

CRITICAL ANALYSIS OF THE CLEANLINESS, HEALTH, SAFETY, ENVIRONMENT SUSTAINABILITY (CHSE) CERTIFICATION PROGRAM FOR BUSINESS ACTORS TOURISM AND CREATIVE ECONOMY

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Abstract

The *COVID-19* pandemic has significantly affected the tourism sector in Indonesia, causing a dramatic decline in the number of tourists. The government responded with the implementation of the CHSE protocol to restore and rebuild trust and tourism activities. The purpose of this research is to investigate the implementation, evaluation, and development strategy of CHSE certification programs in the tourism and creative economy sectors. Research Methodology. The qualitative evaluation research uses the CIPP model to evaluate the implementation of CHSE certification programs in the Indonesian tourism industry, focusing on data collection, analysis, and recommendations for improving program effectiveness in the context of the *COVID-19* pandemic. Results and Discussion. An evaluation of the implementation of the CHSE certification program in 120 tourism and creative economy businesses highlights the perception of business leaders on the relevance and implementation of the program and its impact on tourist visits and business income. Conclusions and Suggestions. The implementation of CHSE certification covers more than 12,027 tourism businesses in 403 districts/cities in 34 provinces since 2020. The evaluation recommended changes to mandatory policies to increase their adoption and effectiveness, supported by development strategies including the synergy of tourism business standards, the implementation of SNI 9042, and impact research on consumer decisions.

Keywords: *COVID-19*, CHSE, CIPP Evaluation, Ministry of Tourism and Creative Economy, Implementation Strategy.

INTRODUCTION

The *COVID-19* pandemic has had a huge impact around the world, including Indonesia. This virus, which attacks the human respiratory system, was first detected in Wuhan, China, at the end of 2019. The World Health Organization (WHO) officially designated *COVID-19* as a global pandemic in March 2020. The spread of the virus generally occurs through respiratory droplets, especially in poorly ventilated places, or through direct contact with an infected person.

Indonesia's tourism sector, which was previously the largest foreign exchange contributor, experienced a very significant decline. Bali, as one of the main tourist destinations, experienced a very sharp decline in the number of foreign tourists in early 2020. The Indonesian Hotel and Restaurant Association (PHRI) recorded the closure of more than 2,000 hotels and 8,000 restaurants, with potential losses of tens of trillions of rupiah. In addition, the aviation industry has also suffered huge losses. In facing this crisis, the Ministry of Tourism and Creative Economy (Kemenparekraf) has developed the CHSE protocol since 2020. This protocol covers cleanliness, health, safety, and environmental sustainability aimed at all parties in the tourism industry. The implementation of CHSE involves various stages such as simulation, socialization, publication, and trials in tourist destinations. Since

its launch, the CHSE certification program has been attended by 12,027 tourism businesses in 403 districts/cities in 34 provinces.

CHSE certification aims to create a balance between supply and demand in the tourism sector, including preparing tourist destinations, building infrastructure, creating tourist attractions, and improving the quality of tourism human resources. A CHSE certification management strategy is needed that can provide trust and security to tourists, accompanied by intensive communication and socialization.

Salusu (2006) has provided a comprehensive definition of strategy. According to him, strategy is the art of managing organizational resources to achieve goals. In the context of CHSE, this strategy includes human resources to interaction with the environment. Utama (2021) sees CHSE as an adaptive response of the government to changes in people's behavior.

With the implementation of CHSE, it is hoped that public trust in tourism and the creative economy can increase, allowing this sector to operate productively again while maintaining safety from COVID-19.

METHOD

This study evaluates in depth a program using a qualitative approach. In accordance with Weiss' definition quoted by Sugiyono (2013: 741), evaluation is a systematic process to measure how far a program achieves a set goal. Thus, this research is expected to be able to provide valuable input to increase the effectiveness of the ongoing program. This research aims to provide a comprehensive understanding of the implementation of CHSE certification in the tourism sector in Indonesia and offer appropriate development strategies to improve safety standards and trust in the tourism industry.

