



THE CHSE (Cleanliness, Health, Safety, and Environment) Program for New Normal Life in Tijili Benoa Curated Artotel

Ita Supeno¹, I Gede Mudana², Ni Gst Nym Suci Murni³

¹Tijili Benoa Curated Artotel, Tanjung Benoa, Indonesia

^{2,3}Tourism Department, Politeknik Negeri Bali, Indonesia

Email: ¹ita.spno@gmail.com, ²gedemudana.pnb.ac.id, ³gustinymsucimurni.pnb.ac.id

Received on 6 July 2021	Revised on 8 August 2021	Accepted on 27 August 2021
----------------------------	-----------------------------	-------------------------------

Abstract

Purpose: This research aims to analyze the CHSE (cleanliness, health, safety, and environment) program in a hotel so that the level of the hotel room occupancy can be increased especially due to Covid-19 pandemic.

Research methods: This is a qualitative research. The data collection method is literature study which is obtained from the Human Resources Department of Tijili Benoa Curated Artotel, Bali, Indonesia.

Findings: Tijili Benoa Curated Artotel is still using WHO guidelines where the CHSE program is not fully complete according to the regulations of the Ministry of Tourism and Creative Economy. Currently what has been done by Tijili Benoa Curated Artotel is the guidelines taken from the WHO decision.

Implications: The program can be developed in accordance with the latest Kemenparekraf (Kementerian Pariwisata dan Ekonomi Kreatif) guidelines so that the hotel can be certified CHSE and can develop future strategies in increasing room occupancy.

Keywords: hotel, program, new normal life, CHSE.

INTRODUCTION

The Covid-19 (Corona) pandemic make almost all sectors of the economy have been affected; one of which is the tourism sector. Since January 2020, WHO has declared the world into a global emergency related to this virus (Iqbal et al., 2020; WHO, 2020). The pandemic has confronted the hospitality industry with an unprecedented challenge. The COVID-19 pandemic has seriously disrupted the hotel sector. (Le & Phi, 2021) with a projected loss outweighing all previous crises combined, including the 9/11 terrorism attack Strategies to flatten the COVID-19 curve such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions have resulted in temporary closure of many hospitality businesses and significantly decreased the demand for businesses that were allowed to continue to operate. (Gursoy & Chi, 2020). This is an extraordinary phenomenon for the world, especially in Indonesia. Foreign and domestic tourists who come directly to Bali has got a very significant decline starting from last year's comparison, namely April 2019 when compared to March and April 2020. Due to the decline in the occupancy rate of tourists to Bali, this also affects the room

occupancy rate or visits to almost all hotels in the Bali region, both five-star and three-star hotels. This is in line with research conducted by (Jian & Wen, 2020) showing that the impact of COVID-19 is able to reduce tourist visits by 90%.

The pandemic has had a global impact on many business fields in the tourism sector, especially hospitality. There has been a very strong decline in room occupancy rates in Bali. Data regarding the decline in the occupancy rate of staying tourists in Bali is shown in Table 1.

Table 1: Occupancy rates for hotel rooms on the island of Bali
[Source: Central Bureau of Statistics Republic of Indonesia, 2020]

2019 (%)	2020 (%)
Jan-19	Jan-20
53.27%	59.29%
Feb-19	Jan-20
56.48%	59.29%
Mar-19	Mar-20
55.43%	25.41%
Apr-19	Apr-20

Based on Table 1, there has been a decrease in occupancy or room occupancy starting from March 2020 which has started to decline very drastically due to the Covid-19 pandemic. Given the increasing number of travel restrictions, the COVID-19 outbreak has dealt a crippling blow to the hotel industry, and the crisis management practices supporting the industry needs are changing as the pandemic continues. (Lai & Wong, 2020). Likewise, a decrease in tourists staying in Tijiili Bena Curated Artotel, it can be seen in Table 2.

