




RS Global
Journals

Scholarly Publisher
RS Global Sp. z O.O.
ISNI: 0000 0004 8495 2390

Dolna 17, Warsaw, Poland 00-773
Tel: +48 226 0 227 03
Email: editorial_office@rsglobal.pl

JOURNAL	International Journal of Innovative Technologies in Social Science
p-ISSN	2544-9338
e-ISSN	2544-9435
PUBLISHER	RS Global Sp. z O.O., Poland
ARTICLE TITLE	OVERVIEW OF THE IMPLEMENTATION OF CHSE CERTIFICATION IN HOTEL SERVICES IN THE YOGYAKARTA SPECIAL REGION OF INDONESIA
AUTHOR(S)	Sapto Hariyono, Sujoko
ARTICLE INFO	Sapto Hariyono, Sujoko. (2023) Overview of the Implementation of CHSE Certification in Hotel Services in the Yogyakarta Special Region of Indonesia. <i>International Journal of Innovative Technologies in Social Science</i> . 1(37). doi: 10.31435/rsglobal_ijitss/30032023/7950
DOI	https://doi.org/10.31435/rsglobal_ijitss/30032023/7950
RECEIVED	01 February 2023
ACCEPTED	16 March 2023
PUBLISHED	18 March 2023
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License .

© The author(s) 2023. This publication is an open access article.

OVERVIEW OF THE IMPLEMENTATION OF CHSE CERTIFICATION IN HOTEL SERVICES IN THE YOGYAKARTA SPECIAL REGION OF INDONESIA

Sapto Hariyono

Doctoral Student, Post Graduate Program of Management, University of Technology Yogyakarta, Indonesia.

Sujoko

Lecturer of Post Graduate Program of Management, University of Technology Yogyakarta, Indonesia.

DOI: https://doi.org/10.31435/rsglobal_ijitss/30032023/7950

ARTICLE INFO

Received 01 February 2023

Accepted 16 March 2023

Published 18 March 2023

KEYWORDS

Implementation, CHSE, Yogyakarta Special Region.

ABSTRACT

The impact of Covid-19 has brought more attention to tourism. The scale of the threat and risk posed by the Covid-19 pandemic is significantly reducing the willingness of tourists to stay in hotels. Cleanliness, Health, Safety and Environmental Sustainability (CHSE) promotes a clean, healthy, safe and friendly environment. CHSE is a policy implemented by the government, specifically the Indonesian Ministry of Tourism and Creative Industries, to prevent the spread of the Covid-19 pandemic in Indonesia. The purpose of this study is to review the impact of the pandemic on the hotel service sector and the extent of the implementation of CHSE in the hotel service sector in the special region of Yogyakarta. This study was conducted to see the extent to which CHSE certification is applied to the hotel sector in the Yogyakarta area. Data collection was carried out with secondary data presented on the official government website regarding CHSE-certified hotels, data for all hotels both in terms of room availability, number of rooms in the era before the pandemic and after the epidemic. Then analyzed with descriptive statistics and SPSS analysis with paired t-test for further discussion and conclusions drawn. Based on this research data, it is known that COVID-19 has a significant impact on tourist visits and the number of hotel rooms sold. The number of tourists both local and tourists foreign experienced a significant decline at the peak of the pandemic in 2020 in a row ($p=0,016$) and ($p=0,032$), but began to rise again in 2021. Likewise, the number of hotel rooms sold experienced a significant decline at the peak of the pandemic in 2020 ($p=0,000$) but began to rise again in 2021. data on This study also shows that the number of hotels that have been certified CHSE is still very low in the special area of Yogyakarta, which is 18.79%, so it is recommended that more hotels apply for CHSE certification to increase tourist interest in staying, visitor satisfaction, and a sense of trust and comfort visitors.

Citation: Sapto Hariyono, Sujoko. (2023) Overview of the Implementation of CHSE Certification in Hotel Services in the Yogyakarta Special Region of Indonesia. *International Journal of Innovative Technologies in Social Science*. 1(37). doi: 10.31435/rsglobal_ijitss/30032023/7950

Copyright: © 2023 Sapto Hariyono, Sujoko. This is an open-access article distributed under the terms of the **Creative Commons Attribution License (CC BY)**. The use, distribution or reproduction in other forums is permitted, provided the original author(s) or licensor are credited and that the original publication in this journal is cited, in accordance with accepted academic practice. No use, distribution or reproduction is permitted which does not comply with these terms.

