

Implementation of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) in Homestay at Cibuntu Tourism Village Kuningan District, West Java

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Abstract

As part of the development of tourist villages, homestays are part of a tourism amenity that combines affordable lodging and authentic local culture. The existence of homestays is very closely related to Tourism Villages, including the Cibuntu Tourism Village, Kuningan Regency, West Java. This research evaluates homestay business management and implementation of CHSE in the village during the Covid-19 pandemic and tourism recovery efforts in Cibuntu Tourism Village. The theory used in this research is D. Janianton, P. A. Kusuma, and D. Mutiarin (2021) regarding the post Covid-19 recovery strategy. In addition, the CHSE theory also uses the definition of CHSE according to the Ministry of Tourism and Creative Economy (2020). This research was conducted using a literature study and interviews with local tourism village managers. This research is expected to provide input for homestay managers to help prevent and control COVID-19. At the same time, related tourism villages can improve the implementation of the CHSE protocol to increase a sense of security and comfort for visitors and the local village community.

Keywords: CHSE, Homestay, Tourist Village

DOI: 10.7176/JTHS/63-04

Publication date: February 28th 2023

1. Introduction

Tourism has become an important part of Indonesia's national development and has become a priority program in addition to industry and special economic zones, maritime, energy, and food. Indonesia is a rich country in natural, artistic, and cultural diversity. This wealth has become potential for tourism development, including village development. The existence of tourist villages in Indonesia is currently experiencing very rapid development. Based on data, in 2009, there were about 144 Tourism Villages. Meanwhile, in 2014 there were 978 Tourism Villages (Mandiri, 2021). The community is given full rights to manage the potential of natural resources and those that have become tourist attractions. In addition to offering various tourist destinations, Cibuntu Tourism Village has accommodation in the form of lodging that is fairly comfortable for tourists who are visiting Cibuntu Tourism Village, and not only that, even the inns in the village have received ASEAN-wide awards.

The Cibuntu Tourism Village, located at the foot of Mount Ciremai, Kuningan Regency, was named the best tourist village after Bali in 2017. Lodging at the Cibuntu Tourism Village itself has been established since 2012, which at first was very difficult to convince the public so that their house could be used as lodging for tourists who come to the Cibuntu Tourism Village. In addition, there are also criteria for houses that will be used as lodging for tourists, namely the inn must be kept clean, has parking space, and must serve tourists, namely the host himself so that there is the interaction between tourists and owners.

As part of the development of tourist villages, homestays are part of a tourism amenity that combines lodging at an affordable cost and authentic local culture as a cultural tourism attraction that also preserves local traditional architecture (Janianton, Kusuma, & Mutiarin, 2021). The management and development of existing homestays in tourist villages lead to goals to increase the quality of tourist visits through marketing and promotion.

But at the beginning of 2020, The Covid-19 outbreak occurred in early 2020 which spread rapidly, causing a major impact on the global tourism industry due to restrictions on community activities and restrictions on travel. The government of Indonesia, through the Ministry of Tourism and Creative Economy, in the recovery of

tourism in the new normal era encouraging the arrival of domestic tourists and local visitors by implementing health protocols in tourism activities by issuing standard and certification programs for cleanliness, health, safety, and environmental sustainability, which is then abbreviated as CHSE with the label of “Indonesia Care” which has been regulated in the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 13 of 2020 on tourism businesses, including the homestay business.

In line with the implementation of the health protocol, the Ministry of Tourism and Creative Economy has issued a guidebook and certification program for implementing Cleanliness, Healthy, Safety, and Environment (CHSE) in the tourism sector. CHSE was made based on the agreement of the Minister of Health concerning Health Protocols in Public Places and Facilities in the Context of Prevention and Control of Covid-19. The application of CHSE is not only applied to hotels but also to homestays in tourist villages (Krisnawati & Nina, 2020).

From the observation, the object Cibuntu Tourism Village already has a certificate CHSE. The CHSE certificate is a label provided by the Ministry of Tourism and Creative Economics that tourism objects visited by the CHSE aspect include Hygiene, Health, Safety, and Environmental Sustainability so that they are safe visits during the pandemic. The interest for researchers analyzes on-site implementation of CHSE-based protocol on-site the tour. In this study, researchers focused on how the stages of implementation and implications of the application of CHSE in Cibuntu Tourism Village.