Table 2. Occupancy in Tijiili Bena Curated Artotel
[Source: Revenue Report of Tijiili Bena Curated Artotel, 2020]

YTD 2017	YTD 2018	YTD 2019	YTD 2020
34%	74.74%	70.37%	15.31%

Due to Table 2, the decrease in occupancy that occurred at Tijiili Bena Curated Artotel, can be seen in 2017 the percentage is small because the hotel itself has just been established, then the increase occurred in 2018, then in 2019 there was a decrease in tourist visits because the issue of the covid virus had spread to various countries. In 2020 there was a significant decrease in visits because various countries have enacted rules not to travel outside the region. Seeing the decline in almost all economic sectors including tourism, UNWTO launched the Global Guidelines to Restart Tourism on 28 May 2020, the document has been prepared by UNWTO (United Nations World Tourism Organization) to all members of the World Tourism Organization. These global guidelines are launched to start tourism with document guidelines or guidelines and can be changed according to health conditions so that travel behavior can remain safe for workers, companies, destinations, and tourists. (UNWTO, 2020). A recurring critique of global health diplomacy is that the concept is largely centered around the foreign policy interests of high-income states, rather than encompassing the range of stakeholders involved in global health governance. (Adisasmito et al., 2019).

The European Union (EU) has declared that the rest of the world can follow the rules of the health and safety protocol. From here, in Indonesia through the government policy of the Ministry of Tourism and Creative Economy, the Application of Standards and Guidelines in the prevention of Covid-19 made is CHSE in the field tourism. The application of the CHSE is good enough in increasing of guest visits staying and maintains the existence of the hotel. Although some researches regarding Covid-19 (Corona) pandemic were done by Aryawiguna

(2021), Dewi, et al., 2021), (Agung et al., 2021), (Sulistya et al., 2021), (Yasa, 2020), (Putu et al., 2021), (Sudana et al., 2020), (Suprabowo, 2020) the authors' research is different from them all as it is carried out in a different hotel. This research was done in Tijili Bena Curated Artotel.

RESEARCH METHODS

Qualitative research produces descriptions in the form of written or spoken words from people and actors that can be observed based on the phenomenon of a holistic approach (whole) (Muhadjir, 1992: 24). According to Miles and Huberman (1994) and Sugiyono (2007), activities in qualitative data analysis are carried out interactively and continue to completion, until the data is saturated. These activities are data reduction, data displays, and conclusion drawing or verification.

The method of data collection in this research is literature study obtained from the Department of Head each Department in the management, and Human Resources Management of Tijili Bena Curated Artotel, Bali, Indonesia. The secondary data are information from books, internet, archives and others that can support this research. Data analysis was carried out by qualitative-interpretative, which was directed at seeing the social phenomena of tourism during the pandemic, the data were then collected and analyzed.

FINDINGS

CHSE is a certification program for cleanliness, health, safety and environmental sustainability. According to the Ministry of Tourism and Creative Economy, the CHSE Certificate is very necessary because it serves as a guarantee to tourists and the public that the products and services provided meet the hygiene, health, safety, and environmental sustainability protocols (Kemparekraf, 2020). This new normal life is very interesting to discuss, especially in seeing the readiness of the government and stakeholders to face the recovery of Bali tourism during the pandemic. Different alternative travel options must be considered so that Bali remains a magnet for domestic and international tourists. With the health and security protocol in the tourism sector, it is hoped that it can provide comfort for visiting tourists.

One of the hotels with a four-star hotel classification has carried out the CHSE certification process, this effort is made by Tijili Bena Curated Artotel to maintain the existence of their hotel so that tourists who come are not afraid and can stay comfortably at the hotel. Tijili Bena Curated Artotel had a temporary closure, this is also seen from several hotels in Bali and Indonesia which also experienced temporary closure due to no more income due to no more guests staying overnight, so they were unable to pay for their operational activities. The hotel had a temporary closure starting from March 2020 to July 2020. Until finally it opened in August 2020 and the re-opening of the Tijili Bena Curated Artotel at that time was only in preparation for the opening activities, and had not yet received guests to stay again. Currently, the hotel must adhere to health protocols such as maintaining distance, wearing masks, avoiding crowds, and washing hands frequently.



