



Community Knowledge and Managers' Perspectives Regarding the Implementation of Smoke-Free Areas in Tourist Village Areas (Study on Two Independent Category Tourism Villages in Bali Province)

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ARTICLE INFO

Keywords: Village, Knowledge, Cigarette, Healthy

Received : 3 February

Revised : 20 March

Accepted : 20 April

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ABSTRACT

The implementation of smoke-free areas in Bali's tourist villages is a step taken to protect the environment and public health. By implementing smoke-free areas, visitors and residents of Bali's tourist villages are expected to enjoy clean air free from cigarette smoke. The implementation of smoke-free areas in Bali's tourist villages also aims to preserve natural beauty and environmental cleanliness. By reducing cigarette smoke, it will lessen air pollution and cigarette litter that can contaminate the environment. In addition, the implementation of smoke-free areas can also improve the public's health quality. With the absence of cigarette smoke, visitors and residents of Bali tourist villages will be protected from the dangers of passive smoking, which can cause various respiratory and other health diseases. To implement smoke-free areas in Bali tourist villages, cooperation and awareness from all parties, both visitors and village residents, are required. In addition, there needs to be socialization and education about the dangers of smoking and the benefits of a clean and healthy environment. With the implementation of smoke-free areas in Bali tourist villages, it is expected to create a better, healthier, and more comfortable environment for everyone who visits and lives in the tourist village

INTRODUCTION

Bali can preserve its natural beauty by implementing measures to reduce air pollution caused by smoke. This can be done through the enforcement of stricter regulations regarding burning practices, promoting alternative waste management methods, and educating the local community and tourists about the importance of clean air. Improving air quality in Bali not only benefits the environment but also enhances the tourist experience. Clean and fresh air will attract more visitors who are looking for a healthy and refreshing holiday. Tourists will be able to fully appreciate the stunning scenery, lush vegetation, and dynamic culture that Bali offers without the discomfort and health risks caused by air pollution. Moreover, the preservation of Bali's natural beauty and the improvement of air quality will contribute to the long-term growth and competitiveness of the island as a tourist destination. With increasing awareness and demand for sustainable and environmentally friendly travel, Bali can position itself as a responsible and desirable destination that values its natural resources and prioritizes the health and well-being of its visitors.

Furthermore, efforts to create a smoke-free environment will strengthen Bali's cultural heritage. Many traditional ceremonies and rituals rely on clean air as a symbol and for their effectiveness. By eliminating smoke pollution, Bali can ensure that these cultural practices continue to thrive and are appreciated by both locals and tourists. This will contribute to the preservation and celebration of Bali's rich cultural heritage. After the COVID-19 pandemic, the Indonesian government, under the Ministry of Tourism, is once again focusing on the arrangement of tourist areas, one of which is the development of tourist villages. In the context of rural tourism, a Tourist Village is a tourism asset based on rural potential with all its uniqueness and attractions that can be empowered and developed as a tourism product to attract visitors to the village (Hadiwijoyo, 2012). As of now, Indonesia has 4,674 Tourist Villages spread throughout the country, 238 of which are located in Bali Province (Jadesta, 2023).

The implementation of no-smoking areas in tourist villages in Bali aims to create a healthy and clean environment for both the local community and tourists. Bali, which is famous for its beautiful scenery and cultural attractions, attracts many visitors every year. To enforce the smoking ban policy, designated areas are established within the tourist villages where smoking is strictly prohibited. These areas include places such as restaurants, cafes, accommodations, and public spaces. Signboards and posters are installed in visible locations to inform and remind visitors about the no-smoking policy. The implementation of no-smoking areas in tourist villages is accompanied by awareness campaigns and educational programs to educate local communities and tourists about the harmful effects of smoking and the benefits of smoke-free environments. The campaign includes distributing brochures, holding seminars, and conducting training sessions for stakeholders in the tourism industry. Regarding the implementation of Smoke-Free Areas, Bali already has the KTR Perda Regulation No. 10 of 2011, which in Article 9 regulates public places, including tourist attractions. Bali is known as a tourist area, ranging from natural tourism to cultural tourism, with visits reaching 2.3 million tourists throughout

2022. In line with the development of Tourist Villages by the government, there were 238 villages registered as tourist villages up to 2022 (Sudibya, 2022).

LITERATURE REVIEW

The local government collaborates with village authorities and tourism business actors to ensure the effective implementation of smoking ban policies. Regular monitoring and inspections are carried out to enforce compliance and take appropriate action against violators. The implementation of no-smoking areas has received positive responses from both the local community and tourists. This has improved the overall experience for non-smokers and families visiting the tourist village. In addition, it has contributed to the preservation of Bali's cultural and natural heritage. Therefore, the knowledge of the community and the perspectives of managers regarding the implementation of smoke-free areas in tourist villages in Bali Province are very important to study. The selection of tourist villages is based on villages in the independent category according to the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of the Republic of Indonesia No. 11 of 2022.

METHODOLOGY

The design of this research study is a cross-sectional study, which is a study that describes a problem or condition at the time the research is conducted through questionnaires and in-depth interviews. This research falls into two types, namely quantitative and qualitative. Quantitative research is conducted to determine the implementation of the Smoke-Free Area policy at tourist destinations in the tourist village area, as well as the level of knowledge, attitudes, and behaviors of the community in the Tourist Village regarding Smoke-Free Areas. Meanwhile, the qualitative study was conducted to understand the perspectives, commitment, and support of both the managers and village officials related to the implementation of Smoke-Free Areas in Tourism Villages. The study was carried out in two self-sufficient category Tourism Villages, namely Penglipuran Village in Bangli and Mas Village in Ubud Gianyar, with a research sample of 146 people and interviews conducted with the Village Head or relevant stakeholders.

