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IMPLEMENTATION OF CLEANLINESS, HEALTH, SAFETY, AND ENVIRONMENTAL SUSTAINABILITY (CHSE) IN HOMESTAYS 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. In line with the implementation of health protocols in the current pandemic era, the Ministry of Tourism and Creative Economy Indonesia issued a guidebook and certification program for the implementation of Cleanliness, Healthy, Safety and Environmental Sustainability (CHSE) in the tourism sector. This is the background for the author to examine whether the policy has been implemented properly at homestays in Cibuntu Tourism Village. 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 in order to increase a sense of security and comfort for visitors and the local village community.

Keywords: *Pandemic, COVID-19, CHSE, Homestay, Tourist Village*

1. Introduction

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The tourism sector now become an important part of Indonesia's national development and has even 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 [1]. 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, which is 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 [2]. The management and development of existing homestays in tourist villages lead to goals in order to increase the quality of tourist visits in the form of marketing and promotion.

But at the beginning of 2020, the world was shocked by the emergence of the COVID-19 pandemic. All sectors that support the economy in Indonesia are affected by this pandemic. The tourism sector is one of the most severely affected. State revenues generated from the tourism sector decreased drastically. Almost all tourist destinations are closed, as well as airlines are not allowed to operate. However, this condition cannot be allowed to continue because it can endanger the state's economic condition. The government then determined that it was time for the community to face the condition of a "New Normal". All activities are allowed to resume while still complying with the restrictions and health protocols set by the government.

In line with the implementation of the health protocol, the Ministry of Tourism and Creative Economy has issued a guidebook and certification program for the implementation of 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 [3].

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 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.

1.1.1. Reference citations

Section one will explain the background of the research. The introduction of the Cibuntu tourist village to the application of CHSE in the tourism sector, especially homestays in the village, and also the problem in this study, namely the extent to which stakeholders in the village understand the implementation of this CHSE.

Section two will discuss the theory that will be used in this research. The theory that will be used is the general concept of tourism, tourist villages, homestays, CHSE, and the covid-19 pandemic. Section three will discuss a methodology that will be used in this research. Also, this section will explain about data analysis will be used.

Section four will discuss finding and discussions found in Cibuntu Tourism Villages and also the gap between the theory used and its implication in the field. And then, the last section will discuss the conclusion and recommendations for integrated research in the future.

2. Related Works/Literature Review

According to Law Number 10 of 2009 [4], 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. [5], 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, daily life, has a typical village architecture and spatial structure, or economic activities. that are unique and interesting and have 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 [6]. 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) [7]. 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 issued by world organizations such as UNWTO [8].

3. Material & Methodology

3.1. Method

The author uses the literature study method for data collection by analyzing and looking for references from books, literature, journals, and various 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. Results and Discussion

4.1. Result

As one of the best tourist villages in Indonesia, Cibuntu Village should revive its tourism in the midst of the current pandemic. One of them is by implementing the CHSE health protocol as set by the government in order 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:

1. 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 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.

2. 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 thermogenicun 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.

3. 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.

4. 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.

4.2. 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.

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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