

Certification of Tourism Business Standards and CHSE Standards in Indonesia

Ari Nugraheni, Rahmat Nurcahyo, and Djoko Sihono Gabriel

Industrial Engineering Department, Faculty of Engineering

Universitas Indonesia

Kampus UI, Depok, 16424, Indonesia

ari.nugraheni@gmail.com, rahmat@eng.ui.ac.id, dsihono@gmail.com

Abstract

Both globally and locally, tourism is a key driver of economic growth. The government's proactive role strongly supports tourism growth that benefits both the economy and all parties. Standard development, implementation, and certification programs are critical in this sector to increase competitiveness. The purpose of this paper is to explore policies for implementing standards and tourism business certification programs. In Indonesia, responding to the demands of the era of globalization, the government issued a policy of implementing standards and certification for tourism businesses. However, the inadequate response of business actors has caused the growth in the number of certified business actors to be disproportionate to the number of available tourism businesses. The benefits of certification have yet to be recognized, and the cost of certification carried by tourism businesses is a factor that influences certification decisions. In contrast, a different condition in CHSE certification policy (cleanliness, health, safety, and environmental sustainability), which the government also issued in 2020 in response to the COVID-19 pandemic. The number growth of certified tourism businesses shows the government's precision in responding to actual conditions; for this reason, necessary to review policies as considerations in formulating and issuing policies that bring more benefits.

Keywords

Tourism business standard, CHSE (cleanliness, health, safety, and environmental) standard, Competitiveness, Technical regulation, Certification policy.

1. Introduction

With consistent growth, tourism remains one of the most important economic factors in the world. To become one of the most important economic sectors in the world, in increasing the growth of the service economy (Leimgruber, 2021; Streimikiene et al. 2020), generating income and foreign exchange (RPJMN, 2020; Goh, 2021), creating jobs (ILO, 2020), stimulate regional development (Sharpley and Telfer, 2008), and support local communities (Ateljevic, 2009; Intan et al. 2009; Andreu, Claver, & Quer, 2010). In 2018, this sector contributed to a GDP of 8.810.96 billion US dollars (Statista Research Development, 2021a). In the COVID-19 pandemic era, the GDP sector experienced a surprising decline of 10.4% (2019) to 5.5% in 2020, in line with the decrease in the number of inbound tourists by 74.86% in 2020 from the previous year (Statista Research Development, 2021b), due to the government policy of limiting sustainable mobility (WTTC, 2021).

The globalization of tourism is essential (OECD, 2017). Globalization and changing markets, the economic impact of tourism (OECD, 2020), sustainable climate change (OECD, 2020; Tsai, Sng, & Wong, 2009), productivity, and competitiveness are several challenges facing the tourism sector today (OECD, 2020). National tourism development towards Quality Tourism Experience (Kemenpar, 2019). Quality becomes part of management and planning with the ultimate goal of improving performance and adapting products and services (Eraqi, 2006). The tourist satisfaction index is based on a given quality assessment (Vergara-Schmalbach et al., 2021). Based on Eraqi's (2006) study of tourism in Egypt, tourist satisfaction is due to an improvement in environmental conditions, an increase in the quality of internal transportation, an increase in public awareness, and an increase in the level of safety and security conditions. In Austria, Belgium, Brazil, Denmark, Finland, Germany, Portugal, Slovenia, and Spain, the quality of tourism services and the development of tourism products is one of the key elements of competitiveness (Dupeyras and MacCallum, 2013; Vargova et al., 2021; Teixeira, 2019). For this reason, it is necessary to improve the quality of

business, tourism human resources to create a competitive and professional business sector (Alonso et al., 2021) and develop safe, comfortable, attractive, and environmentally friendly (Kemenpar, 2019).

As an effort to create a competitive business sector and improve tourism service quality and productivity in reacting to the uncertain challenges of globalization, in 2012, the Government of Indonesia established a policy of mandatory implementation of tourism business standards through the Ministry of Tourism. Government Regulation Number 52 of 2012 concerning Competency Certification and Business Certification in the Tourism Sector (Kemenpar, 2012), a derivative rule of Law Number 10 of 2009 regarding Tourism. The development of standards and certification programs is very important in tourism (Strambach and Surmeier, 2013). In 2013-2014, the government succeeded in issuing six tourism business standards as outlined in the Ministerial Regulation. Font (2002) also mentions that standards are applied and certified to meet national regulations. PP 52/2012 instructions clearly state the obligation for tourism entrepreneurs to use and have a certificate for applying nationally regulated tourism business standards. Compulsory applies to 13 fields/scopes of tourism business (Tourism Law No 10, 2009). The regulation also contains administrative sanctions in the form of written warnings, restrictions on business activities, temporary suspension of business activities, imposition of administrative fines, and temporary suspension or revocation of Business Licenses business activities for tourism entrepreneurs who do not meet these provisions (Tourism Law No 10, 2009; Kemenparekraf, 2021).

In 2020, since the declaration of the coronavirus (COVID-19) as a pandemic by WHO (World Health Organization) on March 11 (WHO, 2020), it has affected many lives, businesses, world trade, creating a significant knock-on effect and slowing down the global economy (Haleem et al. 2020). On the other hand, the pandemic environment has positively impacted (Saadat et al. 2020). Some businesses are considered important and remain open, while others must close (Bartik et al., 2020). The tourism sector is part of it (Payne, Gil-Alana, & Mervar, 2021) as one of the businesses that are vulnerable to closure (Mueller et al., 2021), starting from the time international travel bans affected 90% of the world's population to limit mobilization (Gossling, Scott, and Hall, 2021). Several studies such as those conducted by Aranda, Fern´andez, & Manzano (2021), Foo et al. (2020), and Farzanegan et al. (2021) document the direct economic impact of the pandemic on the tourism industry, resulting in changes in market behavior, changing global travel and tourism, leading to the importance of sustainable tourism.

