

TOURISM DESTINATION MANAGEMENT RECOVERY STRATEGY AND CULINARY BUSINESS ACTORS WITH CHSE DAN IMPLEMENTATION INFORMATION SYSTEM DESIGN SUPPORT (CASE STUDY OF DPSP BOROBUDUR)

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ABSTRACT

The research used in this research is Mixed Methods, descriptive research with qualitative and quantitative approaches. In the first stage, qualitative analysis was carried out with discussion and observation (survey) to the location directly. The key informants in this study were Magelang Regency Officials from the Tourism and Culture Office, and the Bappeda for the Management of DPSP Borobudur Culinary Business Actors at DPSP Borobudur. While the supporting informants are the Association of Culinary Actors, Association of Tourism Actors, Communities, Academics and the Ministry of Tourism and Creative Economy. The quantitative approach is carried out using the SEM method using 3 variables that will be the reference in the research, namely CHSE, recovery strategy, and information design. The tourism recovery strategy through the implementation of CHSE carried out in the management of the Borobudur DPSP destination includes obtaining CHSE certification, disciplining the application of health protocols, informing health services, checking body temperature, providing hand washing facilities, cleaning tourist transportation modes, checking tourist vaccination status. The recovery strategy for culinary business actors in the Borobudur DPSP area through the implementation of CHSE carried out such as obtaining CHSE certification, providing hand washing facilities, cleaning tables and chairs, making sales with the buffet concept. Information system design in an effort to restore the management of tourist destinations and culinary businesses of the Borobudur Temple DPSP in the form of an information system design so that it is known the CHSE indicators that are applied and their direct influence on policies implemented by the central government and local governments on the CHSE protocol implemented by intermediaries, destination managers tourism, and culinary entrepreneurs.

Keyword: Tourism Destination Management, Culinary Entrepreneurs, Cleanliness, Health, Safety, Environment (CHSE) Implementation

1. INTRODUCTION

Covid-19 is a global outbreak that has a negative impact on the human and social dimensions. After spreading from China, the pandemic quickly spread to 210 countries including Indonesia. The Covid-19 pandemic is a big shock to the global economy including Indonesia. The economy is in decline for at least the first half of the year and possibly longer if Covid-19 containment measures are not effective. The Covid-19 pandemic has caused

disruptions to global, domestic supply chains, financial market volatility, consumer demand shocks and negative impacts in key sectors (Elistia, 2020). The existence of Covid-19 has resulted in the cessation of various sectors, including the economic, social and political sectors. The tourism sector is the sector most affected by this pandemic. Currently, it is estimated that 75 million jobs in the tourism sector are experiencing shocks and the tourism industry is at risk of losing its turnover.

Currently in Indonesia the tourism sector, creative economy and culinary are still under pressure where the number of tourist visits, both foreign tourists and domestic tourists has not recovered. For foreign tourists for the 2019-2020 period, it decreased by 75% yoy, and for domestic tourists for the 2019-2020 period it decreased by 29.7% yoy although currently it has shown improvement with the level-based PPKM relaxation although it is still not optimal due to Indonesian people who are reluctant to travel, because they are worried about the impact of Covid-19 (Utami & Kafabih, Indonesian Tourism Sector Amid Covid-19, 2021) and are required to undergo an antigen swab test to ensure physical conditions are in good health and continue to carry out the health protocols set by the Indonesian government both when traveling and when returning to their original area (Nuruddin, Wirawan, Pujiastuti, & Astuti, 2020).

DPSP Borobudur Temple is one of Indonesia's tourist sites that has been affected by the Covid-19 pandemic. Borobudur Temple in Borobudur District, Magelang Regency, Central Java is a favorite tourist destination for the community. In normal times, the largest Buddhist temple in the world is almost certainly packed with tourists on holidays or long holidays. However, the crowded atmosphere has changed since the Covid-19 pandemic hit the world in March 2020.

Prior to the Covid-19 pandemic, tourism income in the informal sector in Borobudur was estimated roughly by multiplying the number of visitors by the average expenditure per visitor. In 2017, there were 3,795,300 visitors to Borobudur (200,616 international and 3,594,684 domestic). DPSP Borobudur Temple is one of Indonesia's tourist sites that has been affected by the Covid-19 pandemic. Borobudur Temple in Borobudur District, Magelang Regency, Central Java is a favorite tourist destination for the community. In normal times, the world's largest Buddhist temple is almost certainly packed with tourists on weekends and holidays. However, the crowded atmosphere has changed since the Covid-19 pandemic entered Indonesia. According to statistics, visitors to the Borobudur Temple DPSP decreased by 2.7 million people in 2020 or around 74.2% (Bappenas; Kemenparekraf; KemenPUPR; BKPM, 2020).

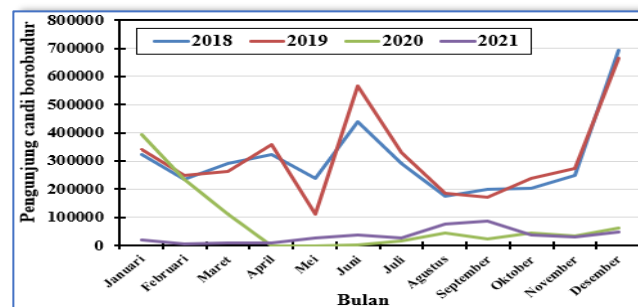


Figure 1. Data on the Number of Tourist Visits 2018-2021

Source: Magelang Regency Tourism Office, (2022)

The number of tourist visitors to Borobudur Temple, Magelang Regency, Central Java fell drastically in 2020 compared to the previous year due to the Covid-19 pandemic. It was clearly explained that the number of tourist visitors to Magelang Regency in 2020 decreased to reach 77.3%. According to data taken from the Central Statistics Agency (BPS) of Magelang Regency, in 2019, the number of domestic tourist visits in Magelang Regency reached 3,747,757 visits. While the data in 2020 is only 965,699 visits (Central Bureau of Statistics Magelang Regency, 2021). This decrease in the number of tourists not only has an impact on the temple tourism center which is managed by PT. Temple Tourism Park, but also SMEs and creative industries around Borobudur Temple tourist sites. It was recorded that there were 361 places to eat/restaurants, 22 star hotels, 148 hostels/inns, and also 416 shops that were directly affected by the decline in tourists as a result of the Covid-19 pandemic.



Figure 2. Synergy of Tourism Development And Creative Economy (Kemenparekraf, 2022)

Source: BPS Kabupaten Magelang, 2020

This tourism location greatly affects the existence of creative industry SMEs, especially tourism as a creative industry creative market. Creative economy and tourist destinations are two things that influence each other and can synergize with each other if managed properly. The concept of tourism activities can be defined by three factors, namely there must be something to see, something to do, and something to buy. Something to see is related to attractions in tourist destinations, something to do is related to tourist activities in tourist areas, while something to buy is related to typical souvenirs purchased in tourist areas as personal tourist memorabilia. In these three components, the creative economy can enter through something to buy by creating innovative products typical of the region (Kemenparekraf, 2022). Data sourced from <https://satudata.dinkop-umkm.jatengprov.go.id/data/umkm-kabkota/> Kabupaten %20Magelang states that there are 1075 MSMEs registered with the Small and Medium Enterprise Cooperative Office of Central Java Province.

The phenomenon of the impact of the corona virus has also made entrepreneurs in various district cities nervous about business sustainability. This phenomenon also occurs in Culinary business actors in Magelang Regency. Magelang Regency is a Regency that also has a lot of economic potential that can help build the Indonesian economy. Among the creative industries affected are the creative economy sub-sector in the form of crafts, fashion and culinary. With the corona virus phenomenon and government policies related to restrictions on community activities and crowding, all aspects of the creative industry are trying to survive in competition and the lack of face-to-face intensity with the community. (Atmojo & Sulistyowati, 2021).

