



Evaluation of the Application of CHSE During the COVID-19 Pandemic in the Real Bali Swing Tourist Attraction, Bongkasa Pertiwi Village, Abiansemal District, Badung Regency

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ABSTRACT

The Real Bali Swing attraction is one of the tourism attraction that have got the CHSE certificate. To claim the CHSE certificate obtained by the Real Bali Swing attraction, there are several things that must be done, namely starting by seeing how the implementation of CHSE in the real Bali Swing tourist attraction is in accordance with the CHSE SOP standard or not. After knowing the implementation of CHSE, it is necessary to evaluate the implementation of CHSE.

This study used the concept of application and evaluation of CHSE. The data from this study were analyzed qualitatively, sourced from primary and secondary data. In collecting the data of this research was done by interview, observation, and documentation. The technique of determining the informant uses a purposive procedure.

The application of CHSE in the form of the application of Cleanliness, Health, Safety, Environmental Sustainability in the Real Bali Swing tourist attraction is not only an attraction but the application of human resources involved in tourism activities. The implementation will be carried out an evaluation to determine whether the implementation of the CHSE implementation has been carried out properly and with discipline.

Keywords: Application, CHSE, Evaluation, Tourism Attraction

1. Introduction

Bali is one of the islands in Indonesia which is the prima donna of Indonesian tourism and is well known almost all over the world. One of the tourist destinations offered in Bali which is famous for its diverse natural beauty ranging from mountains, hills, rice fields, lakes, and beaches. In addition, Bali is also famous for the uniqueness of the countryside with a culture that is still thick and the diversity of its unique and interesting arts. These are the things that attract tourists from all over the world.

Based on data on tourist visits to Bali from the Central Statistics Agency for the Province of Bali, the level of tourist visits to Bali has experienced an unstable increase over the last 5 years. It can be seen from the results of the visit data above that in 2016 tourist visits have increased until 2019, but in 2020 the rate of tourist visits to Bali has decreased drastically. Where the decline in the visit rate was due to the COVID-19 pandemic outbreak. The COVID-19 outbreak, which is currently expanding rapidly, has become a major global polemic at this time. The corona virus (COVID-19) has also been designated a global pandemic by the World Health Organization (WHO). The corona virus (COVID-19) that is happening at this time has a very large and significant impact on almost all sectors of human life. Starting from the education, social, economic, tourism, and other sectors. The tourism sector is one of the sectors that has been heavily affected by the COVID-19 outbreak. Tourism, which initially continued to develop and experience very rapid growth, is now experiencing a large decline or a very drastic decline, it can even be said to be paralyzed and the current decline cannot be corrected or overcome until the COVID-19 outbreak is over. Judging from the site of the spread of COVID-19 which has almost reached all provinces in Indonesia, where the number of deaths is increasing and has an impact on many aspects. However, in the middle of 2020, tourism in Bali began to reopen since the circular regarding the order of life in the New Normal era was issued. Tourism activities are starting to reopen with the condition that they apply health protocol procedures based on CHSE (Cleanliness Health Safety And Environment Sustainability), because the main key in restoring conditions must be done through the application of a disciplined health protocol. This program is implemented by providing CHSE certification, for tourism business actors which will later become evidence that business actors have owned, implemented, and improved health protocols in their respective businesses. So that tourists

can afford the community to feel secure with the fulfillment of the CHSE health protocol standards. Thus, tourism business actors in Bali are increasingly aggressive in implementing health protocol procedures based on CHSE, especially in the northern part of Badung Regency.

The northern part of Badung Regency is a superior tourist destination with its nature such as rivers, mountains and enjoying the beautiful nature of rice fields. As is known, Badung Regency is one of the regencies in Bali that has the most natural beauty, where the gift of nature is the center of tourism in Bali and has the most popular tourist attraction. It is not surprising that Badung Regency is one of the richest regencies in the province of Bali and its tourism is the largest contributor to the APBD for the province of Bali. What is quite interesting is that Badung Regency has a variety of areas, ranging from natural coastal tourism to mountainous nature, so that Badung Regency has a complete tourist destination, to its monkey forests and waterfalls. As one of the tourist attractions that are very superior in utilizing the green hill scenery as in the tourist attraction found in the BongkasaPertiwi Village area, namely Real Bali Swing.

