facilities (hand sanitizer, hand washing area)

The availability of personal hygiene facilities is one of the SOPs for implementing health protocols because it anticipates the transfer of the virus between tourist site managers and tourists who come through dirty hands.

d. Limiting the number of visitors to comply with social distancing regulations

Limiting the number of visitors to tourist sites is a form of compliance with tourist sites in following government regulations regarding social distancing, with a visitor restriction of 25-50%, it is assumed that visitors to tourist sites are not close to each other so as to minimize the possibility of the spread of the COVID-19 virus.

e. SATGAS COVID-19 as a supervisory function

The existence of the SATGAS COVID-19 is a function of supervision of the implementation of health protocols, if there are elements, both from the management of tourist sites and visitors who do not follow the rules for implementing health protocols, the SATGAS COVID-19 is the law enforcer.

Research Hypothesis

Based on the previous explanation, the following are the hypotheses in this study:

H1: Cognitive image is a reflection of the new normal attribute destination image

H2: Health Protocol Implementation is a reflection of the new normal attribute destination.

RESEARCH METHOD

The objects in this study are tourists who have made tourist visits in new normal conditions to the four most visited tourist destinations in West Java Province, namely: Bandung City, Pangandaran Regency, West Bandung Regency, and Garut Regency with the scope of research regarding measurement attribute destination image in new normal condition. These four tourist destinations have become favorite tourist destinations because each has its attraction as a tourist destination. The attractions offered by these four destinations include natural beauty such as mountains and beaches as well as access to infrastructure and the availability of complete tourist facilities as well as a wide selection of tourist attractions on offer.

This research is designed as a type of survey research. So that the research objectives can be achieved in accordance with the formulation of the problem posed, the data and information obtained about consumers will be retrieved through the distribution of questionnaires using google-form as a tool for collecting respondents' answers to questionnaires. The population in this study are tourists who have made tourist visits in new normal conditions to these four destinations.

The sampling technique used is non-probability sampling, judgmental (purposive) sampling. Each element of the population has

an equal chance of being selected. The determination of sample size in this study is based on the theory proposed by Hair et al (Hair & et al., 2010) namely the sample size for confirmatory factor analysis is between 100 to 200. Data processing techniques to determine the weighting of respondents' answers are carried out using a differential semantic scale. with a 10-point measurement scale, the differential semantic scale is an attitude measurement scale created by Osgood (Osgood, Suci, & Tannenbaum, 1957). This research data analysis technique uses Confirmatory Factor Analysis (CFA), which is one method used to test how well the variables measured can represent the construct or factors that were formed previously (Hair & et al., 2010). CFA is divided into two, namely First Order CFA and Second-Order CFA, in First Order CFA a latent variable is measured based on several indicators that can be measured directly while in Second Order CFA latent variables are not measured directly through assessment indicators, but through latent variables (dimensions). another. This study uses second-order CFA in its analysis to determine whether the 13 indicators of the two-dimensional Cognitive Image and Health Protocol Implementation variables are able to represent the New Normal Attribute Destination Image variable well.

Table 2. Dimension and Indicator for Research Variable

No.	Dimension	Indicator
1.	Cognitive Image	Natural Resource
		General Infrastructure
		Tourist Infrastructure
		Tourist Leisure and Recreation
		Culture and History Art
		Political and Economic Factor
		Natural Environment
		Social Enviroment
2.	Health Protocol Implementation	Application of personal protective equipment
		Thermometer
		Availability of personal hygiene facilities

Limitation on the number of visitors	
COVID-19 Task Force	

Source: Previous Research Related

Characteristics of Respondents

The data obtained in this study were 163 tourist respondents who had made tourist visits to four popular destinations in West Java in New Normal conditions. Characteristics of respondents in this study were divided into several groups including age, gender, education level, monthly income, and occupation of the respondent.

Table 3. Characteristics of Respondents

Characteristics of Respondents		N	Percentage
Gender	Male	72	44%
	Female	91	56%
Age	17-22 years old	21	13%
	23-28 years old	67	41%
	29-34 years old	32	20%
	35-40 years old	28	17%
	> 40 years old	15	9%
Education	Highschool	50	31%
	Associate	12	7%
	Bachelor Degree	82	50%
	Master Degree	11	7%
	Doctoral Degree	8	5%
Monthly Eraning	< Rp 5.000.000	58	36%
	Rp 5.000.001 – Rp 10.000.000	63	39%
	Rp 10.000.001 – Rp 15.000.000	25	15%
	15.000.001 – Rp 20.000.000	14	9%
	> 20.000.000	3	2%
Occupation	Civil Servant	21	13%
	Private Employee	47	29%
	Entrepreneur	37	23%
	State-owned enterprises Employees	28	17%
	Others	30	18%

