Article

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

Dwi Pratiwi Wulandari
Department of Tourism, Universitas Negeri Padang, Indonesia
dwipratiwi@fpp.unp.ac.id

Violintikha Harmawan
Department of Hotel Management, Universitas Negeri Padang, Indonesia
violinharmawan@fpp.unp.ac.id

Yuke Permata Lisna
Department of Tourism, Universitas Negeri Padang, Indonesia
yuke172002@gmail.com

Sari Mustika
Departement of Social Walfare Science, Universitas Negeri Padang, Indonesia
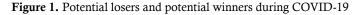sari.mustika@fpp.unp.ac.id

ABSTRACT

CHSE (Cleanliness, 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. There were no studies that investigated the effect of CHSE implementation on West Sumatra tourist attractions such as Taman Margasatwa dan Budaya Kinantan (TMBK) and Taman Panorama Lobang Jepang (TPLJ). 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.

Keywords: CHSE Certification; Resilience Strategies; Visiting Decision

1. 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 (Fernandes, 2020; WHO, 2020). Due to the ease of transmission of the coronavirus disease-19 (COVID-19), the system of spreading the virus is not

Corresponding Author
Name : Dwi Pratiwi Wulandari
Email : dwipratiwi@fpp.unp.ac.id

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 during 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 looser include performing arts, crafts, SPA, water tourism, tour guide services, organizing entertainment and recreation activities, organizing MICE (Meeting, Incentives Conferences and Exhibitions), 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 (United Nations World Tourism Organization), 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, 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. As an effort to restore Indonesian tourism, the Ministry of Tourism and Creative Economy began implementing CHSE certification in December 2020.

The Cleanliness, Health, Safety, and Environment (CHSE) Certification Program is the process of granting certificates to tourism businesses, other related businesses and facilities, community environments, and tourism destinations (Batubara & Suci, 2022; Kemenparekraf,

2020; Magnini & Zehrer, 2021; Muchamad Rifai et al., 2022; Sandhubaya et al., 2021). 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 the use of CHSE in increasing visiting decisions among tourists. (Batubara & Suci, 2022; Hidayatullah et al., 20221) . From their research, it was found that CHSE affects the intention of visiting tourist attractions. It is also found that CHSE has a positive influence on tourist satisfaction since it is compatible with tourist expectations. However, no study examined tourists' visiting decisions to visit COVID-19 adaptive tourist attractions after the implementation of the CHSE in West Sumatra, especially in Taman Margasatwa dan Budaya Kinantan (TMBK) and Taman Panorama Lobang Jepang (TPLJ). 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. To achieve the research aims, the major research question will be, "Is the implementation of the CHSE program effective in restoring tourism conditions?" Are there any factors in increasing visitor decisions to visit COVID-19 adaptive tourist attractions post-pandemic?

So, based on the explanation above, it is concluded that this present study is necessary to conduct since, after the COVID-19 pandemic hit Indonesia, it changed public awareness of cleanliness, health, safety, and environmental sustainability. This awareness also affects the improvement of the quality of services and products in the world of Indonesian tourism, even now. However, nowadays, it cannot be denied that tourists' visiting decisions are not only based on CHSE, but there are several other elements based on UNWTO that should be fulfilled, namely attraction, image, accessibility, amenities, human resources, and price.

2. Literature Review
2.1. The 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 such as service at the entrance, service at the counter, organizing tourist activities, facilities and public areas for tourists and exit service (Kemenparekraf, 2020).

Furthermore, there are general guidelines integrated for employees, local tour guides, visitors, and other parties carrying out activities at tourist attractions, (Kemenparekraf, 2022). First, ensure that you are in good health with a body temperature < 37.3°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. Second, 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 meter; wash hands with soap or use hand sanitizer; wear personal protective

equipment as necessary. Third, give greetings by placing your palms together on your chest as a substitute for shaking hands. Fourth, avoid touching public areas and items that have the potential to be touched by many people. Fifth, visitors should make reservations by telephone, social media, or other online media before their visit and make non-cash payments. Sixth, visitors provide information online about their name, region, or country of origin, and contact number. Seventh, visitors should inform employees or local tour guides if they experience health problems. Eighth, employees and local tour guides inform management if they experience health problems. And last, 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.

2.2. Guidelines for Implementing CHSE at Tourist Attractions

The CHSE Implementation Guide 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 cleanliness, 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).

2.3. Visiting Decision

A visit decision is a decision taken by someone before visiting a place or region by considering several factors (Hidayatullah, et al., 2021; Sandhubaya 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.

There are some indicators of the visiting decisions, first, 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. Second, in an in an 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. Third, in the in the 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. Fourth, in the in the 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. Fifth, 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. And last, post-purchase behavior is the stage of the buyer decision process, where consumers take further action after purchasing based on feelings of satisfaction or dissatisfaction.

2.4. Adaptive Tourism Attraction

The COVID-19 adaptive tourism attraction is the ability to adapt to new situations and have familiar skills in these situations (Cook, 2014). 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.

3. Method
3.1. Research Hypothesis

The hypothesis in this research is:
> H0: There is no influence of implementing CHSE as a strategy to restore tourism conditions on visiting decisions.
> Ha: There is an influence of implementing CHSE as a strategy to restore tourism conditions on visiting decisions.

