



# Covid-19 Adaptive Tourism Attraction: Tourism Resilience Through Chse Certification For Visiting Decision

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## ABSTRACT

CHSE (Clean, Health, Safety, and Environment) certification is implemented by the Indonesian government to restore tourism conditions post-pandemic. The research aim is to analyze tourists' visiting decisions to visit COVID-19 adaptive tourist attractions after the implementation of the CHSE certification policy as a strategy to restore tourism conditions post-pandemic. The descriptive research was carried out with a causal-associative quantitative approach using 100 respondents. The result revealed that: (1) The implementation of CHSE in COVID-19 is in the quite good category with a percentage of 50%. (2) Visiting decisions are in the quite good category with a percentage of 37.8%. (3) CHSE as a strategy to restore tourism conditions has an impact of 13.4% on visiting decisions. So, it is concluded that tourists decide to visit a COVID-19 adaptive tourist attraction, not solely because the tourist attraction has been CHSE certified. But 86.8% are influenced by other factors.

## INTRODUCTION

The first case of the COVID-19 pandemic in Indonesia was first announced by the President of the Republic of Indonesia on March, 2020 (WHO, 2020; Fernandes, 2020). Due to the ease of transmission of the coronavirus disease-19 (COVID-19), the system of spreading the virus is not yet under control. Further, the government is taking quick preventative steps by strictly monitoring entry routes into Indonesia from other countries, including airports, ports, and land border crossings, as well as implementing lockdown or regional quarantine measures. In several regions in Indonesia, known as Large-Scale Social Restrictions (PSBB) (Hakim, 2021), to suppress the increase in positive cases of COVID-19 (CNN Indonesia, 2021). The outbreak of COVID-19 as an international disaster has greatly affected the conditions of various sectors in each country,

including Indonesia. There are several sectors that are experiencing conditions that are able to survive so that they have the potential to become winners (potential winners) in the midst of the COVID-19 outbreak, and some of them are experiencing negative impacts because they have the potential to lose in fighting the COVID-19 outbreak (potential losers) (Hassan & Salem 2021). The win-win potential of various sectors in Indonesia can be seen in the following picture:

**Figure 1 Potential Losers And Potential Winners During Covid-19**



Source: Deputy for Strategic Policy of the Indonesian Tourism and Creative Economy Agency, 2020

Figure 1 depicts the condition of all sectors affected by COVID-19 as potential winners in the midst of the COVID-19 outbreak, namely medical supply and services, or the medical supplies and services sector, while potential losers are tourism and leisure, or the tourism sector. The tourism industry and creative economy affected by COVID-19 as potential losers include performing arts, crafts, SPA, water tourism, tour guide services, organizing entertainment and recreation activities, organizing MICE, providing accommodation, food and beverage services, travel services, tourist transportation, tourism areas, and tourist attractions. Operational activities, services, and production from 13 sectors in the tourism industry and creative economy sectors have been disrupted or even not operated at all, thus feeling pressure as a negative impact of the outbreak of the COVID-19 virus in Indonesia.

Based on data from UNWTO (May 2020), the risks resulting from this impact are a decrease in the number of international tourist visits by 850 million – 1.1 billion (-58% to -78%), loss of revenue from the tourism sector of US\$ 910-1200 billion, 3 risks loss of employment opportunities in the tourism sector of 100-120 million jobs, hotel occupancy decreases, loss of travel agencies and transportation services, food and beverage service business turnover decreases, tourism and creative economy activities are greatly reduced, employee reductions/layoffs, hotel closures, restaurants and temporary ODTW, failure to pay investment credit and working capital credit up to permanent business closure. As an effort to restore Indonesian tourism, the Ministry of Tourism and Creative Economy began implementing CHSE certification in December 2020.