Source: Research Result 2021

Based on the results of the data collection of research questionnaires, it was found that the number of respondents was dominated by female tourists, as many as

56%. Meanwhile, based on age, the number of respondents is dominated by the age range of 23-28 years, this is because, in that age range, respondents are already of working age and earning and have good energy/physical strength so they travel more often in new normal conditions, compared to other age ranges. The number of respondents is also dominated by foreign tourists with a strata 1/bachelor's education level, which is as much as 50%, besides that respondents are also dominated by those with incomes in the range of Rp. 5,000,001 – Rp. 10,000,000. Other results show that most of the respondents are private employees with a percentage of 29%.

Table 4. Loading Factor Indicator

Indicator	Dimension	Loading Factor
Natural Resource	Cognitive Image	0,685
General Infrastructure	Cognitive Image	0,709
Tourist Infrastructure	Cognitive Image	0,751
Tourist Leisure and Recreation	Cognitive Image	0,609
Culture and History Art	Cognitive Image	0,591
Political and Economic Factor	Cognitive Image	0,585
Natural Environment	Cognitive Image	0,533
Social Enviroment	Cognitive Image	0,641
Application of personal protective equipment	Health Protocol Implementation	0,636
Thermometer	Health Protocol Implementation	0,613
Availability of personal hygiene facilities	Health Protocol Implementation	0,79
Limitation on the number of visitors	Health Protocol Implementation	0,704
COVID-19 Task Force	Health Protocol Implementation	0,739

Source: Research Result 2021

Based on the loading factor table of the research indicators above, it can be seen that the standard factor loading value generated by each research variable indicator has a good value, which is more than 0.5 (Joseph.F. Hair & et al., 2010). The overall dimensions of the variables, namely Cognitive Image and Health Protocol Implementation, have factor loading values that meet the criteria. This is also supported by the results of model testing by looking at the goodness of fit value in table 4 which shows that some test values can fit the required Cut-off value criteria, namely the value of good or fit CMIN/ DF, GFI, TLI, CFI, and RMSEA. Therefore, the measurement modeling of the New Normal Attribute Destination Image variable has a good or feasible research model.

Table 5. Goodness of Fit Model

Goodness of Fit Index	Analysis Result	Cut-off Value	Model Evaluation
CMIN/DF	1.616	< 2.000	Good
Chi-Square	103.446	expected small	Marginal
GFI	0.913	> 0.9	Good
AGFI	0.876	> 0.9	Marginal
TLI	0.945	> 90	Good
CFI	0.955	> 95	Good
RMSEA	0.062	< 0.08	Good

Source: Research Result 2021

Hypothesis Test

Hypothesis testing in this study uses path analysis, which is a method to analyze the relationship between latent variables in the research model (Joseph.F. Hair & et al., 2010). With Path analysis, the relationship between latent variables will be analyzed using one-way arrows. This means latent variables can influence each other and will cause a causal relationship.

To perform Path Analysis using tools, namely AMOS. The test indicators from Path Analysis are the Standardized Regression Weight, critical ratio or t-value, and p-value. If the value of the Standardized Regression Weight is more than 0.50, it can be said that the hypothesis has a strong influence and relationship. If the standard regression weight

value is less than 0.1, it means that the hypothesis has a small influence and relationship and the critical ratio value > 1.96.

RESULT AND DISCUSSION

The results of the study show that there is indeed a change in the way tourists view the image of a tourist destination, the results of this study are in line with Zenker & Kock's statement which said that the pandemic was able to change tourist behavior (Zenker & Kock, 2020). This study reformulates how tourists view the attributes of tourist destinations in new normal conditions by using a cognitive image as a fixed dimension in the destination image attribute and adding the dimensions of implementing health protocols. Based on the test results of factor analysis, cognitive image and health protocol implementation can reflect the new normal attribute destination image.

In new normal conditions, tourists' assessment of the cognitive image of tourist destinations is a basic assessment seen by tourists, therefore the tourism industry must maintain the quality of each of these dimension indicators so that tourists have a good assessment of the tourist destinations they offer.

