

ABSTRACT

Since the pandemic hit the world, the tourism sector has experienced significant stagnation and decline, the implementation of Clean, Health, Safety and Environmental Sustainability (CHSE) has become the concern of all parties and is important for hotels to do in order to increasing the trust of hotel guests. The purpose of this study was to find out how the implementation of CHSE at the Qubika Boutique hotel during the Covid-19 pandemic. This research uses descriptive qualitative methods to achieve the research objectives. Data collection techniques using interviews, observation and documentation. Interview were conducted by General Manager, Front Office Supervisor, Front Office Staff, Food & Beverage Supervisor, and Hotel Guests. The data analysis technique used is a qualitative descriptive analysis technique through the stages of data collection, data reduction, data display and drawing conclusions. From the results of this study, it can be concluded that Qubika Boutique Hotel has implemented the CHSE Health Protocol well and has received CHSE certification that fulfil the Cleanliness, Health, Safety, Environment Sustainability criteria from the Ministry of Tourism and Creative Economy with a satisfactory score. With the CHSE certification, it is quite successful in increasing guest trust with an increase in hotel occupancy, although it is not maximized.

Keywords: CHSE, Health Protocol, Covid-19 Pandemic