



Stakeholder Involvement in Implementing CHSE-Based Health Protocol in Penglipuran Tourism Village

Putu Yunita Wacana Sari¹, Komang Again Pretty Teja Sari²,
Ni Wayan Wahyu Astuti³

^{1,3}Tourism Department, Politeknik Negeri Bali, Indonesia,

²Faculty of Tourism, Universitas Udayana, Indonesia

email: ¹yunitawacanasari@pnb.ac.id, ²prettytejasarii@gmail.com,
³wayanwahyuastuti@pnb.ac.id

Received on 27 January 2023	Revised on 6 February 2023	Accepted on 19 February 2023
--------------------------------	-------------------------------	---------------------------------

Abstract

Purpose: This study aims to identify the implementation and analyze the extent of stakeholder involvement in the implementation of the CHSE-based health protocol in Penglipuran Tourism Village, Bangli Regency, Bali, Indonesia.

Research methods: Data collection methods were in-depth interviews, observation, and documentation. The technique for determining informants used a purposive sampling technique with qualitative data analysis techniques.

Findings: CHSE-based health protocol in Penglipuran Tourism Village was implemented based on a guidebook from the government where, the implementation of the CHSE was divided into several zones which were considered crucial because there was direct contact with tourism actors, namely, homestay zones/tourist cottages, home zones dining, souvenir shop zones, and cultural zones that have been implemented properly by tourism entrepreneurs and tourists so that they are CHSE certified. Stakeholders involved in implementing CHSE are divided into three, namely: Primary Stakeholders (Tourism Managers) act as Coordinators and Facilitators, then (Tourism Entrepreneurs and Local Communities) as Implementers; Key Stakeholders (Kelian Adat/ Head of the area) act as Policy Creator, Coordinator and Accelerator; Secondary Stakeholders (Tourism and Culture Office) play a passive role as Facilitators.

Implication: This research is expected to be a consideration for tourism entrepreneurs to work together with the government and the community to participate in implementing CHSE-based health protocols, as well as provide information regarding the involvement of tourism entrepreneurs who are able to have a positive influence on the progress of Penglipuran Tourism Village in carrying out tourism activities in pandemic period.

Keywords: tourism village, CHSE, implementation, involvement, and stakeholders.

INTRODUCTION

A pandemic is an outbreak of an infectious disease that spreads simultaneously across and across geographic boundaries between several and many countries. As is currently sweeping the world, namely Corona Virus Disease 2019 or called Covid-19. China, precisely Wuhan, is the country that announced its first case at the end of 2019, in December to be precise. Covid-19 is a new type of disease that has never been previously identified in humans. The virus that causes Covid-19 is called Sars-Cov-2. The corona virus is zoonotic (transmitted between animals and humans) but it is still unknown which animal is the source of transmission of Covid-19 (Ministry of Health, 2020).

Covid-19 has had a negative impact on various sectors, one of which is the tourism sector. The area that has felt the most negative impact from the Covid-19 pandemic on the tourism sector is the island of Bali, where most of the people work in the tourism sector. Tourism is a sector supporting the economy in Indonesia, especially the island of Bali, which generates the country's largest foreign exchange. The tourism sector on the island of Bali is able to become a leading sector because its impact can spread to the people's economic sector, such as small industry, handicraft industry, and agriculture. This enormous contribution, so that it can continue to be maintained, efforts must always be made to improve service quality, one of which is by preserving the environment, so that tourists coming to the island of Bali can continue to increase (Purwahita, 2021)

In September 2020 the Indonesian government issued a program that opened up opportunities for tourism actors to prepare to re-open tourism businesses affected by the pandemic, namely by issuing the CHSE program namely, Cleanliness, Health, Safety, and Environment Sustainability. Based on the Regulation of the Minister of Tourism and Creative Economy Number 13 of 2020 concerning CHSE Standardization and Certification, which in its consideration stated that in order to restore the confidence of domestic and foreign tourists to travel safely, comfortably and healthily as a result of the Covid-19 pandemic, guarantees are needed for tourists and community that the products and services provided fulfill the dimensions of cleanliness, health, safety and environmental sustainability (Kemenparekraf, 2021).

The island of Bali has nine districts and cities, one of which is Bangli district. Bangli Regency is the only Regency in Bali that does not have a coast. Tourism development developed in Bali is in accordance with Regional Regulation No. 3 of 1991 with an emphasis on the development of cultural tourism (Arismayanti et al., 2014). Culture is the main attraction visited and attracts tourists. One of the tourist attractions that is still thick with its culture is Penglipuran Tourism Village and is included in the tourist village that has pocketed a CHSE certificate. Penglipuran Tourism Village is a traditional village located in Kubu Village, Bangli District, Bangli Regency which has an area of approximately 112 ha which is located 700 meters above sea level and can be traversed via the Kintamani tourist route. The boundaries of the Penglipuran Tourism Village area are to the east by the Kubu traditional village; to the south it is bordered by the Gunaksa traditional village; to the west it is bordered by Tukad Sang-Sang; and to the north it is bordered by the traditional village of Kayang (Disparbud, 2014).

