

Implementation of Safety Leadership Tourism Management on Safety Behavior by Means of Safety Attitude in Dermaga Rindu Tourism Bangkalan

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Abstract. Tourism is an object whose level of management is based on conditions and potential that can be improved. Another concept that has a significant impact on workplace safety is safety leadership, where individuals or groups are guided to achieve goals while carrying out organizational tasks. This study aims to identify the alignment of the safety leadership of tourism managers on safety behavior through safety attitudes in tourism. The method used is a descriptive-qualitative method that discusses aspects of the discussion in depth and focus, and determines the condition of the problem based on an understanding of the theory in question. The results of this study are workers at the Dermaga Rindu already have a work safety and security pattern that is in accordance with their work position. Based on the results of the review, safety leadership has a positive effect on tourism management and safety behavior through safety attitudes.

Keywords: Safety Leadership, Safety Attitude, Safety Behavior, Tourist.

1. Introduction

Tourism is an allocation that is created intentionally or unintentionally in a place. A tourist attraction can describe the state of an area. According to Law No. 10 of 2009 concerning tourism, tourism is an activity aimed at providing tourism services, providing tourist objects and attractions. Madura Island has a number of areas that have the potential to be developed as tourism objects. Madura Island has a number of areas that have the potential to be developed as tourism objects. Tourist destinations in Madura Island is an area that has many tourist objects, including nature tourism, cultural tourism and special interest tourism.

Madura Island has several areas that have the potential to be developed as a tourist attraction. Tourist destinations on the island of Madura is one area that has many tourist objects, including natural tourism, cultural tourism and special interest tourism. The level of safety (safety behavior) is applied to tourism managers because after all the human resources of a tourism manager play an important role in advancing tourism. To make it easier for researchers, a frame of mind is made to identify the direction of the research, as shown in Figure 1.

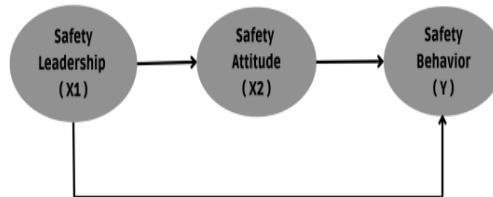


Fig 1. Framework

It can be explained that the X1 variable has safety leadership where this variable affects the safety attitude which is the X2 variable or how workers behave safely. Furthermore, attitude will determine how a person behaves or safety behavior as a Y variable. However, it is possible that safety leadership has a direct influence on safety behavior.

Based on the researcher's review, in the management of Dermaga Rindu tourism, several things were found that describe the relationship between safety leadership and safety workers. Leaders and workers still come from the same environment or relatives. This makes it easier for leaders to direct and give management trust to employees. The organizational structure is as follows;

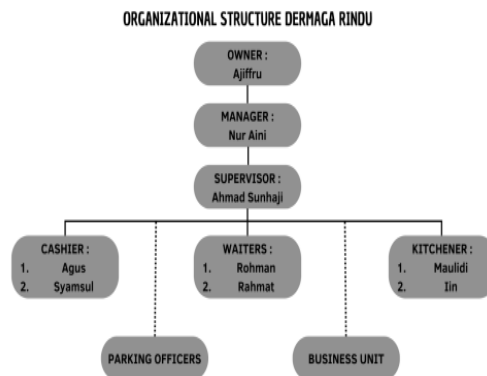


Fig. 2. Tourism Organization Structure

It can be seen from the organizational structure that there have been 6 permanent workers since this tour was established in 2020. The workers on the tour carry out work operations for 11 hours and there is no change of hours except for the cashier. On the other hand, Pier Rindu tourism also cooperates with business units owned by the people of Kesek Village with a profit-sharing system.

Based on the existing organizational structure, there are still obstacles that hinder the process of the safety leader in achieving work safety and security at the Rindu Bangkalan Pier. First, regarding the involvement of the Dermaga Rindu tour owner in managing and reviewing his tour due to the limited time allocation in undergoing leadership. Second, regarding maintenance in facilities and infrastructure for workers. Facilities and infrastructure are very supportive of the safety and security of workers, considering that this tour is located on the coast and is supported by wood.

