

Implementation of CHSE in Pondok Nyoman Bedugul

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Abstract: During the COVID-19 pandemic, the implementation of CHSE at Pondok Nyoman Bedugul became very important because it was the most vulnerable place for the spread of the COVID-19 virus. The reason for being a place for the spread of the covid-19 virus is because it is always in touch and interacts with guests. This study aims to determine the model and impact of the application of CHSE in Pondok Nyoman Bedugul. The result of this research is Pondok Nyoman Bedugul has 2 models of CHSE implementation and the CHSE implementation that has been carried out has received positive comments from guests even though the employees are not disciplined in implementing CHSE. The author hopes that the implementation of CHSE at Pondok Nyoman Bedugul is more disciplined in maintaining positive comments during hotel stays and meets the government's expectations to be able to break the chain of transmission of COVID-19.

Keywords: Implementation, Protocol of Healty, CHSE, Covid-19.

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Introduction

COVID-19 is a disease that is affecting almost the whole world today. COVID-19 is an infectious disease caused by the corona virus. In indonesia, per 5 april 2022, 65.019 people has been infected by COVID-19 (Kementerian Kesehatan Republik Indonesia 2022). The large number of COVID-19 cases that have infected Indonesia has resulted in a decline in all eco-nomic activity in Indonesia, especially in the tourism sector. One of the areas that has received the most impact from this is Bali Island. The COVID-19 pandemic that has hit almost the entire world has resulted in many tourists choosing not to visit Bali, which has resulted in Bali's economy declining. This can be seen from the many tourist destinations and tourism businesses that were forced to close. As an effort to improve the economy, KEMENPAREKRAF and KEMENKES make a strategy, namely CHSE certification or Clean, Health, Safety & Environmental Sustainability. CHSE (Clean, Health, Safety & Environment) is one of the certification programs created by KEMENPAREKRAF. This is a certificate program for tourism businesses, businesses or other facilities related to tourism, the community environment, and tourist destinations which aims as a guarantee to tourists or the public that the services or products offered have complied with the protocols for cleanliness, health, safety and environmental sustainability (Kemenparekraf, 2020). Also, the management also follows the guidelines for implementing environmental sustainability in hotels from Kementerian Pariwisata (2020).

This research was conducted at Pondok Nyoman Bedugul, to find out whether the implementation of CHSE certification in hotels was in accordance with the guidelines and had been car-ried out properly. The implementation of the CHSE needs to be considered because it is very prone to the spread of the COVID-19 virus, if the CHSE is not implemented properly it will make visiting tourists feel uncomfortable. This condition will cause the visiting power of tourists to decrease and make the economy also decline, so that the KEMENPAREKRAF strategy to improve economic conditions in the tourism sector cannot be realized. Research conducted by Lumanauw (2020) entitled "Education and implementation of the clean health safety environment protocol through we love Bali KEMENPAREKRAF on the 10 Sanur-Nusa Penida-Nusa Lembongan-Sanur program" concluded that overall, education and implementation of the CHSE protocol through the We Love Bali (WLB) program 10 went well and in an orderly manner. However, there are still omissions on the guidelines that have been given, both by the participants and the organizers.

Research conducted by Maulina (2021) entitled "Implementation of Health Protocols Based on Cleanliness, Health, Safety and Environment Sustainability (CHSE) in the hotel industry in the city of Bandung" found that with this CHSE certification, hotels are ensured to have met the standards of CHSE. The Indonesia Care label will be a sign that the hotel is safe to visit, as well as to increase public confidence, which in turn will turn the wheels of the economy, especially the tourism and creative economy sectors. Research conducted by Ranasinghe (2020) entitled "Tourism after corona: Impacts of COVID 19 pandemic and way forward for tourism, hotel and mice industry in Sri

Lanka" found that ensuring the safety of the guests and the staff have become a top concern of the hospitality industry stakeholders. At the same time, to recover business losses and to rebuild the positive image in the mindset of the guests it is essential to initiate strong marketing and promotional campaigns both locally and internationally. The difference between this research and previous research is that the research location was conducted in a different place. While the similarities are both researching how to restore the tourism sector from COVID-19 with the application of CHSE. Next Research is from Octariana (2021) entitled "Efektivitas Penerapan CHSE (Clean, Health, Safety & Environment) Pada Hotel Katagori Bintang 3 (Tiga) Di Kota Depok". This research concludes that through CHSE certification, it is hoped that the hotel industry will be better in handling Hygiene and Sanitation as well as implementing health protocols to prevent the impact of COVID-19, with the results of the study finding a relationship between the application of CHSE to tourist stay decisions.

