

Model Application Thematic Tourism Village Based On Cleaning, Healthy, Safety And Environment In Supporting Super Premium Tourism Destination Labuan Bajo, East Nusa Tenggara

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Abstract - NTT tourism development is carried out with reference to the second mission of the 2018-2023 RPJMD, namely to build NTT as one of the gateways and centers of national tourism development with the Ring of Beauty tagline so that the tourism sector has been designated as the prime mover of development supported by 1,305 destinations and 171 tourist villages. Labuan Bajo is the only super premium tourist destination as well as a super priority as well as the location of the G20 Summit in 2022. The number of tourist visits to NTT in 2019 was 1,113,212 people with foreign exchange reaching Rp 2,226.422,000,000 or equivalent to 42% when compared to the posture The 2019 NTT APBD was Rp 5.3 trillion, but the Covid-19 pandemic caused a contraction of a 90% decline in 2020 which occurred apart from the PPKM, the lack of readiness from tourist village managers and tourist awareness is still low in implementing the CHSE protocol standard. The number of tourism industries that have been certified CHSE in Indonesia has only reached 13% of the government's target of 44,670. This causes many tourists to hesitate and do not dare to visit thematic tourist villages in Flores, Alor and Lembata and Bima, so it is necessary to involve the Kupang State Polytechnic with The Implementing Agency for the Labuan Bajo Flores Authority under the group name ENTER or East Nusa Tenggara Vocational for Tourism Recovery as a partner in managing 28 CHSE-based digital thematic tourism villages. The formulation of the problem is how to implement a digital thematic tourism village based on Cleaning, Healthy, Safety and Environment Sustainability in order to support the super premium tourist destination of Labuan Bajo, NTT. The research stages include data collection, passenger exit surveys, and the design of mobile E-Tourism applications and geographic information systems, branding and advertising, tourist village training, digital marketing, tour guides, and determination of application models. The benefit of research is to increase the percentage of the CHSE certified tourism industry which has only reached 13% in Indonesia. Research outputs are in the form of models, e-tourism, digital tourism village application patents, course practice modules and international conference journals.

Keywords: model, tourism village , thematic , digital

I. INTRODUCTION

East Nusa Tenggara as the southern gateway of Indonesia has tourist attractions that are classified based on the theme of natural, cultural, artificial and special interest tourism in NTT is 1,305 DTW with details of nature 643 or 49%, culture 536 or 41%, and special interest 126 or 10% and has 171 tourist villages of which 105 or 61% are spread on the islands of Flores, Alor and Lembata (NTT, 2019) ^[1]. NTT tourism development is carried out with reference to building NTT as one of the gates and centers of national tourism development (Ring of Beauty) so that the tourism sector has been designated as the prime mover of development in NTT which results in a multi-flier effect of the growth of the tourism sector's contribution to the regional economy is quite significant. Tourist visits to NTT since 2013 have shown a positive trend for both domestic and foreign tourists. In 2013, there were 397,543 tourists visiting NTT. This number is constantly increasing every year to reach 616,538 tourists in 2017. In other words, the number of tourists in 2017 increased by 55% compared to 2013. When viewed from the composition, as many as 93,455 tourists or 15.2% percent of the total tourists in 2017 were foreign tourists. . This number has increased by 42.7% compared to 2016 (Disparekraf, 2019).

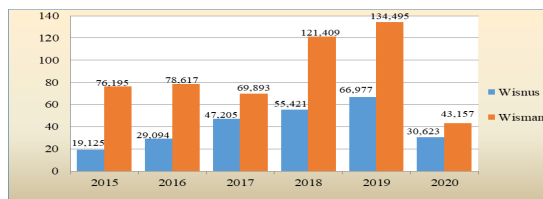
A similar trend also occurred in the accommodation sector. The number of accommodation facilities in the form of hotels and inns increased significantly during 2013-2017. In 2017, there were 423 accommodation facilities spread across various regions in NTT, 27 of which were star hotels. This number increased by 33% compared to the situation in 2013. An interesting fact is found in the accommodation type of star hotel. During 2017, there were additional 8-star hotels in NTT, or an increase of 42.1% in just one year. This achievement is the highest for the last 5 years, where previously the number of star hotels was always constant at 17 hotels during 2013-2016 (Indonesia, 2019) ^[2]. In 2019 (BPS, 2019) ^[3] it is known that the length of stay or tourist LES is 2 days and if the average daily expenditure is IDR 1,000,000, then the average tourist expenditure is 2 days x IDR 1,000,000 = IDR 2,000,000 per