The implementation of the evaluation will be carried out using the CIPP model developed by Stufflebeam. The use of the CIPP (*Context, Input, Process, Product*) model is considered the right approach to evaluate the implementation of the CHSE certification program, which consists of four main components as described by Stufflebeam in (Sugiyono, 2013: 749).

Referring to the CIPP concept above, the criteria used are as follows:

Table 1. CIPP Concept Criteria

| Yes | Evaluation | Indicators | Instruments |
|-----|------------|--------------------|---------------|
| 1 | Context | Program Objectives | Questionnaire |

| Yes | Evaluation | Indicators | Instruments |
|-----|------------|---|---|
| 2 | Input | 1. Availability of Policies/Rules | 1. Questionnaire/Question List 2. Observations made by researchers |
| | | 2. Benefits of Human Resources Programs | |
| | | 3. Facilities and Infrastructure | |
| | | 4. Deep Systems/Platform | |
| | | 5. Equipment Preparation | |
| | | 6. Audit, Visitation and Certification Issuance | |
| | | 7. Procedures and Rules | |
| 3 | Process | 1. Program Planning | 1. Questionnaire/Question List 2. Observations made by researchers |
| | | 2. Program Socialization | |
| | | 3. Mentoring | |
| | | 4. Employee and Visitor Participation | |
| | | 5. Implementation of Monitoring | |
| | | 6. Supervision Implementation | |
| 4 | Product | 1. Program Implementation Consistency | 1. Questionnaire/Register 2. Question 3. Observations made by researchers |
| | | 2. Impact of Program Implementation | |
| | | 3. Guest Visitation Rate | |
| | | 4. Guest Participation Rate | |
| | | Revenue Increase Rate | |
| | | 5. Program Sustainability | |

RESULTS AND DISCUSSION

The data obtained in this study came from the results of the distribution of questionnaires to 120 tourism and creative economy businesses throughout Indonesia, with the dominance of respondents from West Java Province (38 businesses), followed by Lampung (8 businesses), and Central Java (7 businesses). In West Java Province, respondents mainly came from districts/cities such as Bandung, Bandar Lampung, Sleman, Semarang, and Yogyakarta.

Tabel 2. Distribution of Questionnaires

| Yes | Evaluation | Indicators | Respondent Rating | | | Domination |
|-----|------------|---|-------------------|------|------|--|
| 1 | Context | Program Objectives | | 22 % | 78% | |
| 2 | Input | 1. Availability of Policies/Rules | 4% | 15 % | 81% | Domina has a CHSE policy |
| | | 2. Program Benefits | | 24 % | 76% | High Program Benefits |
| | | 3. Human Resources | | 1 % | 99 % | Auditor Availability |
| | | 4. Deep Systems/Platform | 1 % | 20 % | 79 % | System Reliability |
| | | 5. Equipment Preparation | | 49% | 51% | Equipment Preparation Facility |
| | | 6. Audit, Visitation and Issuance of Certification Procedures and Rules | 3 % | 64% | 33 % | Domination Quite Easy to Implement |
| 3 | Process | 1. Program Planning | 6% | 20% | 74% | Good program planning |
| | | 2. Program Socialization | 5% | 41% | 54% | Participation in socialization activities more than 1 time |
| | | 3. Mentoring | 6% | 31% | 63% | Optimal Mentoring Program |
| | | 4. Employee and Visitor Participation | 3% | 49% | 48% | Participate but not be consistent |
| | | 5. Implementation of Monitoring | 3% | 38% | 59% | Optimal Monitoring Program |

| Yes | Evaluation | Indicators | Respondent Rating | | | Domination |
|-----|------------|---------------------------------------|-------------------|-----|-----|--|
| | | 6. Supervision Implementation | 5% | 34% | 61% | Optimal Program supervision |
| 4 | Product | 1. Program Implementation Consistency | | 20% | 80% | Program Implementation Consistency |
| | | 2. Guest Visitation Rate | 9% | 41% | 50% | There is a positive impact on business performance |
| | | 3. Guest Participation Rate | 5% | 45% | 51% | High Guest Participation |
| | | 4. Revenue Increase Rate | 12% | 42% | 46% | Increasing Business Income |
| | | 5. Program Sustainability | | 11% | 89% | Program Sustainability |