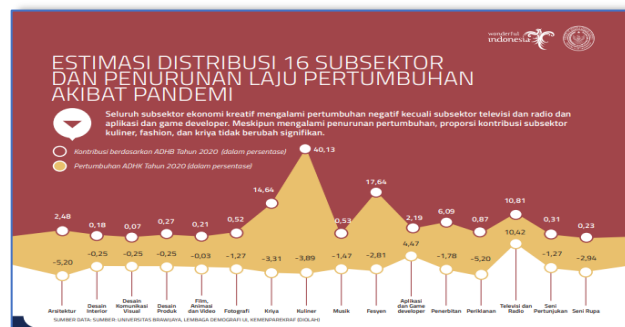


Figure 3. Decreasing Creative Economy Growth Rate

Source: (Kemenparekraf, 2021)

The domestic culinary industry is one of the sectors affected by the Covid-19 pandemic. Many culinary businesses in the world have been forced to close their businesses temporarily or even go bankrupt. The food and beverage (F&B) industry is the industry most affected by the corona virus. Followed by the service industry and retail. Of the 17 cities observed, 13 cities experienced a significant decrease in daily income due to Covid-19 (Ezizwita & Sukma, 2021). Culinary products are a sub-sector of the creative economy that are included in the three largest contributors to the national Gross Domestic Product (GDP). This decline in income from the culinary product sector occurred in line with the lockdown policies imposed by the central and regional governments. Although the Covid-19 pandemic has made many sectors slump, this condition has also created new trends in society, especially for the Indonesian culinary product sector (Susanti, 2021). In 2021, there may be a major change in the map of industry that will be faced, and perhaps the largest in the history of human

civilization at this time. The Covid-19 pandemic has shattered all the joints of the economy, forcing us to enter a completely new world, namely entering a new world or A whole new world. And in 2021 we will face a shift, how can we see the map of that shift? In this case, there are simply 3 major groups, namely mega, macro and micro.

- 1) Mega is a shift that includes major changes in the fields of technology, politics, regulation, social, economic, and environmental (change).
- 2) Macro is a major change that produces a new competition map in the pandemic era which produces a new industrial landscape characterized by four characteristics: Hygiene, Low-Touch, Less-Crowd, and Low-Mobility (Competition).
- 3) Micro is a major change that occurs among society which is marked by the birth of a new society that is full of empathy, compassion, and full of social solidarity. virtual/digital medium, working-living-playing activities, due to social restrictions (customers).

With the existence of these 3 major groups, a new breakthrough is needed as an effort to save the tourism industry and the creative economy industry players in the vicinity. There are three “rescue” phases carried out by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), namely Emergency Response, Recovery, and Normalization. The Emergency Response phase is focused on health, such as initiating social protection programs, encouraging creativity and productivity during WFH, coordinating tourism crises with tourism areas, and preparing for recovery. Next is the Recovery phase, where the gradual opening of tourist attractions in Indonesia is carried out. The preparations are very thorough, starting from the application of the CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) protocol in tourist attractions (Kemenparekraf, 2021).



Figure 4. Tourism Recovery Trends

Source: Kemenparekraf, 2021

The last is the Normalization phase, namely the preparation of destinations with the CHSE protocol, increasing market interest, to discounts for tour packages. One of the programs that have been implemented is the Virtual Travel Fair from August-September 2020 (Kemenparekraf, 2021). In the emergency response phase, the Government's efforts, which are supported by the community, in dealing with the Covid-19 pandemic and encouraging national economic growth, have begun to show improved results. As one of the sectors affected by the pandemic, the tourism and creative economy sectors also received support from the Government to recover. According to the 2020-2024 RPJMD, from 244 tourist villages, 150 tourist villages are located in 5 Super Priority Destinations, including DPSP Borobudur and will be expanded. National Economic Recovery (PEN) support for tourism and the creative economy is channeled through various programs, namely Proud to Travel in Indonesia, Proud to be Made in Indonesia, and Indonesia Care/I Do Care in the hotel and tourism sector. Support has also been given to film activities, Government Assistance for Tourism Business (BPUP) and hotel accommodation support for health workers. The government through the PEN fund has also allocated 7.67 trillion rupiah this year to support the development of national tourism strategic areas and training of tourism human resources (Kemko Ekonomi Indonesia, 2021).

The Government Incentive Assistance Program (BIP) for tourism sector players and the creative economy this year has also increased the budget to 60 billion rupiah. This means an increase of almost 3 times compared to 2020, which has a budget of 24 billion rupiah. The target audience for BIP is the seven sub-sectors of the creative economy, namely applications, game developers, crafts, fashion, culinary, film, and the tourism sector (Indonesian Coordinating Ministry for the Economy, 2021).

Furthermore, in the recovery phase, there are 3 main pillars for the recovery of tourism and the creative economy, namely innovation, adaptation and collaboration. The government, through the Minister of Tourism and Creative Economy, Sandiaga Uno, has set 3 main pillars. For the innovation pillar, among others, through the use of big data to map the potential of various aspects in the tourism sector and the creative economy. Next is 360-degree innovation as the basis for accelerating the development of five super priority destinations, target segment innovation, tour packages, attraction products, accessibility and activities. This innovation is through a big data approach, artificial intelligence, machine learning, the tools we use, the internet of things, so that tourism can be of higher quality and environmentally sustainable. Next is collaboration, in which Kemparekraf acts as an active facilitator, collaborating with the creative tourism ecosystem to create the widest possible employment opportunities (Kemko Ekonomi Indonesia, 2021).

In the normalization phase, by creating guidelines for the implementation of cleanliness, health, safety, and environmental sustainability of tourist areas or called the CHSE protocol. This guide has several coverages including a guide on tourist attractions and the creative economy sector. With this guide, it is hoped that the growth rate of the Borobudur tourism sector can return to life during this pandemic. This change in tourist behavior after Covid-19 is also a challenge for the recovery of Indonesian tourism, especially on the importance of aspects of Cleanliness, Health and Safety. Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) or hereinafter referred to as Guidelines for the Implementation of Cleanliness, Health, Safety, and Environmental Sustainability in Tourist Attractions is part of the government's breakthrough. Operational guidelines 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 Prevention and Control of Corona Virus Disease 2019 (Covid-19).

This CHSE protocol guide was formed on the basis of increasing awareness of the people of Indonesia and the world on cleanliness, health, safety and environmental sustainability, due to the very large Covid-19 pandemic, the pattern of demand and behavior of tourists in the future will be greatly influenced by awareness of cleanliness, health, safety, and high environmental sustainability. The world of tourism must be prepared to be able to guarantee high levels of cleanliness, health, safety, and environmental sustainability for the products and services provided to tourists.

This guide can be a reference for the Provincial Government, Regency/City Government, Village/Kelurahan Government, including Traditional Villages, business and professional associations related to tourist attractions, and Tourism Mobilization Groups/Tourism Awareness Groups to conduct socialization, tutorials/education, simulations, trials, assistance, guidance, monitoring and evaluation in the application of cleanliness, health, safety, and environmental sustainability in order to increase the confidence of the parties as well as the reputation of businesses and tourism destinations (Tandilino, 2020).

The CHSE health protocol which prioritizes cleanliness, health and safety has been implemented strictly in the Borobudur Temple area in Magelang Regency. PT Taman Wisata Candi Borobudur, as the area manager, has simulated the application of health protocols since July 1, 2020. Tourists who will visit are arranged from the point of arrival to the exit of the Borobudur Temple Area (Rahayu, 2021). According to the Director of Marketing and Services PT. TWC said that the implementation of accelerated certification with PT. Sucofindo is required to complete CHSE certified units with a target of 37 work units covering restaurants, restaurant galleries, museums and regional platforms. (<https://www.antaraneews.com/berita/2338778/pt-twc-cepatkan-certification-chse-jual-wahana-tmii>). Development of the tourism sector and the creative economy at the Borobudur Super Priority Tourism Destination (DPSP), some of the programs carried out are the development of amenities and accessibility in the Authoritative Area of the Borobudur Authority Agency, including the development of human resource competencies and the tourism industry, promotion and publication of tourism products and activities as well as the revitalization of destinations tourism, as well as a stimulus program for tourism businesses and the creative economy to be able to rise from the Covid-19 pandemic. Furthermore, the Ministry of Tourism and Creative Economy will facilitate the digitization of creative economy actors. This digitalization program aims to improve capabilities and competencies, not only to scale up (improve) human resources, but also to encourage creative and creative human resources to produce quality products.

