
Influence of CHSE Implementation on Economic Growth Potential Halal Tourism with Interest in Returning as Moderating Variable

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Abstract:

The global growth of the halal industry is increasingly visible as more and more Muslim populations adopt a halal lifestyle, one of which is the tourism sector. The tourism sector acknowledges the significance of halal products. In the 2023 Global Muslim Travel Index (GMTI), Indonesia, mainly Lampung province, stands out as the leading halal destination among the Organization of Islamic Cooperation (OIC) nations. The integration of CHSE (Clean, Health, Safety, and Environment) enhances the appeal for travelers to revisit, contributing to the potential economic growth of the community. This research aims to determine and analyze the effect of CHSE implementation on the potential economic growth of halal tourism with an interest in returning as a moderating variable. This research uses a quantitative approach with an associative type. This research was conducted at the Liwa Botanical Gardens, West Lampung Regency, in September 2023. The population in this study were all tourists who had visited the Liwa Botanical Gardens, West Lampung Regency, with a sample of 132 people. The sampling technique used was accidental sampling. The instrument used was a questionnaire using Google Form media. Data analysis in this research uses smartPLS (Partial Least Squares). The results of this research show that there is an influence of CHSE implementation on interest in returning to visit. Meanwhile, the indirect interaction test results showed that interest in returning to visit was able to significantly moderate the relationship between CHSE implementation and potential economic growth. The results of this research will provide input for the regional government to create policies regarding regulations for tourist visitors in West Lampung Regency so that tourism can increase regional income for West Lampung Regency.

Keywords: CHSE, Interest in Returning, Economic Growth, Halal Tourism

1. Introduction

Tourism represents a promising economic field for boosting a country's economic advancement. A growing niche within this sector is halal tourism, wherein many Muslim travelers seek destinations and services that adhere to their religious

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principles. The halal industry is experiencing continual growth, particularly as more Muslim communities adopt a halal lifestyle. Halal consciousness extends beyond just food and beverages, encompassing finance, pharmaceuticals, fashion, media, recreation, and tourism (Samori, Md Salleh, & Khalid, 2016). Halal tourism is an emerging trend in the travel industry, paralleling the global increase in Muslim tourists (El-Gohary, 2016). When choosing travel destinations and accommodations, Muslim travelers frequently consider the presence of halal elements that align with Islamic teachings and are permissible (Battour & Ismail, 2016). This decision-making process among Muslim travelers is grounded in the teachings of the Al-Quran and Hadith, even when they are on the move (Henderson, 2016).

Halal tourism refers to offering travel-related goods and services that satisfy Muslim visitors' requirements by Islamic teachings (Mohsin, Ramli, & Alkhulayfi, 2016). Sharia tourism encompasses not only religious tourist destinations and pilgrimage sites but also auxiliary services like halal food restaurants and prayer areas in hotels. As long as they do not go against Sharia norms and values, halal tourism's destinations and products are the same as mainstream tourism (Ropiah, 2018). In order to bring halal tourism up to pace with other nations that offer halal tourist attractions, the Ministry of Tourism and Creative Economy plays a crucial role as the primary proponent of its development. One of the things that the tourism industry in each region must consider under regional autonomy is halal tourism to ensure that it is packaged as well and attractively as possible to draw in visitors (Ropiah, 2018).

According to the 2023 Global Muslim Travel Index (GMTI), Indonesia has taken first place among the Organization of Islamic Cooperation (OIC) countries as a halal tourist destination (Global Muslim Travel Index, 2023). Meanwhile, according to data obtained from Google Trends, Indonesia is the second country with the highest halal tourism potential, namely 70%, and the first country is Malaysia, with a percentage of 100%. After realising its enormous potential, Indonesia is developing a tourism industry based on Islamic religious beliefs. Halal tourism is the name given to the tourism industry, which is based on the principles of the Islamic religion (Halal Tourism) (Sukma Irdiana, Kurniawan Yunus Ariyono, & Kusnanto Drmawan, 2021).