From the results mentioned above, assumptions can be taken about the implementation of the CHSE program in tourism businesses as follows:

Table 3. Identification of Clusters Related to the Implementation of the CHSE Program

| Yes | Cluster | Result |
|-----------------------|--|---|
| Policy Aspects | | |
| 1 | Conformity of CHSE Certification Objectives | The purpose of CHSE certification has been relevant to tourism and creative economy businesses |
| 2 | Availability of CHSE regulations/policies on tourism and creative economy businesses | Tourism businesses already have and implement regulations or policies in the implementation of CHSE certification |
| 3 | Program Benefits | |
| 4 | The Benefits of CSHE Certification for Tourism and Creative Economy Businesses | CHSE certification has benefits and is optimally implemented in tourism and creative businesses |
| 5 | Benefits of CSHE Certification for Guests/Visitors | CHSE certification has benefits for guests/ visitors/ tourists |
| Resources | | |
| 1 | Assessor Ability | The assessor has mastered the indicators and flow of the implementation of CHSE certification |

| Yes | Cluster | Result |
|--------------------------------------|--|---|
| 2 | Understanding and Applying Company Employees to the CHSE Protocol | Staff/employees have understood and implemented CHSE protocols |
| 3 | Number of CHSE Certification Program Indicators | indicators in the CHSE certification that have been established are sufficient |
| 4 | Quality Indicators of CHSE Certification Program | The level of difficulty and verification of CHSE certification is already in the category of quite matching |
| 5 | difficulties of registration and verification of CHSE certification | The difficulty level of registration and verification of CHSE certification is already in the category of quite adequate |
| 6 | speed of registration and verification on CHSE certification | The difficulty level of registration and verification of CHSE certification is already in the fast category |
| Facilities and Infrastructure | | |
| 1 | Preparation of CHSE equipment | Facilities in the provision of CHSE equipment |
| 2 | Funding in the provision of CHSE equipment | Investment/cost in the provision of CHSE equipment in the fair category |
| 3 | Difficulties in audit visitation on CHSE certification | The level of difficulty in audit visitation on CHSE certification in the category is quite adequate |
| 4 | Implementation of audit visitation on CHSE certification | The speed of audit visitation on CHSE certification in the fast category |
| 5 | Issuance of certification and labeling after CHSE audit visitation | Timely issuance of CHSE certification in accordance with CHSE certification procedures |
| Procedures and Rules | | |
| 1 | Clarity on the procedure for implementing Online Registration and Verification | the clarity of the procedure for the implementation of Registration and Verification is quite clearly understood |
| 2 | Understanding of the procedure for implementing Online Registration and Verification | The level of understanding of the existing Registration and Verification implementation procedure is quite clearly understood |
| 3 | Clarity on the procedure for conducting CHSE certification audits and visitations | Clarity on the audit implementation procedure is clearly understood |

| Yes | Cluster | Result |
|---------------------------------------|---|--|
| 4 | ease of implementation procedures for audit and visitation of CHSE certification | ease in the procedure for conducting audit and visitation of CHSE certification |
| 5 | clarity on CHSE certification rules | Clarity in CHSE certification policy |
| 6 | The Implementation of CHSE Certification Rules in the Operation of Tourism Businesses | The implementation of CHSE certification rules can be implemented effectively in the operationalization of tourism and creative businesses |
| Program Planning | | |
| 1 | Implementation schedule of CHSE certification program for tourism businesses | The schedule for the implementation of the CHSE certification program for tourism businesses is available |
| Socialization | | |
| 1 | Frequency of Socialization and Education on CHSE Certification for Tourism Businesses | The socialization of CHSE Certification has been accepted by tourism and creative enterprises morethan 1 time |
| 2 | Effectiveness of Socialization and Education | The level of effectiveness of socialization and education has been adequate regarding the implementation of CHSE certification |
| Mentoring | | |
| 1 | The role of central/local governments, associations and certification bodies in CHSE certification assistance | Optimal involvement of central/regional governments, associations and certification bodies in CHSE certification assistance |
| Guest and Employee Affiliation | | |
| 1 | guest/visitor participation in the CHSE certification program | Guests/Champions/tourists actively participate and are committed to the implementation of the CHSE certification program |
| 2 | employee participation in the CHSE certification program | Employees/Staff are committed and enthusiastic in the implementation of the CHSE certification program |
| Implementation of Monitoring | | |
| 1 | The role of the central government, local governments and tourism business associations in the process of monitoring the implementation of the CHSE certification program | Optimal involvement of the central government, local governments and tourism business associations in the process of monitoring the implementation of the CHSE certification program |

