Original Research

CHSE Rafting Guide Implementation Analysis in the New Normal Era on Payung Rafting Tourism Object

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\textbf{Article Info}

\textbf{Abstract}

\textit{Introduction:} The development of the tourism sector in Indonesia is so fast, but since the COVID-19 pandemic, tourist visits have decreased. In the new normal era, there is a change in behavior to continue to carry out activities by implementing health protocols. Several tourist attractions began operating with the implementation of health protocols. The government issued guidelines for the implementation of Cleanliness, Health, and Safety Environmental Sustainability (CHSE). CHSE rafting tour is guided to meet the needs of tourists for clean, healthy, safe, and environmentally friendly tourism products and services during the COVID-19 pandemic. Payung Rafting Managers try to implement health protocols to the maximum. This study was conducted to determine the extent to which Payung Rafting managers apply the CHSE Guidelines.

\textit{Methods:} This research is quantitative study with cross sectional design. Analysis of the fulfillment of the CHSE rafting guidelines at the Payung Rafting tourist attraction was carried out, using the CHSE rafting instrument released by the Ministry of Tourism and Creative Economy. This activity has been carried out on August 9, 2021.

\textit{Results:} The results showed that Payung Rafting was able to meet 69\% of the CHSE guidelines, while based on the results of the Pearson Chi-Square test, a value of 0.119 was obtained with a significance value of 0.730 (p> 0.05).

\textit{Conclusion:} This study statistically shows there is no difference between the CHSE guidelines and implementation in Payung Rafting, but descriptive analysis shows that Payung Rafting can apply 69\% of the CHSE guidelines.

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INTRODUCTION

Development of tourism sector activities in Indonesia has grown so rapidly and dynamically. In the era of modernization, tourism activities are not only used as a desire but have become one of the primary human needs. According to the main purpose of tourists around the world is to travel for recreation [1].

The island of Bali is known as a tourist destination for foreign tourists and domestic tourists. Tourism on the island of Bali is a mainstay sector of development that continues to be developed to support the economy of the Balinese people. This is done because Bali does not have natural resources such as oil and gas, forest products, or large-scale manufacturing industries like other regions in Indonesia [2]. One of the natural tourism activities that are currently very popular with tourists is rafting tours.

The COVID-19 pandemic has confronted the tourism industry with unprecedented challenges. Strategies to flatten the COVID-19 curve such as social distancing, stay-at-home orders, travel and mobility restrictions have resulted in the temporary closure of tourist attractions during the lockdown period. Entering the new normal where there is a change in behaviour to continue to carry out normal activities, but with the addition of implementing health protocols to prevent the transmission of COVID-19, some tourism objects will start operating again, of course with the application of strict health protocols. The work program carried out by the government in handling COVID-19 is very important to motivate visiting guests [3]. The promotion strategy is not just a solution in increasing the trust of guests to travel, one of which is the existence of health protocols that are implemented in tourism objects.

The government through the Ministry of Tourism and Creative Economy issued a guideline for the implementation of Cleanliness, Health and Safety Environmental Sustainability (CHSE), hereinafter referred to as Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability. One of the guidelines is the CHSE rafting tour, which is an operational guide from the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning health protocols for the community in public places and facilities in the context of controlling COVID-19 [4]. This guide is intended for entrepreneurs or managers and employees in meeting the needs of tourists for clean, healthy, safe and environmentally friendly tourism products and services during the COVID-19 pandemic. This guide can also be a reference for Provincial Governments, Regency or City Governments, as well as business and professional associations related to Rafting Tours to conduct socialization, tutorials or education, simulations, trials, mentoring, coaching, monitoring and evaluation in the application of hygiene, health, safety, and environmental sustainability, in order to increase the confidence of the parties, business reputation and tourism destinations.

The provisions contained in this guide refer to the protocols and guidelines that have been established by the Government of Indonesia, the World Health Organization (WHO), and the International Rafting Federation (IRF), in
the context of preventing and handling COVID-19. The preparation of the guide involved various related parties, especially from the Indonesian Rafting Federation [4]. The current guest trend is to choose a place that is clean and safe from COVID-19, this can only be realized if the workforce understands and applies the CHSE (Cleanliness, Healthy, Safety, and Environment) principles in their work and daily life [5]. The existence of government programs adapted by tourism object managers is believed to increase tourist confidence, thus tourist visits can run well again [6].

