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Tourist Behavior Regarding Smoking in Tourist Areas in Medan City

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ABSTRACT

The study purpose was … This study aims to analyze tourists' smoking behavior in Medan City's tourist areas by focusing on attitudes, subjective norms, intentions, and actual behaviors.

Materials and methods. A quantitative survey was conducted with 75 tourists in five popular destinations of Medan City. Data were collected through validated and reliable questionnaires, then analyzed using normality tests, univariate, and bivariate analysis with chi-square.

Results. The results showed that most tourists had permissive attitudes toward smoking, although a few were aware of its negative impacts. Subjective norms from peers and the social environment strongly influenced tourists' intentions to smoke. This intention eventually turned into actual behavior, with 72% of respondents smoking in tourist areas. The implementation of the Smoke-Free Area (SFA) policy was found ineffective since 82% of respondents admitted they had never seen monitoring on site.

Conclusion. These findings confirm that tourists' smoking behavior is a complex interaction between personal and social factors. Therefore, tourism management strategies should focus on enforcing SFA regulations, providing designated smoking areas, and conducting community-based health education.

Keywords: Tourist behavior, Smoking, Tourist areas, Medan City

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INTRODUCTION

Smoking remains a significant public health challenge to this day, both globally and nationally. The World Health Organization (WHO) reports that approximately 8 million people die each year from tobacco consumption, with over 80% of smokers coming from low- and middle-income countries. This condition indicates that smoking is not just an individual issue, but a social phenomenon with far-reaching impacts on health, the economy, and the environment. Indonesia is among the countries with the highest prevalence of smokers in the world. According to the 2021 Global Adult Tobacco Survey (GATS) Indonesia, 34.5% of the adult population are active smokers, or approximately 70.2 million people. This figure is significantly higher compared to countries with strict regulations on tobacco consumption. The high number of smokers in Indonesia is influenced by various factors, such as affordable cigaret prices, extensive advertising, and social norms that are still permissive toward smoking. Medan City, as one of the main tourist destinations in North Sumatra, is not exempt from this issue. The tourist area, which should be a public space free of pollution, is instead filled with tourists smoking. This poses health problems for other visitors, particularly vulnerable groups such as children, the elderly, and pregnant women. Additionally, cigaret butts discarded carelessly pollute the environment and damage the esthetics of tourist areas.

Tourists' smoking behavior cannot be separated from the surrounding socio-cultural factors. Many tourists consider smoking to be normal, even part of relaxing activities while traveling. Support from peers, a permissive environmental atmosphere, and weak enforcement of smoke-free zones further strengthen tourists' tendency to continue smoking in public areas. From a behavioral theory perspective, this phenomenon can be explained using the Theory of Reasoned Action (TRA). This theory emphasizes that an individual's behavior is influenced by attitudes and subjective norms that shape intentions, ultimately manifesting in real-world actions. In the context of this research, tourists' positive attitudes toward smoking and supportive social norms are the main factors in forming a strong intention to smoke in the tourist area of Medan City. Beside health aspects, tourists' smoking behavior also has implications for the image of tourism. Cigaret smoke and scattered butts have the potential to reduce the attractiveness of tourist destinations, especially for family or international tourists who are accustomed to stricter public health standards. If this condition is left unchecked, the image of Medan City as a tourist destination could be degraded both nationally and internationally.

Efforts to control smoking have actually been implemented thru the Smoke-Free Zone (SFZ) policy. However, its implementation in the field still faces various obstacles, ranging from a lack of dedicated smoking areas and insufficient prohibition signs to weak supervision. As a result, SFZ regulations are often ignored, and tourist areas remain filled with smoking activity. Policies not accompanied by education are also at risk of being less effective. Many tourists do not fully understand the impact of smoking on health and the environment. Therefore, a more persuasive and sustainable educational approach is needed to shift tourists' mindsets from permissive to more concerned about public health. Given these issues, research on tourist smoking behavior in Medan City is important to conduct. This research is expected to identify the factors influencing smoking behavior and provide a realistic picture of the on-the-ground conditions. The research findings are expected to serve as a basis for formulating more effective policies in creating a healthy and comfortable tourist area. Thus, this research not only contributes to public health science but also to the development of sustainable tourism. Thru a more comprehensive understanding of tourist smoking behavior, more targeted tourism area management strategies can be designed, thus balancing individual freedom with public health interests and environmental sustainability.