Domestic and foreign tourists know Penglipuran Tourism Village as a village that still maintains its customs and culture, which is called the Bali Aga village. Penglipuran Tourism Village has really felt the impact of the covid-19 pandemic which resulted in tourism activities being unable to be carried out due to the issuance of a government policy namely Large-Scale Social Restrictions (PSBB) in early March which resulted in a significant decrease in the number of tourist visits (Avichena et al, 2021 This decline certainly contributed greatly to data from

the Central Statistics Agency (BPS), which stated that the number of foreign tourist visits to Indonesia as of July 2020 had decreased by 88.82% when compared to the number of visits in June 2019. In addition, this figure also experienced a decrease of 2.06% from June 2020. Cumulatively (January-June 2020), the number of foreign tourist visits to Indonesia reached 3.09 million visits, down 59.96 percent compared to the number of foreign tourist visits in the same period in 2019 which amounted to 7.72 million visits (BPS, 2020). Meanwhile, foreign tourists The number of tourists who came to Indonesia through all entry points in December 2021 totaled 163,619 visits or decreased by -0.28% when compared to December 2020 which amounted to 164,079 visits (Kemenparekraf, 2021).

Table 1. Data on Visits by Indonesian and International Tourists to Penglipuran Tourism Village for 2016-2020

No .	Year	Domestic tourists	International tourists	Amount
1	2016	88.485	27.095	115.580
2	2017	153.281	42.265	195.546
3	2018	189.718	51.515	241.233
4	2019	204.039	58.362	262.401
5	2020	29.103	5.738	34.841
Total		664.626	184.975	849.601

(Source: Pokdarwis Penglipuran Tourism Village, 2022).

Based on table 1, it can be explained that in 2020, when the COVID-19 pandemic started, tourist visits decreased significantly, because some access to travel was still restricted to reduce the risk of spreading the COVID-19 virus. However, in 2021 to be precise in September according to the Circular of the Governor of Bali Number 15 of 2021 concerning the Implementation of PPKM covid-19 in the New Era Life Order of Bali Province (Chairunnisa, 2021) the government allows to reopen tourism activities in Penglipuran Tourism Village with the conditions that are the village has implemented health protocols in accordance with recommendations issued by the government, namely the CHSE policy. CHSE in a tourist village must use a local value and cultural approach, so that even though it is integrated with local values it does not leave the essence of CHSE implementation and can still guarantee the safety and comfort of tourists, for this reason the role of stakeholders is needed in its application so that it can maintain value in a tourist village (Ghassani, 2021).

As for previous research discussing the importance of the role of stakeholders in implementing CHSE-based health protocols in tourist areas including traditional villages because Penglipuran Tourism Village is included in

traditional villages, as well as research on implementing CHSE-based health protocols, no one has discussed the implementation of CHSE in tourist villages and there is a division in the form of zones that have different applications so that it has a new finding in this research and analyzes the extent of the involvement of each stakeholder in the success of its implementation, for this reason researchers are interested in knowing the application of health protocols in Tourism Villages and how far stakeholder involvement is in implementing the protocol health to the Ministry of Tourism and Creative Economy program in the CHSE program. Considering that the Penglipuran Tourism Village tourism activities have begun to be carried out, by stakeholders in applying them to tourism actors.

RESEARCH METHODS

The implementation of this research was carried out in Penglipuran Tourism Village, Penglipuran Tourism Village is one of the tourist villages which is known as a tourist destination because it has a community that still applies and preserves traditional Balinese culture in everyday life. Penglipuran Tourism Village is located in Penglipuran Village, Kubu, Bangli District, Bangli Regency. The distance from downtown Bangli is about 5.2 km and 44 km from the center of Denpasar City. The selection of Penglipuran Tourism Village as the research location was based on the fact that Penglipuran Tourism Village is a tourism village that has pocketed a CHSE certificate from the Government.



Picture 1. Penglipuran Tourism Village Environment
(Source: Sari, 2022)

This research was conducted using the in-depth interview method to collect data related to stakeholder involvement in the implementation of health protocols

based on cleanliness, health, safety and environment sustainability (CHSE) in Penglipuran Tourism Village. The technique for determining informants used a purposive sampling technique with qualitative data analysis techniques.

FINDINGS

In 2020 Penglipuran Tourism Village also felt the impact of the Covid-19 virus outbreak, to be precise in March Kelian Adat and Kepala Lingkungan decided to close tourism activities in Penglipuran Tourism Village. The emergence of the CHSE certification program provides fresh air for tourism actors, especially Penglipuran Tourism Village to restart tourism activities. Tourism actors are required to implement CHSE-based health protocols in accordance with government regulations in order to obtain CHSE certification. In the results of observations made by researchers, in implementing the CHSE-based health protocol the researchers divided it into several zones. The zones mentioned in the discussion this time are considered crucial because there is direct contact with tourism actors. The division of this zone is also determined based on the locations in Penglipuran Tourism Village that apply CHSE in accordance with the guidebook.



Picture 2. Penglipuran Tourism Village CHSE Certificate
(Source: Sari, 2022).