The CHSE (Clean, Health, Safety, and Environment) Certification Program, or Cleanliness, Health, Safety, and Environmental Sustainability, is the process of granting certificates to tourism businesses, other related businesses and facilities, community environments, and tourism destinations (Rifai et al., 2022; Batubara & Suci, 2022; Sandhubaya et al., 2021; Magnini & Zehrer, 2021; Kemenparekraf, 2020). In the context of the recovery or restoration of tourism conditions, the Provincial Government is socializing CHSE certification to various tourism service sectors as

well as designating 30 tourist attractions in West Sumatra as COVID-19 adaptive tourist attractions, such as Taman Margasatwa dan Budaya Kinantan (TMBK) and Taman Panorama Lobang Jepang (TPLJ). It is hoped that Bukittinggi City's tourism activities, which were stopped due to COVID-19, can recover through the implementation of the CHSE policy at COVID-19 adaptive tourist attractions. In practice, policies prepared by the government are not always adhered to, various violations still tend to occur. In addition, the stages in the process of granting CHSE certificates to tourism businesses, other related businesses and facilities, community environments, and tourism destinations go through several stages, namely: the self-assessment stage, the self-declaration stage, the assessment stage, and the certificate awarding stage.

Furthermore, there were several previous studies that examined whether CHSE was a factor that could increase visiting decisions or not (Batubara & Suci, 2022; Hidayatullah, 2021). According to the previous studies, it is found that CHSE can increase visiting decisions among visitors. Hence, the present study is interested in investigating whether the visiting decision at an adaptive tourist attraction in Bukittinggi is due to the implementation of the CHSE or not. This present study will also investigate whether CHSE can successfully be one of the strategies for tourism resilience in Indonesia or not. So, it can be concluded that this present study is necessary to conduct since there were no studies that investigated the implementation of CHSE in adaptive tourist attractions in Bukittinggi.

## LITERATURE REVIEW

### Implementation Of CHSE

The CHSE Implementation Guide at tourist attractions 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 Preventing and Controlling Corona Virus Disease 2019 (COVID-19). Indicators for implementing CHSE guidelines at tourist attractions can be seen based on the flow of services for tourist attractions in the special guidelines (Kemenparekraf, 2020) namely:

- a. Service at the entrance
- b. Service at the counter
- c. Organizing tourist activities
- d. Facilities and public areas for tourists
- e. Exit service

Furthermore, these general guidelines are explained in general guidelines integrated for employees, local tour guides, visitors, and other parties carrying out activities at tourist attractions (Kemenparekraf, 2022):

- a. Ensure that you are in good health with a body temperature  $< 37.3^{\circ}\text{C}$  and do not have symptoms of fever, cough, runny nose, sore throat, and/or shortness of breath before doing activities at the tourist attraction
- b. Implement clean and healthy living behaviors: do not make physical contact; do not touch the face, especially the eyes, nose, and mouth; continue to maintain a safe distance of at least 1 (one) meter; Wash hands with soap or use hand sanitizer; wear personal protective equipment as necessary.
- c. Give greetings by placing your palms together on your chest as a substitute for shaking hands.
- d. Avoid touching public areas and items that have the potential to be touched by many people.
- e. Visitors should make reservations by telephone, social media, or other online media before their visit and make non-cash payments.

- f. Visitors provide information online about their name, region or country of origin, and contact number.
- g. Visitors inform employees or local tour guides if they experience health problems.
- h. Employees and local tour guides inform management if they experience health problems.
- i. Employees and local tour guides direct and assist visitors and other parties at the tourist attraction in the event of an emergency. Comply with and implement the SOPs that apply at tourist attractions.

### **Guidelines For Implementing CHSE At Tourist Attractions**

The CHSE Implementation Guide, or at Tourist Attractions, 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 Preventing and Controlling Corona Virus Disease 2019 (Covid-19). This guide is aimed at entrepreneurs and/or managers, employees, and local tour guides to meet visitors' needs 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, Village/Subdistrict Governments, including Traditional Villages, business and professional associations related to tourist attractions, and Tourism Mobilization Groups/Tourism Awareness Groups to carry out outreach, tutorials/education, simulations, testing, mentoring, coaching, monitoring, and evaluation in implementing cleanliness, health, safety, and environmental sustainability in order to increase the confidence of the parties as well as the reputation of tourism businesses and destinations (Kemenparekraf, 2022).