So far, the treatment given is checking the end of the wooden support for the Dermaga Rindu for 6 months. Therefore, research arises on how to implement the safety leader of the manager on security and safety for workers at the Bangkalan Dermaga Rindu. So far, the treatment given is checking the end of the wooden support for the Dermaga Rindu for 6 months. Therefore, research arises on how to implement the safety leader of the manager on security and safety for workers at the Dermaga Rindu, Bangkalan.

This study aims to create and identify the alignment of the implementation of the safety leadership of tourism managers on safety behavior through safety attitude at the Dermaga Rindu Tourism, Kesek Village. Among the security and safety in the development and management of a tourist place also comes from the quality and characteristics. Another concept that has the potential to have a significant impact on workplace safety is safety leadership. The process by which a single individual or group is guided and influenced to achieve ultimate goals while carrying out organizational tasks is referred to as safety leadership.

Safety leadership refers to individuals who are committed to safety leadership and influencing others. An atmosphere that serves as an intermediary between leader safety and safe behavior is a major factor in the success of good and efficient safety leadership. With good natural resource management, welfare can be obtained by the people concerned, which means it will also increase the level of tourism progress. Maximum management of natural resources will create sustainable tourism development for all village communities.

In addition, it has been shown that a safety mindset enhances employee safety. Specifically, safety attitude is a type of psychological activity that is implied but has a direct impact on people's behavior and regulates it. Safety attitude is considered to be a reflection of the consistent and widespread commitment of employees to work safely, which can assist in recognizing the importance of safety attitude, facilitating their implementation, and further encouraging commitment to their implementation. There are currently no studies examining the mechanisms by which safety behavior affects critical safety construction aspects such as safety attitudes and safety leadership. Consequently, it is very important to investigate the relationship that exists between employee safety leadership, safety attitudes, and safety behavior. This study proposes a hypothetical model of the influence of safety leadership on safety behavior through the safety attitude of tourist workers at Dermaga Rindu.

2. Literature Review

2.1 Safety Leadership

Safety leadership refers to the process by which one person guides and influences other

individuals or groups to achieve safety goals while completing tasks organization. People who are committed and influence others are called safety leaders. The success of safety leadership is mainly influenced by the personal charisma and characteristics of the leader, and a safe atmosphere plays an intermediary role between safety leadership and safety behavior [1].

Safety leadership attach importance to workplace safety issues and improve company safety performance through instruction, care, control, and support [2].

Leadership behavior is interwoven by giving employees priority opportunities to meet with leaders and be able to discuss issues of concern in the workplace. Leaders are essentially given supportive insight and get to know about safety issues early and how their guidance and direction supports workplace safety [3].

The success of a safety leader is largely influenced by the leader's personal attractiveness and characteristics, as well as a balanced atmosphere of safety.

Safety behavior is reflected by safety compliance and safety participation. Safety compliance refers to performing tasks safely to maintain workplace safety, such as by using personal protective equipment and complying with safety rules [4]. Another quote says that safety leadership is a multidimensional process that is demonstrated through concrete actions that can directly affect safety in the workplace [5].

2.2 Tourism Management

Tourism is one of the objects whose level of management must also be given special attention. Tourism management is also based on the surrounding conditions and what potential can be developed. One of the supporting sectors for village development is the tourism sector. In the tourism sector, each region has begun to focus on sustainable tourism. Sustainable tourism is an alternative to mass tourism and an effort to increase the positive effects and reduce the negative effects of tourism on local communities and the natural environment [6]. According to Cox 1985 in Pitana 2009 tourism management can observe the following principles:

- a. The development and management of tourism must be based on local wisdom and special local flavors that describe the characteristics of the environmental cultural heritage.
- b. Preservation, protection, and improvement of the quality of the resources that form the basis for the development of the tourism environment.
- c. Development of additional tourist treats rooted in local cultural treasures.
- d. Services to tourists based on cultural characteristics and the surrounding environment.
- e. Provide support and recognition for the development and management of tourism if it proven to provide positive benefits, but otherwise control or stop tourism activities if it exceeds the limits of the natural environment or social suitability even though on the other hand it is able to increase income for the community.

