



Cleanlines, Health, Safety and Enviromental Sustainable (CHSE) Implementation on Cau Chocolates Tourism Object

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ABSTRACT

The tourism industry is one of the sectors most affected during the Covid-19 pandemic. Covid-19 certainly has an impact on all sectors in the tourism sector and of course has an impact on tourist villages as tourist destinations. Tourists experience concerns about security when visiting and staying in tourist villages and tourist village managers also experience concerns about the possibility of spreading the virus. The implementation of CHSE in tourist attractions is very important to create a safe, comfortable and memorable tourist experience for visitors, as well as contributing to environmental sustainability and growth of the tourism industry. Analysis of the implementation of CHSE at the CAU Cokelat tourist attraction is deemed necessary to ensure the health and safety of visitors and workers. This research is quantitative study with cross sectional design. Analysis of the fulfillment of the CHSE guidelines at the CAU chocolates tourism object was carried out, using the CHSE guidelines instrument released by the Ministry of Tourism and Creative Economy. This activity has been carried out on August 9, 2024. The results showed that CAU chocolates tourism object was able to meet 91% of the CHSE guidelines. Descriptively, the conclusion from this research is that CAU Chocolates Tourism Object has been able to implement 91% of the CHSE guidelines, which is a good result for ensuring the health and safety of visitors.

Keywords: CHSE guide; health; tourism object

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INTRODUCTION

The development of tourism sector activities in Indonesia has grown so rapidly and dynamically that it has given rise to prospective tourism business trends such as the emergence of environmentally based tourism activities, adventure tourism, shopping tourism, sports tourism, culinary tourism and so on which have made a real contribution to improving the national economy (Sandyarini & Bhaskara, 2022). The island of Bali as one of the world's tourism destinations is known for its natural beauty ranging from beaches, mountains, rivers, rice fields and the friendliness of its people as well as the unique socio-cultural nature of the Balinese people, causing the island of Bali to be known as a tourist destination for foreign and domestic tourists. Tourism on the island of Bali is a mainstay development sector that continues to be developed to support the economy of the Balinese people (Suradnya. I.M, 2006).

On the other hand, the tourism industry is one of the sectors most affected during the Covid-19 pandemic, it was the first to be affected, the most at risk of loss and the last to recover. The Covid-19 pandemic certainly has an impact on all sectors in the tourism sector and of course has an impact on tourist villages as tourist destinations (Bascha et al., 2020). Restrictions on activities and interactions are one of the causes of the downturn in tourism. Tourists experience concerns about safety when visiting and staying in tourist villages and tourist village managers also experience concerns about the possibility of spreading the virus.

Based on these problems, the government issued guidelines *Cleanliness, Health, Safety, Environmental Sustainable* (CHSE), hereinafter referred to as the Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability organized by the Ministry of Tourism and Creative Economy (Kementerian Pariwisata Dan Ekonomi Kreatif, 2020). There are several CHSE guidelines including: CHSE in tourist attractions, CHSE in homestays/tourist lodges, CHSE in hotels, CHSE in organizing meetings, incentives, conversions and exhibitions (MICE), CHSE in restaurants/restaurants, CHSE in organizing events, CHSE in rafting tourism, CHSE in golf tourism activities, CHSE in diving tourism business, CHSE in the creative economy sector.

The implementation of CHSE in tourist attractions is very important to create a safe, comfortable and memorable tourist experience for visitors, as well as contributing to environmental sustainability and the growth of the tourism industry. The key to the success of tourism so that it can quickly rebound is the implementation of CHSE-based health protocols properly and disciplinedly in each destination and tourism sector players (Harry, 2020). The future of Indonesian tourism depends on the ability of the tourism industry to overcome the complex challenges that occur in implementing the CHSE protocol. Creating tourist destinations that can meet global standards in the new era of life will place Indonesia as a popular tourist destination and is recommended by the world for tourists to visit (Lumanauw, 2021). CHSE certification can be used as a guarantee and recognition that a business unit has met health, cleanliness, safety and environmental sustainability standards (Suci & Batubara, 2022).