3.2. Types of Research

This research is classified as descriptive research with a causal-associative quantitative approach. The types of data used in this research are primary data and secondary data. Primary data is data collected or obtained directly from respondents by distributing questionnaires. Secondary data is data on the number of tourist visits to the COVID-19 adaptive tourist attraction in Bukittinggi City. There are some procedures to collect the primary data, such as 1) deciding on the information to be collected; 2) designing the questioner; 3) distributing the questionnaire; and 4) analyzing the result. In addition, the variables involved in this research are application of CHSE as the independent variable (X) and the decision to visit as the dependent variable (Y).

3.3. Population and Sample

The population in this study are tourists who have visited TMBK and TPLJ since this tourist attraction was designated as a COVID-19 adaptive tourist attraction in September 2020, totaling 1,646,280 tourists. In determining the sample, researchers used non-probability sampling. The sampling method in this research is purposive sampling. Purposive sampling is used based on criteria determined by the researcher (Augusty, 2013). The criteria for tourists who will be used as samples in this research are tourists who have visited since September 2020 or are currently visiting the Bukittinggi COVID-19 adaptive tourist attraction.

According to Augusty (2013) states that if the sample size is too large, the model becomes very sensitive, making it difficult to get a good fit. For this reason, it is recommended that the sample size be 5–10 times the number of manifest variables (indicators) of all latent variables

(Augusty, 2013). The number of indicators in this research is 10, so a minimum of 5 x 10 = 50 samples are needed, or 10 x 10 = 100 samples.

3.4. Instrument Testing

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 through validity and reliability 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.

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.

3.5. Data Analysis Technique

The data is analyzed by some procedures, such as editing (to make sure the data quality, coding (to simplify the data analysis process), data tabulation (to investigate the research result description), and data analysis (to analyze the research result description). The analysis technique uses a simple linear regression analysis method, which can be calculated using the formula: Y = a + bX + e. Further, the data is analyzed using SPPS

Note:
Y = visiting decision
a = constant
b = regression coefficient
X = implementation of CHSE
e = error.

So, it can be simply concluded that the stages carried out in this research are determining the type of research, then determining the place and time of the research, determining the population and sample, conducting instrument trials, distributing questionnaires, and analyzing the data obtained to draw conclusions about the research results.

4. Results
4.1. Data Description

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%
Good	80 - < 96	76	76 %
Fair	64- < 80	1	23 %
Poor	48 -< 64	0	0 %
Very poor	< 48	0	0%
Total		**100**	**100 %**

Source: SPSS Data Processing Results (2023)

Tabel 2. Frequency Distribution of Visiting Decision Variable Data

Category	Interval Class	Frequency	%
Very good	> 24	25	25 %
Good	20 - < 24	62	62 %
Fair	14- < 20	13	13 %
Poor	12 -< 14	0	0 %
Very poor	< 12	0	0%
Total		**100**	**100 %**

Source: SPSS Data Processing Results (2023)

4.2. Simple Linear Regression Test Results

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.

Tabel 3. Simple linear regression test results

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

Source: SPSS Data Processing Results (2023)

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		
(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	.365a	.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.

5. Discussion

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:

5.1. 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 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.

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 (Hidayatullah et al., 202; Sandhubaya et al., 2021; Veronika et al., 2022), 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 and the Ngarai Sianok Panorama Park, Bukittinggi City, must continue to be improved.

Additionally, it cannot be denied that tourists' visiting decisions are not only based on CHSE, but there are several other elements based on UNWTO that should be fulfilled. First, attraction: attraction is described as the focus of the appeal and motivates tourists to visit a tourist destination. Based on Law Decree No. 9 of 1990 on Tourism, tourist attractions can be divided into three types: natural, cultural, and special interest. Second, image: the image of tourist destinations is a picture of the tourist destinations in the perception of tourists. Travel destinations offer a certain impression to tourists, who are perceived by tourists as a picture of the tourist destinations. The image of a destination has a positive impact on tourist satisfaction and loyalty among travelers. Third, accessibility: the accessibility described as a tourist destination covers transport systems, routes or paths, and modes of transport availability. Fifth, amenities and facilities available at tourism destinations become one of the elements that must be met. Facilities are one of the reasons why tourists visit a destination. Past research also used the facilities as an indicator for measuring the satisfaction level of tourists in the tourism destinations. Sixth, human resources: elements of human resources are the team management of the tourism

village. The team management is divided into a tourist village chairman, secretary, finance department, public relations, food and beverage department, guiding department, attraction department, environment department, and promotion department. And last, price elements become a consideration for tourists when visiting tourism destinations.

5.2. 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.

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.

6. Conclusions

The research results show that the implementation of CHSE as a strategy to restore tourism conditions has an impact on the decision to visit the COVID-19 adaptive tourist attraction in Bukittinggi City. It is also supported by by(Ningsi., et al 2022; Hidayatullah.,et al 2021), their study found that the implementation of CHSE 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 (Veronika et al., 2022; Sandhubaya et al., 2021).

This is also 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 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.

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.

7. Suggestion

It is recommended that tourist attraction managers in Bukittinggi City continue to monitor the implementation of CHSE so that every tourist attraction in Bukittinggi City is adaptive to COVID-19. Even though the pandemic has passed, it has left a positive thing, such as changes in human habits to always live cleanly, so that the results of this research, taking into account changes in human habits, can also be a basis 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.

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10. Conflicts of Interest

The author(s) declare no conflict of interest.

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