traveler. If the length of stay and daily expenditure of tourists in NTT are variables that are *ceteris paribus* and it is known that the number of tourist visits in 2019 was 1,113,212 people, then the total foreign exchange circulating in NTT during 2019 is estimated at Rp. 2,226,422,000,000 or the equivalent. 42% compared to the 2019 NTT APBD posture of IDR 5.3 trillion, but since 2020 the COVID-19 pandemic that has hit the world has caused a decline in annual tourist arrivals of between 60% and 80% when compared to the 2019 figure.

Labuan Bajo in West Manggarai Regency, as one of the regencies in East Nusa Tenggara was developed with a super premium segment as well as a super priority from President Joko Widodo's 10 New Bali programs that have been started since early 2017 (BPOLBF, 2019) [4]. The most popular Labuan Bajo is Komodo Island, which is part of the Komodo National Park cluster with Rinca Island and Padar Island. The position of Labuan Bajo in the Labuan Bajo Super Priority Destination is as an entry point for arrivals that complements the tourist experience of traveling, therefore the government has formed an Implementing Agency for the Labuan Bajo Flores Authority to plan, develop, manage and regulate tourism aspects in the Labuan Bajo Flores area in accordance with Presidential Decree No. 32 of 2018.

The COVID-19 pandemic has brought massive changes to the tourism industry because the Large-Scale Social Restrictions (PSBB) policy has had a considerable economic impact on the tourism sector. The following is data on domestic and foreign tourist visits in 2015-2019 to Labuan Bajo (BPOLBF, 2019) [5]

Graph 1. Number of Tourist Visits



Prior to the COVID-19 pandemic, Indonesia's competitiveness according to the 2019 (Kemenparekraft, 2019) WEC in the aspects of cleanliness, security, and health and the environment in the tourism sector was lower than other countries where the Safety pillar was ranked 80, the healthy and hygiene pillar ranked 102 and the environmental sustainability pillar is ranked 135th in the world so the COVID-19 pandemic will open a change about tourism trends in the world. Where issues of health and hygiene as well as safety and security and sustainability will be the main considerations for tourists, it is necessary to implement a new normal order protocol in the tourism sector, especially in tourist destinations.

Based on data on the CHSE Kemenparekraft website, it can be concluded that the types of tourist destination businesses that apply the CHSE protocol standards at least are only 8% and if it is accumulated that only about 13% of the total number of tourism businesses in Indonesia have implemented the CHSE protocol. (Kemenparekraft, 2019) [6]

The distribution of the thematic tourism villages is in 10 districts in NTT, namely West Manggarai, Manggarai, East Manggarai, Ngada, Ende, Nagekeo, Sikka, East Flores, Lembata and Alor and Bima district in NTB. This thematic tourism village has not been certified CHSE and also cannot be accessed by tourists through an Android-based digital platform that integrates tourism information on CHSE-based thematic tourism villages under the BPOLBF work area, so it is necessary to involve the Kupang State Polytechnic with the Implementing Agency for the Labuan Bajo Flores Authority as partners. under the name of the ENTER group or East Nusa Tenggara Vocational for Tourism Recovery as partners in managing 28 CHSE-based digital thematic tourism villages and this is also in line with the direction of Mr. President Joko Widodo regarding the arrangement of the Labuan Bajo super priority tourism area, namely the need for regional arrangement, preparation of human resources, MSE participation M, strengthening local content, handling waste, tourist safety, and integrated promotions that have been included in the main BPOLBF program, namely the preparation of quality tourism products, development of integrated tourism areas, increasing destination competitiveness, and implementing the CHSE protocol on destinations in 28 thematic tourism villages. digital-based (BPOLBF, 2019) [7], so that this applied research can be partner-driven.

A. Formulation Of The Problem

What is the model for implementing thematic tourism village based on Cleaning, Healthy, Safety and Environment Sustainability in order to support the Super Premium Tourist Destination Labuan Bajo, East Nusa Tenggara?