| Yes | Cluster | Result |
|--|--|---|
| Program Sustainability | | |
| 1 | The role of the central government in the process of overseeing the sustainability of the CHSE certification program | Optimal involvement of the central government, local governments and tourism business associations in the process of supervising the sustainability of the CHSE certification program |
| Achievement of Program Objectives | | |
| 1 | consistency in the implementation of CHSE guidelines on tourism and creative businesses | Tourism business actors are committed to the implementation of the CHSE guidelines |
| Impact | | |
| 1 | Impact on tourist visits | There is an increase in visits/tourists after the CHSE certification program |
| 2 | participation of guests and tourists in tourism and creative enterprises after obtaining CHSE certification | guests and tourists participate in the implementation of CHSE procedures when carrying out tourism activities |
| 3 | income in tourism and creative industries after obtaining CHSE certification | Increase in revenue after the CHSE program |
| 4 | Program Sustainability | The CHSE certification program is mandatory to continue |

Clean, Health, Safety, and Environmental Sustainability (CHSE) certification, although voluntary, plays an important strategic role in accordance with Law No. 9 of 2010. This certification aims to protect the tourism industry, improve the safety of tourists, and strengthen the competitiveness and quality of tourism services in Indonesia. Although in general this program has shown positive results, there are still challenges related to the consistency of implementation and the awareness of entrepreneurs of the importance of this certification. Therefore, effective and comprehensive planning is needed in accelerating and improving the implementation of CHSE certification.

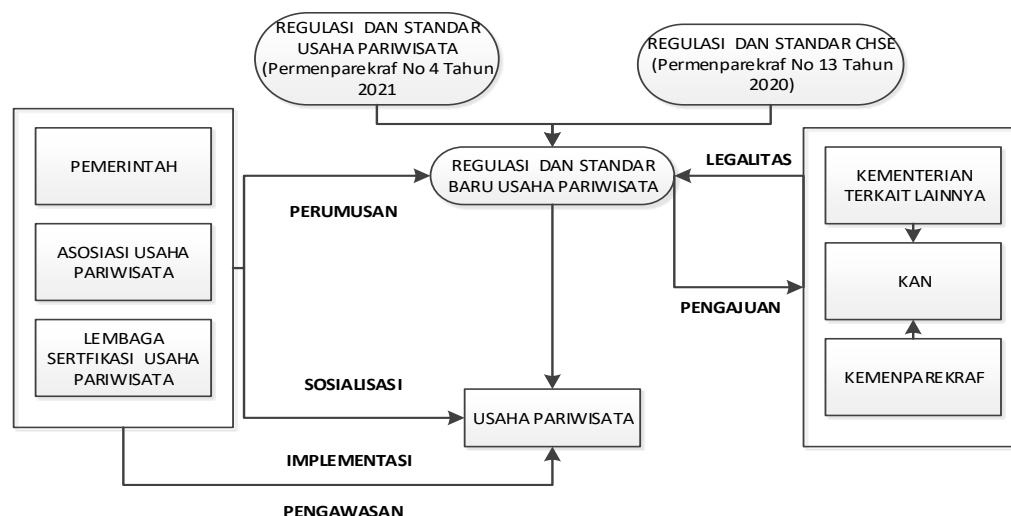


Figure 1. CHSE Certification Strategy

The COVID-19 pandemic is the main driver for the Indonesian government, especially the Ministry of Tourism and Creative Economy, to strengthen the implementation of the CHSE protocol as part of the tourism sector recovery strategy. The discipline and comprehensive implementation of the CHSE protocol is considered an important step in supporting the revitalization of the national tourism industry.

