

Research Article

Strengthening Destination Safety Formation to Increase Tourist Loyalty After COVID-19 Pandemic

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Abstract.

This research aims to assess the impact of the strength of destination security formations on increasing tourist loyalty in East Java tourist destinations resulting from the large-scale social restrictions of the COVID-19 pandemic. The research sample consisted of 156 respondents; SEM-AMOS was used to analyze the influence of destination security formation on tourist loyalty. The research results show that improving the security formation (health and cleanliness) of tourist destinations can encourage tourists to visit again. When tourists feel safe and protected while at tourist attractions, they tend to feel more comfortable and have a more positive experience at East Java Tourism destinations. Regarding the level of health value for tourists while at the destination, it has a higher perceived impact on tourist loyalty than cleanliness. Attention to health from managers makes tourists have the intention to return to visit again, making tourist satisfaction a driving factor, it will further create a relationship between cleanliness and health on tourist loyalty. Theoretically, this study contributes to the development of environmental theory from an external aspect and a practical contribution for tourist destination managers as consideration for increasing tourist loyalty through strengthening destination safety formation after large-scale social restrictions due to the COVID-19 pandemic.

Keywords: safety formation destination, tourist loyalty, CHSE (clean, health, safety, and environmental sustainability)

1. Introduction

The importance of studying tourist trust to increase tourist satisfaction and satisfaction in tourist destinations is shown by research results [1] that trust can increase tourist satisfaction in travelling, and tourist trust mediates the implementation of CHSE (clean, health, safety, and environmental sustainability) program on tourist satisfaction.

The urgency of hygiene and health information for tourists who will visit can increase tourist confidence in destinations and the post-Covid-19 tourism industry; thus, one of

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the efforts to build trust with several parties in stimulating positive information, as well as seeking sponsorship in the form of developing tourist attractions [2].

This research was conducted because only a few academics have discussed strengthening cleanliness information and health information, which affect tourist satisfaction through the tourist trust. Apart from that, an interesting phenomenon occurred in Indonesia in 2020. Tourism experienced the most significant crisis; international tourist arrivals fell (-73%) in 2019 and (-75%) in 2020. The decline will likely be followed (70%) in 2021. Now that the tourism sector is recovering (the new normal), it is essential to restore market confidence to empower destinations, tourism businesses and workers to be better prepared in a rapidly changing landscape [3].

Foreign tourist visits to East Java, Indonesia, in 2020 decreased (85.29%) compared to 2019. This is the same as the tourist phenomenon in Malaysia, where the record low was 5,411 tourists in 2020 [4]. This means that from 770,826 visits in 2019 to 113,355 in 2020 this tourism problem also occurs in tourist villages [5]. The crisis in tourist visits is the impact of the Covid-19 pandemic; tourists do not feel safe and comfortable and are at risk when travelling [6].

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 building tourist confidence in a tourist spot [7]. Therefore, the new normal era phase is an opportunity to revive the tourism sector.

The existence of CHSE practices in tourist attractions will make it easy for potential tourists to know if there is an online information system; digital marketing of tourist villages can be a solution during the Covid-19 pandemic [8]; information systems can provide easy access to wide range can browse various sites in get information online [9]. The digitalization of data for managing tourism businesses is currently reliable. Thus, research on the CHSE Information System in the new average era is essential because there has yet to be any previous research.

Based on the abovementioned problems, this paper aims to analyse the strengthening of destination safety formation, including cleanliness and health information, and its impact on tourist satisfaction through tourist trust.

2. Literature Review

The study's results [10] show that implementing health protocols regarding cleanliness has been quite successful in increasing tourist confidence to return to stay. Tourists have confidence in the presence of CHSE certificates on display and other promotional media as a guarantee to minimise the transmission of COVID-19. Internal factors, such as support for cleaning facilities and infrastructure, and external factors, namely cooperation and coordination between related parties, public policy and customer awareness, greatly influence the implementation of the CHSE Health protocol.

The trust of hotel guests can be earned through fulfilling guest needs for excellent, clean, healthy, safe and environmentally friendly service through the CHSE so that the activities of the hotel sector can run well again [11]. When implemented appropriately and with discipline, CHSE will likely increase guest confidence in staying at the hotel.