### **Visiting Decision**

A visit decision is a decision taken by someone before visiting a place or region by considering several factors (Sandhubaya et al., 2021; Hidayatullah., et al 2021; Wulansari et al., 2020). In this case, the visiting decision theory is taken from the purchasing decision theory for a product, so that in several categories, the visiting decision is applied from the purchasing decision model. The following is an explanation of the visiting decision theory. Indicators of the visiting decisions are:

- a. Needs Recognition. The buying process begins with problem recognition, where the buyer recognizes a problem or need. Buyers perceive the difference between the actual state and the desired state.
- b. Information Search. A consumer who is already involved may be looking for more information but may not. If the consumer's urge is strong and a product that satisfies is within reach, the consumer is likely to buy it; otherwise, the consumer may store the need in memory or search for information related to that need.
- c. Buying decision. In the evaluation stage, consumers rank brands and form an intention to buy. In general, the consumer's buying decision is to buy the most preferred brand, but two factors can arise between the intention to buy and the decision to buy. The first factor is the attitude of other people, namely regarding price and the brands that consumers will choose. The second factor is unexpected situations, expected prices, and expected product benefits.
- d. Post-purchase behavior. Stage of the buyer decision process, where consumers take further action after purchasing based on feelings of satisfaction or dissatisfaction.

### **Adaptive Tourism Attraction**

The COVID-19 Adaptive Tourism Attraction (Cook, 2014) states that adaptive behavior is the ability to adapt to new situations and have familiar skills in these situations. Meanwhile, according to (Retno, 2016), adaptive behavior focuses on daily behavior, fulfilling the expectations of society and the environment in which one lives, as well as the ability to deal

effectively with situations that are occurring in the community environment. Covid-19 adaptive tourism destinations are tourist destinations that have implemented health protocols to deal with Covid-19 firmly and strictly, such as wearing masks, washing hands, and limiting visitors as a distance-keeping policy. Apart from this, what differentiates other tourist attractions from COVID-19 adaptive attractions is the availability of facilities and infrastructure to support the implementation of health protocols, one of which is a place to wash hands. From these opinions, it can be concluded that COVID-19 adaptive tourist attractions are destinations that have implemented health protocols by providing facilities and infrastructure to overcome the spread of COVID-19.

## **METHODS**

Instrument testing is carried out to find out whether the instrument used is truly valid and reliable. The instrument used to collect data in this research was a questionnaire. The questionnaire used must be tested for its level of validity and reliability. Instrument tests were carried out on tourists visiting the COVID-19 adaptive tourist attraction in Bukittinggi City. Meanwhile, the sample for instrument testing uses a minimum sample. According to (Sugiyono, 2013) the appropriate sample size for research is between 30 and 50. So researchers used a minimum sample for testing research instruments of 30 respondents. The form of testing carried out is as follows:

### **Validity Test**

Validity is a measure that shows the level of validity or authenticity of an instrument. A measuring instrument is said to be valid if it is able to measure what is desired and can reveal the data of the variables studied accurately." The high or low validity of the instrument shows the extent to which the data collected does not deviate from the description of the variable in question. The instrument that had been prepared was tested on respondents with the same characteristics among 30 tourists at the COVID-19 adaptive tourist attraction. To determine the validity of the questionnaire, the author used Pearson Product Moment Correlation Analysis with the help of SPSS version 25.00.

### **Reliability Test**

Reliable instrument is an instrument that is used several times to measure the same object and will produce the same data. Instrument reliability testing aims to determine the reliability of an instrument. Testing the reliability of the instrument in this study used reliability analysis using the SPSS version 25.00 program.

## **RESULTS AND DISCUSSION**

Based on the results of data processing regarding the CHSE Implementation variable, it is known that the CHSE Implementation variable is in the good category with a percentage of 76%. In the CHSE Implementation indicators, namely: entrance counter indicators, organizing tourist activities, facilities and public areas, and exits, they are in the good and very good categories.

Based on the results of the data processing regarding the visiting decision variable, it is known that the visiting decision variable is in the quite good category with a percentage of 62%. The visiting decision indicators, namely the need for tourist attractions, search for information about tourist attractions, evaluation of tourist attractions, decision to choose tourist attractions, and post-visit behavior, are in the very good, good, and quite good categories.