Based on the New Normal life order circular, the manager of Real Bali Swing decided to reopen by implementing a health protocol procedure based on CHSE. Based on these data, the researchers decided to evaluate the application of CHSE in the Real Bali Swing Tourist Attraction to find out how far the implementation has been and what things are not in accordance with the implementation of CHSE.

2. Method Research

The data analysis technique used in this study is qualitative data analysis according to Miles and Huberman where the steps are data reduction, data presentation, and drawing conclusions. Before carrying out these steps, it is better to collect data through observations, interviews and previous documentation. The positions of the data analysis steps are as follows:

1. Data Reduction

In data reduction, the data that has been collected is analyzed to sharpen, classify, and discard unnecessary information. Data reduction is carried out with data that has been obtained through data collection through observation, interviews and documentation and then re-sorted according to the required data aspects such as the application of health protocols in the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) aspect.

2. Data Presentation

After the data is reduced, the next step is data submission. Presentation of data is the stage of compiling a collection of information, thus enabling conclusions to be drawn. The data is presented in a narrative form in accordance with the data aspects within the scope of the research.

3. Withdrawal of Conclusions/Verification

After the data presentation is complete and ends, the next step is drawing conclusions/verification. Drawing conclusions raises the meaning of the data that must be tested for truth, tested for robustness and tested for validity. Therefore, verification is necessary. Presentation of data in the form of a narrative that has been verified and has been tested for validity, conclusions can be drawn from important points based on data aspects in the evaluation study of the application of CHSE (Cleanliness, Health, Safety, and Environment Sustainability) in the management of Real Tourist Attractions. Bali Swing, Bongkasa Pertiwi Village, Abiansemal District, Badung Regency.

3. Results

3.1 Geographical Condition of Real Bali Swing Tourist Attraction

The Real Bali Swing Tourist Attraction is one of the tourist dance attractions in the North Badung Regency with the advantage of nature-based tourism. Geographically, the attraction of Real Bali Swing Tourism Village is in Bongkasa Pertiwi Village, Abiansemal District, Badung Regency, Bali. Where the Real Bali Swing Tourist Attraction is part of one of the attractions included in the Bongkasa Pertiwi Tourism Village. To the north is the Petang area, to the east is the Ubudarea which is bordered by cliffs and the Ayung river, to the south is the Sibang area, to the west is the Blakiuh area. The distance between Real Bali Swing Attraction and Denpasar City is 24 km with a distance of 48 minutes, from Abiansemal District is 10.4 km with a distance of 20 minutes, from Ngurah Rai International Airport is 42.4 km with a distance of 1 hour 6 minutes, from the sea port of Benoa is 37.8 km with a distance of 1 hour 2 minutes.

Tourist Attractions Real Bali Swing is also surrounded by several well-known tourist attractions such as Sangeh Monkey Forest which is only 6.7 km away with a distance of about 15 minutes, Taman Ayun Temple which is 13.0 km with a distance of about 22 minutes and Ubud which is 13.7 km away with a distance of about 25 minutes.

The Real Bali Swing Tourist Attraction, which is one part of the Bongkasa Pertiwi Tourism Village, has an area of about 3 hectares. The Real Bali Swing Tourist Attraction has been quite developed with the existence of supporting facilities for tourism activities built around the Bongkasa Pertiwi Village Real Bali Swing Tourist Attraction, namely accommodation facilities such as villas and homestays, tourist attractions, restaurants with various attractive, unique architectural themes, and coupled with views of rice fields and cliffside forests, jogging tracks, and game rides such as paintball, rafting, ATV and the most famous is the swing on the edge of the cliff with views of the forest and river which are in great demand by tourists or commonly called Swing, making photo spots which is instagramable. However, at this time the condition of the Real Bali Swing Tourist Attraction is not so crowded with visitors due to the corona virus (COVID-19) outbreak.

3.2 Implementation of CHSE (Cleanliness, Health, Safety, & Environment Sustainable)

Cleanliness is an aspect of cleanliness, this cleanliness is carried out by each individual or group. Cleanliness is also carried out in tourist attractions and cleanliness is the main thing that is carried out in order to provide comfort and cleanliness for tourists. Ensuring cleanliness can be seen from the availability of hand washing stations, trash cans and hand sanitizers for tourists to avoid germs, bacteria and viruses.