2.3 Safety Behavior

Safety Behavior is an action or action taken by a person in an effort to comply with, support, and participate in all activities related to safety in the workplace to avoid, minimize the possibility or

prevent accidents at work [7].

The level of security created also comes from the trust of human resources in the environment, because every action that exists often comes from individuals or human resources whose competence awareness system is still low. Crime incidents that occur in tourist destinations will have some degree of negative effect on the affected areas and their tourism industry [8].

2.3.1 Theory

Types of safety behavior According to Bird and Germain in 1990 the theory of the Loss Causation Model mentions the types of safe behavior, including:

- a) Doing work in accordance with the responsibilities that have been given
- b) Provide warnings to all employees of the presence of danger
- c) Securing the work area and the people around it
- d) Able to work according to a predetermined agreement
- e) Caring for and maintaining safety devices to keep them functioning
- f) Cannot omit safety safety precautions
- g) Using appropriate equipment in the field
- h.) Filling of tools or machines as applicable with the applicable rules
- i) Placement of materials or tools according to their place and the correct way of lifting
- j) Repair the equipment in the state of the tool that has been turned off
- k) Not joking or joking while working.

Furthermore, in the study [9] there is a theory supported by Bird and Germain, namely the Loss Causation Model theory which contains instructions that make it easier for users to understand how to find important factors in order to control the spread of accidents and losses. including management issues. Bird and Germain explain that a loss is caused by a series of successive factors as contained in the Loss Causation Model.

a. Loss

The result of an accident is a loss, which can be harmful to humans, property or property and can cause disruption to the implementation of work and reduced profits based on Bird, 1990. Bird and Germain 1990, suggested that losses due to accidents are divided into:

- Injured Worker Time

Productive time is lost due to injury to workers and it cannot be replaced or paid for by work compensation.

- Co-Worker Time

- Time lost by a coworker who helped his co-worker who had an accident.

- Time spent reviewing the accident and the time spent by other workers replacing the injured worker.

- Supervisor Time

Supervisor's time assigned to analyze and make accident reports.

- General Loses

Losses due to not being able to operate the machine after an accident and reduced work effectiveness employee after experiencing accident.

b. Incident

According to Bird and Germain 1990 an incident or contact is an event that occurs before the loss, it is caused by the contact that occurred can cause harm and damage. Included in the accident according to (ANSI, 1969) are:

- Struck Against : hit a stationary/moving object
- Struck By : hit / hit by a moving object
- Fall To Lower Level : bodies or objects fall and hit the body
- Fall on: fall in place
flat
- Caught in : stabbed, pinched, pointed objects
- Caught on : pinched, trapped between large objects
- Caught between : cut off split asunder
- Contact with : electricity, chemical radiation, heat and cold
- Overstress : too heavy fast, tall and big
- Equipment Failure : machine and equipment failure
- Environmental releases : pollution

2.4 Safety Attitude

Every thing encountered in carrying out work certainly has a different level of safety, but there will always be decisions that must be taken immediately to manage related matters in the future. Condition and safety performance bad is a consequence of factor individual as well as organizational and group factors [4].

Safety behavior is considered a stable and common reflection of employees working safely, which can help recognize the importance and facilitate the implementation of safety attitude, and further promote commitment to implementing safety attitude rules and regulations safety [1].

Safety attitude is a type of psychological activity that is implied but has a direct impact on people's behavior and regulates it. safety attitude is considered to be a reflection of the consistent and widespread commitment of employees to work safely, which can assist in recognizing the importance of safety attitude, facilitating their implementation, and further encouraging commitment to their implementation [10]

2.5 Safety Behavior And Safety Attitude Aspect

Tourism activities aim to obtain economic benefits for the manager of a tour, especially the local community as the person in charge and provide satisfaction to tourists as newcomers for the available facilities. These two things should form a unity that can be mutually beneficial between one party and another.

This satisfaction includes the professionalism of the performance and friendliness of the guide when serving tourists or visitors, adequate tourism support facilities, and the most important thing is the security and safety of tourists or can be called Safety Attitude and Safety Behavior [11]

Based on Law No.1 of 1970 it is stated that "Safety at work in a place includes various aspects related to the conditions and safety of production facilities and infrastructure, people and working methods". In tourism, of course, there are several environmental conditions for the workers.

