

CHSE-Based Tourism Village Development Strategy to Increase Tourist Trust

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ABSTRACT

This study aims to analyze the practice of the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) protocol to increase tourist trust in East Java tourism destinations; research the CHSE Information System for tourist villages to build tourist trust & satisfaction after the COVID-19 pandemic in East Java tourist destinations because East Java Province is a strategic area for developing national tourism potential contained to Master Plan for National Tourism Development, the population of the CHSE Information System Research System for tourist villages in East Java is 112 tourist villages. The results showed that the CHSE-Based Tourism Village is in quadrant one, where this CHSE-based tourist attraction has strengths and opportunities to be developed, considering that this tourism potential rests on the power of the CHSE-based tourism attraction in the form of unique cultural and natural tourism, sustainable ecology, and community empowerment. The convenience of traveling and the high tourist motivation opportunities are in the unique ecotourism attractions.

Keywords: CHSE, Covid-19, Tourism Village

1. Introduction

It was recorded that in 2020 Tourism experienced the most significant crisis; international tourist arrivals fell (-73%) in 2019 and (-75%) in 2020, and the decline is likely to be followed (by 70%) in 2021. Currently, the tourism sector will recover (New regular); it is critical to restore market confidence to empower destinations, tourism businesses, and tourism workers to be better prepared in a rapidly changing landscape[1]. International tourist visits to East Java in 2020 decreased (- 85.29%) compared to 2019. From 770,826 trips in 2019 to 113,355 in 2020 (East Java Tourism, 2020), this tourism problem also occurs in tourist villages[2]. This tourist visit crisis impacts the Covid-19 pandemic; tourists do not feel safe and comfortable and are at risk of traveling [3].

Various research results show that tourists pay more attention to travel, security, and health and safety risks before deciding to travel. These risks are at stake in growing tourist confidence in a tourist place[4]. Therefore, the new average era is an opportunity to revive the tourism sector. The existence of CHSE practices in tourist attractions will be readily known to potential tourists if there are online information system marketing digitalization of tourist villages can be a solution during the Covid-19 pandemic[5]; information systems can provide easy access to a wide range can browse various sites to get information online[6]. The digitalization of data for managing tourism businesses is currently reliable (UNWTO, 2021), thus the CHSE Information System research in the new average era is considered necessary because there has been no previous research,

Specific Research Objectives:

Leading Higher Education Applied Research has specific objectives: (1) Creating an Information System for CHSE practices that has quality in the use of navigation and precise, reliable information, (2) Providing detailed visualization information and good interaction of information about CHSE practices for tourists, so that tourists do not hesitate in making tourist trips, (3) Increasing tourist interest and satisfaction in tourist villages in East Java by using standard health protocols, (4) Increasing the expansion of online marketing communications for

tourist villages, (5). Carry out strategic steps to overcome obstacles and alternative solutions in implementing CHSE practices. The purpose of this study is to find strategies CHSE-Based Tourism Village Development Strategy to Increase Tourist Trustin East Java Tourism destinations.

2. Methods

2.1 Research Locations & Objects

This research is on the CHSE Information System for tourist villages to build tourist trust & satisfaction after the COVID-19 pandemic in East Java tourist destinations because East Java Province is a strategic area for developing national tourism potential as stated in the PP. 54 of 2011 concerning RIPARNAS (Master Plan for National Tourism Development).

2.2 Population and Research Sample

The research population of the CHSE Information System for tourist villages in East Java is 114 tourist villages[30]. Determination of the number of samples used based on the Slovin. Method [31] with a confidence value of 99% as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{114}{1 + 114(0.01)^2}$$

$$n = \frac{57000}{5057}$$

$$n = 112$$

The number of samples in this study was 112 Tourism Villages in East Java.

2.3 Research Analysis

Research analysis using the SWOT instrument (Strengths, Weaknesses, Opportunities, Threats) to map the strengths and weaknesses of CHSE practice by Tourism Villages to support tourist trust & satisfaction after the Covid 19 pandemic in East Java Tourism Destinations, as well as to know the obstacles that occur in CHSE practice.