As an effort to recover this sector, the tourism world needs to adapt to new normal conditions by paying more attention to aspects of cleanliness, safety, and security (Ministry of Tourism, 2020), carrying out various positive reactions, such as rearranging the approach of the tourism industry to be more responsible and sustainable (Hong Ching Goh, 2021), developing virtual reality (VR) as an instrument of sustainable promotion both from environmental and socio-cultural aspects (Gegung, 2021), providing an economic stimulus package to survive during the Crisis (Foo et al., 2020), utilizing innovative technology and innovation that quickly to build “one smart destination” insights for proactive information sharing (Choi, Lee, & Jamal, 2021). In Indonesia, the government, through the Ministry of Tourism and Creative Economy, encourages tourism business to pay attention to aspects of cleanliness, health, safety, and environmental sustainability through the stipulation of Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency Number 13 of 2020 concerning Standards and Certification of Hygiene, Health, Safety, and Environmental Sustainability of the Tourism sector during the Handling of the COVID-19 Pandemic.

Currently, tourism business actors face two government policies, the mandatory implementation, and certification of tourism business standards and the voluntary implementation and certification of hygiene, health, safety, and environmental sustainability standards. Based on this background, this study will discuss the implementation of

national regulatory policies regarding the growth in the number of tourism business certifications for the fields/scopes that the law has determined.

1.1 Objectives

This study aims to analyze the growth in the number of tourism businesses certified by tourism business standards and standards for cleanliness, health, safety, and environmental sustainability of tourism businesses in Indonesia according to policies set by the government.

2. Literature Review

2.1 Tourism Business

According to Law No. 10 of 2009, the definition of tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions saw in a temporary period. Meanwhile, various kinds of tourism activities supported by different facilities and services provided by the community, business people, government, and local governments are called tourism. UNWTO argues that tourism is a social, cultural, and economic phenomenon involving people's movement to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (tourists or excursions; residents or non-residents), and tourism relates to their activities, some of which involve tourism expenditures (unwto.org). In contrast, the EU Commission et al. (2009) explained that tourism is not limited to activities usually considered ordinary recreation but includes all activities carried out by tourists. Traveling for business or education or training is also included.

Tourism business, defined as a business that provides goods or services to meet the needs of tourists and the administration of tourists (Tourism Law, 2009), includes: (a) tourist attractions, (b) tourism areas, (c) tourist transportation services (Okumus, 2010), (d) tourism travel services (Okumus, 2010), (e) food and beverage services (Okumus, 2010), (f) accommodation (Okumus, 2010), (g) entertainment and recreational activities, (h) meetings, incentive trips, conferences, and exhibitions, (i) tourism information services, (j) tourism consulting services, (k) tour guide services (Okumus, 2010), (l) water tourism, (m) SPA, and (n) organisasi pariwisata non-pemerintah (Okumus, 2010).

2.2 Competitiveness of Tourism Business

David (2011) argues that a company has a competitive advantage if it is seen as superior to its competitors, can do things that other companies don't do, and have what other companies want. Can be achieved if the company is able to provide more than what consumers value. The ability of a company to design, produce, or market products compared to what its competitors can do, especially by paying attention to price and non-price factors, is the opinion of D'Cruz and Rugman (1992) concept of competitiveness. Added by Clark and Guy (1998), its competitiveness is seen from its ability to increase its size and expand its profits. Competitive advantage is one part of strategic management, where strategy is a way to achieve long-term goals, so that strategy will also determine long-term competitive advantage. Boltho (1996) also agrees by adding a time dimension to the definition of competitiveness by distinguishing between short-term and long-term competitiveness.

The tourism business competition is increasingly competitive and dynamic (Wilkins, 2010). The challenges of running a hotel tourism business are identified because of the complexity of the lodging business (Okumus, 2010). A good level of service will create a competitive advantage and win the competition through the ability of a company to make it (Desfitrina et al., 2019). Understanding consumer satisfaction is essential because it is believed that satisfaction leads to repeat purchases and profitable word-of-mouth promotion by clients (Mattila & O'Neil, 2003; Fornell, 1992; Halstead & Page, 1992). For example, in the hotel industry, customers tend to stay loyal to a brand when they are satisfied with the quality of service provided. Moreover, the selection of lodging is essential and cannot be separated from tourists planning trips (Liu, Law, Rong, Li, and Hall, 2013).

The application of competitive advantage in the tourism sector began after what was stated by Porter (1990) in The Competitive Advantage of Nations. In contrast to the context within the industry in general, such as the creation of more economic value than its competitors, in the context of tourism, Crouch and Ritchie (1999) mention competitive advantage related to the ability to use destination resources efficiently and effectively in the long term (Guillet, 2015) and said to be successful if it has a continuous competitive advantage to be maintained (Desfitrina, Zulfadhli, and

Widarti, 2019). Such as high value for money, praise for comfort, and satisfying service are some of the competitive advantages found by Xia, Vu, Lan, Law, & Li (2018) in a hotel in Hong Kong.

The critical success factor in achieving competitive advantage and determining consumer satisfaction is quality, which plays an important role in global competition and increases consumer awareness (Al-Najjar and Jawad, 2011). Creating a competitive advantage from the resources owned can produce quality goods and services.