Implementation of the CHSE-Based Health Protocol in the Homestay/Tourism Cottage Zone

Homestay/tourist cottage is one of the tourist attractions offered by Penglipuran Tourism Village, the experience of living with local people sees how everyday life is, where there is direct contact between tourism actors. The homestay/tourist lodge zone is divided into five parts, namely the reception room, bedroom, bathroom/toilet, kitchen, and the zone around the homestay/tourist lodge that implements the CHSE-based health protocol, obtained based on the CHSE guidebook. Each section has a number of indicators related to the implementation of CHSE involving two tourism actors, namely tourism entrepreneurs and tourists arranged in Table 2.

Table 2. CHSE Implementation Indicators on Reception Room Zone

No	Indicators on Reception Room Zone	Yes	No
Entrepreneur			
1	Provide tourist with written information on CHSE rules and guidelines	√	
2	Preparing confirmation procedures for reservations/orders and data that has been provided by tourist		√
3	Adjust the sitting position or safe distance for tourist.	√	
4	Provide hand washing facilities with soap/hand sanitizer	√	
5	Provide temperature inspection areas, equipment and services	√	
6	Provide areas, equipment, and cleaning services for tourists' belongings using disinfectants/cleaning fluid	√	
7	Spraying disinfectants in the reception room at least 3 (three) times a day	√	
8	Put up a map of the location of gathering points/evacuation routes	√	
9	Provide a closed trash can	√	
10	Greeting tourists by clasping your palms together on your chest instead of shaking hands	√	
11	Serve individually and in closed conditions if the homestay/tourist cottage provides food/drinks	√	
Tourist			
1	Confirm reservations/orders that have been made	√	
2	Keep distance from another tourist minimum 1 (one) meter	√	
3	Do a body temperature check	√	

(Source: Research results, 2022).

Implementation of the CHSE-based health protocol in the reception room aimed at tourism entrepreneurs in Penglipuran Tourism Village, namely by providing written information or directly reminding tourists regarding the CHSE rules and guidelines that must be followed when staying at homestays, this has been implemented by the party entrepreneurs in the form of posters related to CHSE. In addition, homestay entrepreneurs have also arranged seating positions so that there is distance between tourists, providing areas, equipment, and body temperature checks if there are tourists with indications of being exposed to Covid-19 so that they can be handled quickly and avoid other tourists.

Table 3. CHSE Implementation Indicators on Bedroom Zone

No	Indicators on Bedroom Zone	Yes	No
Entrepreneur			
1	Paying attention to the use of sheets, pillowcases and blankets to be replaced and washed after used by tourists	√	
2	Cleaning public goods in the room with cleaning liquid/disinfectant at least 2 (two) times a day	√	
3	Cleaning bedrooms with cleaning/disinfecting fluids before and after occupied by tourists	√	
4	Provide hand sanitizer in the room	√	
5	Provide a written procedures for the use and potential hazards of electronic equipment in the room		√
6	Provide a closed trash can	√	
7	Provide a contact number in case of emergencies		√
Tourist			
1	Bring a personal cleaning supplies and worship equipment	√	
2	Dispose trash in its place and take part on keeping the trash cans closed	√	
3	Report to the homestay/tourist cottage staff if experience any health problems	√	

(Source: Research Results, 2022).

Subsequent application to homestay zones/tourist cottages, namely bedrooms used by tourism entrepreneurs, namely the use of sheets, pillowcases and blankets after being used by tourists must be replaced and washed, the entrepreneur also said that it was routine to spray disinfectant twice a day, namely in the morning after tourists leave the bedroom and in the afternoon when tourists want to rest again.

In each homestay room a trash can and hand sanitizer are also provided and care is always taken to keep it closed. The entrepreneur also reminds tourists not to throw liquid waste into the trash to avoid unpleasant odors in the bedroom. However, there were still two indicators that were found not to be implemented in the bedroom, namely providing in writing procedures for the use and potential hazards of electronic equipment and equipment and posting information on important contact numbers for emergencies. This is due to the fact that the homestays are close together or become one with the local community so that this can be directly monitored or dealt with directly without this sign.

There are three indicators of implementing CHSE-based health protocols in bedrooms intended for tourists, where these three indicators have been very well implemented by tourists. Tourists don't mind following everything related to CHSE-based health protocols, because they feel safer to carry out tourism activities in Penglipuran Tourism Village.

Table 4. CHSE Implementation Indicators on Bathrooms/Toilets Zone

No	Indicators on Bathroom/Toilet Zone	Yes	No
Entrepreneur			
1	It is recommended that tourist bathrooms/toilets are separated from the owner, if they are together, they must always be in hygienic, clean conditions, and no smell after use	√	
2	Cleaning with disinfectant/liquid cleaning after use	√	
3	Provide soap/hand sanitizer inside bathroom/toilet	√	
4	Make sure the water tap is functioning properly	√	
5	Provide a written procedure for use and potential hazards of equipment and electronics tools in the bathroom/toilet	√	
6	Provide a closed trash can	√	
7	Has sewerage from the bathroom/toilets, which is closed and drained smoothly	√	
8	Empty the bathroom trash at least 2 (two) times a day	√	
Tourist			
1	Wash hands using soap/hand sanitizers	√	
2	Maintain bathroom/toilet condition remains hygienic, clean and odorless after used	√	
3	Take care of cleanliness by throwing away trash in place	√	

(Source: Research Results, 2022).