B. Research Purposes

To find out the model for implementing thematic tourism village based on Cleaning, Healthy, Safety and Environment Sustainability in order to support the Super Premium Tourist Destination Labuan Bajo, East Nusa Tenggara.

C. Research Benefit

a. As a form of pentahelix tourism collaboration between the Negeri Kupang Polytechnic and its partner, the Labuan Bajo Flores Authority Implementing Agency as a way to help solve the problem of handling pandemics in the tourism sector.

b. As a reference material for parties who will carry out further research on the BOPLBF thematic tourism village.

At a macro level, the application of the CHSE-based digital thematic tourism village model in 11 districts is very urgent because it can contribute to the achievement target proclaimed by the Ministry of Tourism for 2022, namely the contribution of tourism foreign exchange to National GDP of US \$ 830 million to US \$ 1.44 billion. In addition, it can contribute to the target of achieving the National Tourism Competitiveness Index (world economic forum) from 50th in 2015 to 30th in 2022, and also the number of foreign tourist arrivals of 1,000,000 in 2022 for the region. NTT. In addition, in support of President Jokowi's program, he formed a new destination with the name "10 New Balis". And also increase the target of achieving the Ministry of Tourism's destination certification

which only reached 13% of 44,670 tourism businesses in Indonesia.

II. LITERATURE REVIEWS

A. Defenition of Model

A model is a pattern (eg, reference, variety) of something that will be made or produced (kbbi, 2021) ^[8].

B. Defenition of Applied

According to the Big Indonesian Dictionary (kbbi, 2021) ^[9], the notion of application is the act of applying, while according to some experts, application is an act of practicing a theory, method, and other things to achieve certain goals and for an interest desired by a group or group that has planned and arranged beforehand. Implementation is an action taken, either individually or in groups with a view to achieving the goals that have been formulated.

C. Defenition of Tourism Village

A tourist village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions.

According to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015, the development of rural-based tourism (tourism villages) can be divided into 4 categories, namely:

1. Stub tourism village. Still in the form of potential and the absence of tourist visits. In addition, the facilities and infrastructure are still very limited, with the level of public awareness not yet growing.
2. Developing tourist village. Although it is still in the form of potential, it has begun to be looked at for further development.
3. Forward tourism village. The community is already aware of tourism with indicators that they can manage tourism businesses, including using village funds to develop tourism potential. The area has also been visited by many tourists, including from foreign countries.
4. Independent Tourism Village. There has been tourism innovation from the community, the tourist destinations have also been recognized by the world with standardized facilities and infrastructure. In addition, the management is pentahelix collaborative.

D. Defenition of CHSE

The Cleanliness, Health, Safety and Environmental Sustainability (CHSE) Protocol or hereinafter referred to as the Guidelines for the Implementation of Hygiene, Health, Safety and Environmental Sustainability in Tourist Attractions is an operational guideline from the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Protocol Health for the Community in Public Places and Facilities in the Context of Prevention and Control of Corona Virus Disease 2019 (Covid-19) with the following objectives (Kemenparektaft, 2019) ^[10]:

-The increasing awareness of the Indonesian people and the world towards cleanliness, health, safety, and environmental sustainability is very large due to the Covid-19 pandemic.

•The pattern of demand and behavior of tourists in the future will be greatly influenced by high awareness of cleanliness, health, safety, and environmental sustainability.

• The world of tourism must be prepared to be able to guarantee high levels of cleanliness, health, safety, and environmental sustainability for the products and services provided to tourists.

• As a practical guide for tourist attractions in preparing products and services that are clean, healthy, safe, and environmentally friendly.

E. Guide to implementing CHSE standards in tourist destinations

Specific guidelines for destination managers, destination visitors and destination employees can be divided into 7 flows and 148 implementation items which can be described below:

1. The Destination Entrance Flow consists of 27 implementation items
2. The Destination Counter Flow consists of 27 implementation items
3. The flow of tourism activities consists of 28 implementation items
4. The flow of facilities and public areas consists of 25 implementation items
5. The exit flow consists of 17 implementation items
6. Office flow consists of 12 implementation items
7. The employee room flow consists of 12 implementation items.