The basic concept of quality in general, by ISO 9005:2015 (2015), is defined as an organization that focuses on promoting culture to produce behaviors, attitudes, activities, and processes that generate value by meeting the needs and expectations of customers and other interested parties. The quality of products and services is determined by their ability to satisfy customers and their intended or unintended impact on relevant interested parties. It includes the intended function and performance and the benefits and value perceived by the customer. Quality means suitability for use (Montgomery, 2013). He (Montgomery, 2013) also mentions that quality has become one of the most critical consumer decision factors in choosing among competing products and services, so understanding and improving quality is a key factor that leads to business success, growth, and increased competitiveness. In the journal Sweeney (1980), Nightingale realized that the survival of the tourism industry/business rests on the quality of tourism products provided by both foreign and domestic markets. Defining quality as a product or service is the combination of characteristics by which an individual judges its suitability for a particular purpose, usually against their values. The idea of reliability through a combination of quality and availability consistency is also necessary. Quality is a significant consideration and an inherent factor in competitiveness (Dupeyras and MacCallum, 2013).

To increase competitiveness, D'Cruz and Rugman (1992) view the adoption of international standards and certification programs and setting performance standards for public sector services and other government activities that at least use national standards in building infrastructure competitiveness is one of their recommendations in accelerating the change process. In addition, innovation also has a positive impact, and competitiveness is very important (Clark and Guy, 1998).

2.3 Tourism Business Standards as competitiveness

The SPK Law (2014) defines Standards as technical requirements or something standardized, including procedures and methods that are prepared based on the consensus of all parties/Government/international decisions related to taking into account the requirements of safety, security, health, environment, development of science and technology, experience, as well as present and future developments to obtain the maximum benefit. Meanwhile, according to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 6 of 2020, tourism business standards are defined as the formulation of tourism business qualifications and/or tourism business classifications that include aspects of products, services, and management. The Indonesian government hopes to set tourism business standards to support the creation of quality and competitive tourism businesses so that both domestic and foreign markets can accept them.

Basically, the application of standards is voluntary, and there is no coercion applied because of interest and initiatives accompanied by commitments (BSN, 2014). Voluntary tourism business standards have been developed by various parties both regionally and internationally, such as ISO (International Organization of Standardization), which published 39 tourism standards since 2009 (ISO, 2005). UNE Spain manages development at ISO, the standardization body legally responsible for standard development in Spain. ISO 22483:2020, one of the standards on hotel service requirements developed. During the pandemic, ISO also published a series of national specifications that provided guidance and recommendations regarding COVID-19 named UNE 0066 recently (Lewis, 2020). ASEAN has also developed seven tourism standards through ASEAN National Tourism (Carter, 2014): green hotel standards, SPA service standards, clean tourist city standards, community-based tourism standards, homestay standards, public toilet standards, and MICE venue standards. BSN (National Standardization Agency) Indonesia has also set 5 tourism standards, including restaurant business, spa business, tourist road transportation business, restaurant business, and travel service business (source: <http://sispk.bsn.go.id/SNI/List>).

3. Methods

In analyzing the growth in the number of tourism businesses that apply standards and receive tourism business certification as well as certification of standards for cleanliness, health, safety, and environmental sustainability of tourism businesses in Indonesia, the primary data obtained comes from the competent authority/regulator (Ministry

of Tourism and Creative Economy) for three years last year (2018-2020). In addition, brainstorming with qualified personnel in the standardization of the tourism business of the Ministry of Tourism and Creative Economy and the Chairperson of the Association of Indonesian Tourism Business Certification Activities.

4. Data Collection

The data obtained directly from the authorities authorized to issue policies on the implementation and certification of these standards are secondary data on growth data for tourism business standard certification as well as standards for cleanliness, health, safety, and environmental sustainability of tourism businesses in all fields/scopes of tourism businesses that are subject to the mandatory application of standards by the Government. Other primary data were obtained from brainstorming or discussions with related parties who have the authority and are directly involved in the certification activities.

5. Results and Discussion

5.1 Policy for mandatory application of Tourism Business Standards in Indonesia

As the trend of growth in this dynamic sector is positive, the role of the Government is to continue to develop policies to maximize the resulting economic, environmental, and social benefits (OECD, 2020). Every policy step taken becomes a priority (OECD, 2020). In Indonesia, considering (a) the tourism sector as an integral part of national development needs to be carried out in a systematic, planned, integrated, sustainable and responsible manner while still protecting religious values, a culture that lives in society, sustainability, and quality environment, as well as national interests, and (b) tourism development will be able to encourage the equal distribution of business opportunities and obtain benefits and be able to face the challenges of changing local, national and global life, the government stipulates Law Number 10 of 2009 concerning Tourism.

The law regulates many things regarding tourism, one of which is the obligation of tourism entrepreneurs to apply business standards as stated in article 26 point (n). Table 1 shows six tourism business standards set by the Government through the Regulator (Ministry of Tourism and Creative Economy) as a follow-up to the law's mandate.