The first cognitive image indicator that will be discussed is natural resources, the results of this study found that natural resources were one of the things that were evaluated by tourists when visiting tourist destinations in new normal conditions, in line with the results of previous studies (Alcaniz, Garcia, & Blas, 2009; Castro, Armario, & Ruiz, 2007; Chen & Tsai, 2007; Lin, Morais, Kerstetter, & Hou, 2007) that natural conditions are one of the components evaluated by tourists so that tourism industry stakeholder must display pleasant natural conditions for consumers such as beaches, mountains, and other beautiful natural scenery.

The second indicator that is used as a tourist evaluation material is general infrastructure, the availability of public facilities and infrastructure such as roads, airports, ports, bus terminals, public transportation, and health facilities are important things that need to be considered so that as long as tourists enjoy all these facilities and infrastructure without obstacles (Castro et al., 2007; Lin et al., 2007; Martin, 2008).

The third indicator in cognitive image dimension is tourist infrastructure. In contrast to general infrastructure, tourist infrastructure is the facilities and infrastructure provided by a specific tourist destination for tourism activities such as the presence of hotels, restaurants, bars, and tourist information centers. The condition of this tourist infrastructure still needs to be considered in terms of the number and variations so that tourists have many choices when traveling so that the evaluation of this component is good and can improve the image of the attributes of tourist destinations (Alcaniz et al., 2009; Castro et al., 2007; Kim, McKercher, & Lee, 2009; Lin et al., 2007; Martin, 2008; Qu, Kim, & Im, 2011).

The fourth cognitive image indicator discussed in the study is Tourist Leisure and Recreation, namely the availability of recreational or entertainment places for tourists, which are included in tourist leisure and recreation including amusement parks, zoos, shopping places, and other recreational areas. The purpose of tourists visiting tourist destinations is to enjoy recreational or entertainment places at these tourist sites, so the tourism industry manager must be able to provide varied recreational and entertainment options so that tourists are able to fulfill their desire to travel (Alcaniz et al., 2009; Castro et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Kim et al., 2009; Qu et al., 2011).

The fifth indicator in the cognitive image dimension is Culture and History Art, namely the image of a tourist destination based on the availability of cultural and historical tourism in that place. not infrequently tourists make tourist visits not only to enjoy the sights and modern tourism, but some of them want cultural and historical tourism related to the city/ place they visit, so that if the manager of the tourist destination is able to provide appropriate historical and cultural tourism then will create a good image in the minds of

consumers towards these tourist destinations (Alcaniz et al., 2009; Castro et al., 2007; Chen & Tsai, 2007; Chi & Qu, 2008; Kim et al., 2009; Martin, 2008).

The sixth indicator is political and economic conditions. Political and economic conditions of the country or city where the tourist destination is located affect to a sense of security while visiting tourist destination. Stable political and economic conditions will provide comfort for tourists because there is no political conflict that causes demonstrations and a low crime rate because the economy of the country/ city visited is in a stable condition. Therefore, the political and economic conditions of tourist destinations are part of assessing the image of a tourist destination (Alcaniz et al., 2009; Castro et al., 2007; Chi & Qu, 2008; Kim et al., 2009).

Seventh attribute of the destination image is the environmental conditions, in this study the tourist destination environment is divided into two, namely the natural environment and social environment. The natural environment is a condition of the natural environment of tourist destinations such as the cleanliness of the surrounding environment and the level of air pollution. Tourists who make tourist visits certainly want clean tourist destinations with low levels of air pollution because they can provide relaxation for them, therefore, cleanliness and low air pollution can be part of the evaluation of the image of tourist destinations by tourists (Alcaniz et al., 2009; Castro et al., 2007; Kim et al., 2009; Martin, 2008; Qu et al., 2011). The social environment is described by the friendliness of the local population to tourists and the use of the language of residents and industry players that are easily understood by tourists. Friendly residents and the use of easily understood or universal language can make tourists feel welcome and at home so that they will give a good assessment of the image of tourist destinations (Alcaniz et al., 2009; Chen & Tsai, 2007; Chi & Qu, 2008; Kim et al., 2009; Martin, 2008).

As has been explained in the background that there is a change in tourist behavior after the pandemic occurs, new measurements are needed to determine the assessment of tourists on the destination image attribute, based on the results statistical tests proved that the five indicators offered in the health protocol implementation dimension were able to become a new measurement to find out how tourists evaluate the image of tourist destinations in new normal conditions. The first indicator to measure this dimension is the use of personal protective equipment, in this case, masks. The compliance of all involved in tourism activities in using masks, both visitors and managers, is one of the considerations for tourists in assessing the good or bad image of the tourist destination in new normal conditions. Because tourists still want to feel safe from the potential spread of the virus and the use of masks applied to everyone at tourist sites can be a preventive measure so that the virus does not spread and the more people who use masks, the lower the chance of spreading the COVID-19 virus (Desai & Aronoff, 2020; Nina Bai, 2020).

