

## Perceived Barrier of Travel Agent to Prevent Travel Disease Thought Health Promotion Action

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**Abstract.** Background: Travel agents in Makassar take on their role as travel health promotion in social media, Instagram. This practice has been one measure that may potentially be applied to support healthy tourism initiatives in Makassar. But the content of health promotion in social media is only about prevention of COVID-19. In fact, the most important travel risk is infection with travel diseases from foodborne diseases, zoonoses, airborne diseases, sexually transmitted diseases. Our tourism needs health communication system to prevent travel disease outbreaks. Goal: This study aims to assess health promotion content and travel agents' perceptions of travel diseases susceptibility through tourism activities. Method: Primary data collection was carried out by in-depth interviews and observation of health promotion content on social media. Informants were selected by purposive sampling technique. Result: The results of this research revealed that knowledge of travel agents related to travel access has an effect on health promotion content. Conclusion: Perceived of barrier travel agent can be solved with knowledge intervention, so travel agents are professional groups who potential to be involved in travel health promotion programs in Makassar

**Keyword:** health promotion, healty toursm, travel disease, perception of agen travel