In the process of implementing a recovery strategy in the tourism industry at DPSP Borobudur and creative economy business actors, the use of information design becomes an important thing. Information design can be defined as the drawing, planning and sketching or arrangement of several separate elements into a unified and functioning unit (Rahadi & Susilo, 2014).

Information design includes the activities of collecting, and organizing data so that it becomes meaningful information (Tarigan, 2017). In carrying out the design of information design, design tools are needed such as

context diagrams, data flow diagrams, entity relationship diagrams, flowcharts, and database implementations. In general, the information design tool serves to describe the flow of data from the source of the data provider (input) to the data output (output) of an information flow (Tarigan, 2017).

The development of an information design that involves the role of the government, tourism sector business actors, academics and also the community in the application of the CHSE protocol aims to create innovation so that the tourism and creative economy sub-sector culinary industry can continue to run during the Covid-19 pandemic. With the design of this information system, it is expected to be able to maximize the delivery of information related to health protocols to various segments in the national tourism industry, besides that, local tourists and foreign tourists are also able to find tourism information anytime and anywhere with internet media. In this way, tourist visits are expected to increase. This study emphasizes policies on the Borobudur DPSP tourism sector in the Covid-19 pandemic condition by studying the data and actions that have been taken, and then it is proposed that policies can be applied referring to the results of this research, either in whole or in part. This is very important because tourism involves a large workforce, and its role in the economy is being encouraged by the Indonesian government. The difference with this research is that the handling of the Covid-19 outbreak requires policies through appropriate actions in various sectors. This change in tourist behavior after Covid-19 is also a challenge for the recovery of Indonesian tourism, especially on the importance of aspects of Cleanliness, Health and Safety.

The government must also think about steps in the recovery of culinary industry players. It is hoped that this effort can be an aspect of revitalization both in terms of creative space competence and product innovation for culinary industry players, so that culinary industry players can strengthen destination management through competency certification with various guidance efforts from the central government and local governments. Problem Formulation ; 1) How to analyze tourism recovery with CHSE on Borobudur DPSP destination management ?; 2) How to analyze the recovery carried out by culinary business actors at DPSP Borobudur through the implementation of CHSE ?; 3) How to recommend a recovery strategy through: a. Discussions, interviews with stakeholders and data management in compiling efforts to restore the management of tourist destinations and culinary businesses at the Borobudur DPSP (with NVIVO analysis and SMART-PLS analysis) ?, b. Planning an information system to support efforts to restore the management of tourist destinations and culinary businesses at the Borobudur DPSP ?

Research Objectives ; 1) To find out and analyze tourism recovery with CHSE on the management of Borobudur DPSP destinations, ; 2) To find out and analyze the recovery carried out by culinary business actors at the Borobudur DPSP through the implementation of CHSE, ; 3) To recommend recovery strategies through: a. Discussions, interviews with stakeholders and data management in compiling efforts to restore the management of tourist destinations and culinary businesses at the Borobudur DPSP (with NVIVO analysis and SMART-PLS analysis). b. Planning an information system to support efforts to restore the management of tourist destinations and culinary businesses at the Borobudur DPSP.

2. LITERATURE REVIEW

Borobudur Temple is the largest Buddhist temple in the world recorded as The Seven Wonder in The World, and has been recognized by UNESCO as a world cultural heritage. Therefore, Borobudur Temple is a mainstay tourist attraction in Indonesia. This tourism attraction must be developed and prepared properly because it is known to be a driver of increasing regional and national economic growth (Wiyono, 2019). Borobudur is a phenomenal Buddhist temple and a symbol of the Indonesian nation. Borobudur is the work of the Buddhist community that has aesthetic, cultural, artistic, architectural, and spiritual values. Borobudur is in the form of a stupa that has sacred values and is used as a place of worship. Behind the shape of the Borobudur temple, it appears that there is an order or rule that is used as a guide that points to the relationship between the components in realizing a structured temple architecture. The structured temple arrangement has artistic value and high spiritual value as a symbol of human life and life after death (Yatno, 2020).

The word Borobudur itself is based on the first written evidence written by Sir Thomas Stamford Raffles, the Governor General of the United Kingdom in Java who gave the name of this temple. There is no older written evidence to give the name Borobudur to this temple. The only oldest document that shows the existence of this temple is the *Negarakretagama* book, which was written by Mpu Prapanca in 1365. In the book it is written that this temple was used as a place of meditation for Buddhists. Borobudur was built around 800 AD or the 9th century. Borobudur Temple was built by followers of the Mahayana Buddhist Syailendra. This temple was built

during the heyday of the Syailendra dynasty. The founder of Borobudur Temple is King Samaratungga who comes from the Syailendra dynasty or dynasty (Junianto, 2017).

Borobudur Temple is a Buddhist temple located in Borobudur, Magelang, Central Java, Indonesia. This temple is located approximately 100 km to the southwest of Semarang, 86 km to the west of Surakarta, and 40 km to the northwest of Yogyakarta. This stupa-shaped temple was founded by Mahayana Buddhists around the year 800 AD during the reign of the Syailendra dynasty. Borobudur is the largest Buddhist temple or temple in the world, as well as one of the largest Buddhist monuments in the world (Angela, 2019). This monument consists of six square terraces on which there are three circular courtyards, the walls are decorated with 2,672 relief panels and originally there were 504 Buddha statues. Borobudur has the most complete and largest collection of Buddhist reliefs in the world. The largest main stupa is located in the center and at the same time crowning this building, surrounded by three circular rows of 72 perforated stupas in which there is a Buddha statue sitting cross-legged in a perfect lotus position (Angela, 2019). Zone division at Borobudur Temple is based on the following data;

- Zone 1 which directly accommodates Borobudur Temple, Mendut Temple, Pawon Temple is managed by the Borobudur Conservation Center (BKB) which is the Technical Implementation Unit (UPT) of the Ministry of Education and Culture
- Zone 2 is managed by PT. The Borobudur, Prambanan, and Ratu Boko Temple Tourism Parks are under the Ministry of SOEs.
- Zone 3 is managed by the Magelang Regency Government
- Zones 4 and 5 are protected areas that are not regulated by the party who has the management authority, so that the area is automatically the authority of the Magelang Regency Government. However, the Magelang Regency Government did not follow the JICAA version of the master plan, so developments in these two zones were not under control.

