



IMPLEMENTATION OF THE CHSE (CLEANLINESS, HEALTH, SAFETY, ENVIRONMENT) PROGRAM IN TOURISM HEALTH RESTORATION EFFORTS

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ABSTRACT

This prolonged pandemic period is a big obstacle for tourism managers where due to the covid-19 virus tourism, especially in Bali, is in a very worrying condition. The CHSE program created by the government is expected to be the best alternative for the restoration of Tourism Health, especially at Black Penny Villa Ubud. Objective: This research aims to find out in depth about implementation CHSE. Methods: This research uses descriptive qualitative research methods. The type of data used is primary data obtained from observations, interviews and documentation. The population used in this research was all Black Penny Villa Ubud staff, both employees and superiors. The sample chosen was 8 people was selected using purposive sampling, where those who met the inclusion criteria were willing to be respondents, as well as employees and managers who had direct contact with customers. The data that has been collected is then transcribed and then narrated into topics or subtopics. Results: Through this CHSE program, tourists can see firsthand the implementation of CHSE that has been carried out by the manager of Black Penny Villa Ubud, including the provision of evacuation routes, provision of hand washing facilities and posters related to cleanliness. Conclusion: The implementation of this CHSE program is one of the programs implemented to help tourism and creative economy business actors including hotels, travel businesses, transport businesses, tour guides, restaurants, tourist destinations, and others.

Keywords: chse program implementation; tourism; health restoration efforts

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INTRODUCTION

Health Tourism during this pandemic is one of Indonesia's problems in recovering the nation's economy. However, tourist trust is a target for the government to immediately address because tourists are still afraid to visit. Based on these problems, the Ministry of Tourism and Creative Economy created a program called CHSE (Cleanliness, Health, Safety, Environment) (Karo et al., 2021). The implementation of the CHSE program is one of the new programs from the Ministry of Tourism and Creative Economy in the form of implementing Health Protocols based on cleanliness, health, safety and environmental sustainability which is implemented to help tourism and creative economy businesses including hotels, travel businesses, transport businesses, tour guides, restaurants, tourist destinations, MSMEs, and others (Utami & Pertiwi, 2021). Black Penny Villa Ubud Bali is one of the villas in Bali and is improving to restore the economy by implementing the CHSE program and getting a CHSE certificate.

This is a big hope so that tourists can visit again. The aim of this research is to be a strategy to convince tourists who will visit that apart from implementing strict health protocols, it is also necessary to have tourist attractions that are clean, healthy, safe and based on environmental sustainability or what is usually called CHSE. This research aims to find out in depth about implementation CHSE (Cleanliness, Health, Safety, Environment). The tourism industry is one of the sectors most affected by the Covid-19 pandemic. Because it is affected first, has the highest risk of loss and is the last to recover. So that the city of Kupang, which has 59 natural, cultural and artificial tourist destinations, also experienced the impact of a decrease in the number of tourist visits by 80%. even though the tourism sector's contribution to Kupang City's PAD is 60% every year. For this reason, the Ministry of Tourism and Creative Economy has required all tourism industries to implement the Cleanliness, Health, Safety, & Environmental Sustainable (CHSE) Protocol (Tandilino, 2020).

Cleanliness, Health, Safety, Environment (CHSE) is a health protocol based on Cleanliness, Health, Safety and Environmental Sustainability. Ministry n Tourism and Creative Economy as an institution that oversees the Tourism and Tourism sectors The Creative Economy intensifies the CHSE health protocol so that it can be implemented by community business entities. This program exists as a government effort to create It's a safe and comfortable place for tourists. Tourists can also feel it guaranteed by the fulfillment of CHSE-based health protocol standards (Mandalia et al., 2023)

METHOD

This research uses a descriptive qualitative research design. By using a qualitative research approach, researchers will carefully understand the description or social phenomena and events that occur by obtaining data from observations, interviews and documentation in this case relating to the implementation of the CHSE program at Black Penny Villa Ubud Bali (Setiawati et al., 2022). The population used in this research was all Black Penny Villa Ubud staff, both employees and superiors. The sample chosen was 8 people, consisting of 1 operational manager, 1 human resources manager, 4 employees and 2 customers. The sample was selected using purposive sampling, where those who met the inclusion criteria were willing to be respondents, as well as employees and managers who had direct contact with customers. The type of data used is primary data obtained from observations, interviews and documentation. The data that has been collected is then transcribed and then narrated into topics or subtopics.

RESULTS

Overview of Black Penny Villa Ubud Bali during the Covid19 Pandemic

An overview of the state of tourism in Bali at the beginning of 2020 shows that the number of visits has changed drastically because managers are following government policy to temporarily close tourist attractions. Following the development of PPKM relaxation, at that time the management was still allowed to operate and the situation began to improve but was still not stable. In response to this situation, the management made a new breakthrough to immediately improve the trust of tourists/guests to stay overnight by implementing and implementing the CHSE health protocol.

Implementation of the CHSE Program at Balck Penny Villa Ubud Bali

Cleanliness

Black Penny Villa Ubud Bali has implemented the CHSE Program, namely Cleanliness, by providing facilities for washing hands, doing cleaning public spaces and goods with disinfectants/other cleaning fluids that is safe and appropriate, free from disease-carrying

vectors and animals, providing clean toilet cleaning and equipment, providing clean trash cans and Managers also pay attention to personal hygiene by always washing their hands using running water and soap.