1. Introduction.

All nations, including Indonesia, have experienced recessions as a result of the COVID-19 pandemic's economic hazards. The first quarter of 2020 sees a decrease in economic growth, and the second and third quarters of 2020 see negative growth. Because of their poor salaries, limited savings, propensity to lack insurance protection or savings, and status as contract workers, the pandemic has had a particularly negative impact on the economy in the unorganized sector (Anggarini, 2021).

The distribution of food and drink as well as the lodging industry were two areas that saw a decline during the COVID-19 epidemic. It expenses decreased due to a decrease in local and foreign tourists, numerous events canceling activities such as meetings, conferences/meetings, conferences at hotels. The Manufacturing Industry Sector, specifically 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. Train and air transportation decrease was brought on by the low number of travelers as well as the cancellation of rail and flight trips because of worries about the COVID-19 outbreak (Anggarini, 2021).

The COVID-19 pandemic situation disrupts global and domestic supply chains, financial markets and consumer demand, adversely affecting key sectors such as travel and tourism. The impact of the Covid-19 pandemic is having a significant impact on the entire tourism value chain, Small and Medium Enterprises in the tourism sector, and the creative industries. The Central Bureau of Statistics said that the number of foreign tourists entering Indonesia in early 2020 decreased by 7.62% compared to the arrival of 1.37 million foreign tourists in December 2019. This happened because the decrease in visitor numbers was due to the outbreak of Covid-19 late of January 2020 (Anggarini, 2021).

Sectors such as accommodation, gastronomy, processing industry (especially textiles) and trade will be affected. There are still many people who work in informal worker positions. During the pandemic, many entrepreneurs went bankrupt due to financial constraints. Limited capital is due to inequality in access to assets. In the tourism industry, this is reflected in the sharp decline in foreign tourists, airline tickets, hotel cancellations and bookings. This is also a decrease due to the slowdown of domestic travel, especially domestic tourists, and people's resistance to travel, and there are concerns that the impact of Covid-19 will spread to tourist destinations. This is also due to the decline in MSME companies, informal workers and tourism and travel businesses that have impacted the decline in employment. Tourism has so far been a labor-intensive sector that has absorbed more than 13 million workers, and the resulting consequential impact or the multiplier effect, including the derivative industries formed under it, is also COVID-19 in tourism. You need to know that you are affected by the pandemic sector (Angalini, 2021).

During the COVID-19 outbreak, Indonesia experienced slumps in almost every industry except healthcare, pharmaceuticals, social activities, telecommunications, clean water supply, waste management and waste recycling. The most affected sectors are the transportation, travel, warehousing, accommodation and catering sectors, and the food and beverage sector. The other is Indonesia's tourism sector based on Sakernas in 2019, where about 11.83% of Indonesian workers are employed in the tourism industry sector. Tourism currently contributes about 4% to annual GDP. The decline in foreign tourists to Indonesia is affecting foreign exchange revenues from the tourism sector. As a result, foreign currency revenue from the tourism industry exceeded \$ 1.3 billion. China is the second largest foreign tourist in Indonesia. According to data from the National Labor Force Survey (Sakernas), the labor force absorbed by the tourism industry continues to increase from the number of workers, and from the tourism industry to the absorption of the national labor force. This shows that the tourism industry can be an alternative to lowering the unemployment rate (Anggarini, 2021).

This is very important because the tourism industry absorbs the workforce and plays a role in the economy. The purpose of this study is to review the impact of Covid-19 on the decline of Indonesia's tourism, hotel and restaurant sector, and to respond to government policies to manage the impact on the sector that Covid-19 can implement. You can properly return to normal with the CHSE protocol.

Based on the results of research by Veronika et al (2022), there is an influence between CHSE certification on the strategy of increasing room occupancy. Research by Arlinda and Sulistyowati (2021) shows that the implementation of a good CHSE adaptation program can maximize visitor satisfaction and then have an impact on the development of the tourism economy and creative industry. In the new normal era, CHSE adaptation has a significant influence on visitor satisfaction indirectly (Arlinda, Sulistyowati, Pengunjung, & Pariwisata, 2021; Veronika, Bosowa, Sari, Politeknik, & Bosowa, 2022).