3. Result and Discussions

A. East Java Tourism

The number of foreign tourist arrivals to East Java Province in 2021 was 689 visits, a decrease of 98.03 percent compared to the previous year, which reached 35,035 visits. This figure is taken from the number of foreign tourist arrivals through Juanda International Airport, Sidoarjo (BPS, 2021). The largest foreign tourist arrivals to East Java Province in 2021 came from the ASEAN region, with 251 visits (36.43 percent). The second largest visit came from other ASIA regions besides ASEAN with 240 visits (34.83 percent), and the third place came from the Americas with 91 visits (13.21 percent). Foreign tourists from the European Region ranked next, namely as many as 90 visits (13.06 percent), while the Oceania region was in fifth place with 14 visits (2.03 percent). The percentage of tourist visits shows that the main market share of foreign tourists who come to East Java Province still comes from neighboring countries in the Asian region, especially ASEAN.

Calcification or criteria of tourist villages that carry out health protocol practices CHSE or cleanliness (cleanliness), health (health), Safety (security), and Environment Sustainability

(environmental sustainability) in East Java is divided into three, namely the beginning, the second developing and advancing, for more details see the picture.

Percentage of tourist villages based on case in East Java tourist villages in East Java that carry out CHSE practices as many as 497 Tourism Villages are further divided into three classifications of tourist villages that carry out CHSE practices, namely the beginning as many as 431 or 86%, the two tourist villages that have carried out the practice as many as 44 or 8%, then the classification 20 tourist villages carry out CHSE practices that are considered advanced, namely 6%, see the picture for more details.

B. CHSE-Based Tourism Village Swot Analysis

SWOT analysis/strengths, weaknesses, opportunities (opportunities), and threats (threats) of CHSE-based tourism villages in determining the position of the strategic matrix or Grand Strategy Matrix Analysis are as follows: 1. Determine the SWOT (Strength, Weaknesses, Opportunity, and Threats) Indicators for Village Tourism, 2. SWOT value weighting, 3. Determine the value of the measuring scale, 4. Formulate the weighted value, 5. Calculate weighted difference, 6. Create a Grand Strategy Matrix SWOT analysis (Aggressive, Turn around, Survival, Diversification).

The determination of CHSE-Based Tourism Indicators with SWOT analysis, namely Strengths, Weaknesses, Opportunities, and Threats of the variables that are the subject of the problem as well as indicators that reflect these variables.

Table 1: CHSE-Based Tourism Indicators

| Variable | Village Tourism Indicator |
|--|--|
| The Power of CHSE-based Tourism | Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease by the availability of hand washing areas with soap/hand sanitizer and availability of room cleaning equipment and public goods with disinfectants/other cleaning liquids that are safe and appropriate) |
| | Health (Productive social environment conditions or perfect conditions in the surrounding environment with the availability of disinfectants in the area and developing guidelines and SOPs for Hygiene, Health, and Safety.) |
| | Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way so that there is no danger by wearing masks in the tourist village area and the availability of first aid equipment around the tourist village area.) |
| | Environmental sustainability (all materials used to support tourist villages have an environmentally friendly aspect with the availability of environmentally friendly equipment and materials (plastic) and the availability of efficient water and energy sources, as well as the availability of a beautiful and comfortable surrounding environment, either naturally or with technical engineering) |
| | Interest in revisiting (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to visit again). |
| Disadvantages of CHSE-based Tourism | Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease has not been fully implemented because it is not free from animals that carry disease) |
| | Health (Productive social environment conditions or conditions that are not perfect due to the availability of clean and comfortable toilets and trash bins have not been running well) |
| | Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way is not maximized because there are no signs/warning instructions/appeals are still low) |
| | Environmental sustainability (all materials used to support environmentally friendly aspects have not been maximized because there is no place for processing waste and liquid waste completely) |
| | Interest in revisiting (the desire to encourage with positive feelings to return to visit tourist |