The results of data processing on the CHSE implementation variable and the visiting decision variable can be seen in the following table:

**Tabel 1 Frequency Distribution Of CHSE Implementation Variable Data**

Category	Interval Class	Frequency	%
Very good	> 96	23	23%
<b>Good</b>	<b>80 - &lt; 96</b>	<b>76</b>	<b>76 %</b>
Fair	64- < 80	1	23 %
Poor	48 -< 64	0	0 %
Very poor	< 48	0	0%
<b>TOTAL</b>		<b>100</b>	<b>100 %</b>

Source: SPSS Data Processing Results (2023)

**Tabel 2 Frequency Distribution Of Visiting Decision Variable Data**

Category	Interval Class	Frequency	%
Very good	> 24	25	25 %
<b>Good</b>	<b>20 - &lt; 24</b>	<b>62</b>	<b>62 %</b>
Fair	14- < 20	13	13 %
Poor	12 -< 14	0	0 %
Very poor	< 12	0	0%
<b>TOTAL</b>		<b>100</b>	<b>100 %</b>

Source: SPSS Data Processing Results (2023)

**Simple Linear Regression Test Results**

**Tabel 3 Simple Linear Regression Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	80.287	1	80.287	15.110	.000 <sup>b</sup>
Residual	520.713	98	5.313		
Total	601.000	99			

Source: SPSS Data Processing Results (2023)

Based on the results of the simple linear regression test in the table above, the calculated F value is 15,110 with a significance level of 0.000 < 0.05, so it can be interpreted that the variable CHSE Certification Effectiveness (X) on Visiting Decisions (Y) has a significant effect, so the hypothesis (Ha) is accepted. Next, to find out the size of the regression determinant coefficient between the CHSE Certification Effectiveness variable and visiting decisions, it can be seen in the following table:

**Tabel 4 Determinant Coefficient Of Variable X Against Y**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.751	3.134		3.111	.002
X	.134	.034	.365	3.887	.000

Source: SPSS Data Processing Results (2023)

Based on the table above, the following regression equation is obtained:

**Y=a+bx**

**Y = 9.751 + 0.134**

Based on the equation above, the regression coefficient value for variable X is 0.134, with a significance value of 0.000 <0.05. This means that every 1 unit increase in CHSE certification

effectiveness will increase 0.134 visiting decisions. Next, to see how much influence variable X has on variable Y, you can see the following table:

**Table 5 Effect Of Variable X On Variable Y**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.365 <sup>a</sup>	.134	.125	2.305

Source: SPSS Data Processing Results (2023)

Based on the table above, the R square value obtained is 0.134, meaning that the influence of variable X on variable Y is 13.4%, while the rest is influenced by other factors. Based on the results of the research that has been carried out, a discussion can be presented regarding the influence of the effectiveness of CHSE certification on the decision to visit the Zoo (TMSBK) and the Ngarai Sianok Panorama Park, Bukittinggi City. Based on the analysis, it can be concluded that the CHSE certification effectiveness variable has a significant effect on the visiting decision variable. The explanation is as follows:

### **Effectiveness Of CHSE Certification**

Based on the overall research results, it was found that 76 respondents out of 100 respondents, or 76% of respondents, at the Zoo (TMSBK) and Ngarai Sianok Panorama Park, Bukittinggi City, stated that the effectiveness of the CHSE certification implemented by these tourist attractions was good. This happened because the five indicators of effectiveness of the CHSE certification, namely entrances, counters, organizing tourist activities, facilities and public areas, and exits, are in the very good and good categories. Then these five indicators are dominated by the counter indicator, with a percentage of 92% categorized as very good.

Based on the analysis of research results, the indicators for entrances and the implementation of tourist activities are in the good category because there are still respondents who say they do not agree or disagree with the statement item on indicators for entrances and the implementation of tourist activities. In the sense that the implementation of the effectiveness of CHSE certification at tourist attractions is not yet optimal. It was supported by (Veronika et al., 2022; Sandhubaya et al., 2021; Hidayatullah et al., 2021), in their research, which stated that CHSE Certification functions to guarantee the implementation of health protocols so that tourists receive comfort and safety to avoid transmission of COVID-19. The results of this research are also in line with the results of research from (Wicaksono & Suradi, 2020) by obtaining a CHSE certificate, which proves that a tourist area is safe and worth visiting because it has implemented hygiene protocols. In other words, the implementation of the effectiveness of CHSE certification in the Zoo (TMSBK) and the Ngarai Sianok Panorama Park, Bukittinggi City, must continue to be improved.