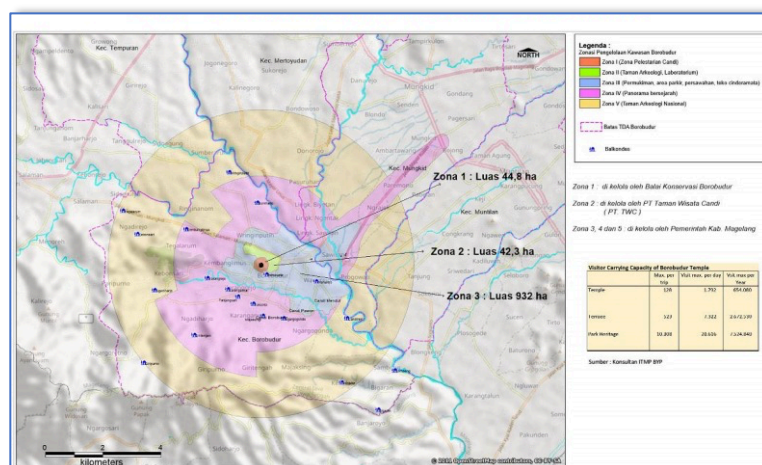


Figure 5. Zone Division

Source: ITMP BYP (2020)

Tourism as a global phenomenon has become a basic need and desire of hundreds of millions of people. As a basic need, travel should be part of human rights, which should be respected and protected. Tourism is an activity of traveling out and staying in places outside their environment, not more than one year for leisure, work purposes, and other purposes with no intention of working in the places visited (Patty, 2021). Several definitions of tourism have been explained by several experts, including etymological definitions, definitions of tourism in general. The following will explain the definition of tourism from several experts: (Pratama, 2016)

1) Understanding Tourism Eptymologically

According to Sanskrit, tourism consists of the words 'pari' and 'tourism'. 'Singray' means many, many times, round and round and complete. While 'tourism' means travel or travel. So that tourism can be interpreted as a trip that is done many times or in circles from one place to another.

2) General Definition of Tourism

The definition of tourism according to Yoeti (2008), is as a phenomenon at this time which is based on the need for health and change of air. As well as creating a conscious and growing assessment (love) of the beauty of nature and increasing the association of various nations and classes of society (Yoeti, 2008).

The Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, explains several basic things, namely: 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 visited in temporary period. Some of these explanations are: (Patty, 2021)

- 1) Tourists are people who do tourism.
- 2) Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government.
- 3) Tourism is all activities related to tourism and are multidimensional and multidisciplinary in nature that arise as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs.
- 4) Tourist attraction is everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits.
- 5) Tourism destination areas, hereinafter referred to as Tourism Destinations, are geographical areas located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.
- 6) Tourism Industry is a collection of tourism businesses that are interrelated in the context of producing goods and/or services to fulfill the needs of tourists in the implementation of tourism.

Tourism is all activities of people who travel to and live in places outside their daily environment for a period of not more than a year for leisure, business and others. Tourism consists of activities such as cultural tourism, health tourism, culinary tourism, educational tourism, religious tourism, business tourism, industrial tourism, convention tourism, political tourism, social tourism, honeymoon tourism, nature reserve tourism, research tourism, marine tourism, , nature reserve tourism, and adventure tourism (Yakup, 2019).

The tourism sector plays an important role in improving the economy of a country, especially in reducing the number of unemployed and increasing the productivity of a country. The tourism sector is one of the strategic sectors that must be utilized for tourism development as part of national development. Tourism development has the ultimate goal of increasing people's income which in turn can improve community welfare and economic growth (Yakup, 2019).

Tourism is a sector that has taken an important role in the economic development of nations in the world. Increasing progress and prosperity have made tourism a major part of human needs or lifestyle, and moved people to get to know nature and culture in other countries' areas. So indirectly,

the movement of people will affect the economic chain that is mutually sustainable into a service industry that contributes to the world economy, the economy of nations, to the improvement of economic welfare at the local community level. The world of tourism is always increasing and bringing up something new in its development (Ahyak, 2018).

The definition of a tourism destination is traditionally referred to as a geographical area such as a country, island, or city. The definition of a destination is a geographical area as a location that can attract tourists to stay temporarily which consists of various tourism products, thus requiring various prerequisites to realize it (Masriana, 2019). Destinations or tourist objects are the embodiment of human creation, way of life, arts and culture and the history of the nation and places or natural conditions that have an attraction for tourists to visit. While natural tourism objects are tourism objects whose attractiveness comes from the beauty of natural resources and environmental management (Asriandy, 2016).

Tourism development is a series of efforts to realize integration in the use of various tourism resources and integrate all forms of aspects outside of tourism that are directly or indirectly related to the continuity of tourism development. Tourism development is all activities and coordinated efforts to attract tourists, provide all the necessary infrastructure and facilities, goods and services, to serve tourists. Tourism activities and development cover aspects of life in society, ranging from transportation activities, accommodation, tourist attractions, food and beverages, souvenirs, services, and others. This effort is to encourage and increase the flow of foreign and domestic tourists, thus enabling the domestic economy to be more advanced and developing (Masriana, 2019).

In the development of tourism, aspects are needed to support this development. There are four components that must be owned by a tourist attraction, namely: (Wilopo & Hakim, 2017)

- 1) Attractions, such as attractive nature, charming local culture and performing arts.
- 2) Accessibilities such as local transportation and terminals.
- 3) Amenities such as the availability of accommodation, restaurants, and travel agents.

The 4A aspect in developing an object or tourist destination is (Attraction, Accessibility, Amenities, Ancillary service) (Wilopo & Hakim, 2017).

1) Attraction

Attractions or tourist attraction objects (ODTW) are a significant component in attracting tourist arrivals. Things that can be developed into tourist attractions are called tourism capital or resources. There are three capital attractions that attract tourist arrivals, namely a) Natural Resources such as mountains, lakes, beaches and hills; b) cultural tourism attractions such as the architecture of traditional houses in the village, archaeological sites, arts and crafts, rituals, festivals, people's daily life, hospitality, food; and c) artificial attractions such as sporting events, shopping, exhibitions, conferences and others. Tourism capital can be developed into a tourist attraction where tourism capital is found (in situ) and outside its original place (ex situ). Tourist attractions are further divided into retaining attractions and tourist catching attractions.

2) Accessibility

Tourism accessibility is intended as all facilities that provide convenience for tourists to reach a destination or related tourist destination. Factors that are important and related to the aspect of tourism accessibility include directions, airports, terminals, time required, travel costs, frequency of transportation to tourist sites and other devices.

3) Amenities

Amenity includes "a series of facilities to meet the needs of accommodation (lodging), the provision of food and beverages, entertainment venues (retailing) and other services. Amenity is not an attraction for tourists, but the lack of amenities will make tourists avoid certain destinations.

4) Ancillary Service

Ancillary service is more about the availability of public facilities and facilities used by tourists who also support the implementation of tourism activities such as banks, ATMs, telecommunications, hospitals and so on. Ancillary service includes the existence of various organizations to facilitate and encourage the development and marketing of tourism in the destination concerned.

Creative economy is a concept to realize sustainable economic development based on creativity. Utilization of resources that are not only renewable, even unlimited, namely ideas, ideas, talents or talents and creativity. The economic value of a product or service in the creative era is no longer determined by raw materials or production systems as in the industrial era, but rather the utilization of creativity and the creation of innovation through increasingly advanced technological developments.

Industry can no longer compete in the global market by relying solely on price or product quality, but must compete based on innovation, creativity and imagination (Purnomo, 2016). The creative economy is essentially an economic activity that prioritizes creative thinking to create something new and different that has value and is commercial in nature. In an economic context, creativity indicates the formulation of new ideas and applying these ideas to produce works that come from artistic and cultural products, functional creations, scientific discoveries, and the application of technology (Fitriani, 2020).

The creative economy is an economic era that has entered the fourth economic wave after the first economic wave, namely the agricultural economy wave, the second wave of the industrial economy, and the third wave of the information economy. The wave of the creative economy is predicted to help economic growth in Indonesia where most actors in the creative economy are small and medium-sized businesses (Fadhilah, 2019). There are several economic aspects that can be observed by creativity, namely the contribution to entrepreneurship, driving innovation, increasing productivity, and driving economic growth. According to the Design Power working group of the Ministry of Trade of the Republic of Indonesia, in the Development of the Indonesian Creative Economy 2010-2014, Creative Economy is a new economic era that prioritizes information and creativity by relying on ideas and knowledge (stock of knowledge) from human resources as the main production factor in activities. economy (Fitriani, 2020).