Toilet cleanliness is one of the important things to implement, because it is a place of privacy and at the same time the disposal of human waste and can have health-related impacts. For this reason, it is important to implement the CHSE-based health protocol in the bathrooms/toilets in the homestay zone, it is important to implement them properly so that they are kept clean so that they are comfortable to use. So far there have been no complaints from tourists regarding the bathroom/toilet at the homestay. All indicators aimed at tourism entrepreneurs and tourists have been implemented very well without any obstacles to implementing them.

Table 5. CHSE Implementation Indicators on Kitchen Zone

No	Indicators on Homestay/Tourist Cottages' Kitchen Zone	Yes	No
Entrepreneur			
1	Clean the room as well as kitchen equipment utensils before and after used	√	
2	Provide handwashing facilities with soap/hand sanitizer	√	
3	Provide a written procedures for use as well as potential hazards and how to handle them for cooking utensils and equipment		√
4	Put a written warnings to not use any cooking utensils or eat/drink with other people		√
5	Provide a closed trash can and segregate wet and dry trash	√	
Tourist			
1	Wash hands using soap/hand sanitizers	√	
2	Maintain cleanliness of kitchen as well as cooking and eating/drinking equipment after use	√	
3	Follow the instructions for using the cooking equipment	√	
4	Maintain a minimum distance of 1 (one) meter	√	
5	Follow the handling procedure of potential hazard and emergency rescue	√	
6	Take care of cleanliness by throwing away trash in place	√	

(Source: Research Results, 2022).

Not all homestays/tourist huts in Penglipuran Tourism Village provide food services for tourists, tourists are usually directed to the nearest restaurant or usually tourists use the kitchen independently. However, there are a number of indicators that must be applied to the kitchen area in accordance with the CHSE standard, of the five indicators that exist tourism entrepreneurs only carry out three, two other indicators such as placing an appeal not to use cooking utensils or eating/drinking together with other people and an appeal to Do not use cooking utensils or eat/drink with other people. Both of these indicators have not been implemented by the entrepreneur because the cooking utensils used are still used simultaneously, it's just that after use they are washed clean and of course have been sanitized.

The application aimed at tourists in the kitchen has also gone well, all indicators have been carried out properly, tourists are very obedient to the implementation of the CHSE-based health protocol according to the indicators in Table 5.

Table 6. CHSE Implementation Indicators on Surrounding Zone

No	Indicators on Homestay/Tourist Cottages' Surrounding Zone	Yes	No
Entrepreneur			
1	Clean other rooms in the homestay/tourist cottage with disinfectants/cleaning fluids minimum two times a day	√	
2	Set a sitting position with minimum distance 1 (one) meter	√	
3	Provide handwashing facilities with soap/hand sanitizer in another room	√	
4	Drainage or sewage channels in the area around the homestay/tourist cottage are flowing/not submerge	√	
5	Provide a closed trash can	√	
6	Plant the surrounding area with plants to help create fresh air circulation	√	
Tourist			
1	Maintain a distance of at least 1 (one) meter from other tourists during activities in another room	√	
2	Maintain cleanliness, security and sustainability of the surrounding area	√	

(Source: Research results, 2022).

The surrounding zone in question is in the form of a courtyard in the homestay/tourist cottage yard. Based on table 6, all indicators have been implemented by businessmen and tourists by spraying disinfectant twice a day apart from tourist bedrooms, such as wantilans found in homestays/tourist huts which are usually used by tourists to relax or warehouses for storing goods so that they can be kept clean and avoid contamination. vector animals referred to in the CHSE guidelines. Each homestay/tourist lodge or Penglipuran community house is directed by the village to have drainage/waste disposal channels so that the waste produced by each house does not flow into the yard. Each homestay/tourist lodge has a neatly arranged garden planted with ornamental plants.

Implementation of the CHSE-Based Health Protocol in the Restaurant Zone

Restaurants are a part of tourism activities in Penglipuran Tourism Village, restaurants are included in the component to obtain CHSE certification so it is important to implement health protocols in accordance with CHSE guidelines which consist of implementing CHSE at Entrances, Food and Beverage Services , Kitchen, Payment and Exit. Implementation indicators are described in the table as follows:

Table 7. CHSE Implementation Indicators on Entrance Zone

No	Indicators on Entrance Zone	Yes	No
Entrepreneur			
1	Spray disinfectants regularly, minimum 3 (three) times a day	√	
2	Provide areas and equipment for body temperature checking	√	
3	Provide SOP to direct and assist tourists with body temperature >37,3	√	
4	Provide spraying area/disinfecting equipment for tourist luggage	√	
5	Put an assembly point/evacuation path sign	√	
Tourist			
1	Wash hands using soap/hand sanitizers	√	
2	Keep a distance from other people on queue of minimum 1 (one) meter	√	

(Source: Research results, 2022).