Cleanliness at the Real Bali Swing Tourist Attraction in Bongkasa Pertiwi Village holds daily cleaning activities every day in the morning by spraying disinfectant or other cleaners in parking areas, entrances, counters, seats, swings, and in certain areas other. For the counter section, a hand sanitizer is provided and temperature checks and all tools at the bik counter are cash registers, cards, pens and so on, cleaned with disinfectant. At the counter area of the Real Bali Swing Bongkasa tourist attraction, it is clean, free from disease-carrying animals, equipped with air freshener and not airtight. After tourists enter the counter, there is a hand washing area that has been provided by the tourist attraction complete with hand soap and hand sanitizer, more than 2 hand washing places. In certain areas of the Real Bali Swing tourist area, there are trash cans that have been provided according to the type of waste, making it easier for tourists to find places to throw garbage. The condition of the bathrooms in the tourist attraction is cleaned every day and sprayed with safe and appropriate disinfectants and other cleaners. The bathroom conditions at the Real Bali Swing tourist attraction are observed to be clean, neat, hygienic, odorless, and clean and tidy trash cans are available and are always cleaned by the officers.

one of the forms of maintaining hand hygiene, this is a hand washing place that is close to the swing, so that tourists who have carried out activities are not too far to go upstairs to wash their hands, hand washing places are also given an appeal for proper hand washing in accordance with CHSE provisions . This hand washing place is also provided with a hand sanitizer for tourists after washing their hands. Many hand washing stations are provided from the entrance, in tourist attraction areas, and at every tourist activity organization.

Health is the most important thing that is applied today, especially in tourist attractions, especially the Real Bali Swing. The implementation of health is carried out by the management by wearing masks, checking body temperature, washing hands, maintaining distance, and using hand sanitizer. This health application also applies to visiting tourists. The implementation of health in the Real Bali Swing tourist attraction can be seen from the implementation that has been provided by the manager, namely the application of regulations for visiting tourists to wear masks and distribute masks to tourists in need, adjust seating distances so that there are no crowds, adjust the distance of the handwashing area. Tourists are given directions to the counter by adjusting the distance then directed to wash their hands and use hand sanitizer, as well as check the temperature of tourists and if tourists are found who have a temperature above 36°C then re-check and check for other symptoms such as fever, cough, runny nose, shortness of breath, and sore throat are not allowed to enter the tourist area. After tourists register, tourists are directed to the attraction where the manager explains the seats and in certain areas are given distance marks so that there is no crowd. Managers and employees at the Real Bali Swing tourist attraction also check the temperature every day. If the temperature is above 36°C, the manager or employee is given a day off and when on duty employees are required to wear masks, hand slippers, and face shields. Employees also keep their distance.

application of health, namely checking body temperature for tourists who come as well as managers and staff who will carry out tourist activities at the Real Bali Swing tourist attraction, this temperature device is provided at the entrance and counter to check the temperature condition of tourists who come and can record whether tourists can enter Real Bali Swing area or not, tourist temperatures above 36°C or 37°C will be given instructions not to enter the Real Bali Swing area, as well as other managers and staff.

Safety (Security) is a safety and security guard at tourist attractions, it is necessary to have security and safety procedures, especially at the Real Bali Swing tourist attraction. The tourist attraction of Real Bali Swing implements several safety and security procedures so that at any time a disaster, emergency or unwanted accident occurs, this is implemented to ensure the safety of workers and tourists who travel. The application of safety (security) at the Real Bali Swing tourist attraction can be seen from the beginning when tourists enter, they are shown safety and security insurance for tourists, tourists are required to fill out forms and read carefully and rates are directed by employees or managers. After filling out the tourist form, the employee is given a briefing, and the employee directs the tourist to maintain or comply with the health protocol regulations.

The insurance provided aims to ensure safety and security for tourists visiting the Real Bali Swing tourist attraction. As well as reading the SOPs for health, hygiene, safety, and environmental sustainability that have been implemented. The application of safety (security) carried out by the Real Bali Swing tourist attraction is to use a sturdy and strong swing rope, this swing rope has an international standard and has been stratified the rope used is a goat rope and can ride a weight or a load of 6 tons, tourists who ride Swing will be assisted by staff and will be attached to a safety rope and given instructions.