Indonesia has designated 13 provinces as potential halal tourist destinations, including West Nusa Tenggara (NTB), Nangroe Aceh Darussalam, West Sumatra, Riau, Lampung, Banten, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, South Sulawesi, and Bali (Kementerian Pariwisata, 2015). The selection of these tourist destination areas is based on factors such as the local workforce's preparedness, the communities' cultural attributes, the availability of regional tourism offerings, and the quality of tourist accommodations.

Lampung is one of the provinces in Indonesia. Lampung has attractive natural and cultural potential as a tourist attraction. Its natural beauty includes hills, mountains

and a diversity of flora surrounded by fresh air. The culture is also unique and exciting. Lampung is a strategic tourist destination with easy access from Bakauheni and Raden Intan Airport. Beach, cultural, mountain, forest, river, diving and fishing tourist attractions can be reached easily. This province comprises 13 districts and two cities, with the capital in Bandar Lampung. Seven superior tourist attractions include Krakatau, Bandar Lampung, Kiluan, Bukit Barisan Selatan, Way Kambas, Tanjung Setia, and Siger Tower. Apart from that, several tourist destinations are no less important to visit, such as Sari Ringgung Pesawaran Beach, Puncak Mas Bandar Lampung, and the Liwa Botanical Gardens in West Lampung. Even though other tourism potentials have yet to be fully exploited, Lampung has adequate infrastructure and facilities. This natural and cultural potential can be utilized for tourist purposes (Noviarita, Kurniawan, & Nurmalia, 2021)

Based on the tourism potential above, it supports tourist interest in visiting tourist attractions in Lampung Province. This is because good facilities and infrastructure support it.

Table 1. Total of Tourist Visits to Lampung Province

Year	Total of Foreign Tourists	Total of Indonesian Tourists
2016	155.053	7.381.774
2017	245.372	11.395.827
2018	274.742	13.101.371
2019	298.063	10.445.855
2020	1.547	2.911.406
2021	1.757	2.937.395
2022	7.014	4.597.534

Source: Lampung Province Tourism Office (2023)

Based on the table above, it is known that in 2016 – 2019, the number of foreign tourists increased from 155 thousand to 298 thousand people. But when Covid-19 hit, the number of foreign tourist visits plunged to 1,547 people. A similar thing happened to domestic tourist visits; from 2016–2019, the number of tourists continued to increase from 7 million to 10 million people, but during the pandemic, it decreased to 2.9 million. Based on this, it can be concluded that since 2022, the number of tourist visits to Lampung will grow. Tourist visits increased by 1,660,139 people in a year. Meanwhile, foreign tourists increased by 5,257 people in a year.

Several factors influence tourists' interest in choosing halal tourist destinations, including infrastructure development, accommodation availability, halal food and drinks, places of worship, and economic activities related to halal tourism (Rahayu & Candra, 2023). The economic potential of a tourist attraction has a significant influence on tourists' interest in visiting. Increased tourist interest often drives investment in tourism infrastructure, such as developing hotels, resorts, airports,

roads and tourist attractions. This can provide economic stimulus and long-term development (Arif Wahyuni Isnaini, 2014).

The tourism sector in Lampung Province is one of the mainstay sectors that supports regional economic growth. BPS (2020) MSMEs in the Tourism sector in Lampung Province experienced fluctuations; for the hotel and restaurant sector in 2019, it was 2.03 percent, and in 2020, it experienced a decline of 1.02 percent due to the Covid-19 pandemic. Likewise, MSMEs in the transportation, accommodation, communication and cultural tourism sectors, as well as employment in the tourism sector, also experienced fluctuations in 2019, amounting to 12.7 percent and experiencing a decline in 2020 of 8.5 percent. The investment-intensive tourism industry is expected to increase employment in this sector. In Lampung Province, the workforce in the tourism sector experienced a decline in 2019 by 1.8 percent and in 2020 by 1.5 percent due to a reduction in the tourism MSME industry, so labor absorption for this sector also decreased (BPS, 2020).

The potential for economic growth of tourist attractions is also supported by government policy as an effort to address the problem of weakening tourism activities in Indonesia due to the COVID-19 pandemic by implementing the Cleanliness, Health, Safety and Environment Sustainability (CHSE) program. This program was created so the tourism sector, which had weakened or stopped operating, could recover and survive. CHSE is the implementation of health protocols based on Cleanliness, Health, Safety and Environment Sustainability (Ministry of Tourism and Creative Economy, 2020).