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| | attractions). |
| | Tourist attractions do not yet have a superior product / as a tourist memento. |
| CHSE-based Travel Opportunities | The recreational needs of the community are increasing. |
| | Increased supply and communication and transportation technology |
| | Raising consumer awareness about CHSE. |
| | Increased demand for foreign tourists visiting Indonesia |
| | Reducing the number of transmissions of Covid-19 |
| CHSE-based Tourism Threats | Competition between Tours is very high |
| | There is still public fear about the transmission of the Covid 19 virus. |
| | Increase in fuel and transportation prices |
| | Travel Warning from developed countries to developing countries |

Table 2: The weighting of Tourism Values Based on CHSE

| Village Tourism Indicator Category | Value Weight (a) |
|--|------------------|
| The Power of CHSE-based Tourism | |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease by the availability of hand washing areas with soap/hand sanitizer and availability of room cleaning equipment and public goods with disinfectants/other cleaning liquids that are safe and appropriate) | 0.225 |
| Health (Productive social environment conditions or perfect conditions in the surrounding environment with the availability of disinfectants in the area and developing guidelines and SOPs for Hygiene, Health, and Safety.) | 0.221 |
| Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way so that there is no danger by wearing masks in the tourist village area and the availability of first aid equipment around the tourist village area.) | 0.181 |
| Environmental sustainability (all materials used to support tourist villages have an environmentally friendly aspect with the availability of environmentally friendly equipment and materials (plastic) and the availability of efficient water and energy sources, as well as the availability of a beautiful and comfortable surrounding environment, either naturally or with technical engineering) | 0.183 |
| Lack of interest in inviting friends or colleagues to visit the same tourist spot because of safety concerns. | 0.191 |
| Total | 1 |
| Disadvantages of CHSE-based Tourism | |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease has not been fully implemented because it is not free from animals that carry disease) | 0.147 |
| Health (Productive social environment conditions or conditions that are not perfect due to the availability of clean and comfortable toilets and trash bins have not been running well) | 0.173 |
| Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way is not maximized because there are no signs/warning instructions/appeals are still low) | 0.174 |
| Environmental sustainability (all materials used to support environmentally friendly aspects have not been maximized because there is no place for processing waste and liquid waste completely) | 0.165 |

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| Lack of interest in inviting friends or colleagues to visit the same tourist spot because of safety concerns. | 0.173 |
| Tourist attractions do not yet have a superior product / as a tourist memento | 0.168 |
| Total | 1 |
| CHSE-based Travel Opportunities | |
| The recreational needs of the community are increasing | 0.227 |
| Increased supply and communication and transportation technology | 0.210 |
| Raising consumer awareness about CHSE | 0.191 |
| Increased demand for foreign tourists visiting Indonesia | 0.188 |
| Reducing the number of transmissions of Covid-19 | 0.184 |
| Total | 1 |
| CHSE-based Tourism Threats | |
| Competition between Tours is very high | 0.265 |
| There is still public fear about the transmission of the Covid 19 virus | 0.248 |
| Increase in fuel and transportation prices | 0.253 |
| Travel Warning from developed countries to developing countries | 0.234 |
| Total | 1 |

Table 3: CHSE.-Based Tourism Measurement Scale

| Categories of Variables and Indicators | Scale value Measure (b) |
|--|-------------------------|
| The Power of CHSE-based Tourism | |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease by the availability of hand washing areas with soap/hand sanitizer and availability of room cleaning equipment and public goods with disinfectants/other cleaning liquids that are safe and appropriate) | 4 |
| Health (Productive social environment conditions or perfect conditions in the surrounding environment with the availability of disinfectants in the area and developing guidelines and SOPs for Hygiene, Health, and Safety.) | 4 |
| Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way so that there is no danger by wearing masks in the tourist village area and the availability of first aid equipment around the tourist village area.) | 4 |
| Environmental sustainability (all materials used to support tourist villages have an environmentally friendly aspect with the availability of environmentally friendly equipment and materials (plastic) and the availability of efficient water and energy sources, as well as the availability of a beautiful and comfortable surrounding environment, either naturally or with technical engineering) | 4 |
| Interest in revisiting (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to visit again). | 4 |
| Disadvantages of CHSE-based Tourism | |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease | 4 |