Health

During this pandemic, health is the main thing that must be considered, so the management of Black Penny Villa Ubud Bali always implements CHSE to maintain the health of both workers and visitors. Starting from checking body temperature, wearing masks, to implementing social restrictions by controlling distance and minimizing crowds. Managers and workers at Black Penny Villa Ubud Bali wear the necessary PPE such as a face shield, gloves and practice coughing and sneezing etiquette. In food and beverage management, clean and hygienic management, public spaces and work spaces with good air circulation are also implemented. At Black Penny Villa Ubud Bali, several posters have been installed regarding clean living behavior, the correct way to wash your hands and correct cough etiquette. It is hoped that the installation of this poster can provide visual information to visitors/tourists.

Safety (security)

The security factor for tourists who come to visit is the responsibility of the manager, therefore Black Penny Villa Ubud Bali has implemented a security system which is one of the implementations of CHSE, namely the availability of rescue procedures if at any time an unwanted disaster or emergency occurs, availability of first aid kits, availability of fire extinguishers and availability of gathering points and evacuation routes.

Environmental Sustainability (Environment Sustainability)

The manager of Black Penny Villa Ubud Bali always ensures that the business has implemented environmentally friendly conditions so that environmental sustainability is maintained. Managers have used water and energy sources efficiently, healthily to maintain the balance of the ecosystem and processing waste and liquid waste in a thorough, healthy and environmentally friendly manner by differentiating the means of disposal. Management also always implements the entire program in accordance with the SOP.

DISCUSSION

In efforts to restore the tourism sector by the Minister of Tourism and Creative Economy, Sandiaga Uno, there are three strategies being implemented to accelerate tourism recovery. This strategy was conveyed in the main meeting as minister during the handover of office. One of these strategies is innovation that can be pursued so that changes in the number of tourist visits can increase (Anggarini, 2022). The CHSE program launched by the Ministry of Tourism and Creative Economy is now one of the Government's programs that is being greatly intensified because implementing CHSE-based health protocols in tourism businesses can restore the health of tourism and revive the economic sector due to the Covid-19 pandemic. CHSE was created based on the Decree of the Minister of Health regarding Health Protocols in Public Places and Facilities in the Context of Preventing and Controlling Covid-19 (Mahadewi, 2021). The aim is to increase efforts to prevent and control Covid-19 for the community in public places and facilities in order to prevent new epicenters or clusters from occurring during the pandemic (Arlinda & Sulistyowati, 2021). The implementation of the CHSE program is based on the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 (Tamar, 2020). In this regulation, it can be seen that the villa manager has the right to enforce the CHSE health protocol and it is an obligation. This health protocol requires massive socialization, followed by trials and simulations (Laato et al., 2020). Supervision is also needed so that standard health protocols are implemented in the field. Apart from that, restoring the image of the destination also needs to be

carried out to convince tourists that currently the destination is truly different in image, this is in line with research by (Hidayatullah et al., 2020).

The We Love Bali program was held as a form of implementation of the CHSE protocol (Cleanliness, Health, Safety, Environment). The CHSE program has been implemented in the tourism and economic sectors creative, and this is expected to stimulate tourism activities in Bali in particular, Implementation of CHSE implementation through programs ' We Love Bali ' this is one form support for tourism and creative economy business actors including hotels, travel businesses tourism, transport businesses, tour guides, restaurants, tourist destinations, MSMEs, and others. Apart from looking at the implementation of CHSE, the program “ We Love Bali ” there are also activities “ take a look ” which is an activity to invite all tourism actors from all over Bali (Lumanauw, 2020). Activity This was held to equalize perceptions about the steps - steps that must be prepared and implemented in the adaptation and recovery of Bali tourism so that the Bali economy can quickly recover rise. Apart from educating about the CHSE protocol, the Government also invites the public to campaigning for the importance of using non-cash transactions. Apart from generating tourism, We Love Bali It is also hoped that it will form a mindset safety awareness for business people and tourists, as well provide education in implementing new habit protocols (Candranegara et al., 2021).

Tourist rights are an absolute value that must be fulfilled as a form of obligation for tourism managers so that tourist satisfaction can be achieved. As a strategy to fulfill tourists' rights, the Ministry of Tourism and Creative Economy launched the CHSE (cleanliness, health, safety, environmental sustainability) certification program as a form of guarantee of health, safety, cleanliness and environmental sustainability. This program is designed so that each tourism line meets service standards in accordance with the conditions for normalization preparations after the Covid-19 pandemic. So this literature study research was carried out to provide a review of research with the theme of implementing the CHSE certification program, especially in a number of tourist attractions in Indonesia (Amelia & Prasetyo, 2022). According to research conducted by one of the reasons business actors in the tourism sector have not received a CHSE certificate is the lack of awareness owners of tourism businesses and less responsive to policies CHSE Program, lack of motivation from related Policy Organizers This CHSE program. Another obstacle is related to lack of ability tourism business actors regarding the funds that will be spent to fulfill CHSE Indicator (Zainab et al., 2022).

CONCLUSION

Based on the research conducted, it can be concluded that the implementation of the CHSE program has been implemented and implemented well in accordance with government recommendations and is quite successful because visitor interest in staying overnight is starting to show an increase. This program is very good and will probably make the economy in Bali better, but it must be carried out consistently and continuously, so that the results can be seen during this pandemic and after the pandemic ends. The advice that researchers can give is that this research can be developed by further researchers by adding new variables so that the research results become more complex and for business managers, it is to carry out intensive promotion and information about the existence of destinations through social media and other internet so that the number of tourist/guest visits continues increase.

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