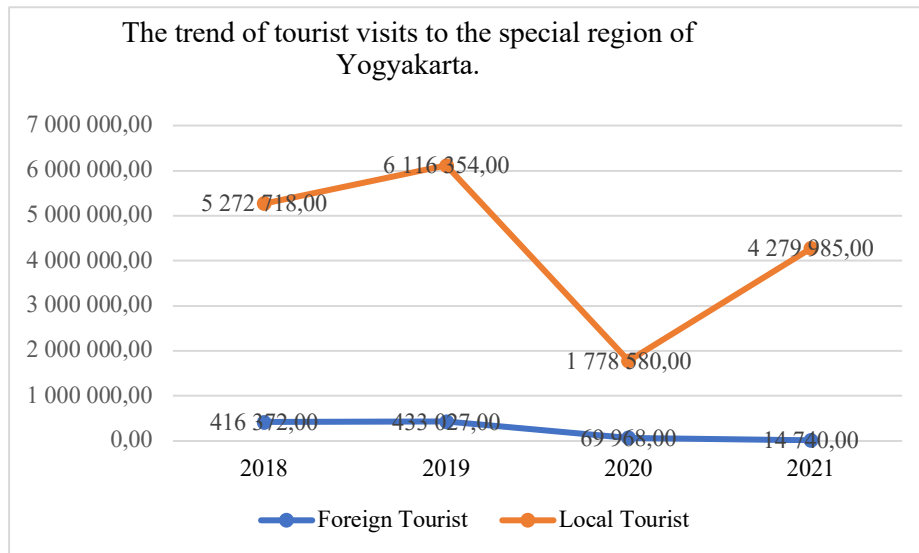
2. Research methodology

This study was conducted to see the extent to which CHSE certification is applied to the hotel sector in the Yogyakarta area. Data collection was carried out with secondary data presented on the official government website regarding CHSE-certified hotels, data for all hotels both in terms of room availability, number of rooms in the era before the pandemic and after the epidemic. In this study, the pre-covid period to see tourist visits and hotel room sales was set before 2020 and the post-covid-19

period was set in 2020. Then analyzed with descriptive statistics and SPSS analysis with paired t-test for further discussion and conclusions drawn.

3. Results and Discussion

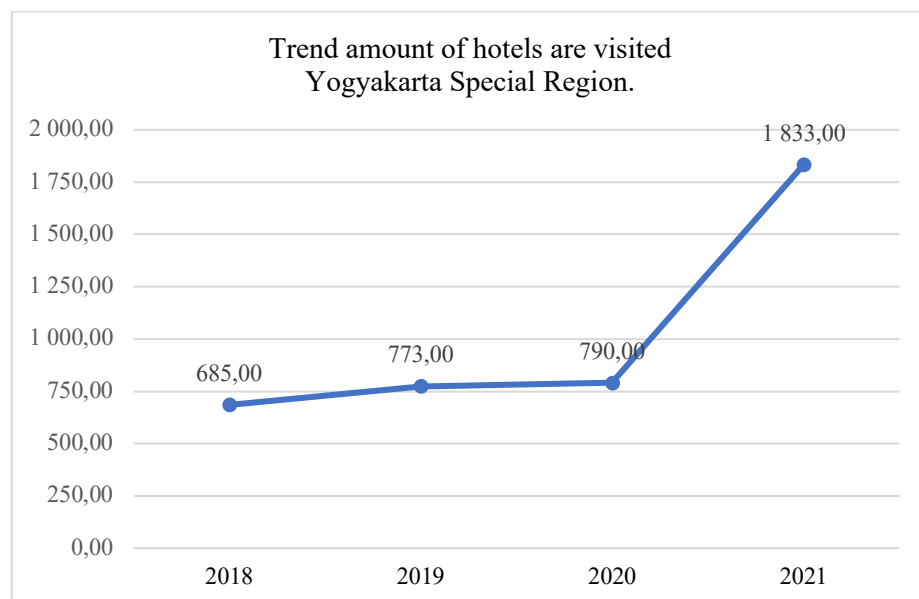
a. Trends in the number of tourists visiting the Yogyakarta region.



Source: bappeda.jogjaprovo.go.id.

Diagram 1. Data on tourist visits to the special region of Yogyakarta in 2018-2021. The data in diagram 1 shows that there has been a drastic decrease in tourist visits, both local and foreign tourists, to the special region of Yogyakarta due to the COVID-19 pandemic.

b. Trend in the number of hotels in the special area of Yogyakarta.