There are 16 sectors of the creative economy that have been developed, namely application and game development, architecture, product design, fashion, interior design, visual communication design, performing

arts, animated films and videos, photography, culinary arts, music, publishing, advertising, fine arts, television, and radio (Fitriani, 2020). The creative industry plays an important role in the national and global economy, because it contributes to aspects of life both economically and non-economically. Economically, the creative industry plays a role in creating a business climate, achieving employment, fostering innovation and creativity, creating renewable resources, and contributing positively to gross national income (Gross National Product) (Ramdani, 2020).

Creative economy plays a role in the economy of a nation, especially in generating income (income generation), creating jobs (job creation) and increasing export earnings (export earnings), improving technology (technology development), increasing intellectual property (intellectual property), and the role of other social. Therefore, the creative economy can be seen as a driver of economic growth and development of a nation (engine of economic growth and development) (Fitriani, 2020). Culinary is the activity of preparing, processing, serving food and beverage products that make the elements of creativity, aesthetics, tradition, and/or local wisdom the most important elements in enhancing the taste and value of these products, to attract purchasing power and provide experiences for consumers. The term culinary comes from the Latin, namely *culinarius*. *Culinarius* has the meaning of material related to the cooking process. The word culinary comes from commodities related to cooking and food-consuming activities. Culinary can be interpreted as a pattern of use based on food or dishes. Culinary tourism makes food a subject and a medium. Food is also a tourist destination and an instrument for increasing tourism. Culinary tourism requires the cooperation of all the five senses such as the tongue, nose, sense of touch, and eyes (Amalina, 2019).

Jay Heizer and Barry Render (2005: 4) define operations management as a series of activities that generate value in the form of goods and services by converting inputs into outputs. Pangestu Subagyo (2000: 1) defines operations management as the application of management science to regulate production or operation activities so that they can be carried out efficiently. Eddy Herjanto (2003: 2) defines operations and production management as a process that continuously and effectively uses management functions to efficiently integrate various resources in order to achieve goals. Operations management according to Richard L. Daft (2006: 216) is a field of management that specializes in the production of goods, and uses special tools and techniques to solve production problems. According to Soentoro Ali Idris (2000: 1), operations management comes from the concept of production management which concerns the production of real products. Thus, operation is a transformation process from input to output which has a higher value than the input.

Strategic management can be defined as the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals (objectives). Strategic management in its implementation is influenced by 5 factors, namely (1) the type and structure of the organization, (2) leadership style, (3) the complexity of the external environment (4), the complexity of the production process, and (5) the nature of the problems encountered. Strategic management is divided into two activities.

Cleanliness, Health, Safety, & Environment Sustainable (CHSE) of the Ministry of Tourism and Creative Economy The CHSE protocol is a policy of the Ministry of Tourism and Creative Economy as a guide for entrepreneurs and/or managers, local tour guides, and employees of tourist attractions in adapting new habits in the form of guidelines for tourism businesses, tourism destinations, and other tourism products to apply guarantees to tourists for the implementation of Hygiene, Health, Safety, and Environmental Sustainability (Tandilino, 2020). The CHSE protocol is the application of a health protocol based on Cleanliness, Healthy, Safety, and Environment sustainability.

Cleanliness is an aspect that needs to be considered for business actors such as cleanliness of business premises, availability of hand washing soap or hand sanitizer for visitors, ensuring that business premises are always clean from germs, bacteria, and viruses by spraying disinfectant. Healthy is an aspect of maintaining health in the business area for both workers and visitors. Starting from checking body temperature, wearing masks to implementing social restrictions by setting distance and minimizing crowds. Safety is an aspect in maintaining security and safety. Business actors need to prepare rescue procedures if at any time an unexpected emergency occurs. Environmental sustainability is an aspect that needs to be ensured that the business being carried out has implemented environmentally friendly conditions. This can be seen from the use of environmentally friendly equipment and materials to conditioning the area to feel comfortable for visitors (Resta, 2022).

The implementation of Cleanliness, Health, Safety and Environmental Sustainability (CHSE) or hereinafter referred to as Guidelines for the Implementation of Cleanliness, Health, Safety and Environmental Sustainability in Tourist Attractions is an operational guideline from the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020 concerning Protocol Public Health in Public Places and Facilities in the Context of

Prevention and Control of Corona Virus Disease 2019 (Covid-19). This guide is intended for entrepreneurs and/or managers, employees, and local tour guides in meeting the needs of visitors for clean, healthy, safe, and environmentally friendly tourism products and services during the Covid-19 pandemic (Lumanauw, 2020). The CHSE (Cleanliness, Health, Safety and Environmental Sustainability) Certification Program Cleanaa or Hygiene, Health, Safety, and Environmental Sustainability is the process of granting certificates to tourism businesses, other related businesses/facilities, the community environment, and tourism destinations for free. So it is hoped that every business and tourism actor can register immediately by just taking a few steps. (<https://kemenparekraf.go.id/rumah-difabel/Cara-List-Certification-CHSE-Pariwisata>). In accordance with the Regulation of the Minister of Tourism and Creative Economy concerning Standards and Certification of Hygiene, Health, Safety, and Environmental Sustainability of the Tourism Sector During the Handling of the 2019 Corona Virus Disease Pandemic Number 13 of 2020

The provisions contained in this guide refer to protocols and other provisions set by the Government of Indonesia, the World Health Organization (WHO), and the World Travel & Tourism Council (WTTC) in the context of preventing and handling Covid-19. The preparation of the guide involves various parties, namely business and professional associations related to tourist attractions, tourism village managers, Tourism Driving Groups/Tourism Awareness Groups, and academics. Specific guidelines for destination managers, destination visitors and destination employees can be divided into 7 flows and 148 implementation items which can be described as follows: (Tandilino, 2020)

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

Information system is a system within the organization that brings together the daily transaction processing needs, supports operations, managerial and strategic activities, of an organization and provides certain outside parties with the necessary reports (Wildaningsih & Yulianeu, 2018). The system is a network of procedures that are interconnected, gathered together to carry out an activity or complete a certain goal, a system within an organization that brings together the daily transaction processing needs, supports operations, is managerial and strategic activities of an organization. which provides certain outside parties with the necessary reports. Information systems always describe, design, implement using a systematic development process and design information systems based on needs analysis (Syachbana, 2011). A system has several characteristics, namely components or elements (components), system boundaries (boundary), the environment outside the system (environment), interface (interface), input (input), processor (process), output (output), target (objective).), or goals (goals). Thus the understanding of the system can be concluded as a procedure or element that is interconnected with each other where in a system there is an input, process and output, to achieve the expected goals (Mulyanto, 2009).

As an effort to overcome the impact of Covid-19 on the halal tourism sector, the government passed a new normal policy. During the transition to a new normal, the government has prepared several strategies to restore the tourism sector. The district government has also planned efforts to re-boost the tourism sector which is supported by the ministry of tourism by implementing probes in the field of CHSE certification, namely Cleanliness (Cleanliness), Health (Health), Safety (Security), and Environment Sustainability (Environmentally friendly) (Rahmawati & Parangu, 2021).

Based on inputs submitted by experts in the tourism sector, efforts that can be made to restore the tourism sector are: (Sutrisnawati, Budiasih, & Ardiasa, 2020)

- 1) Implementing the CHS (Cleanliness, Healthy and Safety) Program

The first step that can be taken to restore the tourism sector is to restore public confidence for safe travel. The government through the Ministry of Tourism and Creative Economy has made various programs aimed at suppressing the spread of the corona virus in the midst of the new normal as an effort to restore the tourism sector. The CHS (cleanliness, Healthy and Safety) program is a program from the Ministry of Tourism and Creative Economy in adapting to the "new normal" conditions in the tourism and creative economy sectors. The CHS concept in the tourism and creative economy sectors refers to the health

protocol of the ministry of health, the concept of sustainable tourism development, and Sapta Pesona. The purpose of this CHS program is to increase tourist confidence in Indonesia's tourism destinations and industry after the COVID-19 pandemic so as to encourage increased tourist visits to Indonesia.