The health information provided will increase tourists' trust in destinations and the tourism industry after Covid-19. Health in CHSE can build tourist trust, choose the right media, and minimise obstacles. One of the efforts to build trust with several parties is to stimulate positive information and seek sponsorship to develop tourist attractions [2].

The research results show that standards have been implemented in the CHSE certification program. As for the fulfilment of health, cleanliness and environmental safety significantly influences tourist satisfaction while carrying out tourism activities [12].

The results show that the health variable in CHSE significantly affects visitor satisfaction [13]. The CHSE protocol related to health positively affects tourist satisfaction to come for another tour [14]. The study's results [1] show that tourist trust can increase tourist satisfaction in travelling, and tourist trust mediates the implementation of CHSE on tourist satisfaction.

In connection with the theoretical concepts above, the following hypotheses can be formulated:

1. Cleanliness information and health information affect tourist trust
2. The effect of cleanliness information and health information on tourist satisfaction
3. The influence of tourist trust affects tourist satisfaction
4. The effect of cleanliness information and health information on tourist satisfaction through tourist trust

3. Research Methods

3.1. Population and research sample

The population in this study were all tourists who visited East Java Tourism, with a total research sample of 156 people obtained from a sampling technique using the Slovin (1960) formula. The number of samples used is from a population of 47.760.764, so the minimum sample to be studied can be determined. The sampling technique used was multi stitch random sampling.

3.2. Data analysis techniques

The data analysis technique for this research uses Structural Equation Modeling (SEM), which is analyzed using IBM SPSS AMOS 23 version, which tests a series of relationships that cannot be resolved with linear regression equations. SEM can also be considered as a combination of regression and factor analysis. Instrument testing is carried out using validity and reliability tests to measure the validity and reliability of the research instruments used. Based on the results of the validity test, all questionnaire items have a significant level of validity; this is indicated by the Kaiser-Meyer-Olkin (KMO) value for all variables having a probability value of 0.000. In addition, the results of the instrument reliability test also showed high scores for all variables with a Cronbach's Alpha value greater than 0.70.

4. Research Results and Discussion

4.1. SEM analysis results

The distribution of multivariate data must be analysed to see whether the normality assumption is met so that the data can be further processed for SEM modelling. The results of the standard distribution test and the typical multivariate table 15 are fulfilled if the calculation results of C.R. are in the range of -2.58 to 2.58. The test results of all indicators that meet the range of values for the regular multivariate distribution test have a value below the chi-square.

The Mahalanobis distance detects multivariate outliers; if the value of the Mahalanobis distance is smaller than the chi-square table with a probability of 0.001, then

it is not indicated as an outlier. The value of the above data is $n = 124$, and with an opportunity of 0.001, the chi-square table is 76,442; all Mahalanobis d-squared data is still smaller than the chi-square table 98.32. The test for detecting outliers in a multivariate manner uses the Mahalanobis distance, which is presented in the table below.

The assumption that multicollinearity does not occur is examined based on the results of calculating the sample covariance matrix values. The covariance matrix model will experience multicollinear problems if the value exceeds 0.9. In the analysis, all correlation matrix values were below 0.9, so it can be concluded that the model does not experience multicollinear problems. See Figure 1 below.