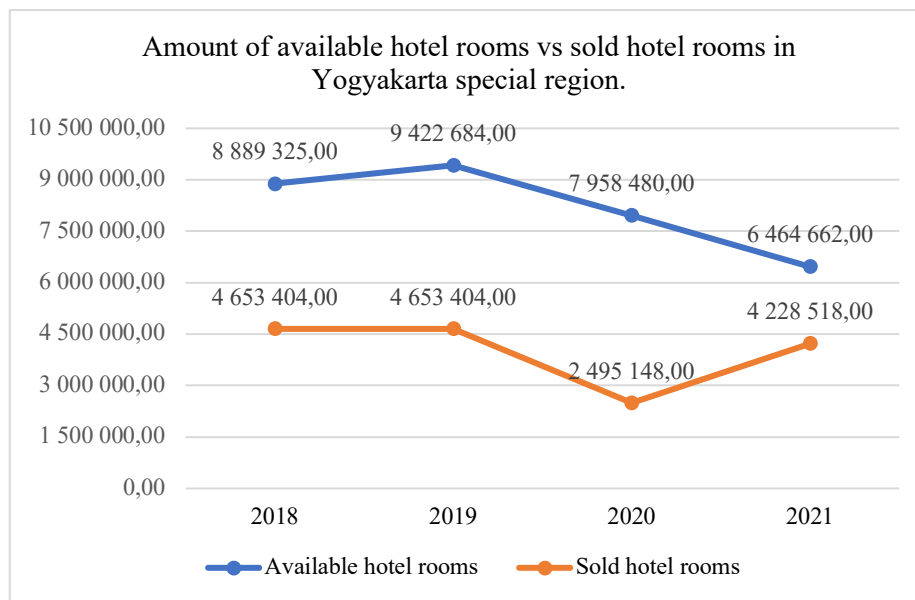


Source: bappeda.jogjaprovo.go.id.

Diagram 2. The trend of the number of hotels in the special region of Yogyakarta in 2018-2021.

The data in diagram 2 shows that there is an increasing trend in the number of hotels in the special area of Yogyakarta. An increasing trend occurred from non-star hotels to five-star hotels. this is very contradictory to the number of tourists who tend to decrease due to the pandemic. Therefore, a strategy is needed to increase tourist interest, one of which is through the implementation of CHSE.

c. The trend of the difference between available rooms and sold rooms



Source: bappeda.jogjaprovo.go.id.

Diagram 3. Trend in the number of hotel rooms available compared to the number of hotel rooms sold in the special area of Yogyakarta in 2018-2021.

The data in diagram 3 shows the level of occupancy of hotel rooms in the special area of Yogyakarta is still not optimal and there is a decrease in the number of rooms sold in 2020 when the peak of the covid-19 pandemic.

If tested with SPSS related to the decrease in tourist visits and the number of rooms sold, the data obtained are as follows:

Table 1. Analysis of the trend of tourist visits and hotel rooms sold in the sistemewa area of Yogyakarta.

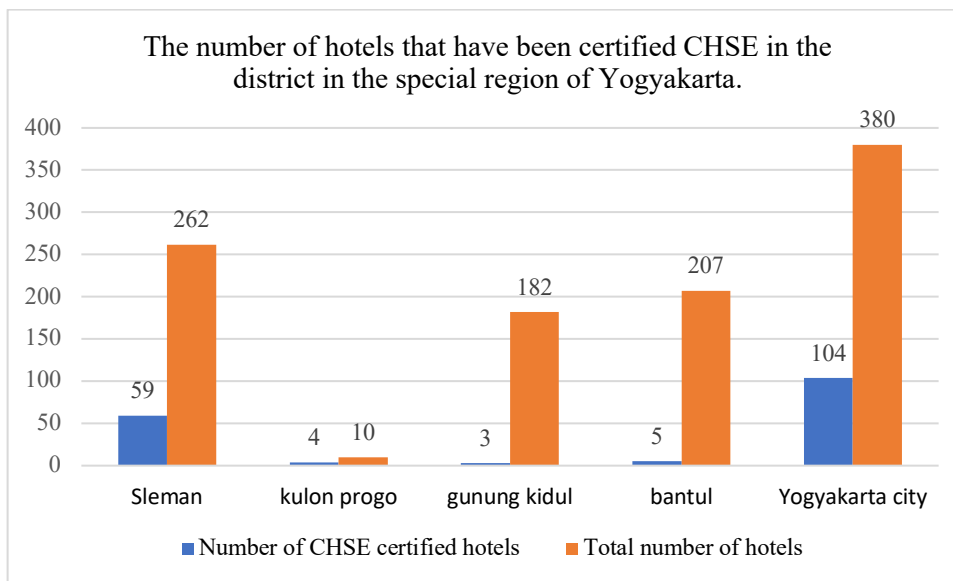
No	aspect	before the pandemic	during a pandemic	Decline (%)	P
1.	local tourist visit	5.694.534,00	1.778.580,00	67,76%	0,016*
2.	foreign tourist visit	424.699,00	69.968,00	83,52%	0,032*
3.	number of rooms sold	4.654.404,00	2.495.148,00	46,39%	0,000*