According to Dwiatmojo The cleanliness variable was a variable that had a significant effect on consumer satisfaction on the hospitality industries (Dwiatmojo, 2021). The implementation of the CHSE program in Indonesia 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 (Hariyono, 2022)

III. RESEARCH METHOD

A. Research Sites

The research locations were determined purposively in 28 villages spread over 10 districts in NTT. The names of the villages were Komodo Village, Pasir Panjang Village, Papagarang Village, Batu Cermin Village, Golo Bilas Village, Gorontalo Village, Rangko Village, Galang Village, Loha Village, Liang Bua Village, Todo Village, Waerebo Village, Colol Village, Golo Loni Village, Gurusina Village, Tololela Village, Pajoreja Village, Kawa Village, Ngela Village, Detusoko Village, Nita Village, Koja Doi Village, Lewoklout

Village, Helan Lama Village, Desa Lolong, Bean Village, Takpala Village, and Matalafang Village.

Figure 1. Research Location



Data collection techniques were carried out using questionnaires, focus group discussions, interviews and in-depth interviews, passenger exit surveys at Komodo Labuan Bajo Airport, literature studies, self-assessment on the application of CHSE, observation and taking pictures and coordinates of tourist sites,

Types and Sources of Data, namely primary data, namely data obtained from answers given by respondents through data collection with questionnaires, focus group discussions, interviews and in-depth interviews, passenger exit surveys and secondary data, namely data obtained to support this research which includes data from BPOLBF, Ministry of Tourism, ASIDEWI NTT, PHRI, ASITA, and the NTT Provincial Tourism Office and the Regency Tourism Office and other pentahelix tourism

Research Population and Sample. In this study, the population and research sample were pentahelix tourism consisting of BPOLBF, tourism offices in 11 districts, PHRI, ASITA, ASIDEWI NTT, community leaders, NGOs, media and foreign and domestic tourists as well as 50 tourist village communities.

B. Data analysis techniques

In business, experimental research is widely used in the manufacture of food, medicine, vehicles and electronics. Before the product is marketed, of course, it is tested first with the experimental method. In this study, the method used is a combination research method, which is a research method based on the philosophy of pragmatism which is used to examine the condition of natural and artificial objects (experiments) where researchers can act as instruments and use instruments to measure data collection techniques using tests, questionnaire and triangulation (combined), data analysis is inductive (qualitative) and deductive (quantitative) and the results of combined research are able to understand the meaning of and make generalizations. (Dr. Sugiyono, 2017). The data analysis techniques used include.

1. The CHSE analysis used to determine the condition of the 28 thematic tourism villages is based on the CHSE indicator.
2. Importance-Performance Analysis is used to map the relationship between the importance and performance of each attribute offered and the gap between performance and expectations of these attributes or to

determine the ratio between expectations and performance of CHSE implementation in tourism destinations in 28 thematic tourism villages. This technique was first proposed by Martilla and James in their article "Importance-Performance Analysis" published in the Journal of Marketing. In this technique, respondents are asked to rate the level of importance (expectations) according to the respondent and the perceived level of performance (actuality of service). In this technique, respondents are asked to rate the level of importance (expectations) according to the respondent and the perceived level of performance (actuality of service).

To calculate the level of conformity, the following formula is used:

$$Tki = \frac{Xi}{Yi} \times 100\%$$

Tki = Conformity level

Xi = Total score per performance level attribute

Yi = Total score per attribute of importance

The use of a Likert Scale to determine the level of performance appraisal (current actual condition) with the level of expectation assessment (assessment of interest) consists of:

Table 1. Score and Interpretation.

Importance	Performance	Skor
Very important	Very good	5
Important	Good	4
Quite important	Pretty good	3
Not too important	Not too good	2
Not important	Not Good	1

Analysis of the data used in this research is data that has been collected through observation and later interviews described and analyzed descriptively, Next, we will re-check the data obtained with the characteristics of each phase in the which consists of 3 stages according to Miles and Huberman namely:

- a. Data reduction : The data summarizing, selecting the main points, focusing on the important things, looking for themes and patterns and removing unnecessary data. In order to provide a clear picture.
- b. Presentation of data : Data is presented in the form of brief descriptions, charts, relationships between categories. The most frequent form of display data has been narrative test and looking at displays help us to understand what is happening and to do something further analysis on that understanding
- c. Verification or conclusion : The initial conclusions put forward are temporary and will change if no strong evidence is found. But if it is supported by valid and consistent evidence, then the conclusions put forward are credible.