Table 1. List of Tourism Business Standards in Indonesia set by the Regulator (Ministry of Tourism, 2021)

No	Nama of standard	Technical regulation
1	Hotel tourism business Standard	Minister of Tourism and Creative Economy Regulation Number PM.53/HM.001/ MPEK/2013 concerning Hotel Business Standards
2	Restaurant business standards	Regulation of the Minister of Tourism and Creative Economy Number 11 of 2014 concerning Restaurant Business Standards
3	Restaurant business standards	Regulation of the Minister of Tourism and Creative Economy Number 12 of 2014 concerning Restaurant Business Standards
4	Cafe business standards	Regulation of the Minister of Tourism and Creative Economy Number 10 of 2014 concerning Cafe Business Standards
5	Bar business standards	Regulation of the Minister of Tourism and Creative Economy Number 23 of 2014 concerning Standards of Bar/Drinking Business
6	SPA business standards	Regulation of the Minister of Tourism and Creative Economy Number 11 of 2019 concerning SPA Business Standards

The government formulated the six business standards with stakeholders by considering three aspects: product, service, and management. Basically, applying standards is voluntary; no coercion is used because of interest and initiatives accompanied by commitments (BSN, 2014). In this context, the state has the authority and should protect the public from the dangers of safety, security, health, and protect environmental functions. The government can use the standard in formulating a technical regulation that must be complied with by all relevant parties, thus changing the nature of the application of the standard to be mandatory or interpreted as required to be applied (BSN, 2014).

The Ministry of Tourism and Creative Economy as the regulator authorized by the President as the organizer of government affairs in the tourism sector participates in formulating derivative rules in implementing the provisions of Article 55 of Law no. 10 of 2009, namely Government Regulation Number 52 of 2012 concerning Competency

Certification and Business Certification in the Tourism Sector to improve the quality of tourism services and tourism business productivity. The second part, "Standardization," in article 17, explains the obligation of every tourism entrepreneur to apply the Tourism Business Standards in running their tourism business. And it is further emphasized in the sixth section that in addition to implementing tourism entrepreneurs, they are also required to have a tourism business certificate, which is then explained in more detail by the regulator in the Regulation of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency Number 6 of 2020 concerning the Implementation of Tourism Business Certification. The policy applies to 13 (thirteen) tourism business fields/scopes as described in chapter 2.1. It contains administrative sanctions in written warnings/reprimands, restrictions on business activities, temporary cessation of business activities, imposition of administrative fines, and temporary suspension or revocation of Business Licenses business activities for tourism entrepreneurs who do not meet these provisions.

Certification is broadly defined as a voluntary procedure that assesses and audits. It provides written assurance that a facility, product, process or service meets specific standards—marking as a promotional medium that the product/service has met or even exceeded the basic standards applied (Bien, 2003). Certification is a formal process by which a nominally independent body certifies to other interested parties, such as tourists, marketing agencies, and regulators, that tourism providers comply with prescribed standards (Buckley, 2002).

The International Organization for Standardization (ISO) defines certification as 'a procedure by which a third party provides written assurance that an organization's products, services, processes, systems meet the requirements specified in the references provided'. Certification is defined as a series of Conformity Assessment activities related to delivering written guarantees that the Goods, Services, Systems, Processes, or Personal have met the Standards and/or Regulations (SPK Law, 2014). According to the Tourism Law (2009), certification is granting certificates to tourism businesses and workers to support the improvement of the quality of tourism products, services, and tourism management.

The certificate ensures that the system implemented by the company in terms of quality meets the requirements of specific standards. As Margerand and Gillet-Goinard (2011) say in Djofack & Robledo (2021), certified companies are synonymous with guaranteed quality for consumers. Thus, certification is one element that is often promoted and highlighted in business communication. Certification has proven helpful for facing increasingly fierce competition, maintaining competitive advantage, ensuring consumer trust and satisfaction, and increasing visibility and reputation (Esgarrancho and C^andido 2020).

Within the certification activity, the conformity assessment process is ongoing. Conformity Assessment is defined as an activity to assess that the Goods, Services, Systems, Processes, or Personals have met the reference requirements (SPK Law, 2014). Conformity Assessment Agency, hereinafter abbreviated as LPK, is an institution that carries out Conformity Assessment activities (SPK Law, 2014). At the same time, Accreditation is a series of formal acknowledgement activities by KAN, which states that an institution, institution, or laboratory has the competence and right to carry out Conformity Assessment (UU SPK, 2014). The Tourism Sector Business Certification Agency, hereinafter referred to as the Tourism Sector LSU, is an independent institution authorized to certify businesses in the tourism sector following the provisions of laws and regulations (Kemenpar, 2012). The data in Table 2 shows the achievement and growth of the number of certified tourism business in Indonesia in accordance with the mandate of the law and its derivative regulations.

Table 2. Growth of tourism business certification that is mandatory by the government (Ministry of Tourism, 2021)

	2018	2019	2020	2021 (TW III)
1 Tourist attraction	-	-	-	-
2 Tourism area	-	-	-	2
3 Tourism transportation services	-	-	-	-
4 Tourism travel services	173	826	574	36
5 Food and beverage service	23	205	107	42
6 Accommodation provider	231	644	954	113
7 Organizers of entertainment and recreational activities	66	147	42	2
8 Organizing meetings, incentive trips, conferences and exhibitions	-	-	-	-
9 Tourism information service	-	-	-	-
10 Tourism consulting services	-	-	-	-
11 Guide service	-	-	-	-
12 Water tourism	-	-	-	-
13 SPA	10	55	44	-
Total	503	1877	1721	195

Of the 13 fields/scopes of tourism business that are subject to mandatory certification, only five are active, namely tourism travel services, food and beverage services, accommodation providers (including hotels and other types of accommodation), organizers of entertainment and recreational activities, and spas. The policy for mandatory implementation of tourism business standards including certification has been effective since 2 (two) years of promulgation, however, the business standard was only successfully issued by the regulator in 2013-2014 after the effective period of certification took effect. This situation is less favorable for tourism business actors because the opportunity to study and prepare evidence according to the requirements contained in the standard is very short. This is probably due to the lengthy process of formulation and standard-setting bureaucracy which is packaged into the regulations set by the Minister according to Table 1.