Method

CHSE Implementation Model at Pondok Nyoman Bedugul

This research was conducted at Pondok Nyoman Bedugul which is located in the Bedugul area, precisely on Jl. Baturiti – Mekarsari, Baturiti, Tabanan. The object under study is the application of CHSE at Pondok Nyoman Bedugul. The data were obtained by observing for 4 months, interviewing the leadership of Pondok Nyoman Bedugul and using the documentation method. The data collection method used is purposive sampling. Purposive sampling is a sampling technique of data sources based on certain considerations (Sugiyono 2015). The data analysis technique quotes from Sugiyono (2015) & Sugiyono (2017), including participatory observation, interviews, documentation, and literature study. Data analysis was carried out using a qualitative method from Creswell (2010). The several stages of conducting technical qualitative analysis include the following: 1) There is a problem. 2) Conduct a literature review. 3) Collecting data by conducting interviews. 4) From the data that has been collected, the researcher then makes an interpretation to capture the meaning of the data analysis that has been collected. 5) The results of the interpretation are stated in the form of a qualitative report. Pondok Nyoman Bedugul is one of the guest houses in Bali that can still operate during the COVID-19 pandemic, because the guest house has the awareness to prevent the spread of the COVID-19 virus by implementing hygiene protocols in the guest house environment before the CHSE certification. Pondok Nyoman Bedugul is a guest house that has been certified CHSE, as shown in Figure 1.



Figure 1. CHSE certification process

Result and Discussion

The CHSE implementation model that needs to be carried out by the guest house is as follows: First, updating standard operating procedures by adding several points of standard operating procedures in the CHSE guidelines into standard operating procedures regarding hygiene protocols that have been implemented by Pondok Nyoman Bedugul. Second, Pondok Nyoman Bedugul also conducts training and informs employees about the new standard operating procedures regarding CHSE. The purpose of this training and providing information is that employees are expected to be able to implement standard operating procedures properly and be able to communicate to every guest who wants to visit the guest house about the standard operating procedures applied at Pondok Nyoman Bedugul. Third, Pondok Nyoman Bedugul provides written warnings in the public guest house area. This written appeal contains: suggesting to always use a mask when in the guest house area, checking body temperature at every entrance, washing hands with soap/using hand sanitizer, always maintaining a safe distance of at least 1-2 meters, suggesting not to do physical contact and practice sneezing and coughing etiquette.

Fourth, Pondok Nyoman Bedugul provides equipment and supplies to support the prevention of the spread of the COVID-19 virus. Equipment and supplies provided by Pondok Nyoman Bedugul such as: a place to wash hands

with soap/hand sanitizer, masks, gloves, body temperature measuring equipment, wipe tissues, standing position markers to maintain a safe distance of 1 (one) meter, hand sanitizer, and disinfectant sprayer. Fifth, Pondok Nyoman Bedugul has provided technology based services such as: hotel service reservations can be made online, guest data collection can be done ONLINE and payment processes can be made non cash. The purpose of technology based services is to reduce physical contact in the hotel area. Sixth, Pondok Nyoman Bedugul provides safety and security equipment and supplies such as: first aid kits, several types of fire extinguishers. Seventh, Pondok Nyoman Bedugul is a guest house that is aware of the importance of environmental conservation. Pondok Nyoman Bedugul has been doing recycle, reduce, reuse, and replace in order to protect the environment. Recycle, reduce, reuse and replace that Pondok Nyoman Bedugul does is to reduce the use of plastic and save energy consumption.

The CHSE implementation model carried out by guests is: First, when the guest arrives at the guest house the guest can choose to put the vehicle. Second, after the vehicle is parked, guests from outside the island of Bali are required to bring the results of the rapid test. Third, employees invite guests to go to the hand washing area and the body temperature check area. Fourth, guests are required to maintain a safe distance of about 1 meter. Fifth, if the guest's body temperature is 37.3°C, the guest will be invited to check-in. During the check-in process, guests are willing to provide information about their health conditions and travel history for 14 days. Sixth, if the guest has a positive indication of the COVID-19 virus and the guest is from out-side the island of Bali, the guest is required to submit the results of the rapid test. Seventh, guests are required to provide information to employees if they feel they have health problems (fever, cough, runny nose, sore throat, and/or shortness of breath). Eighth, if there is a guest financial transaction process, it is recommended to use noncash transactions. Ninth, guests staying or visiting Pondok Nyoman Bedugul must comply with health protocols such as: wearing masks, always practicing social distancing and washing hands with soap/hand sanitizer.