1.1 The Structure

- a. In this study, an analysis will be carried out on the application of the CHSE policy in homestays in the tourist village of Cibuntu. CHSE is a program of the Ministry of Tourism and Creative Economy to implement the "New Normal" in the tourism sector.
- b. This study becomes important because to reassure potential tourists or the general public about tourism products and the creative economy, we develop standards for implementing CHSE. There are several standards of the CHSE Protocol as a reference that the condition of the destination and tourism actors are ready to return to their activities knowing and understanding the CHSE technical guidelines will encourage recovery efforts, destination readiness, and rebound strategies in the context of the new normal life.
- c. The gap in this study is that Cibuntu village is a tourist village that is currently classified as an independent tourism village and has a homestay managed by the community. In line with government programs related to the recovery of the tourism sector, knowledge is needed for the application of CHSE for homestays in Cibuntu Village. This research will see to what extent the local community knows about the implementation of CHSE in their village and whether it is in accordance with the program made by the government.
- d. This research was conducted using a literature study and interviews with tourism village stakeholders. This research is expected to provide input for homestay managers to help prevent and control COVID-19 transmission.
- e. This study only discusses the extent of the application of CHSE for the recovery of the tourism sector in homestays located in Cibuntu Tourism Village, Kuningan Regency, West Java.

2. Literature Review

According to Law Number 10 of 2009 (Economy, 2009), it is stated that tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to the implementation of tourism. (Priasukmana, 2001), Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-cultural customs, and daily life. It has a typical village architecture and spatial structure or economic activities. That is unique and interesting and has the potential to be developed. Various components of tourism can be developed, such as attractions, accommodation, souvenirs, food and drinks, and other tourist needs. Homestay, in principle, is a house where residents live in a tourist village where some of the rooms are rented out to tourists, and there is an interaction between tourists and owners (Kemenparekraf, 2021). The homestay functions include: 1) homestay as a means of accommodation in tourist villages, 2) homestay as part of the attraction of the tourist village, 3) as a means of interaction between tourists and homestay owners, 4) as a means of education for tourists to learn local wisdom. 5) as a means of introducing local culture and customs. COVID-19 is an infectious disease caused by the most recently discovered

coronavirus. These new viruses and diseases were unknown before the outbreak began in Wuhan, China, in December 2019. COVID-19 is now a pandemic affecting many countries globally. (WHO, 2020) (Organization, 2020). The Ministry of Tourism and Creative Economy publishes guidelines for health protocols based on CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) as a derivative of the health protocols issued by the Ministry of Health and other Ministries or institutions. This health protocol also adopts regulations by world organizations such as UNWTO (Suwarni, 2021). Hygiene (derived from the name of the Greek goddess of health, Hygieia) is defined as “cleanliness,” but in its broadest sense includes all circumstances and practices, lifestyle, place conditions, and so on along the production chain, which are necessary to ensure food safety (Surono, 2016). In this sense of, hygiene is closely related to individuals, food, and drinks because it is a requirement to achieve a degree of health. In this case as homestay management must pay attention to personal and personal circumstances and practices, as well as their lifestyle, so that they are in a healthy condition so that they are not dangerous.

3. Research Methodology

The author uses the literature study method for data collection by analyzing and looking for references from books, literature, journals, and reports related to the research topics discussed. The collection of data or information is also done through an interview method with the Chairperson of POKDARWIS Cibuntu Tourism Village via telephone. The author asks several questions about the required data to the relevant informants to be answered later. Then the author summarizes the results of the information that has been obtained.

4. Result and Discussion

4.1.1 Result

Research conducted by researchers on the Implementation of the CHSE Program in supporting the tourism sector in Cibuntu Tourism Village. This research then see how far the program has been achieved Cleanliness, Health, Safety, Environment (CHSE) a Ministry program Tourism and Creative Economy/Head Tourism and Creative Economy Agency Republic of Indonesia Number 13 of 2020 about Hygiene Standards and Certifications, Health, Safety and Sustainability Tourism Sector Environment in Time Handling the Corona Virus Disease Pandemic 2019.

As one of the best tourist villages in Indonesia, Cibuntu Village should revive its tourism during the current pandemic. One of them is by implementing the CHSE health protocol as set by the government to provide a sense of security and comfort to visiting tourists, especially guests staying at their homestays. Various efforts to implement the CHSE protocol are trying to be implemented by the Cibuntu Tourism Village managers and homestay owners, including the following:

a. Cleanliness

Cibuntu Village has implemented cleanliness quite well. Even long before the pandemic, this village has been very concerned about cleanliness, one example is by forbidding its residents to maintain the house area for reasons of cleanliness, and also beauty. So that a special cage was made for the livestock goats on land that was quite far from the residential area. Until now, the goat farm has become one of the attractions for the Cibuntu Tourism Village. In addition, there are clean Friday and clean Sunday activities that are routinely carried out by the local community. Especially, after the COVID-19 pandemic occurred and people had to adapt to new conditions. Various efforts to maintain cleanliness are increasingly being improved in order to provide a sense of security and comfort for residents and visitors. The Tourism Village Manager has provided places to wash hands with soap so that all visitors who come are required to wash their hands before entering. The implementation of cleanliness has also of course, been carried out by every homestay manager. Such as cleaning the bed after being used by guests, and ensuring that the entire homestay area and its facilities (toilet, kitchen) are also kept clean.