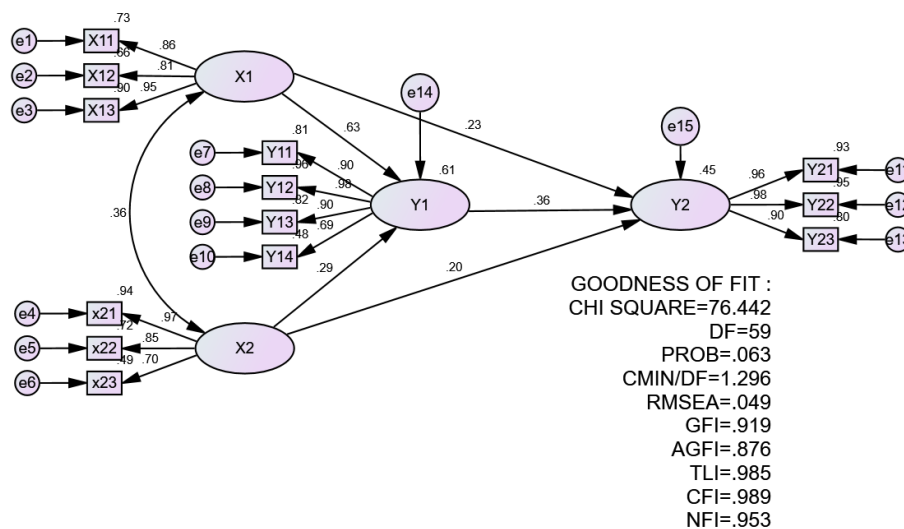


Figure 1: Structural model results.

The analysis results from a review of the three elements of model feasibility conclude that this structural model is acceptable. The summary results show those obtained in the analysis and the recommended values to measure the feasibility of the model. The results of the model feasibility test in the feasibility evaluation have fulfilled all the model eligibility requirements. The model will be accepted for interpretation and hypothesis testing.

The form of the structural equation that explains the effect of exogenous variables on endogenous variables is:

$$a) \text{ Tourist trust (Y1) } = 0.63 X1 + 0.29 X2$$

b) Tourist satisfaction (Y2) = 0.23 X1 + 0.20 X2

c) Tourist satisfaction (Y2) = 0.36 Y1

In the first equation, there are two determining factors for tourist trust: cleanliness and health information. These two determining factors are positive, meaning that cleanliness information and proper health information will encourage high tourist trust. In the second and third equations, there are three determining factors for tourist satisfaction, namely cleanliness information, health information, and tourist trust. These three determining factors are positive, meaning that good cleanliness information, appropriate health information, and appropriate tourist trust will encourage high tourist satisfaction.

The results of testing the first hypothesis can be seen in the following table 1.

TABLE 1: Standardised regression weight cleanliness information and health information against tourist trust.

Variable		Koef. raw	C.R.	p-value	Information
exogenous	endogenous				
Cleanliness Information(X1)	Tourist Trust(Y1)	0.63	7,843	0.000	Significant
Health Information(X2)	Tourist Trust(Y1)	0.29	4.112	0.000	Significant

Table 1 shows that the regression coefficient of cleanliness information on tourist trust is worth 0.63 with a C.R. of 7,843 and a p-value (0,000), which means less than 0.05. This shows that cleanliness information positively and significantly affects tourist trust. Thus, the statistical test results prove that hypothesis 1 (one), which states that cleanliness and health information have a positive and significant effect on tourist trust, has been tested. The results of the research will be explained sequentially according to the order of the research objectives. The results of testing the second hypothesis are as follows.

TABLE 2: Standardised regression weight cleanliness information and health information on tourist satisfaction.

Variable		Koef. raw	C.R.	p-value	Information
exogenous	endogenous				
Cleanliness Information(X1)	Tourist Satisfaction(Y2)	0.23	2019	0.044	Significant
Health Information(X2)	Tourist Satisfaction(Y2)	0.20	2,385	0.017	Significant

This shows that cleanliness information positively and significantly affects tourist satisfaction. This shows that health information positively and significantly affects tourist

satisfaction. Thus, from the results of statistical tests, the hypothesis stating that cleanliness and health information have a positive and significant effect on tourist satisfaction has been tested. The results of testing the third hypothesis are as follows.

TABLE 3: Standardised regression weight from tourist trust against tourist satisfaction.

Variable		Koef. raw	C.R.	p-value	Information
Intervene	endogenous				
Tourist Trust(Y1)	Tourist Satisfaction (Y2)	0.36	2,918	0.004	Significant

Table 3 shows that tourist trust positively and significantly affects tourist satisfaction. Thus, the results of statistical tests prove that hypothesis 3 (three), which states that tourist trust has a significant effect on tourist satisfaction, has been tested.

The results are that the direct effect of cleanliness information on tourist satisfaction is 0.23, while the total effect on tourist satisfaction through tourist trust is 0.45. The direct effect of health information on tourist satisfaction is 0.20, while the total effect on tourist satisfaction through tourist trust is 0.30. Thus, tourist trust is proven to be an intervening variable between health information and tourist satisfaction. Based on these results, hypothesis 4 (four), which states that cleanliness information and health information affect tourist satisfaction through tourist trust, has been tested.