Environment Sustainability is ensuring that tourist attractions have implemented environmentally friendly conditions by using complementary facilities and environmentally friendly materials so as to apply comfortable area conditions.

Environment Sustainability at the Real Bali Swing tourist attraction implements several environmentally friendly activities, one of which is a recycling bin, distributing trash cans in certain areas so that tourists do not litter in a comfortable and clean environment. Do not use plastic and straws in the dining area and provide direction to tourists to minimize bringing materials and goods that cannot be recycled to the environmental area of the Real Bali Swing tourist attraction. Managers or employees continue to monitor and provide directions for tourists to keep the environment clean because Real Bali Swing is one of the tourist attractions that presents natural beauty. The employees also continue to carry out cleaning activities and maintain the trees so that the natural beauty on offer is maintained.

3.3 Application of CHSE on HR (Human Resources) in the Real Bali Swing Tourist Attraction

Health is health that is applied by CHSE, health is also the most important thing applied by human resources in tourist attractions, this health is based on protecting yourself from germs and bacteria by taking vitamins, healthy eating patterns, cleaning the work area, exercising and so on . This health is also applied by human resources at the Real Bali Swing tourist attraction.

Managers and staff implement health practices by checking themselves every day with temperature measuring devices, taking vitamins and maintaining a healthy diet. Personal health by wearing a mask with discipline, washing hands and using a hand sanitizer. Managers keep their distance from tourists and other friends, wear face shields when working to avoid contact with tourists when talking or sneezing. The implementation of CHSE for human resources has been well implemented by managers and staff at the Real Bali Swing tourist attraction.

The application of security and safety for human resources is very important to be applied with discipline at this time, with the current pandemic conditions security and safety is something we cannot ignore. Safety and security are also important to apply in tourist attractions, especially in the Real

Bali Swing tourist attraction in Bongkasa. The management implements several things in maintaining the safety and security in Real Bali Swing with the implementation of CHSE.

The implementation is carried out by staff by spraying disinfectant in all areas of the Real Bali Swing tourist attraction workspace, as well as places that often interact, namely in the swing area, the manager and staff put up social distancing signs in certain places, carry out information activities on body conditions and conditions. health that is easy for tourists to read, keep a distance and use hand slippers when doing or serving tourists. Managers and staff carry out directions for implementing health protocols every morning to tourists and other staff in accordance with standard SOPs from the Real Bali Swing tourist attraction. The implementation of security and safety carried out by the management and staff of Real Bali Swing has followed the CHSE standard.

Environment Sustainability is an environmentally friendly application. Environmentally friendly application is something that minimizes activities that pollute the environment, either from littering or using materials or goods made of plastic, and which cannot be recycled, this activity is one form to have a good impact on the environment and health, safety and security. convenience for individuals and tourists, environmentally friendly applications based on CHSE are applied to all tourist attractions and one of them is the Real Bali Swing tourist attraction in Bongkasa. Environmentally friendly is also applied by human resources at Real Bali Swing.

Real Bali Swing managers and staff carry out cleaning activities in the Real Bali Swing environment and install trash bins according to their type, provide information to other staff and tourists to use environmentally friendly goods or materials such as not bringing plastic materials, straws, bags plastic, throw cigarette butts carelessly. Managers and staff install trash bins in their workspaces to provide comfort for staff while working.

3.4 Evaluation of the Implementation of CHSE (Cleanliness, Health, Safety, & Environment Sustainable) at the Real Bali Swing Tourist Attraction

Evaluation of the Implementation of CHSE (Cleanliness, Health, Safety, & Environment Sustainable) at the Real Bali Swing Attraction and Human Resources has been carried out well. Evaluation of the implementation of CHSE from entrances, counters, public areas, offices, and exits has met the application, but there are a few that are not yet in the safety section, namely gathering points and gathering maps. CHSE evaluation of human resources in the Real Bali Swing tourist attraction from managers and employees has carried out good implementation. Carry out area cleanliness, personal hygiene, health, attractiveness, and self-security and carry out environmentally friendly.

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