Research Results Regarding CHSE Indicators That Have Been Implemented at Pondok Nyoman Bedugul

Table 1. CHSE indicator at entrance

No	Implementation	Yes	No	Information	Implementation
1	Provide hand washing facilities with soap (CTPS) / hand sanitizer in sufficient quantities.	✓		It has been implemented	Has been well implemented
2	Public goods at the entrance of the <i>guest house</i> area are cleaned with disinfectants / other cleaning fluids that are safe and appropriate periodically at least 3 (three) times a day.	✓		It has been implemented	Has been well implemented
3	Provide areas and equipment for temperature checks and the health condition of guests and employees.	✓		It has been implemented	Has been well implemented
4	Provide areas and equipment to clean guests and employees' belongings with disinfectants/ other safe and appropriate cleaning fluids.	✓		It has been implemented	Has been well implemented
5	Place the fire extinguisher in an easily accessible location, complete with instructions on how to use it.	✓		It has been implemented	Has been well implemented
6	It is recommended to provide a special area / waiting room for drivers equipped with hand washing facilities / hand sanitizers and tissues, by paying attention to a safe distance of at least 1 (one) meter.		✓	It has been implemented	Has been well implemented
7	The surface of stair handrails, door handles, ATM machines, examination tables, body temperature measuring devices, metal detectors, display case glass, sockets & switches, trolleys, hand washing facilities with soap (CTPS), hand sanitizer holders, and fire extinguishers are always cleaned.	✓		It has been implemented	Has been well implemented
8	Employee take body temperature measurements at the entrance of guests. If a temperature ≥ 37.3°C (2 examinations with a distance of 5 minutes), no entry is allowed unless you have a valid negative/nonreactive Covid-19 test result.	✓		It has been implemented	Has been well implemented

No	Implementation	Yes	No	Information	Implementation
9	Employees cleanguests' belongings in a safe manner, using disinfectants/other cleaning fluids that are safe and appropriate, before being brought in.	✓		It has been implemented	Sometimes cleaning guests' belongings is not carried out.
10	Employees remind guests if they don't comply with health protocols	✓		It has been implemented	Has been well implemented

Source: Data processed, 2022

Table 2. CHSE indicators in the lobby area

No	Implementation	Yes	No	Information	Implementation
1	The reception desk is equipped with at least hand sanitizer and tissues.	✓		It has been implemented	Has been well implemented
2	Meja reception is arranged to maintain a safe distance between the receptionist and guests of at least 1 (one) meter or carry out technical engineering such as installing a transparent shield / partition between the receptionist and the guest.	✓		It has been implemented well but for partitions install trans. shields/partitions between the receptionist and guests.	Has been well implemented
3	Inform guests about the SOP for cleanliness, health, safety, and environmental sustainability in the <i>guest house</i> in writing.	✓		It has been implemented	Has been well implemented
4	Availability of guest data containing the guest's travel history and health condition referring to the Covid-19 risk self-assessment form.	✓		It has been implemented	Has been well implemented
5	The queue for guest registration is set at least 1 (one) meter, specially marked on the floor, or perform technical engineering such as partition installation.		✓	It has been implemented	Has been well implemented
6	Provide hand washing facilities with soap (CTPS) / hand sanitizer in sufficient quantities	✓		It has been implemented	Has been well implemented
7	Public goods in the lobby area are cleaned with disinfectants / other cleaning fluids that are safe and appropriate periodically at least 3 (three) times a day.	✓		It has been implemented	Has been well implemented
8	Provide areas and equipment to clean guests' luggage to be stored in a safe manner, using disinfectants/ other cleaning fluids that are safe and appropriate.	✓		It has been implemented	Has been well implemented
9	Toilets in the lobby area are hygienic, clean, dry, odorless, and function properly, and cleaned as often as possible after use.	✓		It has been implemented	Has been well implemented
10	Trash cans in public areas and public toilets are always in a closed condition	✓		It has been implemented	Has been well implemented
11	Place the fire extinguisher in an easily accessible location, complete with instructions on how to use it.	✓		It has been implemented	Has been well implemented
12	Reception desk, room key, stair handrail surface, elevator button, door handle, ATM machine, cash register, electronic payment instrument, key storage, storefront glass, socket & switch, table and chair, computer, printer, telephone, facsimile, toilet/urinal, water faucet, hand sanitizer (CTPS) facility, hand sanitizer holder, and fire extinguisher are always cleaned.	✓		It has been implemented	Has been well implemented