Although the implementation of the mandatory standard has been running for 4 (four) years since it was effective, as many as 173 of the 2,221 (Kemenpar data) tourism travel service businesses were successfully certified in 2018, this shows a significant increase in 2019 a total of 1,877 tourism business or 273 % for the six fields/scopes of tourism business managed to get certificates with the composition shown in Table 2. However, there was a decline, especially in the field/scope of travel services, food and beverage services, organizers of entertainment and recreation activities, and SPA businesses. The opposite applies to the scope of tourism business for accommodation providers, especially hotel services, which increased by 48% from the previous 644 to 954. However, this figure is still far from the total accommodation providers collected by BPS (2020), 30,823. While the data for 2021 shows a significant decline due to the impact of the pandemic that hit the country.

The growth of tourism business certification peaked in 2019. After that, it decreased every year. Apart from being caused by the COVID pandemic, standards are only nationally based on regulations that do not receive international recognition. Tourism business actors have not benefited from the mandatory implementation and certification, in addition to the certification costs that are the responsibility of tourism entrepreneurs, as stated in article 27 PP No. 52 of 2012. The enforcement of sanctions did not work as expected due to the limited budget of the local government as the supervisory party. The Penta helix concept supporting all aspects, including promotions for business actors who have received certificates, has not yet been realized. Promotional media can be widely accessed by the public, including at the same time accommodating information about the positive perceptions of tourists that indicate the level of satisfaction with a tourist place that has been visited. In particular, tourism entrepreneurs and local governments can certainly be an input in developing more appropriate future strategies (Putra, Nurcahyo, & Gabriel, 2019).

5.2 COVID-19 and Policy for voluntary implementation of Hygiene, Health, Safety and Environmental Sustainability Standards in Indonesia

To restore the confidence of the domestic and international community to travel safely, comfortably, and healthily, as well as to ensure that the products and services provided meet the dimensions of cleanliness, health, safety, and

environmental sustainability in the era of the COVID-19 pandemic, the government through the competent authorities in the sector tourism issues the Minister of Tourism and Creative Economy Regulation/Head of the Tourism and Creative Economy Agency Number 13 of 2020 concerning Standards and Certification of Hygiene, Health, Safety, and Environmental Sustainability of the Tourism sector during the handling of the COVID-19 pandemic.

CHSE is Cleanliness, Health, Safety, and Environmental Sustainability or the Implementation of Hygiene, Health, Safety and Environmental Sustainability which is an operational guide for the Tourism sector from the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Health Protocols for Communities in Places and Public Facilities in the Context of Prevention and Control of Corona Virus Disease 2019 (Covid-19).

This standard is intended for tourism businesses:

1. Tourist attractions;
2. tourism areas;
3. tourist transportation services;
4. food and beverage services (restaurants and restaurants);
5. providing accommodation (hotels and tourist lodges);
6. organizing entertainment and recreational activities (golf course);
7. organizing meetings, incentive trips, conferences, and exhibitions; and
8. water tourism (rafting and diving).

This standard is designed with five dimensions, three criteria, and many indicators. Implementation and certification of this standard is voluntary. Cleanliness, Health, Safety, and Environmental Sustainability Certification, hereinafter referred to as certification, is the process of granting certificates to Tourism Businesses, Tourism Destinations, and other Tourism products to provide guarantees to tourists for the implementation of Hygiene, Health, Safety, and Environmental Sustainability in accordance with Health protocols and guidelines for the prevention and control of COVID-19. Valid for 1 (one) year and can be extended through a reassessment process. Tourism businesses, tourist destinations, and tourism products that have obtained this certification receive an I do Care (INDONESIA CARE) label from the Minister and have the right to include the logo on every product and service owned for tourism promotion purposes.

This certification activity is free of charge because all funding is sourced from the state revenue and expenditure budget, but only 1 (one) time for one tourism business. INDONESIA CARE, a symbol of support that puts forward the efforts of all Indonesian people to realize cleanliness, health, safety, and environmental sustainability together in Indonesian tourism destinations. The government has also prepared promotional media for the public to make it easier to find and explore attractive CHSE certified tourist attractions through the page: <https://chse.kemenparekraf.go.id/>. Contains information about eight tourist attractions included in the scope of tourism affected by COVID-19, such as hotels, restaurants, tourist attractions, white water rafting, tourist lodges, diving, tourist transportation businesses, and golf. This standard took effect when it was promulgated in October 2020. And since then, many tourisms business

have registered to take part in the certification process. Table 3 shows the growth of a number of tourism businesses that have received CHSE certificates and are entitled to include the “I do Care” logo.

Table 3. Growth of tourism business certification that is mandatory by the government (Ministry of Tourism, 2021)

No	Kind of Tourism	2020	2021 (TW II)
1	Hotel	2698	3423
2	Restaurants	2419	4658
3	Tourist attraction	206	478
4	Rafting	13	26
5	Tourist lodges	313	703
6	Dive	39	76
7	Tourist transportation business	30	124
8	Golf	38	44
	Total	5756	9532

In general, government policies to encourage tourism businesses to carry out CHSE certification are considered successful. The travel and tourism industry is an industry that has a high health risk, so it is a major concern for most tourists when visiting a destination or hotel property. Health risk perception is a key factor influencing tourist decision-making processes; they are less likely to visit a destination when they perceive a high level of health risk in that destination.