### **Visiting Decision**

Based on the overall results, it is known that the visiting decision variable is in the good category with a percentage of 62%. Based on the visiting decision indicators, it is dominated by indicators of the need for tourist attractions, with a percentage of 78% in the very good category. Based on the analysis of research results, the visiting decision variable is in the good category, but there are still indicators that are in the quite good category among the five indicators of the visiting decision variable, namely post-visiting behavior indicators. This is because 36% of respondents stated that they did not agree or disagree with the statement items in the indicator. given so that tourists do not have the desire to return to visit the tourist attraction because respondents feel that the implementation of the effectiveness of CHSE certification by tourist attraction managers has not been optimal. This is supported by the implementation of CHSE,

which is predicted to be one of the determining factors in tourists' visiting decisions to a destination (Kemenparekraf,2020). The results of this research are also supported by research conducted by (Ningsi et al, 2022) stating that CHSE certification has a significant influence and is positive with a value of 12.9% towards the visiting decisions. So what the Kinantan Wildlife and Cultural Park (TMSBK) and the Ngarai Sianok Panorama Park, Bukittinggi City, must do to increase visiting decisions is to continue to increase the implementation of CHSE in every tourist attraction and activity. So it can be concluded that overall, the results of the visiting decisions at the Zoo (TMSBK) and the Ngarai Sianok Panorama Park, Bukittinggi City, are in the good category, with several indicators being in the quite good category; in other words, the visiting decisions at the Zoo (TMSBK) and the Ngarai Sianok Panorama Park, Bukittinggi City, are still good, but they must be maximized.

### **The Impact of Implementing CHSE As A Strategy For Restoring Tourism Conditions On The Visiting Decision Of COVID-19 Adaptive Tourist Attractions In Bukittinggi City**

The research results show that the implementation of CHSE (Clean, Health, Safety, and Environment) as a strategy to restore tourism conditions has an impact on the decision to visit the COVID-19 adaptive tourist attraction in Bukittinggi City. This means that the implementation of CHSE will have an impact on tourists' decisions to visit adaptive tourism objects for COVID-19. This also proves that the implementation of CHSE has proven to be appropriate as a strategy to restore post-pandemic tourism conditions. So, the good decision of tourists to visit the COVID-19 adaptive tourist attraction in Bukittinggi City has proven that the implementation of CHSE has had a positive impact as a strategy for restoring tourism conditions; in other words, the implementation of CHSE at tourist attractions has succeeded in making tourists want to visit tourist attractions. adaptive covid-19. This is in accordance with the predictions of the Indonesian Ministry of Tourism and Creative Economy, which states that the implementation of CHSE is one of the determining factors in tourists' decisions to visit a destination. The results of this research are also supported by research that states that CHSE certification has a significant and positive influence (a value of 12.9%) on visiting decisions. So what the management of the Bukittinggi City Covid-19 adaptive tourist attraction must do to increase visiting decisions is to continue to monitor the implementation of CHSE not only at the Covid-19 adaptive tourist attraction but at every existing tourist attraction. Even though the pandemic has passed, it has left a positive thing, namely changes in human habits to always live cleanly, so apart from the results of this research, taking into account changes in human habits can also be one of the bases for the government to continue to implement CHSE certification for every tourist attraction in Indonesia. and, at the same time, supervise the implementation of CHSE at certified tourist attractions.

### **CONCLUSION**

A detailed explanation about tourists' visiting decisions to visit COVID-19 adaptive tourist attractions after the implementation of the CHSE has been provided in the findings. It is revealed that the implementation of CHSE in the COVID-19 adaptive tourist attraction in Bukittinggi City is in the quite good category with a percentage of 50% and the visiting decision in the quite good category with a percentage of 37.8%. However, the findings also showed that the implementation of CHSE as a strategy to restore tourism conditions has an impact of 13.4% on the visiting decisions of the COVID-19 adaptive tourist attraction in Bukittinggi City. So it can simply mean that there are another factors that influence tourists' visiting decision.

### **SUGGESTION**

This study is only conducted at tourist attractions that have already implemented CHSE policies and called as adaptive covid 19 tourist attraction in west Sumatera, such as Taman



Margasatwa dan Budaya Kinantan (TMBK) and Taman Panorama Lobang Jepang (TPLJ). Further study is suggested to conduct a deeper investigation of the other factors influencing tourist visiting decisions besides the implementation of CHSE policy.

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