This also requires tourism managers to consider security and safety which is also related to the work system. Every job certainly has its own risks, the lack of special attention to the safety and security of workers is not a small thing to consider because every incident and disaster is beyond human control.

The unavailability of standardized safety access is one of the causes of accidents on a tour. Not even a few tourist attractions that do not have these rescue facilities even though visitors are quite busy, especially domestic tourists [12].

The manager or tour guide must behave professionally and be able to position themselves as a savior when experiencing difficulties, obstacles and even unwanted accidents. This is also one of the benchmarks for a tour that is worth visiting or not, especially regarding the security aspect of tourists. K3 (SAFETY, HEALTH and SAFETY)

The purpose of the norms: so that there is a balance on the part of the company to ensure the safety of workers.

Legal basis for K3:

- a. Law No.1 of 1970
- b. Law No. 21 of 2003
- c. Law No. 13 of 2003
- d. Minister of Energy Regulation
RI No.PER/5/MEN/1996 Kerja

3. Research Methods

This study uses a qualitative research approach, with descriptive-qualitative methods related to in-depth aspects and the focus of the subject to be studied in which to find out the condition of the problem based on the formation of an understanding bound by related theories and the researcher's interpretation of the facts of the study. applied in solving practical problems. Data obtained from observation and in-depth interviews.

In this study, the sources of information for research discussion were obtained through :

- a. Interviews, namely collecting information related to research topics through question and answer activities between information seekers and information givers. Interviews can be conducted face-to-face and recorded audio or visually.
- b. Observation, namely data collection through direct observation to the object of research. The data obtained through observation are data regarding field conditions and other data related to the object of research.
- c. Literature study, namely the collection of data obtained by reading the literature and previous research related to the problem under study.

4. Result

To improve the human resources of a tourism, it is appropriate if the manager pays attention to the quality of its resources in this case is the quality of the workers, so that the quality of workers who are highly competitive can be obtained. The role of leadership or management is very much needed for a supportive work environment.

Based on some of the findings of the problems mentioned above, it is inseparable from the safety and security of the workers at the Dermaga Rindu. There are 6 workers who have worked for approximately 2 years on this tour. According to one worker named Agus, whose position as cashier is said to be that the security and safety aspects have been ensured since this tour was established. On the other hand, the workers have also been provided with safety and security for a good work environment.

The management of the longing dock tourism which is individual in nature makes this tour the full responsibility of the owner. The owner, Mr. Ajiffu, has a representative on worker safety control. In addition to tourism management, the owner also pays attention to safety and security while working.

In order for management to be successful, it is necessary to create a common understanding of the vision of worker safety which is then realized in a series of managers. Safety leadership applies not only to owners but also to workers who are part of tourism management. Due to its binding nature, the safety assigned to each leader is not only a personal value, the necessary safety leadership is also given to workers.

Based on the results of the interview with the owner, it was found that implementing safety leadership is not just a hope that what is conveyed can be easily accepted by others. Safety leadership on a tour is like talking about creating understanding and achievement. This will later become a guideline for workers if they succeed in getting directions from their leaders.

Mr. Ajiffu stated that our ability to influence others and achieve what we want comes from how to create a relationship in the work environment. Safety Leadership is part of the solution, because having skilled, competent and motivated workers to work safely and safely is also important.

Based on the research problems that have been written, the first problem is related to the time given by the leader is still limited. This is basically a consideration because a safety leadership role is also required. However, the results of research reviews and interviews with the owner, Mr. Ajiffu, have shown that tourism management continues to run in accordance with safety attitudes and safety behavior. The results of the interview show that the owner routinely monitors and evaluates the safety and security of workers. Because the owner assumes that the interests of workers also have an impact on the tourism they have. The owner will regularly conduct a review of the tour, especially on the care and environment of the workers. It is argued that safety behavior stems from safety compliance as well as safety roles. Safety compliance leads to the safe implementation of tasks and maintaining safety in the workplace, such as by using personal protective equipment and complying with safety regulations [4].