The CHSE initiative is directed towards various stakeholders in the tourism industry, including tourism businesses, related establishments, local communities, and tourism destinations. In the broader context of CHSE implementation, businesses must prioritize cleanliness within their premises. This involves providing essentials like handwashing soap and hand sanitizers for visitors, ensuring the well-being of both employees and guests through temperature checks, mask-wearing, and maintaining social distancing measures to reduce crowding. Moreover, businesses should be prepared for emergencies and have contingency plans. Environmental sustainability is also vital, emphasizing eco-friendly equipment and materials to enhance visitors' comfort. The Ministry of Tourism and Creative Economy regards strict adherence to health protocols as the primary means to restore normalcy. This program represents the government's commitment to establishing safe and comfortable spaces for the public. Beyond aiding in the nation's economic recovery, CHSE Certification also serves as an initiative by business owners to rebuild public confidence by enhancing travel safety (Listiyorini & Hakim, 2020).

Implementation of the CHSE program has a significant influence on tourists' interest in returning to visit. The CHSE program ensures that tourism destinations provide tourists with a clean, safe, healthy and environmentally friendly environment. The positive influence of the socialization of the adaptation of the CHSE program on

tourists' interest in visiting is to create trust and confidence among tourists that the tourism destination has taken steps to protect their health and safety. This can increase tourists' sense of security and comfort when travelling. The CHSE program prioritizes cleanliness and health, such as strict sanitation protocols, the use of masks, cleanliness of public transportation, and appropriate capacity settings. With this socialization, tourists feel more protected from the risk of disease transmission and can maintain their health while travelling. Tourism destinations that have implemented and socialized the adaptation of the CHSE program well will have a positive image in the eyes of tourists. This can increase the attractiveness of a destination and influence tourists' interest in visiting it. The next benefit is that tourists who feel satisfied with a safe and healthy travel experience with a particular goal tend to give others positive recommendations. This can help increase the popularity and interest in repeat visits among tourists to the destination (Zainab, 2022). The results of previous research conducted by Hidayatullah in 2021 stated that Cleanliness, Health, Safety and Environment Sustainability all had a significant effect on people's interest in visiting (Hidayatullah, Windhyastiti, Aristanto, & Rachmawati, 2021).

This research aims to analyze the influence of implementing the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) health protocols towards Muslim tourists' intention to revisit the Liwa Botanical Gardens, West Lampung Regency as a Muslim-friendly tourism destination. The study investigates the extent to which the implementation of health protocols at tourist attractions has a positive effect on Muslim tourists' decisions to revisit. Additionally, this research seeks to evaluate the moderating role of tourist intention to revisit in the relationship between CHSE implementation and the potential for tourism economic growth in West Lampung Regency. The research findings are expected to provide insights for the local government regarding regulations and policies to promote sustainable growth of Muslim-friendly tourism in the future.

2. Theoretical Background

The Ministry of Tourism and Creative Economy is encouraging the implementation of CHSE-based health protocols in tourism and creative economy businesses to revive this sector from the downturn caused by the COVID-19 pandemic. CHSE is an abbreviation for Cleanliness, Health, Safety and Environment. CHSE began to be implemented in the tourism and creative economy sectors in Indonesia in September 2020 (Candranegara, Mirta, & Putra, 2021). The CHSE concept is used to describe efforts to maintain standards of cleanliness, health, safety and environmental sustainability in tourism destinations (Sandhubaya, Hidayatullah, & Roedjinandari, 2021).

Interest is also called drive, which is a strong internal stimulus that motivates action, where the drive is influenced by stimulus and positive feelings towards the product.

According to the Ministry of Education and Culture, interest is a passion, desire and inclination towards something. Visiting interest is a consumer's desire to visit a place. Meanwhile, tourism interest is a person's travel activity that aims for recreation and entertainment and has preparations for these activities (Miarsih & Wani, 2018).

