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CERTIFICATION OF CLEANLINESS, HEALTH, SAFETY AND ENVIRONMENTAL SUSTAINABILITY AS RESEARCH AND DEVELOPMENT OPPORTUNITIES IN VARIOUS FIELDS OF BUSINESS SERVICES: A LITERATURE REVIEW

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ABSTRACT

The impact of Covid-19 has given more attention to the tourism sector. The level of threat and risk from the Covid-19 pandemic significantly reduces the intention of tourists to stay at hotels. Cleanliness, Health, Safety and Environmental Sustainability (CHSE) promotes a clean, healthy, safe and friendly environment. CHSE is a policy implemented by the government, especially by the Indonesian Ministry of Tourism and Creative Economy in preventing the spread of the Covid-19 pandemic in Indonesia. The purpose of this study was to determine the impact of implementing the CHSE protocol in the tourism, hospitality, and restaurant sectors during the Covid-19 pandemic and to see future research opportunities that might be carried out regarding the implementation of the CHSE protocol in Indonesia. This study is a literature review study to see the impact of the implementation of the CHSE protocol on various business sectors. This research was conducted by collecting articles through the Mandeley search engine, Google Scholar, Google. The articles used are articles published in the last 5 years maximum, then analysis and conclusions are drawn. Based on the results of a study of 13 articles, it was found that the implementation of CHSE was able to have a positive impact on companies, especially in restoring economic performance in the business and tourism sectors. From the results of the review, 67% of the CHSE protocols were applied to the tourism sector, 20% in the hotel sector and 13% in the restaurant sector. The impact of implementing CHSE in various sectors, which has the most impact on the economy and 28% interest in visiting tourist attractions. In addition, there are also other impacts of the implementation of CHSE, namely the level of visitor confidence by 18%, visitor satisfaction by 9%, comfort by 9%, Thrust 18% and a sense of security by 18%. The application of CHSE is urgently needed in the tourism, hotel and restaurant sectors to increase the level of the economy during the Covid-19 pandemic. The implementation of CHSE is prioritized in the tourism sector because it has a contribution to the country's economy.

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1. **Introduction.** Economic risks in the COVID-19 pandemic have resulted in recessions in all countries, including Indonesia. There is a slowdown in economic growth in the first quarter of 2020 and

negative growth in the second and third quarters of 2020. The impact of the pandemic on the economy in the informal sector is because they have low incomes, also low savings, tend not to have insurance protection or savings and the status of contract workers (Anggarini, 2021).

Several sectors that experienced a slump during the COVID-19 pandemic were: (1) The accommodation sector and the provision of food and drink. This experienced a decrease in output due to a decrease in the number of local and foreign tourists, many events canceling activities such as meetings, conferences/meetings, conferences at hotels by government and private agencies; (2) The Manufacturing Industry Sector, namely the Food and Beverage Industry, experienced a decline in output due to declining foreign demand, as seen from data on exports of food and beverage commodities; (3) Train and air transportation experiencing.

The decline was due to the small number of passengers as well as the cancellation of train and plane trips due to concerns about the spread of COVID-19 (Anggarini, 2021).

The COVID-19 pandemic situation has disrupted global, domestic supply chains, financial markets, consumer demand and has a negative impact on key sectors, one of which is travel and tourism. The impact of the Covid-19 pandemic is very influential throughout the tourism value chain, small and medium enterprises in the tourism sector as well as the creative economy. The Central Statistics Agency noted that foreign tourist arrivals (tourists) who entered Indonesia in early 2020 decreased by 7.62 percent when compared to the number of foreign tourist arrivals in December 2019 of 1.37 million. This happened because the decrease in the number of visits was due to the outbreak of Covid-19 that occurred at the end of January 2020 (Anggarini, 2021).

The affected sectors include accommodation and food and drink, processing industry (especially textiles) and trade. This is because there are still many who work with the status of informal workers. During the pandemic, many entrepreneurs went bankrupt due to financial constraints. The limited capital is due to inequality in access to assets. In the tourism industry, this can be seen in a large decline in foreign tourist arrivals as well as cancellations of airline tickets, hotels and a decrease in bookings. This is also a decline due to the slowdown in domestic travel, especially domestic tourists, the reluctance of people to travel, it is feared that the impact of Covid-19 will spread in tourist areas. This also occurred in the decline in the tourism and travel business which had an impact on MSME businesses, informal workers and employment is decreasing. We need to know that so far tourism is a labor-intensive sector that absorbs more than 13 million workers, the derivative impacts or multiplier effects that follow, including the derivative industries that are formed under it are also experiencing the impact of the COVID-19 pandemic in the tourism sector (Anggarini, 2021).