TABLE 4: Results of the effect of cleanliness information and health information on tourist satisfaction through tourist trust.

Variable	Direct Influence	Indirect Influence	Total Impact
Cleanliness Information(X1) Against Tourist Satisfaction (Y2) Through Tourist Trust (Y1)	0.23	$0.63 \times 0.36 = 0.22$	0.45
Health Information(X2) Against Tourist Satisfaction (Y2) Through Tourist Trust (Y1)	0.20	$0.29 \times 0.36 = 0.10$	0.30

Table 4 above shows the regression coefficient of the variable cleanliness information on tourist trust with a value of 0.63 with a C.R. of 7,843 and a p-value of 0.000 (smaller than 0.05), which shows that cleanliness information has a positive and significant effect on tourist trust. The regression coefficient of the variable health information on tourist trust is 0.29 with a C.R. of 4.112 and a p-value of 0.000 (smaller than 0.05), which shows that health information has a positive and significant effect on tourist trust. The regression coefficient of the tourist trust variable on tourist satisfaction is 0.36, with a C.R. of 2.918 and a p-value of 0.004 (smaller than 0.05). This shows that tourist trust positively and significantly affects tourist satisfaction.

The indirect effect of cleanliness and health information on tourist satisfaction in the table above (total effect) is that cleanliness information has a more excellent value than health information through tourist trust. In comparing the total effect with the direct effect between each variable, tourist trust is proven to be a variable that mediates the effect of cleanliness information on tourist satisfaction with a value of $(0.45 > 0.23)$. Tourist trust is proven to be a variable that mediates between the effect of health information on tourist satisfaction with a value $(0.30 > 0.20)$.

4.2. Discussion

4.2.1. The effect of cleanliness information on tourist trust

Cleanliness Information which includes complete cleaning or germicidal facilities prepared at various tourist attractions, cleanliness of available public facilities or adequate, clean and proper facilities, and a tourist environment that is free from diseased animals or guarantees for avoiding animals that have the potential to transmit disease or viruses around tours can create a Tourist Trust. This aligns with research results [15], showing that implementing health protocols regarding cleanliness has successfully increased tourists' confidence in returning to stay overnight. Tourists have confidence that the CHSE certificate on display and other promotional media is a guarantee of minimizing the transmission of COVID-19. Internal factors, such as support for clean facilities and infrastructure, and external factors, namely cooperation and coordination between related parties, public policy and customer awareness, greatly influence the implementation of the CHSE Health protocol.

A tourism hygiene information system is a platform used to collect, manage, and present information related to cleanliness in tourism destinations. TOURISM HYGIENE INFORMATION SYSTEM can include data on sanitation, environmental hygiene, waste management, and other public facilities related to hygiene aspects in tourist villages in East Java. The influence of SIKW on increasing tourist confidence in tourism villages in East Java can be explained as follows: improving the quality of SIKW services, which enables tourism managers and related parties to more effectively and efficiently manage cleanliness in tourist villages. With an integrated system, monitoring, assessment, and improvement of cleanliness can be carried out better. Improved service quality and a clean environment will give tourists a positive impression, increasing their trust in the destination.

The Tourism Hygiene Information System (SIKW) platform regarding the perception of professionalism, namely the use of SIKW, shows the management's professionalism and seriousness in maintaining the cleanliness and quality of tourism destinations. Tourists will feel more confident and confident that their destinations are well-managed and orderly, so they feel safe and comfortable while travelling. Responsive to Hygiene Issues: SIKW enables early detection and prompt handling of hygiene issues that may arise in tourist destinations. When tourists see that management can quickly respond and address hygiene issues, this will increase their confidence in the destination's ability to handle possible challenges.

The Tourism Hygiene Information System (SIKW) platform on increasing Tourist Participation regarding SIKW can also involve tourists in efforts to maintain the cleanliness of destinations. Through an integrated application or platform, tourists can provide input, provide feedback on hygiene conditions, or even participate in clean-up activities. This will create a bond between tourists and the destination and increase their sense of belonging, thereby increasing their trust. With the application of a good and effective tourist hygiene information system, it is hoped that tourist destinations in the East Java Tourism Village can provide a pleasant, safe and high-quality travel experience for tourists.