Economic growth is a deliberate endeavor aimed at expanding a nation's production capacity to generate more output, typically quantified by metrics such as Gross Domestic Product (GDP) and Gross Regional Domestic Product (GRDP) within a specific region (Ahmad Ma'ruf, 2018). The fundamental goal of economic growth is to enhance per capita output over the long term. This concept underscores three key dimensions: the ongoing process, the measure of output per person, and the extended time frame. In essence, economic growth is a continuous process rather than a static snapshot of an economy at a single point in time. It focuses on the dynamic aspects of an economy, encompassing how it evolves and transforms over time, with a particular emphasis on change and development (Adisasmita, 2013).

Halal tourism means the tourism industry is organized on the basis of the provisions of Islamic law and is intended for all visitors or tourists. In other words, the government legally prohibits all stakeholders related to tourism from carrying out activities that are contrary to the norms of Islamic law. Providing free facilities without rules, for example, providing separate barriers between non-Muslim men and women and serving drinks containing alcohol or haram drinks in the context of Islamic law (Noviantoro & Zurohman, 2020). Halal tourism is tourism that is based on Sharia teaching values and delivered with tourism products and services. The difference between Islamic Tourism and Halal Tourism lies in the motives and tourist objectives. In Islamic tourism or halal tourism, the motives and tourist destinations are usually religious. Meanwhile, Halal Tourism or halal tourism has motives other than religion, and the country's destination may not only be a Muslim country (Adel, Dai, Yan, & Roshdy, 2021). So from the definition above, Halal tourism, according to MD Siddique Azam's definition, consists of 5 aspects, namely, Sharia law, target consumers, destinations, destinations and products and services (Azam & Abdullah, 2020).

The conceptual framework of this research is established based on the relationship between the implementation of CHSE health protocols at tourist destinations and Muslim tourists' revisiting intention, as well as its impact on tourism economic growth. The application of CHSE, which comprises cleanliness, health, safety, and environmental sustainability aspects, is predicted to increase the trust and comfort of Muslim tourists to revisit the Muslim-friendly destination in the future. Additionally, this revisiting intention is also hypothesized to moderate the relationship between CHSE implementation and the potential for regional tourism income, which eventually contributes to local economic expansion. Thus, the research conceptual framework encompasses the analysis of direct and indirect influences of CHSE application on the tourism financial elements of Muslim tourism destinations.

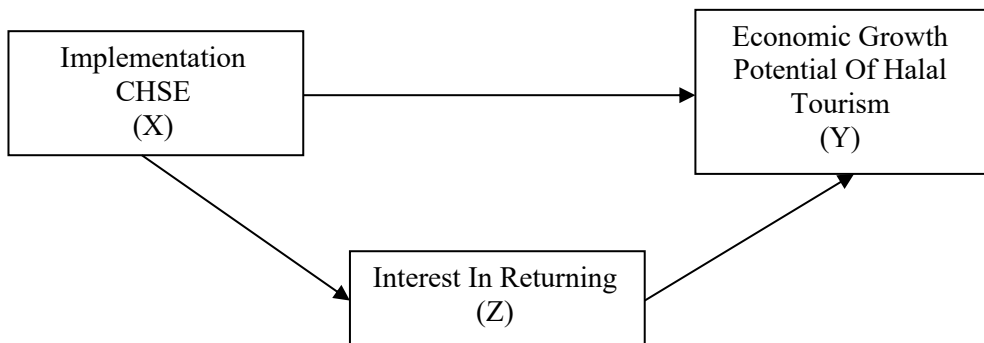


Figure 1. Framework

The hypotheses in this research are:

- H1 : The implementation of CHSE health protocols has a positive influence on Muslim tourists' intention to revisit the Liwa Botanical Gardens.
- H2 : Tourists' intention to revisit the Liwa Botanical Gardens is to moderate the relationship between CHSE implementation and the potential for tourism economic growth in the West Lampung Regency.