Figure 1. Tijili Bena Curated Artotel
[Source: Tijili Bena Curated Artotel Management, 2020]

It is hoped that the program has been carried out this CHSE certification Tijili Bena Curated Artotel can still maintain their existence so as to increase the level of guest visits who stay in Tijili Bena Curated Artotel. It is hoped that through this research the Tijili Bena Curated Artotel can be used as an example in the future for other hotels to implemented this CHSE program, this CHSE program can be informed to tourists through marketing in online media regarding the implementation of health protocols that have been verified by the government. In times of a pandemic like this, information through online media that is accurate and clear is able to motivate tourists to visit. This is in line with research conducted by (Sulistya et al., 2021) which explains that to increase the number of visits during the pandemic, it is necessary to provide more intensive information about the existence, programs, and attractions provided by management so that they can maintain their existence together in increasing the rate of hotel room occupancy visits in Bali, and it is hoped that so will all hotels in Bali can increase the visits of in-house guests.

CHSE Certification or Cleanliness, Health, Safety, and Environmental Sustainability is the process of granting certificates to tourism businesses, other related businesses/facilities, the community environment, and tourism destinations (Kemenparekraf, 2020). The CHSE certification program was inaugurated and audited for completeness by the Bali Provincial Tourism Office on November 27, 2020 in the form of a new era life order certificate in the tourism sector number: 230/0362 IV/Dispar. In addition to certificates and placards, socialization and data or indicators in the form of soft copies of SOPs must be fulfilled or completed by the management of Tijili Bena Curated Artotel. From this program application Tijili Bena Curated Artotel is hoped to maintain their existence so that they can increase the level of visiting guests staying overnight. As revealed in research conducted by Adisasmito (2019), which explains that in maintaining business continuity in the pandemic era, one must follow mutually agreed global procedures to gain the trust of consumers.



Figure 2. Certification of Tijili Benoa Curated Artotel
[Source: Tijili Curated Benoa Management, 2020]

The CHSE program which is running in Tijili Benoa Curated Artotel still follows the guidelines given by WHO, however over time the Ministry of Tourism and Creative Economy has also launched through the "We Love Bali" campaign on October, 14 2020, as a form of education as well as a campaign implementation of CHSE based health protocol for tourism businesses and the economy of the people and society in Bali. Through this campaign, it is hoped that it can form a 'safety awareness' which is slowly being created in the mindset of business people in Bali and also tourists.

Currently this is done by Tijili Benoa Curated Artotel to maintain the existence of their hotel so that guests who come to stay are expected not to be afraid and to stay comfortably at the hotel, because Tijili Benoa Curated Artotel has guaranteed health protocol through the CHSE program. It is supported by management who provides knowledge to employees who work to always pay attention to health protocols, so that employees are able to pay attention to a healthy work environment and provide sustainable quality services. This is in line with research conducted by Palguna (2021) which states that employees are expected to have a vision of sustainability, which is in the end company also concentrates not only on economic sustainability, but also ecology, and the social environment.



Figure 3. Tijili Benoa Curated Artotel facility with the CHSE Protocol (1)
[Source: Tijili Benoa Curated Artotel Management, 2020]



Figure 4. Tijili Bena Curated Artotel facility with the CHSE Protocol (2)
[Source: Tijili Bena Curated Artotel Management, 2020]

Almost all sectors of the tourism industry in Bali are trying to carry out the CHSE certification program. Where several things are being done by Tijili Bena Curated Artotel in supporting the current CHSE program are:

- Increase cleaning activities and frequency in all areas, especially areas that are frequently exposed to communication between employees and guests.
- Inform about the rules that must be carried out in the check-in and check-out processes, activities in the hotel area and activities in restaurants and other hotel venues.
- Instal new technology such as UV Blue Light and Disinfecting Machines in each room, and this is done by the House Keeping team before guests check in or enter the room and when guests check out which are then cleaned and prepared for the next guest.
- Implement by reducing contact activities as much as possible, and providing guests with clean and hygienic equipment/amenities (such as masks, hand glove, face shield, and sanitizer)
- Maximize to find out the data of guests who will check in, for example the city of origin and what vehicle they are using to the hotel.
- Prepare at least one room as a quarantine room in anticipation of what might happen to staying guests.
- Keep the distance in almost all areas of the hotel.
- Gave information about the system.
- Provide training and guidance from the Head of each department on how to be a clean and safe employee, so that guests feel comfortable doing activities in the hotel area.
- Add delivery service and shared workspace using their venue restaurant.
- Promote proximity and domestic tourism in the short terms that enhance local value chains (local producer)
- Implement marketing campaigns to communicate company values and support to local providers and intermediaries
- Cooperate with health and safety brands and health providers
- Work together with local providers, local destination management organizations, and other players in the sector.

Bali as an international tourism destination with cultural tourism as a tourist attraction (Mudana et al, 2021) has increased the number of visits from year to year. On the other hand, there has been a decrease in the number of tourists visiting Bali starting from March 2020. March is the first time the first case of Covid-19 was announced in Bali. Until the closure of Bali tourism for foreign

tourism, it has devastated all lines of the economy in Bali. Several strategies were obtained to restore and increase guest visits who stayed in the new era. based on research from Putra (2021) found that hotel management have formulated six phases of strategic recovery plan consisting of market research and business strategy, the top priorities, strategic findings, set milestone, market segment projection, and work plan. Implication of that research is six phases are created to focus business operation on necessary and realistic action that can be implemented during challenging market condition effected by the long run Covid-19 pandemic. Research from Puspita, et al (2021) also revealed that the strategy adopted by the hotel, in this case is the first generic strategy by doing three steps such as Cost leadership (low cost), differentiation which is a way to make a product unique or second to none, focus is the process of preparing a product to meet specific consumer needs.

The second a corporate functions strategy consists of: production or operation functions, marketing function, financial function. Implication of the strategy is expected to become a reference for other hotels during the Covid-19 pandemic so that the hotels can still operate even in abnormal condition Some of the things above have been done by Tijili Benoa Curated Artotel through the guidelines taken from the WHO decision. Hopefully the things above can be developed in accordance with the latest Kemenparekraf (Kementerian Pariwisata dan Ekonomi Kreatif) guidelines so as to maximize the Hotel Tijili Benoa Curated Artotel to be certified so that it is feasible in CHSE activities.

CONCLUSION

Almost all sectors of the tourism industry in Bali are trying to carry out the CHSE certification program. Several things are being done by Tijili Benoa Curated Artotel in supporting the current CHSE program. In Tijili Benoa Curated Artotel, the CHSE program is prepared well and the hotel has been certified for this program from the Ministry of Tourism and Creative Economy and the Bali Culture and Tourism Office, and this program itself is very helpful in increasing hotel sales, as well as ensuring the safety of guests staying and visiting hotels.

ACKNOWLEDGEMENTS

The authors would like to thank all those who have supported the writing process of this research. Special thanks would be also given to *International Journal of Glocal Tourism* for publishing this article.

REFERENCES

- Adisasmito, W., Sugihantono, A., Manuhutu, O. R., Sari, P. V., & Abeysinghe, S. (2019). Indonesia and global health diplomacy: a focus on capacity building. *The Lancet Global Health*, 7(2), e181–e182. [https://doi.org/10.1016/S2214-109X\(18\)30524-2](https://doi.org/10.1016/S2214-109X(18)30524-2)
- Aryawiguna, P. N. B. (2021). Indonesia Tourism Recovery in Collaboration with China as a Powerful Country in Travel. *Indonesia Tourism Recovery in Collaboration with China as a Powerful Country in Travel*, 2(1), 1–12, Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/36>.
- Dewi, N. W. B. P., Ernawati, N. M., & Mudana, I. G. (2021). *Courtyard by Marriott Bali Nusa Dua Resort: A Support for Employee Productivity during the Covid-19 Pandemic*. 2(April). <https://doi.org/10.51172/jbmb>.