Based on table 7, the implementation of the CHSE-based health protocol for the restaurant zone, namely at the entrance, has been implemented very well, such as periodic spraying every three times a day or sanitation is usually carried out after the dining table is used by tourists. Entrepreneurs already have SOPs to deal with if there are tourists who are indicated to have normal body temperature, if there are tourists who are indicated by entrepreneurs must report to the manager or the Covid-19 Task Force which has been formed by the village. In every angkul at the community's house, hand sanitizers and a place to wash hands in the house near the entrance are now also provided which are still functioning very well.



Picture 3. Hand washing place in front of the entrance
(Source: Researcher, 2022)

Table 8. CHSE Implementation Indicators on Food and Beverage Services Zone

No	Indicators on Food and Beverage Service	Yes	No
Entrepreneur			
1	Set the seats distance between tourists at least 1 (one) meter	√	
2	Use an online menu list/written menu with an easy to clean material		√
3	Provide hand washing/hand sanitizer facilities in the food and beverage service area	√	
4	Regular spraying of disinfectants minimum 3 (three) times a day	√	
5	Free from vectors and disease carrier animals	√	
6	Toilets are hygienic, clean, dry, odorless, and cleaned thoroughly	√	
7	Use a mask and gloves when serving food	√	
8	Warn tourist when they are not complying the health protocols	√	
Tourist			
1	The trash can is closed	√	
2	Do not use the same cutlery together	√	
3	Do not share food and drinks with other people	√	
4	At the time of dining, no tourist put the mask on the dining table	√	
5	Using and keeping the toilet clean	√	
6	Throw garbage in its place	√	

(Source: Research results, 2022)

In terms of food and drink services in that area, based on research results, they have implemented social distancing by emptying one stool at the tourist dining table, each table has also provided one hand sanitizer. Always serve food using masks and gloves and remind tourists to comply with health protocols. The toilet is clean and needs to be cleaned regularly.

Table 9. CHSE Implementation Indicators on Kitchen Zone

No	Indicators on Kitchen Zone	Yes	No
Entrepreneur			
1	Ensure the purchase, handling, processing, preparation and serving of food is carried out according to health protocol standards	√	
2	Maintain cleanliness of facilities and food receipt area	√	
3	The kitchen space has good air circulation	√	
4	Clean the kitchen after used with cleaning/disinfecting fluids	√	

5	Store cooking supplies according to the existing standards	√
6	Provide a fire extinguisher	√

(Source: Research results, 2022).

As with homestays/tourist cottages, restaurants also have several indicators in implementing CHSE-based health protocols, but this application is only aimed at tourism entrepreneurs as service providers as can be seen in table 9. In serving food and drinks to tourists, of course, they must pay attention to how they are handled, processing, preparation and presentation of the food until it can be served to tourists. handling of food and drink that has just been received is cleaned first, when processing it using a mask and gloves, the preparation in the form of cutlery has previously been cleaned and sanitized after it can be served. After using the kitchen and other cooking utensils, they are always cleaned using cleaning fluids which are certainly safe for health, but one indicator is still found that has not been implemented, namely the provision of an APAR (Fire Extinguisher). on CHSE-based health protocols.

Table 10. CHSE Implementation Indicators on Payment Zone and Exit

No	Indicators on Payment and Exit Zone	Yes	No
Entrepreneur			
1	Advise and provide tourist to make a cashless payment	√	
2	Clean all tools used in the payment process (payment machines, pens, bills/notes) with disinfectant	√	
3	Provide shields/partitions to limit contact between cashiers with paying tourists		√
4	Provide hand washing facilities/hand sanitizer and tissue near the cashier counter	√	
5	Provide queue settings payment with a special mark with a safe distance of at least 1 (one) meter		√
Tourist			
1	Tourists are advised to do cashless payments	√	
2	Tourists follow the queue arrangement payment according to a special sign	√	

(Source: Research results, 2022).

Furthermore, the last indicator is in the restaurant zone, based on table 10 of the five indicators, three of which have been implemented by providing payment instruments in the form of non-cash, cleaning the tools

used in the payment process with disinfectant before and after use, hand sanitizers have been provided at the cashier's table and tissue if tourists still pay using cash it is recommended to wash hands and use hand sanitizer first before making payments. Based on field data, the cashier's desk has not been equipped with a protector/partition to limit contact with tourists and a marker to maintain a minimum distance of one meter is not yet available.

Implementation of the CHSE-Based Health Protocol in the Souvenir Shop Zone

Souvenirs are the result of traditional small industries, usually used as a work of art or as a means of livelihood that can improve people's lives. Souvenirs are an advantage of a tourist attraction. In Penglipuran Tourism Village, you can find souvenir shops owned by the community in almost all houses. They sell various handicrafts and village specialties. From the explanation above, the souvenir shop is a zone that can bring together souvenir shop entrepreneurs and tourists. Therefore, in this zone it is important to apply the CHSE-based health protocol in accordance with the guidebook described in Table 11.