3. Methodology

This research uses a quantitative approach with an associative type. This research was conducted at the Liwa Botanical Gardens, West Lampung Regency, in September 2023. Population in this study were all tourists who had visited the Liwa Botanical Gardens, West Lampung Regency, with a sample of 132 people. The sampling technique used is accidental sampling. The research instrument is designed to measure three main variables: CHSE Implementation as the independent variable measured through cleanliness, health, safety, and environmental sustainability indicators; Interest in returning as the dependent variable measured by willingness to revisit and likelihood to recommend hands; and Economic Growth Potential as the moderating variable measured by tourist expenditure, tourism investment, and employment opportunity indicators. Data will be collected via field observation, tourist survey, economic/tourism data analysis, and key informant interviews to obtain quantitative and qualitative measurements of each research variable. The instrument used was a questionnaire using Google Form media. Data analysis in this research uses smartPLS (Partial Least Squares).

4. Empirical Findings/Result

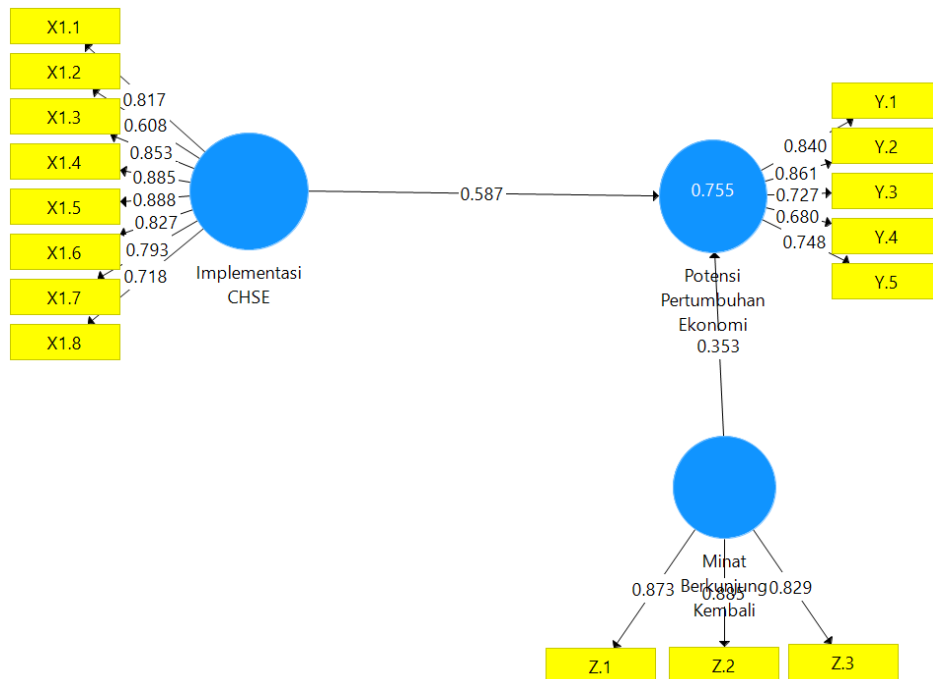


Figure 2. Validity results with convergent validity

Source : Data Processed Smart PLS (2023)

The data presented in the chart indicate that all loading factors are more significant than 0.60. Therefore, no constructs for any of the variables have been removed from the model. As a result, the constructs in the model meet the criteria for convergent validity.

Table 2. Reliability Test Results with Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha	AVE
Implementation CHSE	0.935	0.919	0.646
Economic Growth Potential	0.881	0.831	0.599
Interested in Returning	0.897	0.828	0.745

Source : Data Processed Smart PLS (2023)