- Gursoy, D., & Chi, C. G. (2020). Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda. *Journal of Hospitality Marketing and Management*, 29(5), 527–529. <https://doi.org/10.1080/19368623.2020.1788231>.
- Iqbal, A. M., Amjad, S., & Jiseon, A. (2020). Implementing 'cleanliness is half of faith' in re-designing tourists, experiences and salvaging the hotel industry in Malaysia during COVID-19 pandemic. In *Journal of Islamic Marketing: Vol. ahead-of-p* (Issue ahead-of-print). <https://doi.org/10.1108/JIMA-08-2020-0229>.
- Lai, I. K. W., & Wong, J. W. C. (2020). Comparing crisis management practices in the hotel industry between initial and pandemic stages of COVID-19. *International Journal of Contemporary Hospitality Management*, 32(10), 3135–3156. <https://doi.org/10.1108/IJCHM-04-2020-0325>.
- Le, D., & Phi, G. (2021). Strategic responses of the hotel sector to COVID-19: Toward a refined pandemic crisis management framework. *International Journal of Hospitality Management*, 94(May 2020), 102808. <https://doi.org/10.1016/j.ijhm.2020.102808>.
- Mudana, I. G., Ernawati, N. M., & Voda, M. (2021). *Analysis Of The Evolving Cultural Tourism Implementation In Bali Indonesia*. 7(6), 608–619. <https://doi.org/10.5281/zenodo.5035637>, Multicultural Education (ISSN: 1068-3844), <http://ijdri.com/me>.
- Palguna, I. G. R. (2021). *Green Human Resource Management Practices in Hospitality Industry: A General Review*. 2(2). Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/48>.
- Putra, R. A. B. N. (2021). Strategic Recovery Plan: The Resilience of Wyndham Garden Kuta Beach Bali after Major Impacts of Covid-19 Pandemic. *International Journal of Glocal Tourism*, 2(1), Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/37>.
- Puspita, N. P. L. A., Astawa, I. P., & Mudana, I. G. (2021). *Hotel Strategy in Facing the Covid-19 Pandemic (The Westin Resort Nusa Dua Experience)*. 2(1). Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/38>.
- Sudana, I. P., Adi, S., Mudana, I. G., Utama, I. K., & Sudarmini, N. M. (2020). *Intrinsic-Extrinsic Motivation and Work Performance of Hotel and Spa Employee Hotel is one type of tourist attraction which is a major component in each tourist*. 1(1). Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/14>.
- Sulistya, I. A. P., Astawa, I. P., & Suci, N. G. N. (2021). *Pandawa Beach Marketing Strategy 4 . 0 during the Covid-19 Pandemic*. 2(2). Retrieved from <https://ejournal.catuspata.com/index.php/injogt/article/view/53>.
- Suprabowo, G. Y. A. (2020). Memaknai Hospitalitas Di Era New Normal: Sebuah Tinjauan Teologis Lukas 10: 25-37. *Harvester, Jurnal Teologi Dan KEpemimpinan Kristen*, 5(1), 43–58.
- UNWTO. (2020). *Impact-assessment-of-the-covid-19-outbreak-on-international-tourism*. December 2020. <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>.
- WHO. (2020). WHO siterep 73. *World Health Organization*, 2019(March), 2633. <https://doi.org/10.1056/NEJMoa2001316.4>.
- Yasa, I. G. W. M. (2020). Bali in the Covid-19 Pandemic: Population and Employment Dilemmas. *Jurnal Bali Membangun Bali*, 1(3), 143–154. <https://doi.org/10.51172/jbmb.v1i3.137>.