Table 11. CHSE Implementation Indicators on Souvenir Shop Zone

No	Indicators on Souvenir Shop Zone	Yes	No
Entrepreneur			
1	Spaces and public goods are cleaned with a disinfectant/cleaning liquid at least 3 (three) times a day	√	
2	Provide handwashing facilities with soap/hand sanitizer	√	
3	Ensure services and goods sold meet hygiene and sanitation standards	√	
4	Provide a cashless payment tools		√
Tourist			
1	Tourists are advised to make cashless payments		√
2	Tourists follow the queue arrangement payment according to a special sign		√

(Source: Research results, 2022).

Based on table 11 on the implementation of the CHSE-based health protocol in the souvenir shop zone, it consists of six indicators applied by entrepreneurs and tourists. As previously explained, souvenir shops can be found in several people's homes. The souvenir shop in Penglipuran Tourism Village is a simple shop building that offers a variety of handicrafts such as the Penglipuran village building window display made of bamboo, woven cloth, and the famous loloh cemcem. Of course, in the souvenir shop zone there is interaction between businessmen and tourists.

Implementation aimed at entrepreneurs, three of the existing indicators have been implemented properly, such as spraying disinfectants three times a day, especially souvenirs touched by tourists can be guaranteed from spreading the virus, then have provided a place for washing hands placed in a corner in the house close to house hangers. However, in the last indicator, providing non-cash payment instruments is not yet available in the souvenir zone because it is difficult to use, because most are not fluent in using gadgets, this is very unfortunate because this non-cash payment instrument is important and can be one of the reasons for deciding chain of spread of the covid-19 virus.

Furthermore, the indicators aimed at tourists, the two indicators have not been implemented properly, due to the unavailability of non-cash payment instruments so that tourists have difficulty making non-cash transactions, then the second zone of the souvenir shop does not yet have a special sign to queue when there is a crowd. However, this has been resolved by the entrepreneur with tourists who want to go inside must wait in turn.

Implementation of the CHSE-Based Health Protocol in the Cultural Zone

Penglipuran Tourism Village is one of the traditional villages that still upholds its customs, one of which is religious ceremonies. Various religious ceremonies are still being carried out today, which usually involve many individuals/local communities. The occurrence of the Covid-19 pandemic has become quite a difficult matter and another adaptation is needed because there are changes that occur in religious ceremony activities that must be limited to the number of individuals/communities involved. For this reason, the researchers added one zone, namely the cultural zone to find out how the CHSE-based health protocol was implemented in the Penglipuran Tourism Village from a cultural perspective of religious ceremonies. This indicator was obtained from the Joint Circular Letter of Parisada Hindu Dharma Indonesia Bali Province and the Bali Province Traditional Council involving traditional leaders, communities and tourists which are presented in Table 12.

Table 12. CHSE Implementation Indicators on Cultural Zone

No	Indicators on Cultural Zone	Yes	No
1	Conduct a socialization to build collective awareness and public patience	√	
2	Activate the Village Custom of communal work	√	
3	Carry out only a small ceremony	√	
4	Ceremony is carried out by priest and attended by maximum 10 (ten) people	√	
5	Member of the village carried out prayers from the temple in their respective homes	√	
6	Priest who carried out the ceremony is required to take a PCR/Swab test	√	
7	Not accompanied by arts, such as gamelan (Balinese traditional music) and sesolahan (Balinese traditional dance/show)	√	

8	Supervision is carried out by Pecalang (Balinese traditional security)	√
---	---	---

(Source: Research results, 2022)

Based on table 12, there are 8 (eight) indicators that have been implemented very well. The first indicator is carrying out socialization, usually in a traditional village called sangkep or routine meetings held by traditional leaders with the community. The sangkep activity really helps the socialization process regarding traditional activities that must be implemented during the pandemic, so that the community wants to work together to implement them together. Penglipuran Tourism Village has formed a Gotong Royong Task Force and the Covid-19 Task Force chaired by Kepala ingkungan Penglipuran Tourism Village.

Villagers are only allowed to carry out piodalan alit or small ceremonies and are directed to carry out prayers which are held in their respective homes. For activities at the temple, less than 10 (ten) people have been carried out by Pamangku and Prajuru to help run the ceremony and have taken a PCR/Antigen-based swab test to avoid positive cases of Covid-19. Every religious activity carried out is supervised by Pecalang Penglipuran Tourism Village.

In implementing the CHSE-based health protocol in cultural zones based on research conducted that the culture contained in Penglipuran Tourism Village is dynamic, not rigid about change but does not eliminate the essence of the culture being carried out, as evidenced by the existing culture still running well. Besides that, the people in Penglipuran Tourism Village are very supportive of the implementation of the CHSE program.

Based on the results of the discussion of the implementation of the CHSE-based health protocol in Penglipuran Tourism Village based on zones, namely, homestay/tourist cottage zones, restaurant zones, souvenir shop zones, and cultural zones it can be explained that there are still indicators that cannot be implemented by tourism entrepreneurs and tourists who involved in it. Therefore, it is necessary to carry out evaluations related to indicators that have not been implemented with tourism managers as well as traditional healers and heads of the Penglipuran environment, such as conducting socialization related to the use of e-money and the need for funds to buy fire extinguishers (APAR).

