

The Implementation Of Clean, Health, Safety, And Environment Sustainability (CHSE) Protocol In Teluk Jering Tourism Village, Kampar, Riau

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Abstract

CHSE is a program promoted by Ministry of Tourism and Creative Economy during the Covid-19 pandemic in the form of implementing health protocols based on Clean, Health, Safety, and Environment Sustainability. This community empowerment program was objected to support the implementation of the CHSE protocol in Teluk Jering tourist destination. The program of empowerment was done by doing discussion, monitoring and evaluation toward the implementation of the CHSE protocol in Pulau Cinta Teluk Jering by local destination management. Based on evaluation, the application of this protocol was in good category. Although it is placed in the good category, the local destination management must remain disciplined the implementation of the CHSE protocol in order to control the safety and comfort of visitors during Covid-19 pandemic situation.

Key words: CHSE protocol, Teluk Jering, community empowerment

Introduction

Tourism industry has encountering big problems during covid-19 pandemic. Many tourist destinations have to close their operational and collapsed, that gave great impact on tourism business sustainability. The covid-19 pandemic has forced the public and tourism destination managers to change their views and treatments for the tourist and tourist activities and services.

This change was responded quickly by the government through the Ministry of Tourism and Creative Economy and Regional Tourism Offices with various new programs that are expected to be able to ensure the safety and security of tourism activities for managers and tourists [1]. The CHS (Clean, Health, Safety) program was launched as a new discourse on the management of tourist villages which includes standardization of cleanliness, health and safety in tourist areas. This program is a derivative of the implementation of *Sapta Pesona* (the seven wonders) and *Sadar Wisata* (tourism awareness) as well as a combination of offering excellent service quality in the hospitality industry.

Along with the situation, the policy of environment sustainability in tourist areas is also being a big concern. Environment includes biological elements, such as animals, plants

and human and also non-biological element in form of rocks, water, soil, and air. Both of them are very important in supporting the tourism activities. Vice versa, the development of tourist areas can have an ecological impact on nature, social life, and the culture of local communities [2]. For this reason, the element of environmental sustainability was then added to the CHS program to become CHSE as a form of concern for all tourism stakeholders.

Moreover tourism villages become populist-based tourism development nowadays. It is believed to be able to provide a maximum and equitable contribution to the economic development of local communities. This understanding encourages tourism experts to put more emphasis on local elements and community institutions as important part in tourism development [3]

Teluk Jering destination, or often called as Pulau Cinta, is one of tourist destination in Riau that still exist and productive during pandemic season. Its areas is covering a small part of Kampar River Bank in Teluk Kenidai Village and about 15 kilometers from Pekanbaru. Teluk Jering position is so easy to find and has a good accessibility infrastructures, so many local tourist form Pekanbaru and its nearby are easy to visit it. Moreover, Teluk Jering is an open areas that has facilitated with many adventural activities. So, tourists can arrange their activities safely during pandemic situation. Until now, this destination is still open and serve various activities for the tourists, such banana boat, sight seeing with traditional boat, swimming at Kampar river, ATV riding, and relaxing around Kampar river banks.

Tabel 1. Visitors of Teluk Jering Destination in 2017--2020

No.	Year	Sum of Visitors
1.	2017	90.923
2.	2018	348.539
3.	2019	311.192
4.	2020	25.575

Source: Manager of Teluk Jering Tourism Destination, 2020

Starting from 2020, the tourist visited Teluk Jering has been decrease due to the implementation of PSBB and PPKM, with only 12% visits compare to the previous years. The decreasing of the number of visitors also impacted on the income earned by the surrounding community, especially for traders, parking attendants, and also the rental of playgrounds. However, this tourist destination is still operating with a minimum capacity and the implementation of minimum health protocol. During research observations in 2021, the number of tourist visits is very small and a bit crowded on weekends only. However, the implementation of PPKM level 4 in the Pekanbaru area since early July 2021 has made this destination empty of visitors due to restrictions on the movement of it residents to go on vacation.

Literature Review

Empowerment as a process of developing, becoming independent, self-supporting, strengthening the bargaining position of the lower classes of society against oppressive forces in all fields and sectors of life [4]. The concept of empowerment on village community can also be understood from two perspectives. First, empowerment is interpreted in the context of placing the standing position of the community. The position of the community is not the object of the beneficiary who depends on grants from outside parties such as the government, but in the position of the subject (acting agent or participant) who acts independently. Acting independently does not mean being separated from the responsibility of the state. An independent community as a participant means the opening of space and capacity to develop creative potential, to control the environment and its own resources, to solve problems independently. The community participates in the development process and the government.