One of the rafting service providers in Ubud is Payung Rafting, which was established in 2007. The Payung Rafting manager said that they are trying their best in implementing health protocols such as preparing hand washing facilities, preparing masks and always reminding visitors to keep their distance, this is done so that visitors who come still feel safe and comfortable during the trip. Based on this phenomenon, the researchers felt that it was necessary to conduct research on the analysis of the implementation of the CHSE Implementation Guidelines for rafting tours.

**METHODS**

This research is a quantitative research with a cross sectional. The research was conducted at Payung Rafting Ubud, carried out on August 9, 2021. An analysis of the implementation of the CHSE guide for rafting was carried out on Payung Rafting tourism objects in the new normal.

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/VII/2021. The research data was taken by assessing the CHSE aspects listed in the CHSE rafting tour guide with the latest conditions at the Payung rafting. Then an analysis is carried out to what extent the CHSE guidelines have been implemented by Payung rafting attractions.

**RESULTS**

**Descriptive Analysis Results**

Analysis of the implementation of the CHSE guide on the Payung Rafting tourism object can be seen in table 1. In table 1 it can be seen, the results of the descriptive analysis show that Payung rafting has been able to meet 25 of the 36 aspects or 69% of the CHSE guide for rafting tourism, which consists of fulfilling 63% of governance management aspects, fulfilling 75% of reservation and administration aspects, fulfilling 20% aspects of the arrival area, fulfills 100% aspects of activity facilities and public areas, and fulfills 100% aspects of rafting activities.

In figure 1 it can be seen the percentage of implementation of the CHSE special guide for rafting in Payung Rafting, where activity facilities and public areas 100%, rafting activity 100%, governance management 63%, reservation and administration 75%, and arrival area 20%.
Results The Crosstabulation

Results crosstabulation of the implementation of the CHSE guide on the Payung Rafting tourism object can be seen in table 2. A descriptive description based crosstabulation in table 2 can be seen that Payung Rafting has implemented 10 of the 16 aspects of the guide general and 15 of the 20 aspects of specific guidance. It can be concluded that Payung Rafting applies 25 aspects of a total of 36 aspects listed in the CHSE rafting tour guide.

Table 1
Descriptive analysis of the CHSE implementation on the Payung Rafting tourism object

<table>
<thead>
<tr>
<th>CHSE Aspects</th>
<th>Guidelines</th>
<th>Implementation</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governance Management</td>
<td>16</td>
<td>10</td>
<td>63%</td>
</tr>
<tr>
<td>Reservation and Administration</td>
<td>4</td>
<td>3</td>
<td>75%</td>
</tr>
<tr>
<td>Arrival Area</td>
<td>5</td>
<td>1</td>
<td>20%</td>
</tr>
<tr>
<td>Activity Facilities and Public Areas</td>
<td>4</td>
<td>4</td>
<td>100%</td>
</tr>
<tr>
<td>Rafting activity</td>
<td>7</td>
<td>7</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36</strong></td>
<td><strong>25</strong></td>
<td><strong>69%</strong></td>
</tr>
</tbody>
</table>

Fig. 1. Percentage of implementation of CHSE special guidelines on Payung Rafting tourism objects
Table 2

The results crosstabulation of the CHSE implementation on the Payung Rafting tourism object

<table>
<thead>
<tr>
<th>Activities</th>
<th>Guidelines</th>
<th>Implementation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guidelines of General</td>
<td>Total</td>
<td>16</td>
</tr>
<tr>
<td>% of Guidelines</td>
<td>61.5%</td>
<td>38.5%</td>
</tr>
<tr>
<td>% of Implementation</td>
<td>44.4%</td>
<td>40.4%</td>
</tr>
<tr>
<td>% of Total</td>
<td>26.2%</td>
<td>16.4%</td>
</tr>
<tr>
<td>Specific</td>
<td>Total</td>
<td>20</td>
</tr>
<tr>
<td>% of Guidelines</td>
<td>57.1%</td>
<td>42.9%</td>
</tr>
<tr>
<td>% of Implementation</td>
<td>55.6%</td>
<td>60.0%</td>
</tr>
<tr>
<td>% of Total</td>
<td>32.8%</td>
<td>24.6%</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
<td>36</td>
</tr>
<tr>
<td>% against the Guide</td>
<td>59.0%</td>
<td>41.0%</td>
</tr>
<tr>
<td>% of the Activities</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>% of the Total</td>
<td>59.0%</td>
<td>59.0%</td>
</tr>
</tbody>
</table>