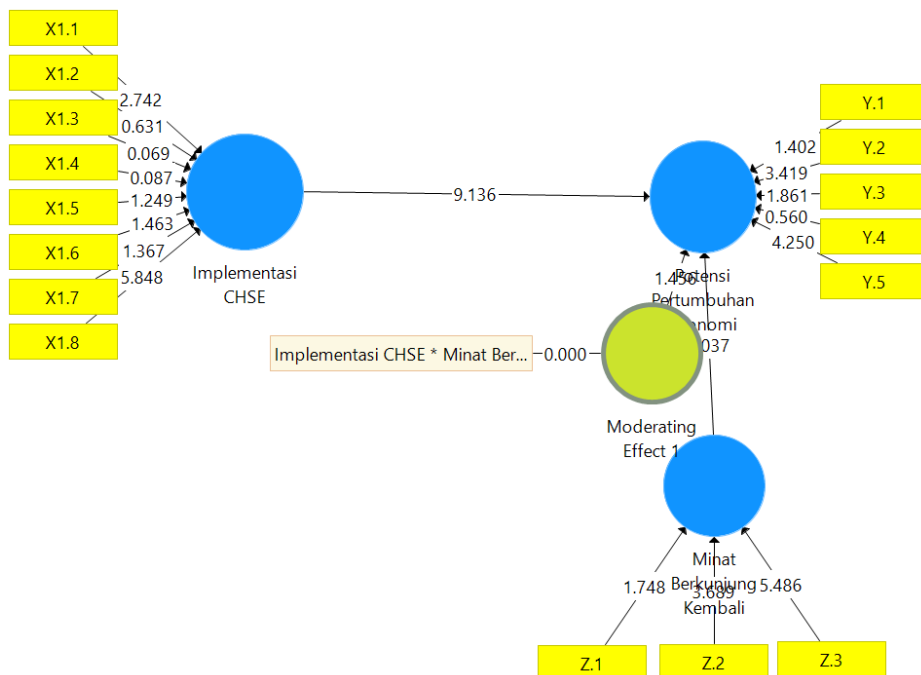
The table provided illustrates that the Composite Reliability values for all constructs exceed 0.60, indicating that all constructs exhibit good reliability. Additionally, when examining the Cronbach Alpha values for the indicator block measuring each construct, we find that both Usability and Learnability constructs surpass the threshold of 0.60, signifying their reliability. Furthermore, the table displays that all constructs' Average Variance Extracted (AVE) values are more significant than 0.50. This suggests that there are no issues with concurrent validity in the tested model.

Table 3. R-Square Test Results

Variable	R Square
Economic Growth Potential	0.755

Source : Data Processed Smart PLS (2023)

The table above shows that the R square value for the return visit interest variable is 0.755, meaning that implementing CHSE and return visit interest by can interest economic growth potential 75.5%, and other factors influence the rest.

**Figure 3. Result Bootstrapping**

Source : Data Processed Smart PLS (2023)

To evaluate the importance of the predictive model when examining the structural model, one can observe the t-statistic value found in the direct influence table (path coefficient) between the independent and dependent variables within the SmartPLS output.

Table 3. Hypothesis Test Results

Hypothesis	Sampel Mean	Standar Deviasi	T statistik	P value
Implementation CHSE → Economic Growth Potential	0.756	0.081	9.136	0.000
Interested in Returning → Economic Growth Potential	0.190	0.190	2.037	0.042
Implementation CHSE → Interest In	0.149	0.039	2.456	0.046

Hypothesis	Sampel Mean	Standar Deviasi	T statistik	P value
Returning → Economic Growth Potential				

Source : Data Processed Smart PLS (2023)

Based on the picture and table above, the following results are obtained:

- There is an influence of CHSE implementation on the potential for halal tourism economic growth in Lampung Province with a p-value of $0.000 < 0.05$ and $t = 9.136 > 1.96$.
- There is an influence of interest in returning to visit on the potential for economic growth of halal tourism in Lampung Province with a p-value of $0.042 < 0.05$ and $t = 2.037 > 1.96$.
- The implementation of CHSE moderated by interest in returning to visit has an effect on the economic growth potential of halal tourism in Lampung Province with a p-value of $0.046 < 0.05$ and $t = 2,456 > 1.96$.

5. Discussion

The implementation of CHSE (Cleanliness, Health, Safety, and Environment) has an important influence on the potential growth of the halal tourism economy. CHSE is a standard hygiene, health, safety and environmental protocol applied in the tourism industry. Through the implementation of CHSE, halal tourist destinations can provide high levels of cleanliness and health guarantees to Muslim tourists, thus increasing their trust and interest in visiting (Rahmawati & Paragu, 2021). With the implementation of CHSE, halal tourist destinations can build a good reputation in terms of cleanliness and service quality. This will attract Muslim tourists who have a special preference for halal food, adequate hygiene facilities, and a safe and comfortable environment. With the increasing number of Muslim tourist visits, the potential for economic growth in halal tourism will also increase (Mandalia, Afrilian, & Yani, 2023).