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| has not been fully implemented because it is not free from animals that carry disease) | |
| Health (Productive social environment conditions or conditions that are not perfect due to the availability of clean and comfortable toilets and trash bins have not been running well) | 4 |
| Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way is not maximized because there are no signs/warning instructions/appeals are still low) | 4 |
| Environmental sustainability (all materials used to support environmentally friendly aspects have not been maximized because there is no place for processing waste and liquid waste completely) | 2 |
| Lack of interest in inviting friends or colleagues to visit the same tourist spot because of safety concerns. | 3 |
| Tourist attractions do not yet have a superior product / as a tourist memento | 4 |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease has not been fully implemented because it is not free from animals that carry disease) | 4 |
| Health (Productive social environment conditions or conditions that are not perfect due to the availability of clean and comfortable toilets and trash bins have not been running well) | 4 |
| CHSE-based Travel Opportunities | |
| The recreational needs of the community are increasing | 3 |
| Increased supply and communication and transportation technology | 3 |
| Raising consumer awareness about CHSE | 4 |
| Increased demand for foreign tourists visiting Indonesia | 3 |
| Reducing the number of transmissions of Covid-19 | 3 |
| CHSE-based Tourism Threats | |
| Competition between Tours is very high | 3 |
| There is still public fear about the transmission of the Covid 19 virus | 3 |
| Increase in fuel and transportation prices | 2 |
| Travel Warning from developed countries to developing countries | 3 |

CHSE-based Travel Weighted Value by calculating the data obtained from the results of weighting the value (expert opinion) X Value of the Measure Scale (opinion of respondents in the field) based on the indicators of the Strength, Weakness, Opportunity and Threats variables which have a degree of relevance quality.

Table 4.: CHSE-based Tourism Weighted Value

| Categories of Variables and Indicators | Weighted Value (ab) |
|--|---------------------|
| The Power of CHSE-based Tourism | |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease has not been fully implemented because it is not free from animals that carry disease) | 0.898 |
| Health (Productive social environment conditions or conditions that are not perfect due to the availability of clean and comfortable toilets and trash bins have not been running well) | 0.883 |
| Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way is not maximized because there are no signs/warning instructions/appeals are still | 0.725 |

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| low) | |
| Environmental sustainability (all materials used to support environmentally friendly aspects have not been maximized because there is no place for processing waste and liquid waste completely) | 0.732 |
| Interest in revisiting (the desire to encourage with positive feelings to return to visit tourist attractions). | 0.762 |
| Total | 4,000 |
| Disadvantages of CHSE-based Tourism | |
| Cleanliness (cleanliness of tourist village officers to maintain cleanliness to avoid disease has not been fully implemented because it is not free from animals that carry disease) | 0.590 |
| Health (Productive social environment conditions or conditions that are not perfect due to the availability of clean and comfortable toilets and trash bins have not been running well) | 0.691 |
| Safety (physical protection of officers from injury or efforts to carry out work activities in a safe way is not maximized because there are no signs/warning instructions/appeals are still low) | 0.697 |
| Environmental sustainability (all materials used to support environmentally friendly aspects have not been maximized because there is no place for processing waste and liquid waste completely) | 0.330 |
| Lack of interest in inviting friends or colleagues to visit the same tourist spot because of safety concerns. | 0.518 |
| Tourist attractions do not yet have a superior product / as a tourist memento | 0.672 |
| Total | 3,498 |
| CHSE-based Travel Opportunities | |
| The recreational needs of the community are increasing | 0.682 |
| Increased supply and communication and transportation technology | 0.631 |
| Raising consumer awareness about CHSE | 0.765 |
| Increased demand for foreign tourists visiting Indonesia | 0.563 |
| Reducing the number of transmissions of Covid-19 | 0.551 |
| Total | 0.682 |
| CHSE-based Tourism Threats | |
| Competition between Tours is very high | 0.794 |
| There is still public fear about the transmission of the Covid 19 virus | 0.745 |
| Increase in fuel and transportation prices | 0.506 |
| Travel Warning from developed countries to developing countries | 0.702 |
| Total | 2,747 |