DISCUSSION

The implementation of CHSE in the Payung Rafting tourism object has not been maximized, efforts to maintain and improve service quality are still being carried out by the manager to increase the interest of tourist visits. In this research, Payung Rafting has been able to comply with the CHSE guidelines of 69%, where we urge the management to be able to maintain this compliance, especially to strive to increase compliance up to 100%. Compliance with the implementation of CHSE on Payung Rafting, especially if it has already received its certification, will have an impact on increasing trust for tourists to visit tourist destinations. During the pandemic, it can be said that all tourism activities are very high risk to the health and safety of tourists. So, this needs to be a special concern for every tourism sector to help improve themselves in providing information and service optimally [7]. In the tourism industry, there are three aspects that are very important to tourists, namely security, safety and certainty [8], security and tranquility in traveling have a strong influence on the interest of tourists to make tourist visits. The application of CHSE development in the tourism sector can also help in preserving the environment and encouraging the tourism sector again by ensuring tourist destinations are clean, healthy, safe to pay attention to.
environmental aspects [9]. Currently the demands and demands of tourists are increasing, namely a healthy and hygienic environment in tourist attractions [10]. Tourist attractions here are not only tourist attractions, but also include accommodation, transportation, and attractions in the tourism area. Besides that, the implementation of CHSE must also be followed by good promotion, so that it reaches the community and creates confidence to travel again [4]. In line with the results of research conducted by Supriyadi (2020) which states that the new habit adaptation policy has a positive effect on tourist satisfaction, in this case the CHSE adaptation program is included in the adaptation of new habits [11]. Research conducted by Aprilia in 2021 also stated that the implementation of the CHSE health protocol was able to increase guest confidence to stay at the hotel which was illustrated by increasing the occupancy [12].

Another study conducted by Candranegara stated that the We Love Bali program, one of which contained the CHSE health education protocol, was a program to help tourism businesses and the creative economy. Furthermore, it is stated that this program is very good and will probably make the pace of the economy better if it is carried out consistently [13]. The implementation of a good CHSE adaptation program can maximize visitor satisfaction and then have an impact on the development of the tourism and creative industry economy, so that visitor satisfaction has a role in the relationship between the implementation of the CHSE adaptation program and the development of the tourism & creative industry economy [14].

The better the CHSE adaptation program implemented by a tourist destination in the new normal era, the greater the level of visitor satisfaction. This is in line with the results of research which states that the policy of adapting new habits has a positive effect on tourist satisfaction [11]. Another study also states that CHSE has an influence on Customer Loyalty Variables at Taman Impian Jaya Ancol. This is because the CHSE implementation program is carried out to reduce the spread of COVID-19 and ensure the safety of visitors at Taman Impian Jaya Ancol [15].

CHSE implementation also has implications for the world of nursing, especially community nursing. Where nursing or tourism health plays an important role in controlling health in the tourism community order. This is in line with research conducted by Achjar where nursing for beach tourists plays an important role in health control in coastal community settings. Accidents while traveling can occur due to natural phenomena, negligence of tourists and lifeguard conditions. Through the application of the beach tourist nursing model, tourist safety can be improved by empowering lifeguards and community nurses while at the same time representing a multi-sectoral partnership between the health sector and other fields [16].

CONCLUSION AND RECOMMENDATIONS

The conclusion of this research is statistical analysis there is no difference between the CHSE guide and the implementation at the Payung Rafting tourism object, but judging by
the descriptive analysis Payung Rafting has been able to implement 69% of the CHSE guidelines, so there needs to be an increase in the implementation of the CHSE guidelines for white water rafting.

SUGGESTIONS

The authors give to the manager or management of Payung Rafting tourism objects are improve the implementation of the CHSE guidelines for white water rafting that have not been implemented by the manager of the Payung Rafting tourism object to minimize the risk of existing hazards and maintain service quality based on CHSE rafting tourism guidelines that have been set by the Ministry of Tourism and Creative Economy.

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REFERENCES