Complete cleaning or germicidal facilities prepared at various tourist attractions, cleanliness of available public facilities or facilities that are adequate, clean and suitable for use by general tourists, and a tourist environment that is free from diseased animals or guarantees for avoiding animals that have the potential to transmit disease or viruses around tours can create a Tourist Trust.

Cleanliness Information can grow tourism reputation as a form of embodiment of tourist experience regarding products or services that were previously felt, consistency of tourism services that become repeated provisions in action, competence includes knowledge, skills, and attributes of tourism services to increase productivity and contribute to the village tourism, and tangible or the ability of a product and service to provide added value to customers.

4.2.2. Effect of health information on tourist trust

Health information, which includes anticipation of avoiding crowds as an effective way to minimise the interaction of many people, checking tourists' body temperatures to check their health before visiting tourist attractions, and the availability of various supporting

health equipment can encourage Tourist Trust. The Health Information delivered will increase tourists' confidence in destinations and the tourism industry after Covid-19. Health in CHSE can build tourist trust, choose suitable media, and minimize obstacles. One effort to build trust with several parties is to stimulate positive information, as well as seek sponsorship to develop tourist attractions [2].

The Tourism Health Information System (SIKW) is a platform or system used to collect, manage and present information related to health in tourism destinations. SIKW includes data regarding the availability of health facilities, up-to-date health information, safety and hygiene measures, and health protocols that apply in tourist villages in East Java. The influence of SIKW on increasing tourist confidence in tourist villages in East Java can be explained as follows, among others, enabling tourism managers to quickly and accurately provide up-to-date information about the health situation at destinations. When there is an emergency health situation or changes in health protocols, tourists will feel more confident that the management is dealing with the situation responsively and professionally; the perception of professionalism as the application of SIKW shows the commitment and professionalism of the management in maintaining the health and safety of tourists. This will give tourists a positive impression that destinations in East Java's tourist villages are well-managed and take health aspects seriously.

Tourist Participation in Health makes SIKW involve tourists in maintaining health and cleanliness at destinations. Tourists can provide input or feedback about the quality of health and sanitation in the places they visit and participate in health programs organised by tourism managers. This will create a stronger bond between the traveller and the destination and increase the sense of belonging. With a good and effective Tourism Health Information System, tourists will feel more confident and comfortable visiting tourist villages in East Java. This increase in trust will positively impact tourism growth, increase tourist visits, and make tourist villages a quality and safe destination.

Anticipation of avoiding crowds as an effective way to minimise the interaction of many people, checking tourists' body temperatures to check their health before visiting tourist attractions can stimulate Tourist Trust, and the availability of various supporting health equipment can increase Tourist Trust.

Health Information can grow tourism reputation as a form of embodiment of tourist experience regarding products or services that are felt before, consistency of tourism services that become repeated provisions in action; competence includes knowledge, skills and attributes of tourism services to increase productivity and contribute to the

village tourism, and tangible or the ability of a product and service to provide added value to customers.

4.2.3. The effect of cleanliness information on tourist satisfaction

Cleanliness information which includes the completeness of cleaning facilities or germ killers prepared at various tourist attractions, the cleanliness of available public facilities or adequate, clean and proper facilities, and the tourist environment that is free from diseased animals or guarantees for avoiding animals that have the potential to transmit disease or viruses around tourism can create Tourist Satisfaction. The research results show that standards have been implemented in the CHSE certification program. Meanwhile, fulfilling health, cleanliness, and environmental safety aspects significantly influence tourist satisfaction during tourism activities [12].

Complete cleaning or germicidal facilities prepared at various tourist attractions, cleanliness of available public facilities or facilities that are adequate, clean and suitable for use by general tourists, and tours that are free from diseased animals or guarantees for avoiding animals that have the potential to transmit diseases or viruses around tours can create Tourist Satisfaction.

Cleanliness information can create recommendations referring to suggestions or suggestions from someone who can influence other people; repurchasing is someone's desire to reuse a product or service, and creating no complaints is a condition felt by tourists in enjoying tourist attractions without feeling disappointed.