*paired t-test

*data is normally distributed (p= 0.26)

Source: bappeda.jogjaprovo.go.id.

d. Trend hotel that has been certified CHSE in a special region of Yogyakarta.



Source: chse.kemenparekraf.go.id.

Diagram 4. Trend of CHSE certified hotels in the special area of Yogyakarta in 2022. The data in diagram 4 shows that only a small number of hotels in the special region of Yogyakarta have implemented CHSE certification. If further data mining is carried out, the following data are obtained:

Table 4. Jumlah hotel di kabupaten pada daerah istimewa Yogyakarta yang tersertifikasi CHSE

No	Districts	Number of CHSE certified hotels	Total number of hotels	Percentage of CHSE certified hotels (%)
1.	Sleman	59	262	22,52%
2.	Kulon progo	4	10	40,00%
3.	Gunung kidul	3	182	1,65%
4.	Bantul	5	207	2,42%
5.	yogyakarta city	104	380	27,37%
	Mean	35	208	18,79%

The data in table 4 shows that hotels that have implemented CHSE in the special area of Yogyakarta are still very minimal, namely an average of 18.79%.

Based on research conducted by Posumah et al (2020) the application of CHSE at the Salak the Heritage Hotel which was assessed based on the CHSE assessment item got a score of 98 which is

almost perfect because it is close to a value of 100 with CHSE certified status. So that it can increase the sense of trust and comfort of the visitors to stay and carry out activities at the hotel (Posumah, Jeneetica, & Krisnawati, 2020).

The research conducted by Soviani and Vivian (2021) at a three-star hotel in Depok City showed a significance value of 0.000 ($p < 0.05$) so it can be concluded that there is an influence between CHSE and the visitor's decision to stay (Ani & Vivian Octariana, 2021)

The research conducted by Arlinda and Sulistyowati (2021) showed a significance value of 0.000 ($p < 0.05$) so it can be concluded that there is an effect of implementing the CHSE adaptation program in the New Normal Era on visitor satisfaction. This means that the better the CHSE adaptation program is implemented, the greater the level of visitor satisfaction indirectly (Arlinda, Sulistyowati, Penguji, & Pariwisata, 2021; Veronika, Bosowa, Sari, Politeknik, & Bosowa, 2022).

Based on the research above and the results of this study, it is necessary to massively increase the number of CHSE-certified hotels to increase tourist interest in staying, visit satisfaction, and a sense of trust and comfort for hotel guests to stay.

4. Conclusion

Based on this research data, it is known that COVID-19 has a significant impact on tourist visits and the number of hotel rooms sold. The number of tourists both local and foreign experienced a significant decline at the peak of the pandemic in 2020 ($p < 0,05$) but began to rise again in 2021. Likewise, the number of hotel rooms sold experienced a significant decline at the peak of the pandemic in 2020 ($p < 0,05$) but began to rise again in 2021. data on This study also shows that the number of hotels that have been certified CHSE is still very low in the special area of Yogyakarta, which is 18.79%, so it is recommended that more hotels apply for CHSE certification to increase tourist interest in staying, visitor satisfaction, and a sense of trust and comfort visitors.