As for the owner's limitations in the distribution of schedules to supervise tours, it becomes an impetus to create a work environment that is aware of and understands safety attitudes and safety behavior. Safety actions and attitudes that will indirectly become the roots of tourism managers are maintained. The safety leadership that has been given by the owner has been successfully implemented for the two years that the Longing Pier tour was established. This is proven by the workers who have remained the same for the two years this tour operates.

Moving on to the next problem review related to facilities and infrastructure in tourism. The importance of establishing tourism is also as important as developing the potential that exists around it. The availability of facilities and infrastructure that supports tourism will certainly increase the attractiveness, but the safety and security of workers is no less important because of its influence on tourism operations.

Considering the Loss Causation Model that there are several reviews that are suitable for workers in the Dermaga Rindu tourism. Incident theory has several points that threaten safety attitudes and safety behavior. One of them was found based on a research review that hit a stationary object (Struck Against). The results of an interview with one of the workers who are also in charge other than the owner, said that it is not uncommon for workers to stumble when they want to deliver dishes. This is found in the tourist interior which has wooden stairs but not too flat in every step.

This becomes an obstacle in the application of safety attitude and safety behavior for workers because there are more than three incidents. On the other hand, of course, incidents like this need attention and follow-up because they have an impact on workers. Considering that workers who want to deliver dishes to visitors' tables also bring dishes complete with cutlery such as spoons and forks which are vulnerable to the danger of being stabbed and injured.

Based on the results of interviews, these incidents and obstacles have not caused any injuries to victims or workers. However, based on the theory of Bird and Germain in 1990, several safe behaviors were explained, including warning all employees of the presence of danger. This can minimize and increase awareness of workers to maintain a safety behavior and safety attitude while working.

Workers at Dermaga Rindu have their own security and safety patterns according to their working position. Based on the results of the research review, every worker at Pier Rindu also pays attention to their work even though there is no replacement system or shift work. These 6 workers start working at the beginning of operating hours at 10.00 until closing time at 21.30. It is also necessary to pay attention to the safety of workers while working.

Seeing this condition, the tourism management suspended the workers in terms of tourism maintenance. Tourism maintenance, especially tourism design and interiors, is carried out for 6 months once, but this can also be seen from the threats around tourist sites and their effects on tourist buildings. The safety and security aspects of workers are taken into consideration because the workers will also be on top of the tourist building for approximately 11 hours. Other security and safety threats come from the weather, because of its location on the coast in case of bad weather such as wind and rainstorms, it will immediately hit the tourist location of Dermaga Rindu.

4. Conclusion

The human resource management system contained in a tourism certainly affects how tourism will develop. The quality of supporting human resources will certainly provide the right regeneration for tourism. Tourism that already exists and is recognized for its existence certainly requires a process to be able to develop and be known in general.

The level of interest of a tourism visitor is not only related to the facilities and infrastructure contained therein. All the beauty and facilities provided by a tour will indeed be an attraction for visitors and a consideration for visiting the tour. However, there are several other factors that are certainly no less important in making a visitor's consideration, namely security and safety.

This study resulted in a discussion that safety leadership influences and plays a role in safety attitude and safety behavior. This can be seen from the results of interviews with tourism owners and workers. Both parties have implemented the link between how this safety leadership is implemented in order to create a safe and secure work environment. All the activities of workers at Pier Rindu have gone through access to safety leadership on the part of the owner, for success in influencing and suspending the responsibilities of a leader.

Basically, the application of the importance of security and safety at a location sometimes does not go hand in hand with the existing conditions in the environment, because there is still a lot of adjustment and readiness between the concept of belief of each local community and tourists who will visit later.

5. Limitations and Future Research

There are some shortcomings of this research that need to be corrected. First, the stage of in-depth and further interviews with tourism leaders or owners in order to increase the effectiveness of researchers and obtain more complete data sources. Then focus on the obstacles that exist in tourism based on the results of observations that still need to be completed in further research. These findings will help leaders to establish policies and mechanisms for sustainable tourism management. Then, the climate dimension of safety leadership needs to be explored in future research with supporting data collection.

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