The second indicator in the HPI is the availability of a thermometer which is one of the early detection efforts and prevention of the spread of COVID-19. Body temperature measurements in public areas such as tourist attractions are carried out using a non-contact thermometer to minimize the risk of spreading the virus (Paramudita et al., 2021). Based on this, it is appropriate that the availability of a thermometer is one of the components of tourist assessments in assessing the good or bad image of tourist destinations in new normal conditions.

The third indicator in implementing the health protocol is the availability of personal hygiene equipment, namely a place to wash hands or the availability of hand sanitizer. The results of previous studies have proven that hand washing both by washing hands and hand sanitizer can effectively prevent the spread of the COVID-19 virus, especially in public places (Mohan, Shiv, Neha, & Sanjay, 2020). In line with this research, visitors to tourist sites also make the availability of personal hygiene tools

(handwashing and hand sanitizer) part of the evaluation of the attribute image assessment of tourist destinations.

This availability can make tourists give a positive image to tourist destinations because they can facilitate them and other visitors to maintain personal hygiene. The fourth indicator measured in the HPI dimension is the application of physical distancing, namely by limiting the number of visitors at tourist sites. According to experts, the application of physical distancing can be an effective strategy to reduce the spread of the COVID-19 virus (Jones et al., 2020; Koh, Naing, & Wong, 2020).

This research is in line with the statement that tourists also think that it is important to implement physical distancing at tourist sites so that they can carry out tourist activities without fear of contracting the virus because they are too close physically to other visitors. The last indicator which later became the measurement of the HPI dimension was the presence of SATGAS COVID-19 at tourist destination points so that it could serve as a function of monitoring the implementation of other health protocols, namely the use of masks, the availability of personal hygiene equipment and thermometers as well as the application of restrictions on the number of visitors. With the existence of a SATGAS consisting of the Civil Service Police Unit, it is hoped that the application of health protocols at tourist sites can continue to be applied without exception so that the spread of the COVID-19 virus can be completely minimized in every tourist activity.

CONCLUSION

The results show that tourists' evaluation of the attributes that exist in tourist destinations is no longer limited to cognitive images such as natural resources, general tourist infrastructure, tourist leisure and recreation, culture and history art, political and economic factors, natural environment, and social environment. The health protocol implementation dimension is part of the dimension that is evaluated by tourists when they assess the image of tourist destinations in new normal conditions. The results of the empirical analysis of the destination image attribute construction using confirmatory factor analysis revealed that the use of masks, the availability of thermometers, the availability of personal hygiene equipment, restrictions on the number of visitors, and the presence of the SATGAS COVID-19 represent the dimensions of health protocol implementation in the new normal attribute destination image. Strategy branding regarding the destination image attribute needs to be updated because there has been a change in tourist behavior as a result of the COVID-19 pandemic (Yonita & Amna, 2021; Zenker & Kock, 2020).

The results of this research can be a recommendation for all those involved in the tourism industry. First, the findings of this study can be used as a reference for tourism entrepreneurs, tourist site managers can begin to pay attention to the importance of the health protocol implementation dimension in creating a positive image in the minds of consumers towards the attributes of their regional destinations. In particular, they can apply the five indicators offered from the health protocol dimension which are indeed proven to be able to give a positive impression on tourist destinations, especially during the new normal period. In addition, if health protocols have been implemented at tourist sites, tourism marketing managers need to pay more attention to how these health protocols are implemented, whether they have followed the recommended rules to be able to provide comfort to the tourist.

Tourist perceptions of a tourist destination are generally formed based on personal experience (Taufik & Prabowo, 2020), the experiences they feel while visiting tourist destinations will be a source of their evaluation to assess the good or bad image of the tourist destinations they visit (Foroudi et al., 2018). Therefore, tourism industry stakeholder (government, private sector in tourism and society) and tourism marketing managers must formulate appropriate strategies to strengthen a positive

image so that the tourism industry can rise from adversity as a result of the COVID-19 pandemic. In addition, to increase the number of visitors to tourist destinations, policymakers (government) can participate by facilitating the presence of the COVID-19 Task Force at every tourist destination point, especially those that have the potential to be visited by many tourists so that tourism activities continue to run based on the rules for implementing health protocols. In addition, the local government in tourism sector can provide regulation that requires the tourism industry to apply health protocols in each of their business activities strictly.

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