The COVID-19 pandemic, Indonesia has experienced a slump in almost all industries except for the health sector, pharmacy, social activities, information and communication, clean water supply, waste management, and recycling waste. The sectors most affected are transportation, travel, warehouses and the accommodation and food provision sector as well as the food and beverage sector the other is the tourism sector in Indonesia, based on the 2019 Sakernas, around 11.83% of Indonesian workers are in the tourism industry sector. Meanwhile, tourism's contribution to GDP is around 4% per year. The decline in foreign tourists to Indonesia affects foreign exchange earnings from the tourism sector. This resulted in more than USD1.3 billion in foreign exchange earnings from tourism. China is the second largest foreign tourist in Indonesia. Based on data from the National Manpower Survey (Sakernas), the workforce absorbed in the tourism industry continues to increase from the number of workers, as well as the tourism industry to the absorption of the national workforce also continues to increase. This shows that the tourism industry can be an alternative to reduce the unemployment rate (Anggarini, 2021).

This is very important because the tourism industry absorbs labor and has a role in the economy. The purpose of this research is to review the impact of Covid-19 which has resulted in the decline of the tourism, hotel and restaurant industry sector in Indonesia and also to respond to Government policies so that the handling of the impact of Covid-19 on the sector can be carried out properly and can return to normal with the CHSE protocol.

2. Study of literature

a. SOP (Standard Operating Procedure). Standard Operating Procedures are guidelines used to ensure that the operational activities of an organization or company run consistently, effectively, efficiently, systematically and well managed. Based on the above understanding, standard operating procedures or commonly abbreviated as SOPs are guidelines for workers in carrying out their duties in an organization or company. With the employee performance SOP that will be in accordance with what the company wants, this SOP makes the activities of a job fast, efficient, effective and precise, in

accordance with the steps listed in the SOP to complete an organization or company activity (Maemunah, 2021).

b. New Normal. "New Normal" or the new normal era is an environment where various possibilities will exist for those who want to do activities with new rules in the long term. Currently the world is experiencing a pandemic caused by the corona virus or better known as COVID-19, the expert who is the government spokesman in accelerating the handling of COVID-19 underlines the understanding of the "new normal" era. "New normal" is a new life order which is defined as a productive and safe life from the corona virus outbreak. "New normal" is a concept where there is a renewal of habits and activities in daily life caused by a crisis condition which requires updating everything that is usually done with limitations to be able to meet the criteria for being safe from this crisis condition. "New normal" occurs due to certain conditions that require a change in habits, for now "new normal" is caused by COVID-19 or the corona virus and requires people to follow health protocols. The organization or WHO has set several conditions before it can implement the new normal, namely as follows: a) Ensure that transmission is under control. b) The health system is in good condition. c) Safe precautions in the work environment. d) Preventing imported cases of COVID-19. e) Ensure public awareness and participation (Maemunah, 2021). Namely as follows: a) Ensure that transmission is under control. b) The health system is in good condition. c) Safe precautions in the work environment. d) Preventing imported cases of COVID-19. e) Ensure public awareness and participation (Maemunah, 2021). Namely as follows: a) Ensure that transmission is under control. b) The health system is in good condition. c) Safe precautions in the work environment. d) Preventing imported cases of COVID-19. e) Ensure public awareness and participation (Maemunah, 2021).

c. Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE). In the context of implementing health protocols for productive communities in the context of preventing and controlling Coronavirus Disease 2019 (Covid-19), in July 2020, the Ministry of Tourism and Creative Economy/Indonesian Tourism and Creative Economy Agency has issued Guidelines for the Implementation of Hygiene, Health, Safety and Environmental Sustainability in restaurants/restaurants, in the face of the new normal era to carry out activities as usual (Maemunah, 2021).

Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) or hereinafter referred to as Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability are listed in the operational guidelines of the Decree of the Minister of Health Number HK .01.07/Menkes/382/2020 concerning Protocols for Public Health in Public Places and Facilities for the Prevention and Control of Coronavirus Disease 2019 (Covid-19). This guide is intended for entrepreneurs and/or managers and employees in meeting the needs of guests 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/City Governments, as well as associations of the business world and professions related to restaurants/restaurants to carry out socialization, tutorials/education, simulation, trial, mentoring, guidance, monitoring and evaluation in its implementation. Cleanliness, health, safety, and environmental sustainability, in order to increase the trust of the parties, business reputation, and tourism destinations (Maemunah, 2021).

The provisions in this guide refer to the protocols and guidelines established by the Government of Indonesia, the World Health Organization (WHO) and the World Travel & Tourism Council (WTTC) in the context of preventing and handling Covid-19. The preparation of these guidelines involved various parties, namely restaurant/restaurant business associations, professional associations related to the restaurant/restaurant sector, and academics. The main material contained in the Health Guidelines of the Ministry of Tourism and Creative Economy/Indonesian Tourism and Creative Economy Agency is divided into 2, namely General Guidelines and Special Guidelines according to the restaurant/restaurant service flow (Maemunah, 2021).

3. Research methodology. The method in this study is a literature review that focuses on evaluating several previous research results related to the application of CHSE in various fields of business services. Scientific articles are compiled with primary data in the form of national and international journals obtained through electronic-based searches with sources accredited/indexed by sinta, such as Google Scholar with a range of years published in the last 5 years. Search literature using the keywords "role, application, influence, CHSE, cleanliness, health, safety and environmental sustainability" and in Indonesian or in English. Journals or articles which will then be filtered again by looking at the results, methods and the entire text and obtained as many as 13 journal articles.

4. Results and Discussion. Based on the results of a review of various articles related to the implementation of the CHSE protocol in various business sectors, it can be summarized in the table below.

Table 1. Summary of research related to CHSE implementation.

Author	Independent Variable	Dependent Variable	Mediation Variable	Moderating Variables	Conclusion
1	2	3	4	5	6
Anggraini, 2021	Innovation, Collaboration and adaptation using "CHSE"	Foreign tourist visits (tourists) who enter Indonesia	-	-	Protect workers' livelihoods in tourism and protect workers' incomes.
Aprilia et al., 2021	CHSE health protocol implementation policy	Trust / Guest visits at the hotel to stay	-	-	Guests have high confidence in the existence of a certificate.
Maulina et al., 2021	Application of CHSE-based health protocols in tourism destinations specifically for the hospitality industry	Tourist trust to stay	-	-	With the CHSE certification, it is certain that the hotel has met the standards for the status of cleanliness, health, safety, and environmental sustainability and is a sign that the hotel is safe to visit.
Candranegara et al., 2021	CHSE-based program	Domestic and international tourist arrivals	-	-	This research shows that the CHSE program in Bali is able to restore the economic situation of the Balinese people to a better state. tour guide business.
Mahadewi, 2021	Guidelines for implementing hygiene, health, safety, and environmental sustainability (CHSE)	Economics in the field of Tourism, especially the industry for organizing Meetings, Incentives, Conventions, and Exhibitions (MICE) activities	-	-	In organizing Meeting, Intensive, Convention and Exhibition activities, guidelines are needed in order to be able to prepare activities, products and services in accordance with regulations such as CHSE.
Arlinda, 2021	CHSE adaptation program during the Covid-19 pandemic.	Visitor satisfaction level.	-	-	The implementation of a good adaptation program can maximize visitor satisfaction. In addition, there is an indirect influence of visitor satisfaction on the economic development of tourism and the creative industry.
Polonia et al., 2021	Providing and strengthening CHSE materials to the community	Development of HR competencies for the management of Sungai Awan Kiri Tourism Village.	-	-	The provision and strengthening of CHSE materials is useful for increasing the competence of human resources for tourism managers, so that they can attract the arrival of local and foreign tourists.
Tandilino, 2020	Application of the CHSE protocol in Kupang City tourist destinations.	The level of tourist attraction / tourist visits.	-	-	The destination manager supports the implementation of the CHSE protocol with the level of implementation in the good category.
Suidarman, 2021	CHSE program development in Jimbaran Traditional Village	The level of public awareness, the level of tourist visits and the level of tourist attraction	-	-	The implementation of CHSE provides benefits to the tourism sector.