IV. THE RESULT OF RESEARCH

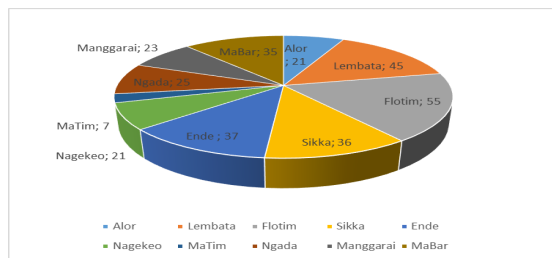
The results of this study are described in 5 categories, namely

A. Tourist Attraction

Attractions at the destination are the elements contained in the destination and the environment therein, individually or in combination plays an important role in motivating tourists to visit the destination. Destination attractions can be in the form of natural attractions such as landscapes, coast, mountains, climate, valley; artificial attractions such as historical cities, parks and resorts; cultural attractions such as theatrical attractions, plays, festivals, museums and gallery, and; social attractions such as the opportunity to mingle with the local community travel destination and experience the way of life together.

The comparison of natural, cultural and artificial tourist attractions by district in 28 thematic tourism villages can be seen in the graph below:

Graph 2. Number of Tourist Attractions



Based on graph 1 above, it can be concluded that the largest number of natural, cultural and artificial DTW is in East Flores Regency where the Lewoklouk tourist village and the Lamahelan tourist village are located. and the lowest is in East Manggarai Regency where the tourist villages of Golo Loni and Colol . are located

B. Accessibility to Destination

Accessibility is the level of ease of reaching a goal and connecting it to other destinations. Accessibility consists of facilities such as modes of transportation and infrastructure such as roads. As one of the supporting elements in the Destination Mix, accessibility makes it easy for tourists to reach tourist attractions (attractions), accommodation, amenities, and activities. Without adequate accessibility, tourists may discourage their intention to travel. 28 thematic tourism villages are classified as having reliable facilities and infrastructure, including environmental and national road infrastructure in good condition along with available transportation facilities. More details can be seen in the table below.

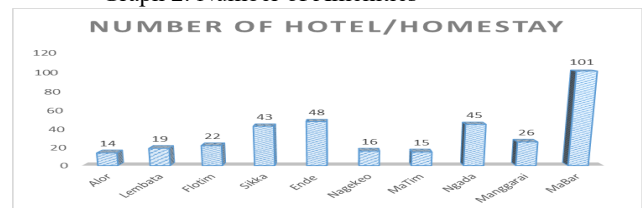
Table 3. Accessibility Condition

District	Accessibility
Alor	Very Good
Lembata	Not Good
Flotim	Good
Sikka	Good
Ende	Not Good
Nagekeo	Very Good
Ngada	Good
Manggarai	Good
MaBar	Good

C. Amenitas

In the tourism industry, amenity is any form of facility that provide services for tourists for all needs during their stay or visiting a tourist destination, such as hotels, motels, restaurants, bars, discotheques, cafes, shopping malls, gift shops, restaurants, travel agencies, organizers outbound, and others. These facilities are generally provided by the company or business entity. This company or business entity provides services if the tourists visiting a tourist destinations. For more details about the state of amenities by district, see the table graph below.

Graph 2. Number of Amenities

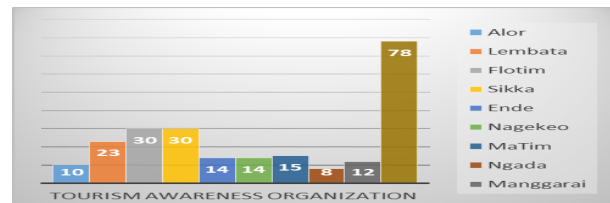


As one of the 5 super premium destinations, the West Manggarai Regency currently has the most hotels and homestays compared to other districts in NTT.

D. Anciliary

Ancillary services, namely tourism organizations needed for services tourists such as tourism marketing management organizations.