The largest certification composition was occupied by restaurant/restaurant business types as many as 4,658 in the second quarter of 2021, an increase of 2,239. The growth rate of certification is considered quite fast. The next second largest certification is Hotels, a rise of 26.8% from 2020. Followed by tourist lodges, tourist attractions, tourist transportation businesses, diving, golf, and water rafting, which on average experienced an increase of 130.11%. The cleanliness factor in the hotel is an important element that hotel customers consider in their decision-making process to make hotel reservations.

For example, most star hotels have adopted various technology systems as a form of physical distancing, implementing technologies that will reduce staff social interactions with hotel customers, such as mobile check-in systems, kiosk check-in machines, and cleaning systems using robots or updating cleaning procedures their hotels and begin to adopt advanced cleaning technologies for better disinfection (e.g., electrostatic spraying, ultraviolet light technology, etc.). Using technological innovations is very important for hotels to reduce perceived health risks for hotel customers.

There is no doubt for business actors to follow the CHSE certification process, with an incentive scheme supported by the government, several types of tourism business such as hotels also feel the benefits, namely experiencing an increase in visitors, which has an impact on the future of business sustainability, to a rise in revenue which leads to profit. Although the certification incentive is only valid once, tourism business actors are likely willing to continue at their own expense after the benefits of this certification are felt, especially in the era of the COVID-19 pandemic, which despite showing a slowdown, active anticipation through tightening health protocols and various government regulations must still be complied with. CHSE certification is relied on to restore the post-Covid-19 national economy. The tourism sector is also expected to be a driver for changing people's behavior, especially in maintaining cleanliness and health (Utami, 2021). Through CHSE standardization, tourism businesses must improve health and hygiene protocols at their business locations to meet consumer demands after the pandemic ends.

6. Conclusion

Through this analysis, several things can be learned and obtained. First, the implementation and certification of mandatory standards do not guarantee compliance by the parties subject to the rules/policies. Lax supervision leads to lax enforcement of sanctions, resulting in a low intention to obey the rules. In the era of a pandemic where this sector is in a slump, the certification mechanism whose funding is the responsibility of tourism entrepreneurs poses a reasonably heavy burden besides the benefits for tourism entrepreneurs who have implemented it. The concept of Penta helix synergy that does not work effectively lowers the level of trust. The government needs to review regulations by involving business actors and authorized associations. The impact of certification performance needs

to be evaluated because all government programs must be publicly accountable (Nurcahyo, Kristiningrum, & Sumaedi, 2019)

Second, the growth in the number of mandatory tourism business certifications experienced a peak in 2019. The COVID-19 pandemic reduced this achievement and was replaced by an increase in CHSE certification for tourism businesses which will continue until 2021 with a total achievement of 9,532 businesses. The setup of the CHSE standard certification policy set by the government is considered more relevant to the current situation because aspects of cleanliness, health and safety are the first considerations for guests when looking for a place to stay (Chairunnisa 2021).

Third, the COVID-19 outbreak was considered unexpected and had a significant unavoidable impact on many tourism businesses. Finally, it requires the government to pay attention to how enterprises in this sector contribute to the community's economy and even the state's ability to survive and sustain. One of them is implementing the CHSE certification incentive scheme for all tourism businesses in Indonesia.

Collaboration and synergy with various parties in coaching, monitoring, and providing promotional media are possible to create a positive ambience and increase business actors' trust in government policies. This paper only focuses on the growth in the number of tourism businesses receiving tourism business-standard certificates and CHSE standards. Future research can explore tourism business actors directly to dig up more information about the perceived benefits of the two certifications.

Acknowledgements

We would like to thank Beasiswa Saintek program from National Research and Innovation Agency for funding this research.

References

- Alonso, A. D., Bressan, A., Santoni, L. J., Kok, S. K., & Vu, O. T. K., COVID-19: impacts and implications for hospitality, tourism and community: The case of Mendoza. *Current Issues in Tourism*, Taylor & Francis, DOI: 10.1080/13683500.2021.1987398, 2021.
- Andreu, R., Claver, E., & Quer, D., Entry of Spanish tourism firms into new businesses. *International Journal of Contemporary Hospitality Management*, 22(1), 7–23. doi:10.1108/09596111011013444, 2010.
- Aranda, L, A, C., Fern´andez, J. S., Manzano, A. B. B., Tourism research after the COVID-19 outbreak: Insights for more sustainable, local and smart cities. *Sustainable Cities and Society*. Elsevier Ltd. 73. <https://doi.org/10.1016/j.scs.2021.103126>, 2021.
- Ateljevic, J., Tourism entrepreneurship and regional development: example from New Zealand. *International Journal of Entrepreneurial Behavior & Research*, 15(3), 282–308. doi:10.1108/13552550910957355, 2009.
- Bartik, A. W., Bertrand, M., Cullen, Z., L, Glaeser, E. L., Luca, M., and Stanton, C., The impact of COVID-19 on small business outcomes and expectations. *PNAS*. 117 (30), 17656–17666. doi:10.1073/pnas.2006991117, 2020.
- Boltho, A., The assessment: international competitiveness. *Oxford Review of Economic Policy*, 12(3), 1–16. doi:10.1093/oxrep/12.3.1, 1996.
- Carter, R.W., ASEAN Community Based Tourism Standard. ASEAN CBT. DOI: 10.13140/RG.2.1.2024.7840/1, 2014.
- Chairunnisa, N., PHRI: Sertifikat CHSE Kini Jadi Pertimbangan Pertama Tamu Saat Mencari Hotel, Retrieved: <https://travel.tempo.co/read/1478104/phri-sertifikat-chse-kini-jadi-pertimbangan-pertama-tamu-saat-mencari-hotel/full&view=ok>, October 22th 2021, June 2021.
- Clark, J., & Guy, K., Innovation and competitiveness: A review. *Technology Analysis & Strategic Management*, 10(3), 363–395. doi:10.1080/09537329808524322, 1998.
- Commission, EU., IMF, OECD, UN, and Bank, World, System of National Accounts 2008. EU Communities, ISBN 978-92-1-161522-7, 2009.
- D’Cruz, J. R., & Rugman, A. M., *New compacts for Canadian competitiveness*. Toronto: Kodak Canada Inc, 1992.
- Desfitrina, Zulfadhli, and Widarti., Good Service Strategies Affect Competitive Advantage *International Review of Management and Marketing*. *Econ Journals*, 9(6), 135-144. DOI: <https://doi.org/10.32479/irmm.8853>, 2019.
- Dupeyras, A. and MacCallum, A., Indicators for Measuring Competitiveness in Tourism: A Guidance Document. *OECD Tourism Papers 2013/02*. OECD Publishing. <http://dx.doi.org/10.1787/5k47t9q2t923-cn>, 2013.