RESULTS AND DISCUSSION

The data obtained based on the results of questionnaires and interviews are acquired as shown in the following table

Table 1. Demographic Data

Variable	Percentage	Amount
Age Group		
<20 Years	19	13,01
20-29 Years	68	46,58
30-39 Years	17	11,64
40-49 Years	10	6,85
>50 Years	32	21,92
Gender		
Male	68	46,58
Female	78	53,42
Education Level		
Never went to school	2	1,37
Completed elementary school/equivalent	15	10,27
Completed junior high school/equivalent	7	4,79
High school graduate or equivalent	42	28,77
High school and above	80	54,79
Marital Status		
Single	77	52,74
Married	69	47,26
Main Activities		
Working	72	49,32
Taking Care of the Household	5	3,42
School/college	46	31,51
Retired	8	5,48
Others	15	10,27
Average Income		
<Rp. 1.250.000,-	59	40,41
Rp. 1.250.000 - Rp. 2.500.000,	31	21,23
Rp. 2.500.000 - Rp. 5.000.000,	39	26,71
>Rp. 5.000.000,	17	11,64

Based on the table above, the results show that the average age of respondents is 33 years, with a minimum age of 14 years and a maximum of 63 years. The majority of respondents are female, with the highest number having a high school education or higher. The most common marital status is unmarried. Most of the population is employed, so the average income is more than Rp 1,250,000.00.

Table 2. Respondents' Knowledge Data

Variable	Amount	Percentage
Knowledge of KTR Regional		
Regulation	27	18,49
Don't Know	119	81,51
Know		
Sources of Knowledge about		
Smoke-Free Area Regulations	6	5,04
TV	0	0,00
Radio	11	9,24
Print Media	28	23,53
Stickers, Posters, Banners	7	5,88
Friends, neighbors	8	6,72
Family	9	7,56
School/ courses	25	21,01
Internet, websites, email	25	21,01
Others		
Socialization from Health		
Workers	97	66,44
Ever	49	33,56
No		
Understanding about KTR		
Yes	16	10,96
No	130	89,04
Smoking Area		
Indoors	14	9,59
In some places indoors	29	19,86
Smoking is not allowed indoors	103	70,55
Support for implementing KTR		
Yes	142	97,26
No	4	2,74
Support for KTR at Tourist		
Attractions	141	96,58
Yes	5	3,42
No		
Implementation of KTR policy		
Do not know the regulation	7	4,79
Yes, already good	52	35,62
Not/Not yet good	87	59,59
Reasons why KTR has not been		
properly implemented	6	4,11
Unclear executor	12	8,22
Weak legal products	43	29,45
Lack of socialization	77	52,74
The system supporting implementation	8	5,48
is still weak		
Others		

The data in the table shows that respondents are aware of the regional regulation on no-smoking areas at 81.51%, and the sources of knowledge about the regulation were mostly obtained through stickers, posters, and banners. For socialization by health workers, most of it has been carried out in the Tourism Village. Those who do not understand the non-smoking area are 89.04% or 130 people. Where smoking is not allowed in enclosed spaces. Public support for tourist attractions is very high, reaching 96.58%, or 141 people, but for its implementation, many said it has not been well carried out, with the most common reason being that the supporting system is still weak.

Table 3. Community Support

Variable	Amount	Percentage
Support the Regulation		
Will not support	17	11,64
Yes, will support	129	88,36
Supporting Reasons		
Good for health	82	63,57
I have the right to clean/healthy air	34	26,36
I am allergic to cigarette smoke	3	2,33
I do not smoke	9	6,98
Smoking reduces household income	0	0,00
Others	1	0,78
Reasons for Not Supporting		
It is my right to smoke	13	76,47
Can no longer smoke anytime and anywhere	0	0,00
	4	23,53
Smoking is not a problem	0	0,00
I enjoy smoking	0	0,00
Smoking is relaxing	0	0,00
Smoking is a lifestyle/cool	0	0,00
Other		

From the table above, it can be seen that public support is very good, indicated by a percentage of 88.36%, with the most common reason being that it is good for health. Meanwhile, the reason for not supporting is mostly because they feel that smoking is a human right.

4. Table of Smoking Behavior

Variable	Amount	Percentage
Smoking Activity		
No	123	84,83
Yes	22	15,17
Smoking Activity in the Last 6 Months		
No	126	86,30
Yes	20	13,70
Ever Tried to Quit		
No	4	20,00
Yes	16	80,00
Is There a Family Member Who Smokes		
No	96	65,75
None	50	34,25

Based on the results above, many people in the tourist village do not smoke, totaling 123 people (84.83%), around 4 people have tried to quit, and the number of family members who do not smoke totals 96 people (65.75%). The average cigarette consumption per day is 18 sticks, with a minimum of 2 sticks and a maximum of 49 sticks. The average age at which they start smoking is 19 years, with the youngest being 13 years and the oldest 60 years.

CONCLUSIONS AND RECOMMENDATIONS

The implementation of no-smoking zones in tourist villages in Bali aims to create a healthier and cleaner environment for both the local community and tourists. This is a step towards promoting sustainable and responsible tourism in the region. Most respondents are aware of the Smoke-Free Area regulation, but only a small portion understand the content and implementation of this regulation. Regarding the implementation of the no-smoking area policy in tourist villages, most support the existence of no-smoking zones, but it needs to be re-socialized with clear and strict regulations.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of Community Knowledge and Managers' Perspectives Regarding the Implementation of Smoke-Free Areas in Tourist Village Areas (Study on Two Independent Category Tourism Villages) to perfect this research and increase insight for readers and writers.

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