The Decree of Indonesian Ministry of Home Affairs Number 7 of 2007 concerning Community Empowerment Cadres, states that community empowerment is a strategy used in community development as an effort to realize ability and independence in the life of society, nation and state (Article 1, paragraph (8)[5]. The core of the notion of community empowerment is a strategy to realize the ability and independence of the community. In addition, community empowerment is a process to increase the resources owned, both human resources and also natural resources that available in their surrounding in order to improve their welfare. However, the efforts made are not limited to those carried out not only to increase the ability or capacity of the community to meet their daily needs. It also tends to build the spirit of community independence to develop and have a strong motivation to participate in the empowerment process. The purpose of community empowerment is to enable and empower the community, especially from poverty and disparity [6]. Poverty can be seen from the indicators of meeting basic needs that are not sufficient. These basic needs include food, clothing, shelter, health, education, and transportation. Meanwhile backwardness, such as low productivity, weak human resources and limited access to land in terms of dependence on the agricultural sector is still very strong, weakening local/traditional markets.

During pandemic situation, there are so many new protocols that announced by the government to reduce the negative impact and the spread of covid-19 viruses [7]. One of them is CHS (clean, health and safety) protocol by The Ministry of Tourism and Creative Economic as a guidelines for all tourist and also destination managers in operating their tourism activities ad business. One hand, this CHS protocol helps the tourism stakeholders to maintain a good services and experinces in tourism, but in other hand , this protocol

This CHS protocol refers to the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020, as well as the rules set by WHO (World Health Organization) and WTTC (World Travel & Tourism Council) related to the prevention and handling of the Corona virus (Kementerian Pariwisata dan Ekonomi Kreatif, 2020). This health protocol will be needed to respond to changing patterns of tourist behavior after the Covid-19 pandemic, where people are more vigilant and take part in efforts to prevent the spread of the epidemic from human to human.

Method

This study examined the application of CHSE concept among tourism village managers in Teluk Jering area in optimizing the safety and healthy of the tourists and themselves. Data analysis used a descriptive writing method with the support of qualitative data interpretation. The data, which is the result of observations, interviews, and document studies have analyzed during the data collection process in the field [8, 9, 10]. The analysis of each form of data has carried out together to find the results of the research. The validity technique of the data used the triangulation method [11]. The interviews and observations have matched with data that had recorded in documents as well as the results of documentation carried out by researchers through photos, videos, voice recordings, and sketches. Researchers tested each source of information and evidence findings to support the conclusions.

Result

Community-based tourism is considered as an alternative form of tourism and can be managed sustainably. According to Goodwin and Santili, community-based tourism involves community empowerment in planning, management and conveying their aspirations as the primary stakeholder [12]. Well-preserved natural and cultural areas can provide economic benefits through the commercialization of tourism.

The target communities in this community empowerment activity are villagers who live in Dusun III Teluk Jering, especially those who act as managers and implementers of tourism activities. This area has a variety of water adventure attractions, riverside areas including the Kampar river banks, local community culinary centers, and other playground activities.



Picture 1. Teluk Jering entrance signboard



Pictures 2. The washing hand facilities and 3M signboard

Dusun III Teluk Jering is a small village inhabited by 55 families (KK) with the majority ethnicity of the Ocu Tribe. Administratively, this hamlet is administratively under Teluk Kenidai Village, Tambang District, Kampar Regency. Their main livelihood is farming, livestock, and partly river fishing. This routine has been going on for a long time. Over time, access to get out of the village to another village has increased. Initially, this area was a tidal area of the Kampar river and is still prone to flooding until now. Over time, the primary means of transportation in the form of canoes and boats began to be

replaced by road access after the construction of the bridge in 1997, then in 2001 the road access to this village was opened.

Community empowerment does not make people more dependent on various giving programs. Because, basically, everything that is enjoyed must be produced by one's own efforts, the results of which can be exchanged with other parties. Thus, the ultimate goal is to make the community self-reliant, enable, and build the ability to advance them towards a better life on an ongoing basis.

Gentle effort of doing community empowerment can be carried out by mobilizing techniques and generating community participation in accordance with the problems in the field. This can be done through the following techniques. The *first*, appropriate communication techniques through counseling, socialization, dialogue forums by presenting resource person. The *second*, the technique of providing facilities, which means how to facilitate the community to obtain the necessary resources. The *third* is persuasion techniques. The persuasion technique is intended for us to understand and share what the difficulties are facing and provide the best alternative solution in developing a tourist village. Technical persuasion can also be in the form of meetings/consultations, and written circulars, assignments at the right time and quickly. The *fourth* is check and recheck each activity implementation to monitor, confirm or monitor to what extent the program has been implemented according to the predetermined targets [13].

Villagers in Teluk Jering generally survive from fishing in the Kampar river. They live from fishing or making fish floating cages for fullfil their daily needs. The community also raises buffalo as another source of income, apart from being one of the main ingredients in traditional ceremonies, such as taking a name of tribes (*naik suku*) for non-tribes member, or religious ceremonies, namely Eid al-Adha. Because they were used to being fishermen who live on the banks of the river, the seasonal flooding of the Kampar River is normal for them.