An integrated and sustainable CHSE certification strategy must be aligned with the new policy that combines the Tourism Business Standard (Permenparekraf No. 20 of 2021) with the requirements of CHSE (Permenparekraf No. 13 of 2020). This integration not only clarifies the standards that employers must adhere to, but also reinforces their obligation to provide a safe and quality environment for visitors.

Employers should realize that CHSE certification is not just a formal compliance, but it is also a long-term investment in the reputation and sustainability of their business. Consistency in the implementation of this certification will have a positive impact on the confidence of tourists and be a determining factor in their choice of destination.

The active participation of guests, visitors, and tourists is also a crucial element in supporting the success of the CHSE program. By giving preference to facilities that have met CHSE standards, they can not only protect themselves, but also tourists will amplify market pressure on employers to comply with established safety standards.

Maintaining the sustainability of CHSE certification programs requires a structured and sustainable approach. Integration with international regulations and standards, such as ISO 45001:2018, as well as national policies such as Government Regulation No. 50 of 2012 concerning Occupational Safety and Health Management Systems, must be an integral part of tourism business operations throughout Indonesia

By implementing this strategy comprehensively, Indonesia's tourism sector can recover from the impact of the pandemic and increase competitiveness in the global market. These efforts not only provide better protection for guests, visitors, and tourists, but also build a solid foundation for sustainable and quality growth in the national tourism industry.

CLOSING

Conclusion

Based on the results of the research, the conclusions that can be conveyed related to the strategy for implementing CHSE certification are as follows:

1. The implementation and reach of CHSE certification that has been implemented since 2020 covers 403 districts/cities in 34 provinces, with more than 12,027 tourism businesses certified in 12 categories. Although it reaches 78% of the target, this number is still relatively small because this certification is voluntary, despite being successful in its socialization.
2. The evaluation and implementation challenges based on the CIPP model show that the implementation of CHSE certification has not been optimal in terms of Context, Input, Process, and Product Evaluation. Entrepreneurs still do not feel the urgency to implement this certification comprehensively, because it has not become a mandatory policy. The policy that makes this certification mandatory will increase its adoption across the tourism industry in Indonesia.
3. Development Strategy To increase the effectiveness of CHSE certification, it is necessary to change its status to a mandatory requirement in tourism business operations. This step is needed to improve the quality and standards of the tourism industry, making CHSE certification a key requirement in running a business, especially in the future.

Suggestion

In ensuring the effectiveness of the CHSE certification program, it is necessary to implement innovative and comprehensive strategies. The following are some recommendations aimed at providing complete guidance for business actors, related parties, and the government in improving the implementation and implementation of CHSE certification throughout Indonesia.

1. Synergizing Tourism Business Standards (Permenparekraf No. 20 of 2021) with CHSE Certification (Permenparekraf No. 13 of 2020) through the development of new policies, such as Presidential Instructions or Ministerial Decrees. This policy will strengthen tourism business operations in Indonesia by ensuring the adoption of CHSE as a mandatory standard.
2. Integrating SNI 9042 on Cleanliness, Health, Safety, and Environmental Sustainability as a reference in supporting the implementation of CHSE. These standards will ensure quality, safety, and compliance in products, processes, and services in the tourism sector
3. Develop a sustainable follow-up plan for the next five years, involving all relevant stakeholders in the tourism industry, including central government, local governments, NGOs, and the community. The plan will focus on providing infrastructure, improving processes, and overseeing the implementation of CHSE certification.
4. Providing incentives for business actors who have implemented this CHSE certification program consistently and sustainably. With this intensive giving, it is hoped that it will spur the participation of other tourism businesses.
5. Increase socialization efforts about the importance of CHSE to tourists. This education

- aims to ensure the recognition and preference of tourists for certified businesses, thereby encouraging tourism entrepreneurs to be more committed to meeting CHSE standards.
6. Conduct follow-up research on the evaluation of CHSE implementation that has an impact on consumer purchasing decisions. The results of this research should be widely published to increase the awareness and understanding of business owners about the importance of CHSE certification.

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