2) Implementing the New Age Health Protocol

In addition to implementing the CHS program from the Ministry of Tourism, it is very important to carry out the health protocols that have been instructed by the government through the Decree of the Minister of Health of the Republic of Indonesia 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 the Corona virus. disease 2019. This decree also describes in detail the health protocols in accommodation businesses such as hotels/ homestays/ hostels, as well as food and beverage service businesses, namely restaurants. This decision letter describes the steps that must be taken by the manager, employees and guests. The participation and discipline of the management, employees and guests in complying with this health protocol is very much needed to restore the tourism industry and avoid the Corona virus.

3) Economic Stimulus

The government, in March 2020, issued several economic stimulus policies to create stability in several sectors of the country's economy during the Covid-19 pandemic. Some of the policies given to the tourism sector are the policy of increasing tourist visits through the provision of incentive packages for airlines and travel agents of more than Rp. will go to or from 10 Priority Tourism Destinations (DPP) reaching 50 percent for each passenger with a total of 25 percent of the total aircraft seats at a cost of around Rp. 490 to Rp. 500 billion. In addition, there is an additional discount of 15.8 percent Avtur from Pertamina and 5.64 percent discount on flight fares from PT. Angkasa Pura Indonesia and the Indonesian Aviation Navigation Service Provider (Airnav Indonesia). However, the stimulus policy to increase tourist visits did not have a significant impact because the policy was set at the end of February 2020, just before the Covid-19 pandemic entered Indonesia. During the Covid-19 pandemic, there were concerns in traveling both domestic and foreign tourists so that the use of this stimulus did not go well (Pambudi & Masteriarsa, 2020).

4) Fiscal Incentives

Another policy issued by the government during the Covid-19 pandemic is the government's fiscal incentives in order to save the tourism industry and workforce. The policies issued are hotel and restaurant tax exemptions for 6 months with compensation of Rp. 3.3 trillion, expansion of exemption from PPh 21 borne by the government (DTP) for accommodation and restaurant sector workers, pre-employment card assistance to workers in Indonesia, including tourism workers. , as well as incentives of 600 thousand/month for workers registered with BPJS for employment with incomes below 5 million rupiahs per month. The policy in order to save the tourism industry was responded positively by several parties, but there are still some notes, where the tourism industry expects direct cash assistance from the government, rather than tax incentives. This is due to the fact that income from accommodation and food and drink has decreased significantly, so that the provision of tax incentives will be useless. The stimulus for government assistance in order to protect the tourism workforce has been effective, but has not been able to provide certainty to all tourism sector workers, and cannot guarantee new jobs after Covid-19 later (Sugihamretha, 2020).

The framework of this research is related to the identification of problems in the recovery of tourist destinations and creative economy in the new normal period with the CHSE guidelines. The frame of mind in this research is the identification of problems related to the Covid-19 Pandemic which requires a change in strategic direction to face the challenges of environmental change so that there is a need for transformation in the form of strategy formulations and strategic programs for the recovery of tourism destinations and MSME actors. Creative economy, especially in the culinary field. . This research focuses on the analysis of government policies, both regional and central, managers of tourist sites, and creative economy entrepreneurs around tourist sites. The research process used in this research is the first mapping of interview results from several related parties then analysis is carried out into the supply side, linkage side, and demand side. This analysis is to see activities, namely the potential and constraints created from each side so that later it will require an

Innovation/Improvement. So we need a Decision Support System. Furthermore, the results of the mapping will be applied to the manufacture of information systems using the waterfall method. This research includes several variables. The variables studied in this study are tourism information, tourism business infrastructure, and businesses managed by DPSP Borobudur which are carried out by supply side, linkage side, and demand side into big data which will then be developed so as to produce output in the form of an information system that will be developed and can be used. used as recommendations/strategy proposals to related parties

3. METHODS

The research used in this research is Mixed Methods, descriptive research with qualitative and quantitative approaches. Mixed methods or Mixed Methods is a procedure for collecting, analyzing, and "mixing" quantitative and qualitative methods in a study or series of studies to understand the research problem. In the first stage, a qualitative analysis was carried out with discussions and observations (surveys) to the location directly. The key informants in this study were Magelang Regency Officials from the Tourism and Culture Office, and the Bappeda for the Management of DPSP Borobudur Culinary Business Actors at DPSP Borobudur. While the supporting informants are the Association of Culinary Actors, Association of Tourism Actors, Communities, Academics and the Ministry of Tourism and Creative Economy.

The observation results obtained are then used as material for quantitative analysis as confirmation (Sugiyono, 2011). The quantitative approach is carried out using the SEM method using 3 variables that will be the reference in the research, namely CHSE, recovery strategy, and information design.

4. FINDINGS AND DISCUSSION

The level of achievement of CHSE implementation carried out by the central government began in 2019, namely the creation of CHSE guidelines, and making models and the CHSE verification process by 50%. This is due to a pandemic that makes all community activities turn into work from home and has an impact on the tourism sector. The emergence of 3M's policies, namely washing hands with soap, wearing masks and keeping a distance can overcome the problem of the COVID-19 pandemic. The policy then becomes a reference for the central government in making CHSE guidelines so that it can be applied to business and tourism actors.

Then in 2020 the achievement of CHSE has reached 90%. This is because the Ministry of Tourism and Creative Economy began to socialize the CHSE program in July 2020 through mass media and the Training of Trainers (TOT) program in several other parts of Indonesia that are developing the tourism industry by involving academics from several universities that have Tourism Studies Programs. The trainer candidates are trained by a special team from the Ministry of Tourism and Creative Economy and are then used as an extension of the government to socialize the CHSE program to all tourism stakeholders before a feasibility assessment is carried out by a team of auditors from the Tourism Business Certification Institute (LSU) appointed by the government. Until February 2021, the Indonesian government has carried out CHSE certification for thousands of hotels/restaurants and other tourism businesses in 34 provinces. The implementation of this health protocol was then instituted by the central and local governments, among others, by establishing a CHSE task force in each region. The institutionalization of this certification task force is needed as part of the step to identify the tourism market, considering that several tourist destinations in the region are feared to lose their tourism market during the COVID-19 pandemic as part of efforts to increase consumer confidence both at home and abroad in the tourism and creative economy sectors.

The level of achievement of CHSE implementation carried out by local governments starting in 2020, namely the socialization of CHSE certification and supervising the CHSE certification process, was achieved starting in 2020, which was 70%. This is due to the adjustment process of policies issued by the government and the existence of guidelines on CHSE made by the ministry or the central government. Then the CHSE guideline made by the central government is used as a reference by local governments to disseminate CHSE which must be applied by business and tourism actors. The certification process carried out by the Ministry of Tourism and Creative Economy in collaboration with certification bodies in an effort to be able to verify the standards of the CHSE manual that have been set.

The level of achievement of CHSE implementation carried out by tourism intermediation in Magelang Regency which began in 2020, namely updating information related to government policies, communicating CHSE SOPs, providing training and simulating the implementation of CHSE SOPs, informing tourist visit

restrictions, training teams on handling health emergencies. in 2020. However, the achievement in that year was around 50%. This is because in 2020 the achievement of the implementation of the CHSE guidelines has only begun in the intermediation order. In 2021 the achievement of CHSE in the Borobudur temple tourism area has reached 70-80%. This is because in 2021, Borobudur temple tourism has been allowed to operate. However, the achievements of the intermediation party will only be fully implemented in 2022. This comprehensive achievement can be seen from the implementation of all activity plans from the intermediation party to tourism and culinary business actors. The level of achievement of CHSE implementation carried out by tourist destination managers starting in 2020, namely managing CHSE certification, disciplining the application of health protocols, informing health services, checking body temperature, providing hand washing facilities, cleaning transportation has been carried out up to 20%. Then in 2021 this achievement will increase with the new normal, resulting in the reopening of tourist attractions. This has an impact on the higher achievement of CHSE implementation, especially for tourism managers. Checking the status of the COVID vaccination in 2021 was also carried out at the Borobudur temple tourist attraction. In 2022, all CHSE implementations have been carried out on tourism managers.