This research is in line with research conducted by Candranegara et al., (2021) which said that the implementation of CHSE in Bali was able to help the industry survive and recover from the pandemic while strengthening the implementation of health protocols. So that the industry can return to productivity and remain safe from COVID-19, and tourist confidence will increase.

According to researchers, the implementation of the CHSE (Cleanliness, Health, Safety and Environmental Sustainability) protocol in the tourism industry has the potential to contribute to the growth of the halal tourism economy. The CHSE protocol ensures strict health and safety measures, creates a safe environment for tourists, and increases the trust and confidence of Muslim tourists in choosing halal tourism destinations. This can attract more visitors and lead to increased economic

growth in local communities, highlighting the importance of CHSE implementation for the integrity and sustainability of the halal tourism industry.

Halal tourism has become an increasingly important economic sector in recent years. Halal tourism includes destinations that provide services and facilities in accordance with halal principles, which include food, accommodation and activities that comply with Islamic teachings (Hasan, 2022). In an effort to support the growth of the halal tourism economy, it is important to prioritize the implementation of health, hygiene, safety and environmental (CHSE) protocols to ensure the safety and welfare of tourists (Rahmawati & Paragu, 2021).

Some people argue that the desire to revisit a tourism destination can influence the implementation of strict CHSE protocols. Tourists who are eager to visit again may be more accepting of risk and pay less attention to the safety protocols implemented (Arlinda & Sulistyowati, 2021). However, a recent study found that there was a significant relationship between revisit intention and implementation of the CHSE protocol (Listyorini & Hakim, 2020). This is in line with research conducted by Purnadewi (2019) which stated that although the majority of respondents expressed a strong intention to visit the destination again, they also really cared about their safety and health. More than 90% of respondents stated that they would continue to comply with the implemented CHSE protocols, regardless of their intention to visit again. This shows that tourists who have a high intention to revisit will maintain their safety to fulfill their desires. They realize the importance of the CHSE protocol in protecting themselves and others from the spread of disease. Therefore, strict implementation of CHSE protocols must remain a top priority in the halal tourism industry.

Maintaining tourist trust and safety is key to the growth of the halal tourism economy. If tourists feel safe and protected during their visit, they will be more likely to recommend the destination to others. This can increase tourist visits, which in turn will have a positive impact on local economic growth. In addition, if a halal tourism destination is known to have strict CHSE protocols, this can improve the destination's image and reputation within the Muslim tourist community. According to researchers, in order to support the growth of the halal tourism economy, it is important to prioritize the implementation of the CHSE protocol. Although revisit intention can be an important factor in the success of a tourism destination, research shows that tourists will maintain their safety to fulfill their wishes. Therefore, halal tourism destinations must continue to comply with strict CHSE protocols and protect the safety and health of tourists. By maintaining tourist trust, the halal tourism industry can continue to develop and provide significant economic benefits.

6. Conclusions

In summary, this research emphasizes the crucial role of CHSE health protocols in influencing tourists' intention to revisit destinations. The study reveals a positive link between effective protocol implementation and increased future visitation, crucial for the tourism industry's recovery post-Covid-19.

Additionally, the findings highlight tourists' revisit intentions as a moderator in the relationship between health protocols and regional economic growth. Repeat visits due to proper protocol adherence enhance economic prospects for tourism destinations.

Local governments are urged to enact policies promoting health protocols to stimulate tourism and bolster regional economies, as exemplified by West Lampung Regency. Beyond crises, destinations should adopt health standards as a sustainable practice. Governments can aid by supporting businesses and emphasizing health and safety in promotional campaigns.

However, it's essential to acknowledge limitations. The study focuses on the immediate post-pandemic period and lacks insights into diverse tourism destinations and socio-economic factors.

Future research should explore these aspects for a more comprehensive understanding and investigate the adaptability of proposed strategies across different contexts, contributing to a resilient and sustainable tourism sector.

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