Graph 4. Number of Tourist Awareness Group



Based on the graph above, it can be seen that the number of tourism-aware groups is in West Manggarai Regency, this can be understood because this area has 9 thematic tourism villages that have been determined by BOPLBF.

E. Importance-Performance Analysis

Based on the results of the questionnaire recap on the application of the standard CHSE protocol (cleaning, healthy, safety, environmental sustainability) which was distributed to 140 managers of 28 thematic tourism villages in 10 districts that were used as respondents for this study, a recapitulation of the results of the self-assessment and assessment of the research team who carried out this research can be presented. cross check directly in the field regarding the implementation of CHSE as follow :

$$Tki = \frac{62160}{103600} \times 100 \% = 60\%$$

Based on the results of the Importance-Performance Analysis calculation, from the level of conformity above, the value of conformity between the assessment of the interests and expectations of the managers of 28 thematic tourism villages on the implementation of 148 items of the implementation of the CHSE protocol in each of the tourist villages is 60%. This means that the application of the standard CHSE protocol for tourists is included in the criteria of Good Enough in the implementation of the Cleanliness, Healthy, Safety, & Environmental Sustainable (CHSE) Proto

DISCUSSION

The point is that the application of the HSE protocol in tourist villages is not only to reduce the risk of the spread of COVID-19, but also to rearrange tourist villages in the working area of the Labuan Bajo Tourism Authority Board so that they can transform into better destinations. by prioritizing sustainable tourism. This is also a form of response to a shift in tourist behavior during a pandemic such as the occurrence of symptoms of slow tourism and the demand from quantity tourism to quality tourism will increase along with the increasing awareness of tourists on health, safety, and environmental sustainability issues in accordance with the survey results. Agoda in 2021 that 67% of tourists want the government as a regulator and the tourism industry to prepare their service standards in accordance with standard health protocols <https://partnerhub.agoda.com/agoda-sustainable-travel-trends-survey-2021/#indonesia> . That way, like it or not, in a very fast and challenging time, the tourism industry must seize this momentum to implement standard health protocol standards.

In addition, the management of the tourist village together with the industry must be at the forefront of Indonesian tourism in implementing the CHSE protocol. Meanwhile, the government has an important role to ensure that tourist destinations are ready to be visited. That way, education is needed to prepare tourism human resources so that they can realize conducive and sustainable tourist destinations and productivity so that the level of accuracy is very high through the creation of Android-based applications for tourist villages. The accuracy of the data on the application of CHSE in thematic tourism villages can be more valid so as to increase the efficiency and effectiveness of tourism village managers and also for visiting tourists who can build agility and the added value that characterizes the product leadership strategy that will be implemented by the Labuan Bajo Tourism Authority (BOPLB).) which is a model for implementing thematic tourism villages as a market leader in Indonesia when it is applied later.

The application model service product through the CHSE-based digital tourism village smartphone application can of course also improve operation excellence through the involvement of pentahelix tourism elements where academics are the designers and implementers of this research, BOPLB as a partner element from the government, tourism village managers as elements of the tourism industry, local tourists and foreigners as users of products and media as a means of promotion and education of this digital thematic tourism

village program with the aim of maximizing the value that has been set. In addition, it can create customer intimacy where the tourism village manager is closer to tourists both local and foreign through an android application that contains content about the CHSE standard because the covid 19 pandemic that occurred is more of an opportunity not a problem so this can certainly create products that are adaptive to future changes because currently 85% of Indonesians have used smartphones.

CONCLUSION

1. The value of conformity between the assessment of the interests and expectations of the managers of 28 thematic tourism villages on the implementation of 148 items of the implementation of the CHSE protocol in each of the tourist villages is 60%. This means that the application of the standard CHSE protocol for tourists is included in the criteria of Good Enough in the implementation of the CHSE
2. The Good Enough Criteria when examined in more depth, there are several things that affect the self-assessment of the implementation of CHSE by tourism destination managers, namely There are 9 out of 28 thematic tourism villages that do not fully implement the CHSE protocol due to the influence of culture and customs that strongly affect the lives of the village community.
3. It is necessary to create a crisis and disaster-based tourism planning model in 28 thematic tourism villages of East Nusa Tenggara

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