- Eraqi, M. I., Tourism services quality (TourServQual) in Egypt the viewpoints of external and internal customers. *International Journal*, 13(4), 469–492. Emerald Group Publishing Limited. DOI 10.1108/14635770610676308, 2006.
- Font, X., Certification Systems and Standards in Tourism, *Annals of Tourism Research*, 29(3), 869–870. doi:10.1016/s0160-7383(02)00010-5, 2002.
- Foo, Lee-Peng., Chin, Mui-Yin., Tan, Kim-Leng, and Phuah, Kit-Teng., The impact of COVID-19 on tourism industry in Malaysia. *Current Issues in Tourism*. Taylor & Francis Group. <https://doi.org/10.1080/13683500.2020.1777951>, 2020.
- Gossling, S., Scott, D., and Hall, C. M., Pandemics, tourism and global change: a rapid assessment of COVID-19, *Journal of Sustainable Tourism*, Taylor & Francis Group. 29 (1), 1–20. <https://doi.org/10.1080/09669582.2020.1758708>, 2021.
- Haleem, Abid., Javaid, Mohd., and Vaishya, Raju., Effects of COVID-19 pandemic in daily life., *Current Medicine Research and Practice*., <https://doi.org/10.1016/j.cmrp.2020.03.011>, 2020.
- Hong Ching Goh., Strategies for post-Covid-19 prospects of Sabah’s tourist market – Reactions to shocks caused by pandemic or reflection for sustainable tourism?. *Research in Globalization*. Elsevier Ltd. <https://doi.org/10.1016/j.resglo.2021.100056>, 2021.
- Intan Salwani, M., Marthandan, G., Daud Norzaidi, M., & Choy Chong, S., E-commerce usage and business performance in the Malaysian tourism sector: empirical analysis. *Information Management & Computer Security*, 17(2), 166–185, doi:10.1108/09685220910964027, 2009.
- ILO Sectoral Brief., The impact of COVID-19 on the tourism sector. ILO. Revised version: May 2020, 2020.
- Kemenpar (Kementerian Pariwisata), Peraturan Pemerintah Republik Indonesia Nomor 52 Tahun 2012 tentang Sertifikasi Kompetensi dan Sertifikasi Usaha. Sekretariat Negara, 2012.
- Kemenpar (Kementerian Pariwisata), Laporan Akuntabilitas Kinerja Kementerian Pariwisata Tahun 2018, 2019.
- Kemenparekraf., Kepala Badan Pariwisata dan Ekonomi Kreatif RI Nomor 8 Tahun 2021 Tentang Sanksi Administratif Perizinan Berusaha Berbasis Risiko Sektor Pariwisata, 2021.
- Leimgruber, W., Tourism in Switzerland – How can the future be?. *Research in Globalization*. Elsevier. <https://doi.org/10.1016/j.resglo.2021.100058>. 2021.
- Lewis, B., Standards to Help Tourism Recover Post COVID-19. ISO. retrieved: <https://www.iso.org/news/ref2523.html>, September 15th 2021, 2020.
- Liu, S., Law, R., Rong, J., Li, G., & Hall, J., Analyzing changes in hotel customers’ expectations by trip mode. *International Journal of Hospitality Management*, 34, 359–371. doi:10.1016/j.ijhm.2012.11.011, 2013.
- Montgomery, D. C., *Introduction to Statistical Quality Control: Seventh Edition*. John Wiley & Sons, 2013, ISBN: 978-1-118-14681-1.
- Nurchahyo, R., Kristiningrum, E., & Sumaedi, S., ISO 9001-certified public healthcare center’s efficiency and re-certification, *International Journal of Productivity and Performance Management*, 69(4), 794–812. doi:10.1108/ijppm-11-2018-0406, 2019.
- OECD, About the OECD Tourism Committee. Retrieved: <https://www.oecd.org/cfe/tourism/ABOUT%20THE%20OECD%20TOURISM%20COMMITTEE.pdf>. October 12th 2021, 2017.
- OECD, OECD Tourism Trends and Policies 2020. <https://www.oecd-ilibrary.org/sites/6c4fc1cd-en/index.html?itemId=/content/component/6c4fc1cd-en#section-d1e121628>, September 8th 2021, 2020.
- Okumus, F., Strategic Management in Hospitality and Tourism. *Strategic Management for Hospitality and Tourism*, 19–38. doi:10.1016/b978-0-7506-6522-3.00002-x, 2010.
- Payne, J.E., Gil-Alana, L.A., & Mervar, A., Persistence in Croatian tourism: The impact of COVID-19. *Tourism Economics*. Sage. 1-7. DOI: 10.1177/1354816621999969, 2021.
- Peraturan Presiden RI Nomor 18 tahun 2020 tentang Rencana Pembangunan Jangka Menengah Nasional 2020-2024.
- Putra, R. S., Nurchahyo, R., & Gabriel, D. S., Tourists Perception in Bali Using Social-Media and Online Media Sentiment Analysis, 2019 IEEE 6th International Conference on Engineering Technologies and Applied Sciences (ICETAS), doi:10.1109/icetas48360.2019.9117, 2019.
- Saadat, Saeida., Rawtani, Deepak., and Hussain, Chaudhery Mustansar., Environmental perspective of COVID-19. *Science of the Total Environment*. Elsevier. <https://doi.org/10.1016/j.scitotenv.2020.138870>, 2020.
- Sharpley, R. and Telfer, D.J., *Tourism and Development in the Developing World*. Routledge. ISBN 0-203-93804-6, 2008.
- Statista Research Department, Travel and tourism: share of GDP worldwide 2000-2019. <https://www.statista.com/statistics/1099933/travel-and-tourism-share-of-gdp/>, September 8th 2021, 2021a.