In this research, we will identify the implementation of CHSE as a tourist attraction in one of the tourist attractions in Bali, namely the CAU Chocolates tourism object tourist attraction in Tabanan Regency, Bali, which is initial research to see to what extent the CAU Chocolates tourism object management implements CHSE. Considering that the current trend for guests is to choose clean and safe places, this can be realized if the workforce understands and applies the CHSE principles (*Cleanliness, Healthy, Safety, and Environment*) in work and daily life (Adi, 2020).

Tourism actors must start adapting their business to the conditions of tourists who will pay attention to cleanliness and safety factors (Djou & Hamid, 2020). It is believed that the existence of government programs that are adapted by tourist attraction managers will increase tourist confidence, so that tourist visits can run smoothly again (Fajri, 2020). The aim of this research is to carry out an initial assessment regarding the implementation of CHSE in tourist attractions at CAU Chocolates, by implementing CHSE, CAU Chocolates can increase visitor confidence, ensure the cleanliness of tourist attractions, and protect the health of visitors and staff from potential health risks. All of these goals are in line with CAU Chocolates' vision to provide a quality and sustainable tourism experience for every visitor.

METHOD

This research is a quantitative research with a cross sectional design. The research was conducted at CAU chocolates tourism object, carried out on January 9, 2024. An analysis of the implementation of the CHSE guide for tourist attractions was carried out on CAU chocolates tourism object. This research has passed the ethical test by the Bali International University Research Ethics Commission with the ethical permit certificate number 01.033/UNBI/EC/XII/2023. The research data was taken by assessing the CHSE aspects listed in the CHSE tourist attractions with the latest conditions at the CAU chocolates tourism object. Then an analysis is carried out to what extent the CHSE guidelines have been implemented by CAU chocolates tourism object.

RESULTS

Table 1
Descriptive Analysis of the CHSE implementation on the CAU chocolates tourism object

	CHSE Aspects	Guidelines	Implementation	%
General Aspect	Governance Management	29	25	86
	Activities at Tourist Attractions	10	9	90
Specific Aspect	Entrance	29	24	83
	Counter	27	26	96
	Organizing Tourism Activities	28	27	96
	Public Area Activities	25	23	92
	Exit	27	16	94

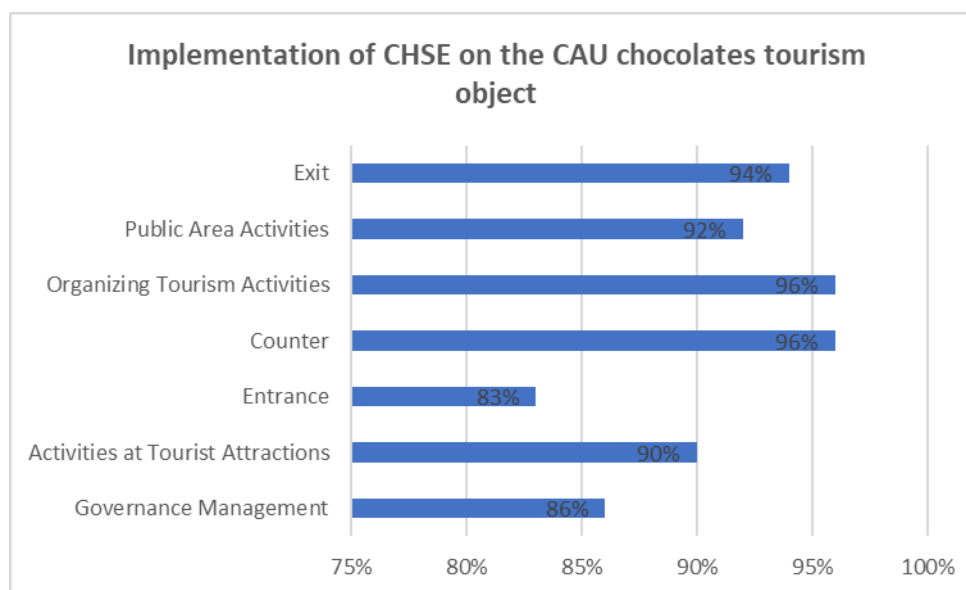


Figure 1. Percentage of implementation of CHSE on the CAU Chocholates tourism objects