The level of achievement of CHSE implementation carried out by culinary business actors starting in 2020 is managing CHSE certification, providing hand washing facilities, cleaning tables and chairs, maintaining cleanliness of cutlery, implementing effective food order management carried out in 2020 by 20%. Since the enactment of the new normal, the level of achievement of the CHSE indicator has increased which is carried out by business actors in the Borobudur temple area. In 2022, all CHSE implementations have been carried out on culinary business actors.

a) Association of CHSE strategies in five sectors

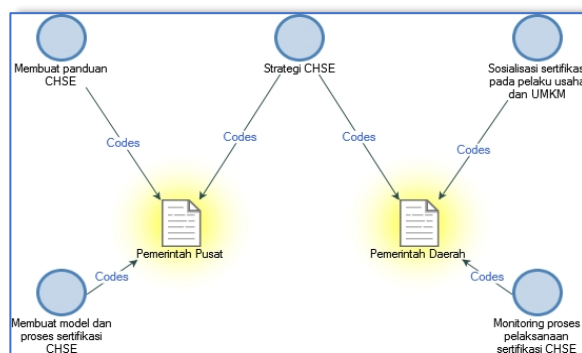


Figure 3. Association of CHSE Strategies Applied To The Central Government With Local Governments

Source: NVIVO Analysis Results

Source: Author's Data Processing, 2022

The CHSE strategy carried out by the central government, namely making CHSE guidelines and containing models and the CHSE certification process with local governments, namely socializing CHSE certification and monitoring the CHSE certification implementation process has a relationship based on the results of Pearson correlation analysis on NVIVO of 0.870. The correlation between the CHSE strategy developed by the central government and local governments has a positive correlation of 0.870. The better the strategy chosen and planned by the central government, the better the strategy that can be carried out by the local government. This indicates that the CHSE guidelines and certifications made by the central government can be carried out well by local governments through the CHSE socialization program and monitoring the CHSE implementation process carried out by the government.

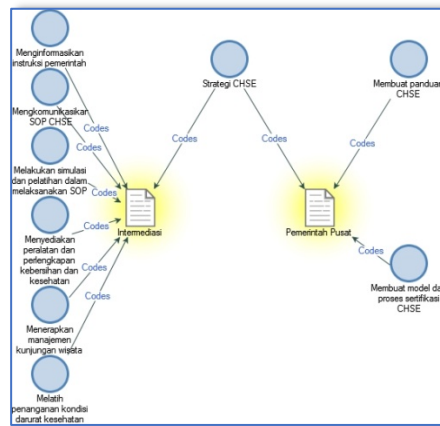


Figure 4. Association of CHSE Strategies Applied To Central Government With Intermediation Source: NVIVO Analysis Results

Source: Author's Data Processing, 2022

The CHSE strategy carried out by the central government also has links with intermediary parties. The central government has a strategy of making guidelines and a CHSE certification process, while the intermediary party is to inform government instructions, communicate CHSE SOPs, conduct simulations and training, and help prepare cleaning equipment and supplies. There is a positive relationship between government policies and intermediation of 0.778. The central government's CHSE program has a positive impact on the information received by intermediaries. The central government's strategy in implementing CHSE is positively supported by intermediation in the Borobudur temple tourist area. This positive thing was then implemented in the strategy made by the intermediary, so that the process of delivering CHSE information to Borobudur temple tourism managers and culinary business actors around the Borobudur temple tourism area went well.

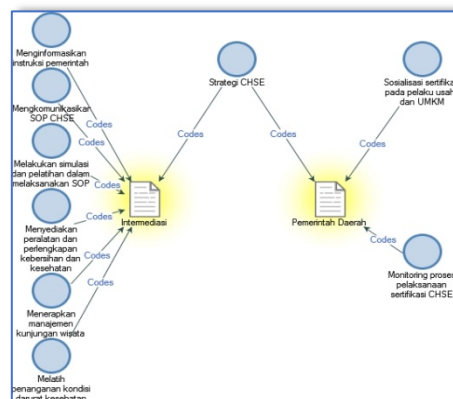


Figure 5. Association of CHSE Strategies Applied To Local Government With Intermediation Source: NVIVO Analysis Results

Source: Author's Data Processing, 2022

The CHSE strategy carried out by the local government also has a relationship with the intermediary. The local government represented by the head of the district tourism office. Magelang has a strategy of conducting socialization to business actors and monitoring the implementation of CHSE, while the intermediation party represented by the head of the tourism and culinary association of the district. Magelang, namely informing government instructions, communicating CHSE SOPs, conducting simulations and training, and helping to prepare cleaning equipment and supplies. There is a positive relationship between local government policies and intermediation of 0.700. The local government's CHSE program has a positive impact on the information received by intermediaries. The encouragement from the local government towards the opening of the Borobudur temple tourist spot was welcomed by the intermediary. Therefore, the local government's strategy to socialize CHSE and monitor the implementation of CHSE certification is positively supported by intermediation in the Borobudur temple tourist area.

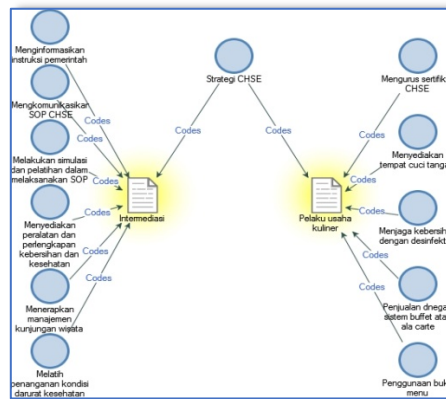


Figure 6. Association of CHSE Strategies Applied To Intermediation With Culinary Business Actors

Source: NVIVO Analysis Results

Source: Author's Data Processing, 2022

The CHSE strategy carried out by intermediation also has a relationship with culinary business actors. The intermediation party has a CHSE strategy such as informing government instructions, communicating CHSE SOPs, conducting simulations and training, and helping to prepare cleaning equipment and supplies, while culinary business actors have CHSE strategies such as taking care of CHSE certification, providing hand washing facilities, maintaining the cleanliness of dining areas and rooms. eating has a correlation of 0.650. The positive relationship indicates that the better the CHSE strategy made by intermediation will also have an impact on the better culinary business actors in implementing health protocols through the CHSE concept. This shows that the performance of intermediation as an intermediary for policies made by local and central governments can be carried out well by culinary business actors.

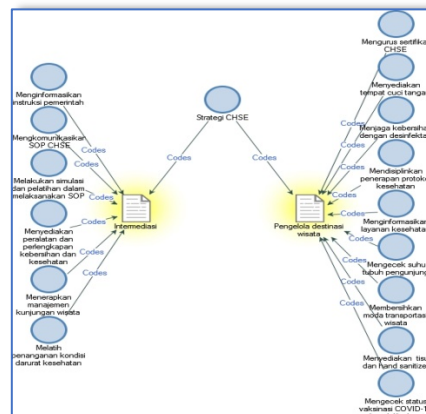


Figure 7. Association of CHSE Strategies Applied To Intermediation With Tourism Destination

Managers Source: NVIVO Analysis Results

Source: Author's Data Processing, 2022

The CHSE strategy carried out by intermediation has a relationship with tourism destination managers. The intermediary has a CHSE strategy such as informing government instructions, communicating CHSE SOPs, conducting simulations and training, and helping to prepare cleaning equipment and supplies, while tourist destination managers such as taking care of CHSE certification, providing cleaning facilities such as hand washing, hand sanitizer, disinfectant, checking Vaccination status, checking body temperature, cleaning the mode of transportation have a relationship of 0.690. A positive relationship indicates that the better the CHSE strategy made by intermediation will also have an impact on the better CHSE implemented by the manager of the Borobudur temple tourist destination.