METHOD

This research uses a quantitative method with a descriptive design. The research location will be conducted in several popular tourist areas of Medan City from February to June 2025. The sample was determined using accidental sampling technique, involving 70 respondents who were both smokers and non-smokers. The research instrument was a questionnaire that had been tested for validity (r-calculated > r-table) and reliability (Cronbach Alpha > 0.7). Data analysis included a normality test, univariate analysis for the distribution of respondent characteristics, and bivariate analysis using the Pearson correlation test to determine the relationship between attitudes, subjective norms, intentions, and actual smoking behavior. The research instrument is a questionnaire with four variables:

1. Attitude toward smoking in tourist areas.
2. Subjective norms from the social environment and peers.
3. Intention to smoke in tourist areas.
4. Actual smoking behavior in tourist locations.

FINDING AND DISCUSSION

The majority of respondents were male (62.7%), aged 20–35 years (54.6%), with a high school/equivalent education (58.6%). This indicates that smoking behavior in the tourist areas of Medan City is more prevalent among male tourists. This finding aligns with national data indicating that the prevalence of male smokers in Indonesia is significantly higher than that of women.

Table 1. Respondent Characteristics

Characteristic	Frequency	Percentage (%)
Men	47	62.7
Women	28	37.3
< 20 years	12	16.0
20–35 years	41	54.6
35 years	22	29.4
High School/Equivalent	44	58.6
Diploma/Bachelor's Degree	23	30.7
Postgraduate	8	10.7

Tourists' Attitudes Toward Smoking Most respondents have a permissive attitude. The majority of respondents have a permissive attitude toward smoking (68.6%). This means they tend to not consider smoking in tourist areas disruptive behavior. A small portion of respondents (14.3%) showed a negative attitude by stating that smoking in public spaces should be prohibited. This result indicates a normalization of smoking in public spaces, which has become a social norm in society, especially in Medan City.

Table 2. Tourist Attitudes

Attitude	Frequency	Percentage (%)
Agree/Permissive	53	70.7
Disagree	22	29.3

Actual Behavior The majority of tourists still smoke. A total of 46 respondents (65.7%) admitted to still smoking while in tourist areas, despite the presence of no-smoking signs in some locations. This indicates a gap between policy and reality on the ground. Only 24 respondents (34.3%) did not smoke in the tourist area. This finding shows that the Non-Smoking Area (KTR) regulations in Medan have not been effectively implemented, both in terms of supervision and enforcement of sanctions.

Table 3. Actual Tourist Behavior

Actual Behavior	Frequency	Percentage (%)
Smoking in tourist areas	54	72,0
No smoking	21	28,0

Most respondents have never seen KTR surveillance

Table 4. Effectiveness of KTR Policy

KTR Supervision	Frequency	Percentage (%)
Have seen	13	18,0
Never seen	62	82,0

The KTR policy in Medan is considered ineffective. The majority of respondents (82%) stated they had never seen surveillance. This indicates weak regulatory implementation. However, according to the Indonesian Ministry of Health (2023), supervision is the key to the success of the KTR program. Research results show that smoking behavior in the tourist areas of Medan City is still very high. All research respondents were active smokers, with the majority admitting to continuing to smoke in public spaces despite being aware of the smoke-free zone (KTR) regulations. This fact confirms that smoking has become a part of tourists' lifestyles, difficult to give up even when in environments that are supposed to be smoke-free.

From an attitudinal perspective, the majority of tourists show a permissive view toward smoking. They consider smoking a normal activity that doesn't bother others too much. This shows a gap between knowledge about the dangers of smoking and actual behavior in the field. Although some respondents were aware of the health risks, this was not strong enough to change their behavior.