b. Health

In addition to cleanliness, the element of health is also applied by the Cibuntu Tourism Village. As one of the efforts to prevent the transmission of COVID-19, visitors who will visit Cibuntu Village are required to do a Rapid Antigen Test before arrival. After arriving at Cibuntu Village, visitors will have their body temperature checked using a thermogenic by the local POKDARWIS. In addition to these efforts, of course, the village community including all homestay owners must also always maintain their health. Implement health protocols by wearing masks and washing hands frequently. And do not accept guests or visitors to stay at their homestay, if there are family members who are not healthy.

c. Safety

In terms of security, Cibuntu Village has also provided an integrated post for handling COVID-19 as well as a quarantine room for anyone known to be exposed to the COVID-19 virus. There are many banners and posters calling for the implementation of the 3M and CHSE health protocols for the entire community, including homestay owners and guests. In addition, homestay owners are also required to apply guest restrictions so that each bed is only allowed to be used by one guest. In addition, so far, Cibuntu Village has sprayed disinfectant 3 times throughout the village including the homestays located there.

d. Environmental Sustainability

In terms of environmental sustainability in the Cibuntu Tourism Village, of course, there is no need to doubt it. This is because Cibuntu Village is indeed a destination that carries the concept of natural and cultural tourism. Surrounded by natural scenery from the foot of Mount Ciremai and the cool mountain air, this village has a very beautiful atmosphere. Due to the concept of a Tourism Village, this village has not changed much and still maintains a beautiful rural atmosphere that is thick with traditions and culture. The local village community is also of course very concerned about the sustainability of the village for the sustainability of the environment in which they live.

4.1.2 Discussion

Although overall Cibuntu Tourism Village has implemented health protocols quite well, not all homestays have implemented CHSE and provided cleaning facilities evenly. So it is necessary to continue to improve for the implementation of the CHSE protocol so that it is more evenly distributed to all homestays. In addition, one more thing that is unfortunate is that the Cibuntu Tourism Village has not been certified CHSE by the Ministry of Tourism and Creative Economy. So it would be nice if this village immediately registered its village to be certified CHSE so that more tourists feel confident and safe to visit Cibuntu Tourism Village including staying at the homestays available there. United Nation World Tourism Organization in May 2020 has issued guidelines on the Global Guidelines to Restart Tourism and followed by The Ministry of Health of the Republic of Indonesia through the Decree of the Minister of Health of the Republic of Indonesia No Hk.01.07/Menkes/382/2020 regarding health protocols for the community (Tandilino, 2020). The Ministry of Tourism and Creative Economy (Kemenparekraf) encourages the implementation of the protocol CHSE-based health services on tourism businesses and the creative economy to generate. This sector has returned from adversity due to the COVID-19 pandemic. CHSE stood for Cleanliness (Cleanliness), Health (Health), Safety (Security), and Environment (Friendly environment), which began to be applied in the tourism sector and the creative economy in Indonesia in September 2020 (Candranegara, 2019). Stated that the implementation of This program is still waiting for its overall effect on the recovery of the economic sector, which until now still depends on tourism, so several things become benchmarks studied in this study, among others; First, regarding whether the program this can help the tourism industry to survive and recover from the pandemic, and at the same time the same strengthen the application of the protocol.

5. Conclusion

Based on the information that the author got both from literature studies and interviews with sources, overall, the implementation of CHSE in Cibuntu Tourism Village is quite good. All efforts to implement health protocols have also been tried to be implemented by the tourism village managers, POKDARWIS, local communities, homestay owners, and all visitors who come. Even the elements of Cleanliness and Environmental Sustainability have also been implemented long before the emergence of the COVID-19 pandemic. This is proven by the election of Cibuntu Village as the best tourist village in West Java and representing Indonesia for Southeast Asia until in 2016 it was named the 5th best village at the ASEAN level for the homestay sector. So it can be concluded that Cibuntu Village has committed to improving the implementation of health protocols to ensure the comfort and safety of the local community and visitors who come to the village

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