CHSE-based Travel Weighted Value Difference from the calculation of the total value of the weighted value, which is classified based on two factors, namely Internal Factors (Strength & Weakness) and External Factors (Opportunity and Threats) based on indicators, then look for the difference (positive or negative).

Table 5: Calculating the Difference in Weighted Values

| Factor | Information | Score |
|-----------------|---|------------|
| Internal | CHSE-based Tourism Strength Weighted Value | 4.00 |
| | Weighed Value of CHSE-based Tourism | 3.49 |
| | Positive Difference | 0.5 |
| External | CHSE-based Tourism Opportunity Weighted Value | 3.19 |
| | CHSE-based Tourism Threat Weighted Value | 2.74 |
| | Positive Difference | 0.4 |

Mapping the Grand Strategy Matrix Analysis of CHSE-based tourism development by setting a business development strategy based on the quadrant position, currently, Poncokusumo is in the first quadrant position (0.4: 0.5).

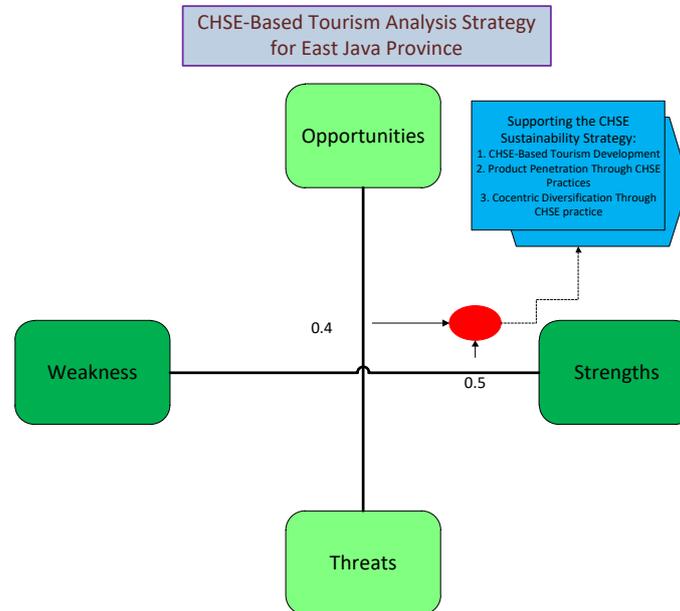


Figure 1: CHSE. Tourism Village Analysis Strategy

Analysis Grand Strategy Matrix Analysis SWOT through 6 (six) stages that take place shows that the Tourism Village is in quadrant one where this CHSE-based tourist attraction has the strength and opportunity to be developed, considering that this tourism potential rests on the strength of CHSE-based tourist attraction in the form of health protocol practices regarding Cleanliness, Health, Safety, and Environment Sustainability to increase tourist trust. The advantages of tourist villages that practice the Cleanliness aspect (cleanliness of tourist village officers to maintain cleanliness to avoid disease with the availability of hand washing places with soap/hand sanitizer and the availability of room cleaning equipment and public goods with disinfectants/other cleaning liquids that are safe and appropriate) will be able to create an interest in visiting again for domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to visit again).