Subjective norms are also an important factor in shaping tourists' smoking behavior. Many respondents admitted they were influenced by their peers to start smoking. The tourist situation, which is synonymous with a relaxed atmosphere, reinforces this tendency, making cigarets seem like a complement to recreational activities. Thus, social influence becomes a strong determinant that keeps tourists smoking in public spaces. Tourists' intention to smoke was also found to be very high. This is evident from the consistency between positive attitudes toward smoking and supportive social norms. That intention was finally realized in actual behavior, such as smoking in various tourist areas. This condition aligns with the Theory of Reasoned Action (TRA) framework, where behavior is influenced by the interaction of attitudes, subjective norms, and intentions.

In terms of location, tourist areas that are open without strict supervision tend to be favorite places for tourists to smoke. For example, in parks, coastal areas, and other public spaces, tourists feel more free to smoke because there are no strict bans. This is different from closed or paid tourist areas, which usually have clearer rules even tho enforcement remains weak. The implications of tourists' smoking behavior are far-reaching. First, for public health, exposure to cigaret smoke in public spaces endangers non-smoking visitors, especially children, the elderly, and pregnant women. Second, from an environmental perspective, carelessly discarded cigaret butts pollute the soil and water, and damage the esthetics of tourist areas. Thirdly, for the tourism sector, the destination's image can decline in the eyes of tourists who desire a healthy and clean environment.

Regulatory factors have also proven less effective in controlling smoking behavior in tourist areas. Although there are regulations about smoke-free areas, their implementation is still weak. The absence of strict sanctions and the lack of alternative facilities like smoking areas make tourists feel free to smoke anywhere. This indicates a gap between policy at the normative level and practice in the field.

Additionally, the presence of cigaret vendors in tourist areas also contributes to high cigaret consumption. Tourists can easily obtain cigarets at affordable prices, and are even often influenced thru direct sales strategies (personal selling). This situation further strengthens tourists' attachment to smoking habits while traveling. From a public health perspective, the smoking behavior of tourists is a form of dual risk. Beside endangering themselves, they are also a source of smoke exposure for others. In the context of Islam, this contradicts the principle of maintaining health and avoiding harm (la dharar wa la dhirar). Therefore, integrating Islamic values into health education can be an additional strategy to reduce smoking behavior in public spaces. The experiences of other countries can be used as a learning opportunity. Singapore and Thailand, for example, have successfully reduced the number of smokers in public spaces thru a combination of strict regulations, consistent law enforcement, and the provision of designated smoking areas. Indonesia, including Medan City, can adopt similar strategies by adapting to local conditions, particularly thru increased surveillance and continuous education. Implementing a smoking area separate from the main public spaces could be a practical solution. With the designated smoking area, smoking tourists

are still accommodated without disturbing the comfort of other visitors. However, this policy must be accompanied by intensive socialization and clear rule enforcement to be truly effective.

Overall, the results of this study show that smoking behavior among tourists in Medan City is not just an individual issue, but a social phenomenon influenced by various factors. Therefore, tobacco control strategies in tourist areas must be implemented comprehensively, involving regulation, education, facility provision, and active community participation. With these steps, it is hoped that a healthier, more comfortable, and competitive tourist area will be created at both the national and international levels.

CONCLUSIONS

Conclusion

This study found that smoking behavior among tourists in the Medan City tourist area is still high. Most respondents are active smokers who tend to smoke openly in public spaces. A permissive attitude toward smoking and social norms from peers are the main factors driving this behavior. This condition has a negative impact on the health of other visitors, pollutes the environment, and potentially tarnishes the image of Medan City as a tourist destination. Therefore, serious efforts are needed to regulate smoking behavior in tourist areas to create a healthy and comfortable environment.

Advice

The government and the Tourism Office need to strengthen regulations for Smoke-Free Zones (SFZ) and increase field supervision. Tourism operators are advised to provide designated smoking areas, post no-smoking signs, and prepare cigaret butt disposal facilities. Tourists are expected to be more disciplined in respecting the comfort of others, while the community can play an active role in maintaining the cleanliness of the area. Further research is suggested to examine the effectiveness of smoke-free policies and communication strategies that can change tourists' attitudes toward healthier travel behavior.

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