Stakeholder Involvement in Implementation of CHSE-Based Health Protocol in Penglipuran Tourism Village

Each stakeholder has a different role and needs to be understood in such a way that an activity or program to be carried out can be realized and implemented properly. Stakeholders can be interpreted as individuals, groups or organizations that have interests, are involved, or are influenced (positively or negatively) by an activity or program to be realized (Haryanti, 2018). During the current pandemic, the government is actively implementing health protocols to reduce the spread of the Covid-19 virus. Covid-19 has had a negative impact on tourism activities, especially in Penglipuran Tourism Village. In March 2020 the Penglipuran Tourism Village closed access for tourism activities due to a surge in positive cases.

It took quite a long time to close access to tourism, in September 2021, through a government program, namely CHSE Penglipuran Tourism Village felt relieved because with this certification tourism activities could be carried out again. According to Pitana and Gayatri (2005), stakeholders are divided into three groups, namely primary stakeholders where stakeholders are directly affected by both the positive and negative impacts of a plan and have a direct interest relationship with activities, have influence and interests and must be fully involved in the stages -activity stages. Key stakeholders are stakeholders who have legal authority in making decisions, and the third secondary or supporting stakeholders are stakeholders who have no direct interest, generally becoming facilitators in carrying out activities. In implementing the CHSE-based health protocol in Penglipuran Tourism Village, the role of stakeholders is divided into three, namely primary, key, and secondary stakeholders which will be explained as follows:

Primary Stakeholder Involvement in the Implementation of CHSE-Based Health Protocols (Tourism Managers, Tourism Entrepreneurs, and Local Communities)

The primary stakeholders in Penglipuran Tourism Village who play a role in implementing the CHSE-based health protocol are tourism managers, tourism entrepreneurs and local communities. In a sense, primary stakeholders are stakeholders who are directly involved in an activity, which in this study refers to the implementation of the CHSE-based health protocol. CHSE stands for Clean, Health, Safety, and Environment Sustainability. The following is the involvement of primary stakeholders which can be seen from the CHSE indicator:

The involvement of primary stakeholders in implementing the dimensions of cleanliness in Penglipuran Tourism Village is the implementation of a program called BISA (Clean, Beautiful, Healthy and Safe). The BISA program is a government program implemented by the Penglipuran Tourism Village tourism manager as a form of outreach to tourism entrepreneurs and the local community to provide information on how to implement lifestyle behaviors during a pandemic by implementing cleanliness, a beautiful environment, living healthy and safe. In applying the cleanliness dimension, the manager acts as a coordinator to coordinate the activities of the BISA program and a facilitator to facilitate tourism entrepreneurs and local communities as implementers in implementing the BISA program so that it can run properly.



Picture 4. Hand Washing Place in Penglipuran Tourism Village
(Source: Researcher, 2022)

Primary stakeholder involvement in implementing the health dimension, as tourism actors in Penglipuran Tourism Village who interact the most with tourists and other tourism activities related to health protocols. Implementation of health that is carried out that all have been vaccinated as a condition for reopening Penglipuran as a tourist destination. Tourism managers, tourism entrepreneurs, and local communities here play the role of implementers, namely carrying out government policies, namely vaccination. Vaccination carried out by Penglipuran Tourism Village has an impact on tourism activities, because vaccination can give confidence to tourists who come to visit, because they feel more safe and comfortable when interacting with tourism actors.

The involvement of primary stakeholders in the implementation of the security dimension prepares a mechanism for implementing safety regulations in the appeal in the form of handling if tourists are found with indications of the Covid-19 virus. Apart from regarding Covid-19, the security dimension is in the form of tourist safety when carrying out tourism activities, the occurrence of natural disasters. It can be seen that in the zones that implement the CHSE-based health protocol, there are instructions for evacuation routes in the event of a natural disaster, which is one of the implementations of the CHSE-based health protocol. This evacuation route marker makes it very easy for tourists to avoid unexpected natural disasters. In addition, the local community also plays a role in helping tourists as informants to tourists and also as a reflection that Penglipuran Tourism Village adheres to the implementation of health protocols.

In applying the dimensions of environmental sustainability, the tourism manager organizes the park in Penglipuran Tourism Village, this is a form of implementing environmental sustainability, because with neatly arranged parks and invites tourism entrepreneurs and local communities to apply them to places of business and homes, thus creating a clean and beautiful environment as a form of implementing CHSE on the dimension of Environmental Sustainability. In addition to arranging parks, it is ensured that tourism entrepreneurs, especially those with guest houses and homestays, have implemented efficient and healthy utilization of water and energy sources by always paying attention to every room occupied by tourists.



Picture 5. Neatly arranged garden in Penglipuran Tourism Village
(Source: Researcher, 2022)

Involvement of Key Stakeholders in Implementation of CHSE-Based Health Protocols (Kelian Adat and Kepala Lingkungan)

The key stakeholders in implementing the CHSE-based health protocol in Penglipuran Tourism Village, namely Kelian Adat and Kepala Lingkungan, play a role as policy creators, coordinators, and facilitators who play a large role in its implementation. In March 2020, when there was a surge in Covid-19 cases before the government banned carrying out tourism activities at tourist attractions. Penglipuran Tourism Village has previously closed access to tourists, this is because the Peglipuran Tourism Village is not only a tourist attraction but also a settlement.