b) Linkage analysis

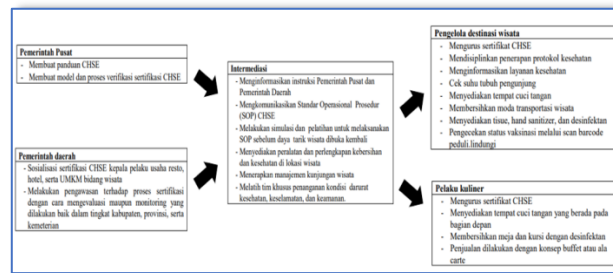


Figure 8. Relationships Between Sectors, Both Supply (Central Government And Local Government), Linked (Intermediation), And Demand (Tourist Destination Managers And Culinary Business Actors)
Source : Researcher (2022)

The existence of a unified linkage between systems in the implementation of CHSE as an effort to restore the tourism sector found in the study contained 28 indicators. The indicators are divided into three categories, namely (1) supply consisting of the central government and local governments, (2) linked as in the intermediation party, and (3) demand consisting of tourism destination managers and culinary business actors. The indicators in detail consist of 2 indicators as makers of the CHSE strategy at the central government, 2 indicators as a tourism recovery strategy activity plan through CHSE, 7 indicators as a strategist for the implementation of CHSE in intermediation parties, 8 indicators as a compiler for CHSE for tourism destination managers, and 7 indicators as a constituent of CHSE in culinary business actors. The indicators that make up the five sectors are as shown in Figure 6. The interrelationships between the indicators that make up the CHSE in the five sectors are then made a complete construct so that the influence between sectors can be seen as the results in the image below.

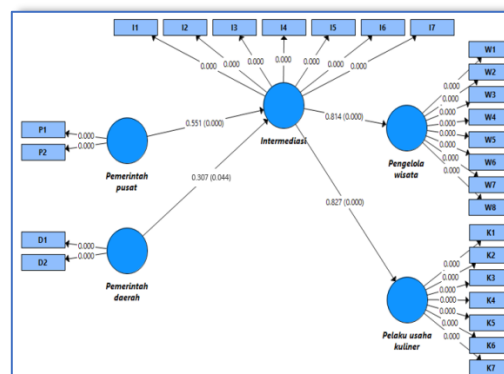


Figure 9. Construction of Tourism Recovery Strategy Through CHSE Source: SEM-PLS Analysis results

Source: Author's Data Processing, (2022)

Based on the results of the analysis of the relationship between the central government, local governments, intermediation, tourist destination managers, and culinary business actors through the SEM-PLS analysis shows that (1) there is a positive influence of the central government with intermediation of 0.551. The better the CHSE strategy made by the central government has an impact on the better the CHSE strategy made by the intermediary. (2) there is a positive influence of local government with intermediation of 0.307. This shows that the great support from the local government in the implementation of the CHSE through the planned activity will also have a positive impact on the intermediation that will run the CHSE. (3) there is a positive influence of intermediation with tourism destination managers of 0.814. The intermediation program has a positive impact on the implementation of CHSE by tourism destination managers. (4) there is a positive influence of intermediation with culinary business actors of 0.827. The CHSE program carried out by the intermediary will provide a positive impetus to the implementation of CHSE for culinary business actors. The biggest relationship is in intermediation with culinary business actors compared to other channel relationships. This shows that the intermediary is able to have a strong positive impact on the implementation of CHSE carried out by culinary business actors in the Borobudur temple area.

c) CHSE Information System Design on Borobudur Temple DSPS

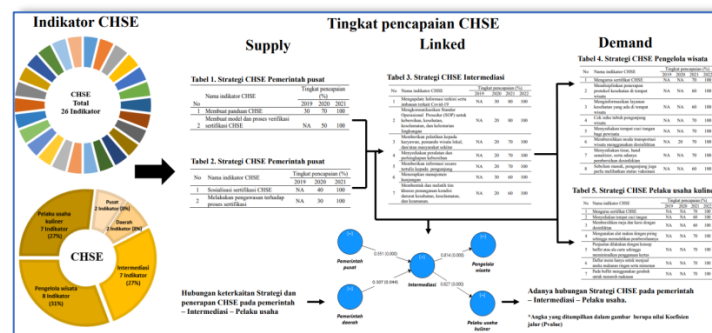


Figure 10. CHSE on DPSP Borobudur Temple Tourism
Source: Researcher (2022)

Based on the results of interviews conducted by researchers, it was found that there were 28 CHSE indicators in five sectors, namely 2 indicators for the central government or 8%, 2 indicators for local governments or 8%, 7 indicators for intermediation or 27%, 8 indicators for tourism destination managers. or 31%, and 7 indicators for culinary business actors or 27%. These indicators are then explained in detail about the level of achievement that has been carried out each year. Based on Figure 4.10, it is known that most of the indicators have been implemented in 2021 and 100% of the indicators have been implemented in all sectors that are the object of research. Then the linkages between sectors in carrying out tourism recovery through the applied CHSE can be done using the Sem analysis as shown in Figure 8. In the results of the analysis it is known that there is a link between supply (central government and local government), linked (intermediation), and demand (tourist destination managers). , and culinary business actors). With the CHSE applied to the Borobudur temple tourist area, all tourist visitors can travel safely and healthily. The flow chart of the CHSE information system is shown in the following figure.

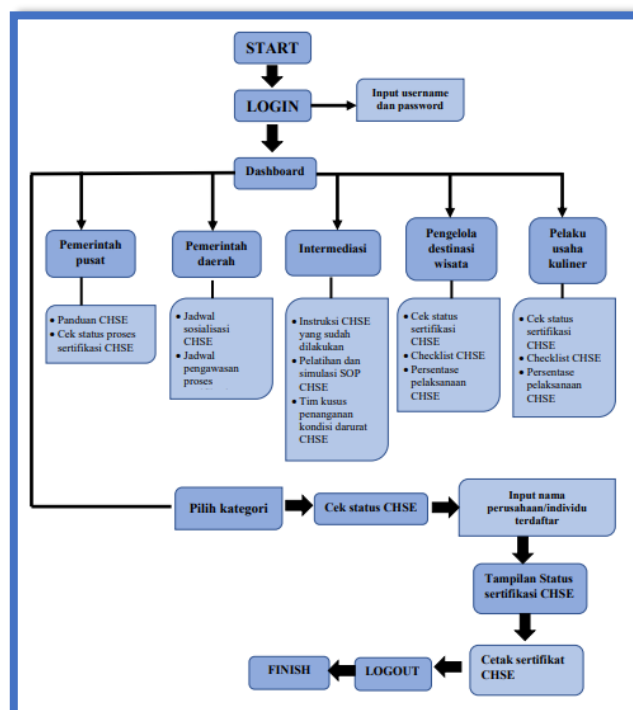


Figure 11. CHSE information system design on Borobudur temple tourism DPSP
Source: Researcher (2022)

5. CONCLUSION

The tourism recovery strategy through the implementation of CHSE carried out in the management of the Borobudur DPSP destination includes obtaining CHSE certification, disciplining the application of health protocols, informing health services, checking body temperature, providing hand washing facilities, cleaning tourist transportation modes, checking tourist vaccination status. Recovery strategy for culinary business actors in the Borobudur DPSP area through the implementation of CHSE, such as administering CHSE certification, providing hand washing facilities, cleaning tables and chairs, making sales with the buffet concept.

Information system design in an effort to restore the management of tourist destinations and culinary businesses of the Borobudur Temple DPSP in the form of an information system design so that it is known the CHSE indicators that are applied and their direct influence on policies implemented by the central government and local governments on the CHSE protocol implemented by the intermediary, tourism destination managers, and culinary business actors.

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