4.2.4. Effect of health information on tourist satisfaction

Health Information, which includes anticipating to avoid crowds as an effective way to minimise the interaction of many people, checking tourists' body temperatures to check their health before visiting tourist attractions, and the availability of various supporting health equipment can encourage Tourist Satisfaction. The results show that the health variable in CHSE significantly affects visitor satisfaction [13]. The CHSE protocol related to overall health has a positive influence on tourist satisfaction in coming back to travel [14].

Anticipation of avoiding crowds is an effective way to minimise the interaction of many people; checking the body temperature of tourists to check their health before visiting tourist attractions and the availability of various supporting health equipment

can increase Tourist Satisfaction. Health Information can increase recommendations referring to suggestions or recommendations from someone who can influence other people; repurchasing is someone's desire to reuse a product or service, and creating no complaints is a condition felt by tourists in enjoying tourist attractions without feeling disappointed.

4.2.5. The influence of cleanliness information on tourist satisfaction through tourist trust

Cleanliness Information which includes complete cleaning or germicidal facilities prepared at various tourist attractions, cleanliness of available public facilities or adequate, clean and proper facilities, and a tourist environment that is free from diseased animals or guarantees for avoiding animals that have the potential to transmit disease or viruses around tourism can create tourist satisfaction if supported by tourist trust. Research results [1], show that tourist trust can increase tourist satisfaction in travelling, and trust mediates the implementation of CHSE on tourist satisfaction.

Cleanliness Information can create tourist satisfaction if it is supported by tourism reputation, a form of embodiment of tourist experience regarding products or services that were previously felt, consistency of tourism services which become repeated provisions in action, competencies including knowledge, skills, and attributes of tourism services to improve productivity and contribution to tourism villages, and tangible or the ability of a product and service to provide added value to customers.

4.2.6. Effect of health information on tourist satisfaction through tourist trust

Health information, which includes anticipating crowd avoidance as an effective way to minimise the interaction of many people, checking tourists' body temperatures to check their health before visiting tourist attractions, and the availability of various supporting health equipment, can stimulate tourist satisfaction if encouraged by tourist trust. Research results [1], show that tourist trust can increase tourist satisfaction in travelling, and trust mediates the implementation of CHSE on tourist satisfaction.

Health information can create tourist satisfaction if it is supported by tourism reputation, a form of embodiment of tourist experience regarding products or services that have been felt before, consistency of tourism services which become repeated

provisions in action, competencies including knowledge, skills, and attributes of tourism services to improve productivity and contribution to tourism villages, and tangible or the ability of a product and service to provide added value to customers.

5. Conclusion

Based on the research objectives that have been set previously, it can be concluded that cleanliness information includes complete cleaning facilities or germ killers prepared at various tourist attractions, cleanliness of available public facilities or facilities that are adequate, clean and proper, and a tourist environment that is free from diseased animals or guarantees to avoid animals that have the potential to transmit diseases or viruses around tourism can create tourist trust. Besides that, health information, which includes anticipation to avoid crowds as an effective way to minimise the interaction of many people, checking the body temperature of tourists to check their health before visiting tourist attractions, and the availability of various supporting health equipment can encourage tourist trust.

Cleanliness information which includes the completeness of cleaning facilities or germ killers prepared at various tourist attractions, the cleanliness of available public facilities or adequate, clean and proper facilities, and the tourist environment that is free from diseased animals or guarantees for avoiding animals that have the potential to transmit disease and viruses around tourism can create tourist satisfaction. Health information, which includes anticipation of avoiding crowds as an effective way to minimise the interaction of many people, checking the body temperature of tourists to check their health before visiting tourist attractions, and the availability of various supporting health equipment can encourage tourist satisfaction.

Cleanliness information which includes complete cleaning or germicidal facilities prepared at various tourist attractions, cleanliness of available public facilities or adequate, clean and proper facilities, and a tourist environment that is free from diseased animals or guarantees for avoiding animals that have the potential to transmit disease or viruses around tourism can create tourist satisfaction if supported by tourist trust. Health information, which includes anticipating crowd avoidance as an effective way to minimise the interaction of many people, checking tourists' body temperatures to check their health before visiting tourist attractions, and the availability of various supporting health equipment, can stimulate tourist satisfaction if encouraged by tourist trust.

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