Continuation of table 1.

1	2	3	4	5	6
Fitriana et al., 2022	Providing CHSE material to academics who accompany tourism villages.	Academic competency level	-	-	The provision of material to academics aims to make tourism companion academics have the knowledge and skills in implementing health protocols, so that they can be one way to attract tourists.
Maemunah, 2021	Application of the CHSE program	Consumer visits to restaurants located in West Java	-	-	Consumers feel more secure and comfortable in it while resting or enjoying the food and drinks provided.
Hidayatullah et al., 2021	CHSE-based program	Interest in returning to tourist attractions	-	-	CHSE all have a significant effect, however, the significant value on Environment Sustainability is a significant negative value so that if the value of this variable is applied strictly it will reduce people's interest in visiting.
Sofiani et al., 2021	Application of the CHSE program	Rate of decision to stay	-	-	Based on the results of the questionnaire, it is stated that the application of CHSE in 3 star category hotels in Depok is classified as good category

The tourism sector in Indonesia is mostly in the tourism industry sector with a percentage of 67%. Meanwhile, the contribution of tourism to the country's GDP (Gross Domestic Income) is around 4% per year (Anggarini, 2021). In addition, other sectors, such as hospitality at 20% and restaurants at 13%. All of these sectors are sectors that need to implement the CHSE protocol during the Covid-19 pandemic because it is important to avoid the spread of the Covid-19 virus. Thus, visitors who will visit the tourism, hotel, or restaurant sectors will still feel safe and comfortable so that the sector will not experience a decrease in income which can affect the economy.

Sectors Implementing the CHSE Protocol

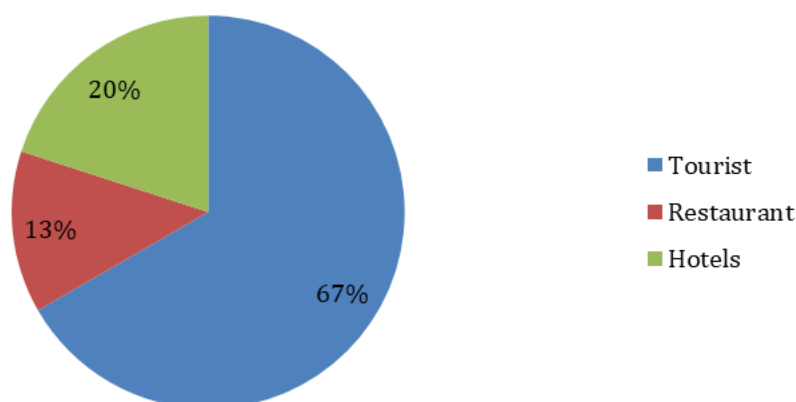


Fig. 1. Sectors Implementing the CHSE Protocol

The government made a health protocol CHSE (Cleanliness, Health, Safety, and Environment) where this policy is expected to raise standards in Indonesian tourism and make tourists feel comfortable to carry out tourism activities. This policy was taken to provide guidelines for tourism actors to carry out their activities in tourism but not to forget health protocols. The following is the impact of

implementing CHSE in various sectors, which has the most impact on the economy and 28% interest in visiting tourist attractions. In addition, there are also other impacts of the implementation of CHSE, namely the level of visitor confidence by 18%, visitor satisfaction by 9%, comfort by 9%, Thrust 18% and a sense of security by 18%.