No	Implementation	Yes	No	Information	Implementation
13	Guests provide information regarding their health condition and travel history in the last 14 days by filling out the Covid-19 risk self-assessment form.	✓		It has been implemented	Has been well implemented
14	Guests who use the toilet in the lobby area keep it hygienic, clean, dry, and not smelly after use.	✓		It has been implemented	Has been well implemented
15	The guest provides information to <i>the guest house</i> employee, if they experience health problems (fever, cough, runny nose, sore throat, and/or shortness of breath).	✓		It has been implemented	Has been well implemented
16	Employees advise guests to make non-cash payments.	✓		It has been implemented	Has been well implemented
17	Employees understand and can explain government/local government policies related to Covid-19.	✓		It has been implemented	Has been well implemented
18	Employees understand and can explain the regulations of <i>guest house managers</i> regarding the management of cleanliness, health, safety, and environmental sustainability in <i>the guest house</i> .	✓		It has been implemented	Has been well implemented
19	The employee informs that <i>the guest house</i> has implemented safety standards for processing food and beverage products.	✓		It has been implemented	Has been well implemented
20	Employees know countries and regions with high cases of the Covid-19 pandemic.	✓		It has been implemented	Has been well implemented
21	Employees collect data on guests' travel history for 14 days and health conditions using the Covid-19 risk self-assessment form at the time of check-in. If the results of the self-assessment have a great risk of Covid-19, they are asked to conduct a health check-up to a health service facility first or show the results of a valid Covid-19-free examination.	✓		It has been implemented	Has been well implemented
22	Employees know important contact numbers, such as regional Covid-19 task forces, immigration offices, embassies, and hospitals.	✓		It has been implemented	Has been well implemented
23	The employee informs guests to contact the receptionist if they experience health problems (fever, cough, runny nose, sore throat, and/or shortness of breath).	✓		It has been implemented	Has been well implemented
24	Employees clean all tools used in the payment process with disinfectants / other cleaning fluids that are safe and appropriate, as soon as the transaction is made.	✓		It has been implemented	Has been well implemented
25	Employees clean guests' belongings in a safe manner, using disinfectants/other cleaning fluids that are safe and appropriate.	✓		It has been implemented	Has been well implemented
26	Employees use neat and equipped with the necessary personal protective equipment.	✓		It has been implemented	Has been well implemented

Source: Data processed, 2022

Documentation of the implementation of CHSE at Pondok Nyoman Bedugul is as follows:



Figure 2. Written appeal in the guest house area



Figure 3 Handwashing facilities with soap and hand sanitizer

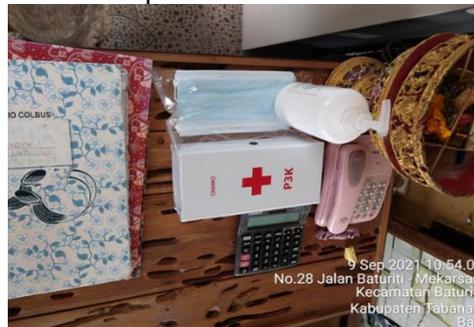


Figure 4. Hand sanitizer and masks in the guest house area



Figure 5. Fire extinguishers



Figure 6. Hand Sanitizer and masks in the room area



Figure 7. Evacuation route



Figure 8. Front office Pondok Nyoman



Figure 9. Gathering point



Figure 10. Save energy



Figure 11. Save water

Obstacles in Implementing CHSE Implementation at Pondok Nyoman Bedugul

During the process of implementing CHSE at Pondok Nyoman Bedugul, there were several obstacles, such as internal and external constraints. Internal constraints are obstacles in implementing the CHSE implementation caused by factors from within the guest house. This internal constraint occurs because the employees who work at Pondok Nyoman Bedugul lack discipline when carrying out tasks regarding the implementation of CHSE. External constraints are obstacles in implementing the CHSE implementation caused by factors outside the guest house. This external obstacle occurred because some guests who visited and stayed at Pondok Nyoman Bedugul were not used

to it and wanted to carry out health protocols such as: wash-ing hands or using hand sanitizers and were reluctant to use masks when in the guest house area.

The Impact of CHSE Implementation at Pondok Nyoman Bedugul

The implementation of CHSE has a positive impact because it makes guests feel confident to stay at Pondok Nyoman Bedugul. This is due to the implementation of CHSE at Pondok Nyoman Bedugul and the policy on food and drink that has been implemented by the hotel to prevent the spread of the virus in the guest house area. In addition, from the data that researchers collected through guest reviews online travel agents, google reviews and information received directly by researchers from guests when guests stayed at the hotel stated that overall the implementation of health protocols was very good. This has a positive impact in the form of a sense of security, comfort and health for guests during their stay as well as the de-sire to stay again at Pondok Nyoman Bedugul.

Conclusion

Based on the results of the discussion, it can be concluded that there are 2 types of CHSE implementation models at Pondok Nyoman Bedugul. The first model is the CHSE implementation model which is carried out in order to obtain CHSE certi-fication. The second model is the CHSE implementation model that needs guests' attention when they are in the guest house area. Based on the CHSE implementation model that has been running at Pondok Nyoman Bedugul, the guests who visit and stay give positive responses. The positive responses given by guests can be seen from guest comments that guests write on OTA (online travel agents), google reviews and guests inform directly to the author about the implementation of CHSE at Pondok Nyoman Bedugul.

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