Based on the Decree of the Head Village of Teluk Kenidai No: Kpts/TK/Pokdarwis/X2/017, the management of the Teluk Jering Pokdarwis began to be drafted and ratified to manage Pulau Cinta Tourist Destination. Teluk Jering Pokdarwis was formed on October 23, 2017 which was the result of a deliberation that had been held at the Al-Ikhlas Mushola Dusun III Teluk Jering and was attended by the Village Head of Teluk Kenidai and community leaders. The formation of Pokdarwis Teluk Jering (Teluk Jering tourism awareness group) was one of informal institutions formed by the community who have a concern in developing tourism at Teluk Jering.

The opening of Teluk Jering area as one of the most visited destinations by tourists opens up many new economic opportunities for local communities. Their standard of living has increased sharply and modern lifestyles have become their daily routine. This isolated community grows and develops as a tourist village manager that promises multiple economic benefits. However, the impact of the COVID-19 pandemic forced local residents to adapt and understand health protocols that was unfamiliar to them. In addition, they also have to deal with the economic impact of decreasing tourist visits to their area.

This pandemic era forces the tourism village managers to adjust a new lifestyle due to prevent the spreadness of covid-19 in the form of adapting activities, work, physical

contact, crowds, schools, and so on [14]. In practice, the CHS standard includes (Santi Palupi in Tarunajaya, 2020) [14]:

1. Scope of cleanliness, namely hand washing movement, availability of hand washing facilities, cleaning of public spaces with disinfectant, free of vectors and disease-carrying animals, cleaning and completeness of toilets, and clean trash cans
2. Health coverage, namely checking body temperature, wearing masks, coughing and sneezing etiquette, avoiding handshakes, clean and healthy food and beverage management, availability of health facilities that meet standards, good circulation in workspaces and public spaces, adequate clean water, good waste management network, handling visitors with health problems in tourist destinations
3. The scope of safety includes setting distance between individuals, regulating the number of crowds, managing visitors, pollution and contamination, availability of fire extinguishers, availability of evacuation routes, handling security, media and communication mechanisms for handling emergency conditions

These various CHS concepts are coupled with environmental sustainability which aims to ensure the continuity and sustainability of natural resources and the environment in the tourist village area so that it can continue to be preserved as a tourist attraction. This concept is in accordance with the application of *Sapta Pesona* and *Sadar Wisata* (tourism awareness). People of Teluk Jering has good concern in saving their natural resources. They believe in myth that Kampar river are sacred and it has some rules in taking its natural products. They use the Kampar river also for their traditional ceremony, namely *balimau kasai*, by taking a bath together in the river a day before *Ramadhan*. They knew that if they damage the river banks or doing bad thing, then God (Allah) will punish them by flood.

This awareness is naturally come up from local people perspective. It becomes an active role and support of the community in creating a conducive climate for the development of tourism in a tourist destination [14]. This active role is manifested in two ways, namely:

1. Public awareness of their roles and responsibilities as good hosts for the tourist
2. Public awareness of their rights and needs as guests to visit other tourist destinations.

The majority of visitors to the Teluk Jering tourist area are families. They came with their children and relatives having enjoyed relaxing time together in the area. One of the biggest challenge is the lack of awareness of tourists and managers in complying with health protocols. They thought that as long as they were in the open air, they are safe. This can be seen from tourists who often took off their masks when in tourist areas.



Picture 3. The families were enjoying gathering time



Picture 4. Riding boat at Kampar River

In this case, any socialization and counseling programs have to continuously carried out by local government and related stakeholders to increase people awareness of the importance of health protocols. Both tourist and managers of Teluk Jering must have a good coordination in order to keep their safety during doing activities in Teluk Jering areas. The manager of Teluk Jering has provides many tourist facilities to keep keep clean and health, such as a large number of hand washing areas and bathrooms. Besides, the management of Teluk Jering areas also has put up many warning banners to always keep their distance, wear masks and wash their hands in places that are easily seen by the tourist. However, the completeness of these facilities would be meaningless without the awareness to comply the health protocols established.

Conclusion

Based on the observation and monitoring during the this community empowerment program, it shows that local tourism village managers in Teluk Jering area were gaining their awareness toward community safety of covid-19 and environmental sustainability. They knew that by conserving their river bank areas was a very important to guarantee the continuity of their income in both from fisheries and tourism activity. But, they could not maintain the tourists willingness in order to obey the health protocols. Thus, there should be more active project of CHSE socializations for destination managers in order to help them to develop and manage their tourist attraction, and also optimized their community capability building through out skill upgrading, training and routine discussion among them.

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