The priority of a tourist village that practices the Health aspect (productive social and environmental conditions or perfect conditions in the surrounding environment with the availability of disinfectants in the area and the existence of guidelines and SOPs for the implementation of cleanliness, health, and safety) will be able to create an interest in revisiting for domestic and foreign tourists. The desire encourages positive feelings to revisit tourist attractions for foreign tourists. The practice of maintaining safety (physical protection of officers from injury or efforts to carry out work activities in a safe way so that there is no danger by wearing masks in the tourist village area and the availability of first aid equipment around the tourist village area) will be able to create an interest in revisiting for domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to visit again).

The existence of tourist villages that practice environmental sustainability (all materials used to support tourist villages have an environmentally friendly aspect with the availability of environmentally friendly equipment and materials (plastic) and the availability of efficient water and energy sources, as well as the availability of a beautiful surrounding environment.

and comfortable, either naturally or with technical engineering) will be able to create an interest in visiting again for domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to revisit). The lack of maintaining cleanliness of tourist village official's cleanliness to avoid disease has not been completely free from animals that carry the disease can cause a lack of interest for tourists to invite friends or colleagues to visit one of the same tourist attractions because of safety concerns. Lack of attention to productive or imperfect social and environmental conditions due to the availability of toilet facilities that are not clean and comfortable and trash bins not running properly can lead to a lack of interest for tourists to invite friends or colleagues to visit one of the same tourist attractions because of safety concerns.

The lack of tourist safety facilities for physical protection from injury or efforts to carry out work activities in a safe way has not been maximized due to the unavailability of warning signs/instructions can cause a lack of interest for tourists to invite friends or colleagues to visit one of the same tourist attractions because of safety concerns. The lack of environmental sustainability values, such as materials, which are used to support environmentally friendly aspects, has not been maximized, such as the absence of a complete and incomplete waste and liquid waste processing site, which can lead to a lack of interest by tourists to invite friends or colleagues to visit one of the same tourist attractions because safety concerns. The frequency of increasing the community's recreational needs will create an interest in returning for domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to revisit). The increasing supply and communication and transportation technology will create an interest in revisiting for domestic and foreign tourists (the desire to encourage with positive feelings to return to tourist attractions so that tourists have plans to revisit).

Increasing consumer awareness about the value of CHSE will create an interest in returning for domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to revisit). The increasing demand for foreign tourists visiting Indonesia will create an interest in returning for domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to revisit).

The decrease in the number of Covid-19 transmissions will create an interest in returning domestic and foreign tourists (the desire to encourage with positive feelings to return to visit tourist attractions so that tourists have plans to revisit). The high competition between tours can cause a lack of interest for tourists to invite friends or colleagues to visit one of the same attractions because of safety concerns. The existence of public fear of the transmission of the Covid 19 virus can cause a lack of interest in tourists to invite friends or colleagues to visit one of the same tourist attractions due to safety concerns. The increase in fuel and transportation prices can cause tourists to lack interest in inviting friends or colleagues to visit one of the same tourist attractions because of safety concerns. The existence of travel warnings from developed countries to developing countries can cause a lack of interest in tourists to invite friends or colleagues to visit one of the same tourist attractions because of safety concerns.

4. Conclusion

The Analysis of the Grand Strategy Matrix Six (six) stages of SWOT analysis reveal that the Tourism Village is located in quadrant one, where this CHSE-based tourist attraction has strengths and development prospects, given that this tourism potential is dependent on the strength of CHSE-based tourist attraction in the form of practice—implementing Cleanliness,

Health, Safety, and Environment Sustainability practices to boost tourist confidence. The advantages of tourist villages that practice CHSE are that tourist village officers always maintain cleanliness to avoid disease with the availability of hand washing places with soap/hand sanitizer and the availability of room cleaning equipment and public goods with disinfectants/other cleaning liquids that are safe and appropriate, which will be able to encourage domestic and foreign tourists to return (the desire to encourage with a positive feel). This study contributes by providing administrators of tourist attractions with considerations for gaining visitors' trust.

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