DISCUSSION

The CHSE protocol for tourist attractions is said to include stages starting from the entrance, counter, organizing tourist activities, facilities and public areas, exits, offices and employee spaces (Listyorini & Hakim, 2023). The descriptive analysis of CHSE implementation at CAU chocolates tourism object has not been 100% fulfilled. Descriptive analysis showed that CAU chocolates tourism object management had been able to implement 91% of the CHSE guidelines, where governance management aspects were fulfilled at 86%, activities at tourist attractions were fulfilled at 90%, entrance area at 83%, counter area at 96%, organizing tourism activities at 92%, and exit area at 94%. The implementation of CHSE at the CAU chocolates tourism object has not been optimal, but efforts to maintain and improve service

quality are still being made by the management to increase interest in tourist visits. This research is in line with research from Ningsi where the implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) has a positive impact on various parties and requires cooperation between various parties, including managers, employees and tourists (Ningsi et al., 2022). Other research states that the implementation of CHSE development aims to ensure that coastal environmental areas remain healthy, clean and safe so that they can increase environmental preservation for local communities living around the coast (Suidarma & Afrita, 2021).

Tourist destinations should be areas that have distinctive or unique characteristics so that they can provide charm or attraction to visitors during their visit and can even attract them for longer by visiting the destination again (Helpiastuti, 2018). Three important things are indicators of destination quality, namely the preservation of natural resources, pollution levels including traffic jams, and cultural uniqueness. These three things are the main considerations for prospective tourists in determining the destination to visit (Utama et al., 2020). In other research in the tourism industry, there are three aspects that are considered very important by tourists, namely security, safety, and certainty (Sugiarto et al., 2019). Security and tranquillity when traveling have a strong influence on tourists' interest in visiting tours. Implementing CHSE development in the tourism sector can also help maintain environmental sustainability and encourage the sector by ensuring that tourist destinations remain clean, healthy, safe, and pay attention to environmental aspects (Candra & Rekha, 2020). Currently, tourist demands are increasing, namely a healthy and hygienic environment at tourist attractions (Kartikasari & Lindawati, 2019).

Tourist attractions here are not just tourist attractions, they include accommodation, transportation, and attractions in the tourism area. Apart from that, the implementation of CHSE must also be followed by good promotion, so that it reaches the community and creates confidence to travel again (Negara & Suandari, 2022). In line with the results of research conducted by Supriyadi which states that the policy of adapting to new habits has a positive effect on tourist satisfaction, the CHSE adaptation program is included in the adaptation of new habits (Supriyadi D., 2020). Research conducted by Aprilia also stated that the implementation of the CHSE health protocol was able to increase guest confidence in staying at the hotel, which was described by increasing levels of *occupancy* (Aprilia & Yahya, 2021). Similar research was conducted by Candranegara The CHSE program has been implemented in the tourism and creative economy sectors, it is hoped that it will stimulate tourism activities in Bali, in particular, the implementation of CHSE through the 'We Love Bali' program (Candranegara et al., 2021). Fulfilling tourists' rights optimally will ultimately restore the level of tourist trust (Diarta & Sukendar, 2021). So it is not impossible when tourists' rights are fulfilled and strengthened with the CHSE certification label, then the implementation of the CHSE program will become a defensive resilience for all tourist attraction objects so that they can once again gain the trust of tourists (Amelia & Prasatyo, 2022). Alana believes that in a tourist attraction, visitor satisfaction is also very influential because after visiting tourists will give reviews or impressions, both positive and negative (Alana & Putro, 2020)

CONCLUSION

Descriptively, the conclusion from this research is that CAU Chocolates Tourism Object has been able to implement 91% of the CHSE guidelines, which is a good result for ensuring the health and safety of visitors. In the future, there is a need to increase the implementation of CHSE Tourism Object guidelines at CAU Chocolates Tourism Object.

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