Effects of Implementing the CHSE Protocol

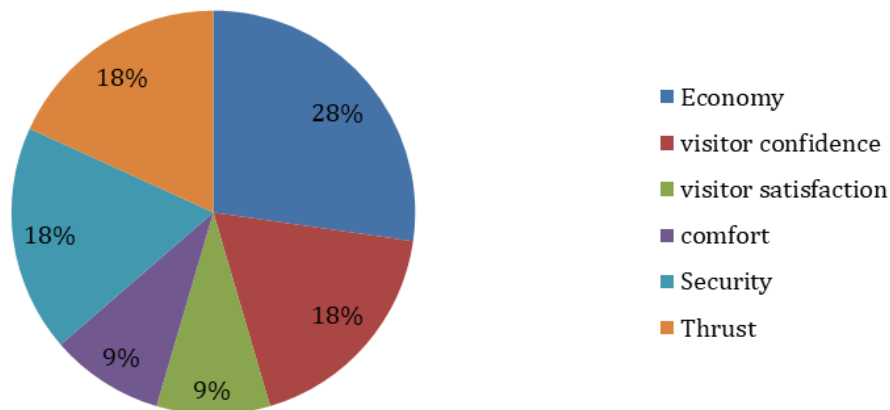


Fig. 2. Effects of Implementing the CHSE Protocol

There are opportunities for further research related to the application of CHSE. The results of the analysis above are an initial picture and do not necessarily describe the overall implementation of CHSE that occurs in the field because it purely describes what tourists feel when enjoying tourism facilities, hotels, restaurants, and others. Further research is needed to reveal how the relationship between the applications of CHSE can affect tourist behavior while on vacation (Ningrum, 2021).

Based on the results of the review, it is possible to develop future research related to the implementation of CHSE with the following research opportunities:

a. Research can be developed in other sectors besides tourism, hotels and restaurants.

b. There has been no research that has directly tested several variables in Figure 2 (improvement of the company's economic condition, customer trust, return visits, comfort, security, customer satisfaction) in one complete study so as to be able to provide a comprehensive picture regarding the impact of CHSE implementation.

Based on the description above, the concept of future research can be developed to examine the relationship between several variables holistically and integrated with the concept of the research model as follows:

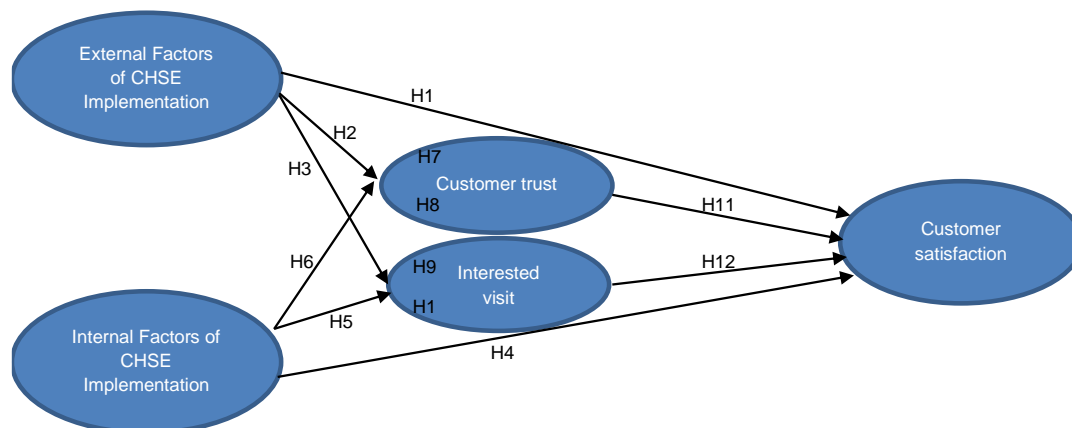


Fig. 3. Research Opportunity Console Framework.

The research concept framework based on the results of the literature review above can be used to examine the impact of CHSE implementation both in terms of external factors (cooperation, coordination in protocol implementation, public policy, customer awareness) and internal factors (supporting facilities and infrastructure) on customer satisfaction by increasing trust and interest in return visits as a mediator. The concept of this research will produce data that can measure all variables that were previously carried out separately by previous research into a complete and comprehensive series of research. In addition, this conceptual framework is a novelty where no previous research has been conducted involving independent, mediating and dependent variables in a series of studies.

5. **Conclusions.** The implementation of the CHSE program has a positive impact, this is evidenced by an increase in customer trust and satisfaction resulting in an increase in return visits to the tourism, hospitality and industrial sectors, as well as an impact on the country's economic income. The CHSE concept is a new concept that has not been proposed for a long time but is able to have a positive impact based on the results of previous research, therefore research on CHSE in the future is still open to be explored more deeply and more comprehensively.

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