

HOTEL AND NIGHTCLUB DEVELOPMENT: A REFLECTED PERSPECTIVE OF SMOKE-FREE ZONE (SFZ) IMPLEMENTATION IN BOGOR CITY INDONESIA

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INTRODUCTION

The City of Bogor Indonesia has a long history in instilling an extraordinary identity. The existence of the Capital of *Pajajaran*; the Former Central and Colonial Government in Pre-Freedom Era has turned Bogor City as the center of research and tourism, and the most comfortable settlement thorough today. Tourism is a sector that drives the growth of the tertiary and secondary sectors in Bogor City, which has the largest contribution compared with other sectors.¹

The majority of the society are working outside and they back to the city at night or during the weekend, which tells that any policies should be able to accommodate this habits as well as see the benefits of the tourism in the city. However, the government should take a look at the tourism potentials of the city for development that is not only for social and

cultural beneficiary, but also for community.

TOURISM DEVELOPMENT

Currently, the development of the tourism of Bogor City focuses on trade and industry sectors, hotels, restaurants and nightclubs. Hotels and nightclubs are the main sectors that contributes to the total of Gross Domestic Product (GDP) in the city and it will be growing rapidly. Bogor city consists of 6 sub-districts namely North Bogor, South Bogor, East Bogor, West Bogor, Central Bogor and Tanah Sareal sub-municipalities that are respectively divided in 68 villages (*kelurahan*).²

In 2014, there were 48 luxury hotels with a total of 2,936 rooms, which was dynamically increased from 2010 with 22 hotels. This impacts on the number or the trend of both domestic and foreign tourists. In 2014 there were 3,020,857 tourists

staying in the city of Bogor, which considered as an increase number from 2010 with only 1,292,848 tourists. At the same time, it was reported that there were 15 nightclubs exist along with *karaoke* and billiards in 2014. Based on the tourism sector revenues data, both hotels and nightclubs have a huge role in the economic growth of Bogor City through the hotel and nightclubs taxes. The city obtained over than 51 billions IDR in 2014 which was higher than the earnings in 2010 (6.5 billions IDR); and for nightclubs taxes, in 2014, amounted over to 21 billions IDR higher than the taxes in 2010 (7 billions IDR).¹

SMOKE-FREE ZONE (SFZ) LOCAL GOVERNMENT REGULATION

Obviously, Bogor City's local government has been one of the best practical city for smoke-free zone (SFZ) development regulated since 2011 by the Indonesia Ministry of Health. SFZ local government regulation was arranged implicitly in Local Government Regulation No. 12/2009 about smokes-free zone, and further regulated by the Major of Bogor Regulation No. 7/2010 about guideline of SFZ impementation. Specifically, SFZs regulation in Bogor City was assigned to eight zones that comprised of: (1) public places, (2) work places, (3) praying places, (4) assembly place for children for children or playground, (5) public transportation, (6) education environment, (7) healthcare facilities, and (8) sport facilities.³ However, every implementation of this policy is always followed by challenges and obstacles.^{4,5}

Since Mei 2010, several efforts have been set to succeed SFZ implementation by the local government of Bogor City, whcih consist of: no smoking campaign, symphatic action, incidental inspection, minor crime application, social strengthening by forming no-smoking

communities, monitoring and evaluation of 8 SFZs' zones, counselling for smoking cessation in 24 health centers (Puskesmas), etc. However, several challenges are being faced in SFZ activities, such as lack of role-model by apparatus, insufficient knowledge of smokes harmful and poor commitment by SFZ managers, particularly in the hotel and nightclub management.^{6,7}

PREVALENCE ON HOTELS AND NIGHTCLUBS' COMPLIANCE

In 2013, smoking prevalence on 15-19 years old increased 13.1% than its rate in 2010 in Bogor City.⁸ Daily smoking average of this group amounted 7.5 cigarettes per day, and ocassional smoking average reached 7.4%. It also happened on the group aged 20-24 years with daily smoking average was 30.6% (9.8 cigarettes per day) and occasional smoking achieved 7.1%.^{2,7} In response to this, various activities organized by local government to decrease this potential harming in public domains such as hotels and nightclubs. A monitoring of SFZ regulation has been generated and reported twice annually since 2011 in those 8 zones routinely and it shows an effectiveness with the significant increase of compliance on those zones (85.9%) in September 2014 than its previous compliance proportion (81.4%) in March 2014.⁷ In contrast, nightclubs show the low compliance from 50.0% in March 2014 to 24.1% in September 2014. However, although the hotel compliance is increased, this result is still below the outcome indicator that constituted by Tobacco Control Support Center of Indonesian Association of Public Health Expert (TCSC-IAKMI). TCSC-IAKMI prescribed that it must be 100% free smokes for all closed building which was set to SFZs' regulation.⁹

Thus, for this reasons, hotels and nightclubs should be the major concerns,

which may impact non-smokers such as children. However, further study is needed in regard to the implementation of SFZ's regulation as well as the law enforcement and its control for public health policies.

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