- Statista Research Department, Number of international visitor arrivals in Indonesia from 2011 to 2020 (in millions). Retrieved: <https://www.statista.com/statistics/707633/number-of-international-visitor-arrivals-in-indonesia/>. October 10th 2021, 2021b.
- Strambach, S., and Surmeier, A., Knowledge dynamics in setting sustainable standards in tourism – the case of ‘Fair Trade in Tourism South Africa, *Current Issues in Tourism*, Taylor & Francis, 16 (7–8), 736–752, <http://dx.doi.org/10.1080/13683500.2013.785485>, 2013.
- Streimikiene, D., Svagzdiene, B., Jasinskis, E., and Simanavicius, A., Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*. John Wiley & Sons Ltd., 29(1), 259–271. doi:10.1002/sd.2133, 2020.
- Teixeira, S. J., Quality Management in Tourism Services - A Literature Review and Case Study. *Revista Turismo & Desenvolvimento*. No 29, page 9-24. e-ISSN 2182-1453, 2019.
- Utami, N, Pelaku Wisata Wajib Tahu! Sertifikasi CHSE Jadi Strategi Utama di Era New Normal, Retrieved: <https://environment-indonesia.com/pelaku-wisata-wajib-tahu-sertifikasi-chse-jadi-strategi-utama-di-era-new-normal/>, October 26th 2021, January 2021.
- Undang-Undang Nomor 10 Tahun 2009 tentang Kepariwisata.
- Vargová T.D., Šenková A., Matušiková D., & Švedová M, Quality management in tourism services. *SRAC - Romanian Society for Quality*. 22 (183), 130 – 135, 2021.
- Vergara-Schmalbach, J.C., Maza-Avila, F.J., Martinez-Nagle, O., and Girado-Guzmán, C.A., Evaluation of the Quality of the Tourist Service Offered to Foreign Tourists in the City of Cartagena de Indias, Colombia. *Tourism and Hospitality Management*, 27 (2), pp. 293-314. <https://doi.org/10.20867/thm.27.2.4>, 2021.
- Wilkins, H., Using Importance-Performance Analysis to Appreciate Satisfaction in Hotels, *Journal of Hospitality Marketing & Management*, 19(8), 866–888. doi:10.1080/19368623.2010.514554, 2010.
- World Travel and Tourism Council (WTTC), Travel & Tourism Economic Impact 2021 (Global Economic Impact & Trend 2021). WTTC. Edition June 2021, 2021.
- Xia, H., Vu, H. Q., Lan, Q., Law, R., & Li, G., Identifying hotel competitiveness based on hotel feature ratings. *Journal of Hospitality Marketing & Management*, 1–20. doi:10.1080/19368623.2018.1504366, 2018.

Biography / Biographies

Ari Nugraheni is currently a master student in Industrial Engineering Department, Universitas Indonesia. She earned Bachelor in Industrial Engineering, Universitas Diponegoro. She also the author and has published guidelines for implementing the Anti-Bribery Management System and the Laboratory Biorisk Management System, and conference paper. She is still working at the National Standardization Agency (BSN) as a facilitator and adviser for small, medium, and large industries to implement Indonesian national standards (SNI), both product and management system standards. And research interests include management system (anti-bribery, quality, biorisk, risk management), and standard application in SME.

Rahmat Nurcahyo is a Professor in Management System, Industrial Engineering Department, Universitas Indonesia. He earned Bachelor in Universitas Indonesia, and Masters in University of New South Wales, Australia, then Doctoral degree in Universitas Indonesia. He has published journals and conference papers. His research interests include management systems, strategic management, maintenance management and business management.

Djoko Sihono Gabriel is a Professor in Industrial Engineering. Universitas Indonesia. He earned a Bachelor of Engineering (B. Eng.) in Industrial Engineering, Bandung Institute of Technology, Bandung, Indonesia in 1980, the engineer (Ir.) in Industrial Engineering, Bandung Institute of Technology, Bandung, Indonesia in 1981, the master of engineering (M. Eng.) in Industrial Management, Universitas Indonesia, Jakarta, Indonesia in 1995, the doctor (Dr.) in mechanical engineering, Universitas Indonesia, Jakarta, Indonesia in 2015. He is a professor in industrial engineering at Faculty of Engineering, Universitas Indonesia with a major in industrial management, especially in material engineering management.