Involvement of Secondary/Supporting Stakeholders in the Implementation of CHSE-Based Health Protocols (Department of Tourism and Culture)

Secondary stakeholders in the implementation of the CHSE-based health protocol in Penglipuran Tourism Village include the Bangli Regency Tourism and Culture Office where in the implementation of the CHSE-based health protocol it is an element of government that oversees the tourism sector however, in its implementation the Bangli Regency tourism office has no direct interest and influence. Based on the results of interviews conducted with the Bangli Regency tourism office, it is clear that the Bangli Regency Tourism Office was issued before the CHSE program was issued by the Ministry of Tourism and Creative Economy. Dispar issues a policy for tourist destinations in Bangli Regency, the policy is in the form of providing health protocol certification called the Bangli Regency Tourism Industry Independent Assessment Towards a New Era of Balinese Life Order. This program was carried out as an effort to help the tourism industry to be able to resume operations during the Pandemic period which implemented health protocols.

CONCLUSION

Based on the results of the discussion, it can be concluded that the implementation of the CHSE-based health protocol in Penglipuan Tourism Village is divided into several parts which are referred to as zones, where each zone has differences in the implementation of CHSE-based health protocols as supporting facilities in Penglipuran Tourism Village. Application to each zone, namely the homestay/tourist cottage zone, the restaurant zone, the souvenir shop zone and the cultural zone.

Stakeholder involvement in implementing the CHSE-based health protocol in Penglipuran Tourism Village namely, Primary Stakeholders consisting of tourism managers, tourism entrepreneurs, and local communities acting as Coordinators and Facilitators, then tourism entrepreneurs and local communities as Implementers, Key Stakeholders consisting of Kelian Adat and Head The environment plays a role as Policy Creator, Coordinator and

Accelerator. Secondary Stakeholders consist of the Tourism and Culture Office which plays a passive role as a Facilitator.

REFERENCES

- Arismayanti, N. K., Nugroho, S. & Sudana, I. P. (2014). Strategi Pengembangan Desa Wisata Berbasis masyarakat Di Desa Wisata Penglipuran. *Jurnal Analisis ilmiah*.
- Avichena, I., Mahadewi, N. M. E., & Murdana, I. K. (2021). Implementasi Protokol Kesehatan Berbasis CHSE pada Era New Normal Di Indonesia Tourism Development Corporation The Nusa Dua Bali. *Tulisan Ilmiah Pariwisata (TULIP)*, 4(1), 32.
- Badan Pusat Statistik. (2021). "Jumlah kunjungan wisman ke Indonesia bulan Desember 2020 mencapai 164,09 ribu kunjungan". (<https://www.bps.go.id/pressrelease/2021/02/01/1796/jumlah-kunjungan-wisman-ke-indonesia-bulan-desember-2020-mencapai-164-09-ribu-kunjungan-.html>). [Accessed on 22 February 2022].
- Chairunnisa, N., (2021). "Bali Masih PPKM Level 4, Tapi Objek Wisata Mulai Uji Coba Dibuka". ().<https://travel.tempo.co/read/1503753/bali-masih-ppkm-level-4-tapi-objek-wisata-mulai-uji-coba-dibuka> [Accessed on 22 February 2022].
- Disparbud. (2014). "Desa Penglipuran", (<http://disparbud.banglikab.go.id/index.php/baca-artikel/156/DESA-PENGLIPURAN.html>). [Accessed on 22 February 2022].
- Ghassani, S. A. (2021). *CHSE Succes Opportunities as A Tourism Policy In Facing Pandemic. ICONIDS*.
- Haryanti, L. & Nugroho, S. (2018). Sinergi *Stakeholder* Dalam Mewujudkan Aktivitas Pariwisata Di Desa Wisata Baha, Kecamatan Mengwi, Kabupaten Badung. *Jurnal Destinasi Pariwisata p-ISSN: 2338-8811*.
- Kemkes. (2020). "Pertanyaan dan Jawaban Terkair Covid-19 Kementerian Kesehatan". (<https://www.kemkes.go.id/article/view/20030400008/FAQ-Coronavirus.html>). [Accessed on 22 February 2022].
- Kemenparekraf. (2021). "Tren Pariwisata Indonesia Di Tengah Pandemi". (<https://kemenparekraf.go.id/ragam-pariwisata/Tren-Pariwisata-Indonesia-di-Tengah-Pandemi>). [Accessed on 22 February 2022].
- Pitana & Gayatri. (2005). *Sosiologi Pariwisata*. Yogyakarta: Andi.
- Purwahita. (2021). Dampak Covid-19 Terhadap Pariwisata Bali Ditinjau Dari Sektor Sosial, Ekonomi, Dan Lingkungan (Sebuah Tinjauan Pustaka). *Jurnal Kajian Terapan Pariwisata*.