REFERENCES

1. Anggarini, D. T. (2021) 'Upaya Pemulihan Industri Pariwisata Dalam Situasi Pandemi Covid -19', Jurnal Pariwisata, 8(1), pp. 22–31. doi: 10.31294/par.v8i1.9809.
2. Ani, S., Vivian Octariana, 2021. Efektivitas Penerapan CHSE (Clean, Health, Safety & Environment) Pada Hotel Kategori Bintang 3 (Tiga) Di Kota Depok. *Edutourism J. Tour. Res.* 3, 22–35. <https://doi.org/10.53050/Ejtr.V3i01.159>.
3. Aprilia, L.R., Marini, S., Yahya, A.I., 2021. Implementasi Protokol Kesehatan Chse Dalam Meningkatkan Kepercayaan Tamu Di Hotel. *J. Kepariwisata Destin. Hosp. Dan Perjalanan* 5, 1–7. <https://doi.org/10.34013/Jk.V5i2.454>.
4. Arlinda, F., Sulistyowati, R., 2021. Pengaruh Penerapan Program Adaptasi CHSE (Cleanliness, Health, Safety, Environment) Terhadap Kepuasan Penguji Destinasi Wisata Kabupaten Kediri Di Era New Normal Serta Dampaknya Pada Pengembangan Ekonomi Pariwisata & Industri Kreatif 9, 13.
5. Badan Perencanaan dan Pembangunan Daerah Kabupaten Yogyakarta (2022) http://bappeda.jogjapro.go.id/dataku/pencarian_data/index, access on 29 July 2022 at 10.00 WIB.
6. Candranegara, I.M.W., Mirta, I.W., Putra, K.A.F., 2021. Implementasi Program "We Love Bali" Berbasis Chse (Clean, Health, Safety, Environment) Dalam Pemulihan Pariwisata Bali. *J. Contemp. Public Adm. Jcpa* 1, 27–32. <https://doi.org/10.22225/Jcpa.1.1.3308.27-32>.
7. Fitriana, R., Simanjuntak, D., Dewanti, R., 2020. Pembekalan Materi Chse (Cleanliness, Health, Safety And Environmental Sustainability) Dalam Training Of Trainers Akademisi Pendamping Desa Wisata. *J. Pengabd. Kpd. Masy.* 3, 8.
8. Herawan, T., Jufri, S. S. A. Al and Rifai, M. B. (2021) 'Review Pariwisata Berbasis Cleanliness, Health, Safety and Environmental Sustainability di Era New Normal', *Kapita Selekta Pariwisata*. Available at: <http://stipram.org/index.php/ksp/article/view/68>.
9. Hidayatullah, S., Windhyastiti, I., Aristanto, E., Rachmawati, I.K., 2021. Peran Cleanliness, Health, Safety Dan Environment Sustainability (CHSE) Terhadap Minat Orang Berkunjung Ke Destinasi Wisata Yang Ada Di Kota Batu Pasca Pandemi Covid 19 2, 10.
10. Kementerian Pariwisata dan Ekonomi Kreatif (2022) <https://kemenparekraf.go.id/pustaka>, access on 29 July 2022 at 10.30 WIB.

11. Mahadewi, 2021. CHSE Guidelines As One Of The Government's Efforts To Prevent And Control The Novel Corona Virus Disease (Covid-19) In The Implementation Of Indonesia Mice Industry 5.
12. Maulina, L., Dianawati, N., Nugraha, S.Y.I., Maemunah, I., Sukmadi, 2021. Pelaksanaan Protokol Kesehatan Berbasis Cleanlines, Health, Safety And Environment Sustainability (Chse) Pada Industri Perhotelan Di Kota Bandung.
13. Maemunah, I. (2021) 'Implementation of Cleanliness, Health and Environmental Sustainability Guidelines in Restaurants around the Southern Java Crossing Route in Ciamis Regency', Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences, 4(2), pp. 2635–2642. doi: 10.33258/birci.v4i2.1970.
14. Ningrum, H. F. and Septyandi, C. B. (2021) 'Tourist Perceptions About the Implementation of CHSE in Greater Bandung: A Preliminary Study', Journal of Tourism Sustainability, 1(1), pp. 26–31. doi: 10.35313/jtos.v1i1.5.
15. Polonia, B.S.E., Ravi, A., 2021. Pengembangan Sdm Pokdarwis Desa Wisata Sungai Awan Kiri Melalui Clean, Health, Safety, And Environmental Sustainability (CHSE). Din. J. Pengabd. Kpd. Masy. 5, 511–519. <https://doi.org/10.31849/Dinamisia.V5i2.5824>.
16. Suidarma, I.M., Afrita, N.N., 2021. Upaya Meningkatkan Sektor Pariwisata Melalui Pengembangan CHSE (Cleanliness, Health, Safety, Environment) Dalam Kawasan Pantai Jimbaran 3, 5.
17. Tandilino, S.B., 2020. Penerapan Cleanliness, Health, Safety, & Environmental Sustainable (Chse) Dalam Era Normal Baru Pada Destinasi Pariwisata Kota Kupang 8.