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Tourism Development Based on Local Wisdom Through the Implementation of CHSE and CPR Adaptations in Tourism Destinations

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Abstract: Tourism has experienced a crisis in the form of a lack of trust in destinations since the pandemic period some time ago until now, so a strategy is needed to restore tourist trust, one of which is by developing a Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) protocol. Apart from that, the implementation of Cyber Public Relations (CPR) is a public relations initiative that uses internet media as a means of publicity. This type of research is associative research which is to determine the cause and effect of a relationship between two or more variables. The population used in this research is all visitors to tourist destinations in Bima city with unknown numbers (unknown population) where the sample used is 180 respondents by using a sampling technique. The sampling technique is purposive sampling. Data collection techniques are through observation, questionnaires, and literature study using data analysis techniques that are validity test, reliability test, classical assumption test, multiple linear regression test, determination and correlation, t-test, and f test. The results of research carried out by researchers are 1) CHSE (X1) has a significant effect on tourism development with a t-count value of 3,579 > t-table of 2,007 with a significance value of 0,001 < 0,05, 2) CPR (X2) has a significant effect to tourism development with a t-count value of 3,439 > t-table of 2,007 with a significance value of 0,001 < 0,05, 3) CHSE and CPR have a simultaneous effect on tourism development at tourist destinations in Bima city with an f-count of 23,273 > f-table is 3,18 with a significance of 0,000 < 0,05.
Keywords: CHSE; CPR; Tourism Destinations; Tourism Development

INTRODUCTION

Tourism is an aspect that includes a variety of interrelated matters such as human resources, natural resources, and various supporting facilities which, if managed optimally, can improve the economy in a region nationally and regionally from the increasingly proclaimed tourism sector income (Mahendra, 2022). Tourism development is one way to make a tourist attraction attractive and can make visitors interested in visiting it. Apart from that, tourism development is needed to introduce and maintain culture in the tourism area so that the benefits and advantages can also be felt by residents around the tourist attraction (Pratiwi, S. 2019). Local wisdom is a set of knowledge and good practices originating from previous generations or from experience in dealing with the environment and other people belonging to a community in a place, which is used to properly and correctly resolve various problems and/or difficulties faced. Local wisdom comes from traditional values, religious values , and local culture which are naturally formed in a community group to adapt to the surrounding environment. Local wisdom is a characteristic of each region that has the potential to support the development of a region (Vitasurya, V.R. 2019). The potential of local culture and wisdom in tourism development is part of the product of human creativity which has economic value. One of the efforts to develop tourism based on local wisdom is the implementation of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) adaptation (Kasriyati, 2019).

Implementing CHSE is one of the important things in a tourist attraction. CHSE is a policy from the Ministry of Tourism to support and maximize the implementation of health protocols that are based on Cleanliness, health, Safety, and Environment Sustainability. The CHSE certificate is a standard given by the Ministry of Tourism and Creative Economy to tourism actors for the comfort and safety of guests during this pandemic, especially in welcoming post-pandemic tourism. CHSE is the benchmark for visitors in determining the tourist attraction they will visit, where at that time cleanliness is the main thing (Anggarini, D.T, 2021). Diarta and Sarjana (2021) found that implementation of CHSE (cleanliness, health, safety, and environmental sustainability) significantly determines the image, trust, and satisfaction of visitors finally able to support the sustainability of tourist activities in the destination concerned.

Apart from CHSE, tourism development also needs to be supported by good promotional strategies to attract the attention of tourists. The application of Cyber public relations (CPR) has become a popular activity that is widely used by companies and organizations in engaging with their public. According to Hidayat (2020), Cyber Public Relations itself means public relations activities carried out using internet electronic media to build brands and maintain trust, understanding, and the company's image to the public. Apart from being a way out of communication obstacles, namely distance and time, CPR provides advantages compared to public relations activities using conventional media, including being able to build a strong relationship between a company or organization and its public because the communication carried out is two-way communication so that the interaction between the two becomes more personal. In welcoming the Industrial Revolution 4.0, Public relations practitioners must improve their ability and skills in communication both traditionally (offline) and in a modern way (online). Internet usage This is based on the consideration that the Internet has more advantages than other media. This focusing is expected can achieve more accurate targets (Syafaat, 2020). According to data contained on internetworldstats.com, Indonesia is ranked fifth in the "Top 20 Countries with Highest Number of Internet Users-June 30, 2017", where internet users reached 132,700,000 people with a growth of 6,535.0% from 2000. Added With the various features provided by the internet, CPR activities have practically become an option for companies or organizations to develop their image and maintain their reputation in the eyes of the public because basically one of the goals of a company's public relations activities is to form a positive image of the company in the eyes of the public. Likewise, in the implementation carried out in tourism development in Bima City, CPR is implemented so that it can form a good image in the eyes of tourists widely so that tourist destinations in Bima City can develop rapidly as tourist attractions that are comfortable for tourists. Improving and optimizing Cyber Public Relations strategies can maintain and increase tourist destinations that are attractive and memorable for visitors (Sakinah, 2024).

Bima city has great potential and has the opportunity to be developed as one of the tourist areas in NTB in the Eastern region. The abundant tourism potential is in the form of natural and cultural potential that develops in Bima City Community which is almost not found in other areas in Indonesia. Bima City has many unique characteristics which are the main capital for developing tourism in a region, such as the existence of the original Bima "Sambori" tribe which is the original community of Bima City which has very unique language and customs, such as the Ntumbu (head fighting) ceremony, Gantao, Kareku Kandei, Rawa Mbojo, Hadra, Ua Pua ceremony and others. The management of the Bima City area with abundant tourism potential should be able to make this area one of the tourist destinations in the eastern region of NTB when seen from the superior tourist attractions in Bima City such as the Kolo Beach, Ule Beach, Lawata, Ama Hami Tourist Attractions, ASI Mbojo Museum Palace, Dana Traha,

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Kambing Island, Uma Lengge, Ni'u Beach and so on which make it possible to have a Bima City tour package to avoid tourist boredom so that the implementation of CPR really needs to be done as a promotional medium for these tourist destinations. Apart from having natural riches that can support tourism activities, the beach is also supported by a variety of local cultural potential such as traditional activities, U'a Pua traditional ceremonies, Asakota Tourism Festival, Kareku Kandei, Hadra, Gantao, Wura Bongi Monca Dance, Muna Tembe and so on, making it The city of Bima has added value as a tourist favorite in the eastern region of NTB that we will not find in other areas in the country. Therefore, in order to make Bima City a superior tourist destination, of course, courage and strategic steps are needed to maximize the entire potential of Bima City so that Bima City continues to exist in the world of tourism, one of which is implementing CHSE adaptation to maintain the quality of tourism, but the problem is that the reality is that There is evidence that the management of tourist objects in Bima City by the regional government has so far not been able to be managed properly, thereby reducing the intensity of tourists visiting Bima City. According to Sahda (2023), a tourist attraction is anything that is a tourist target, a tourist attraction is very closely related to a tourist attraction. The tourist destination objects that will be studied in this research are 3 tourist destinations from the many tourist destinations in the city of Bima, namely Lawata Beach, Kolo Beach, and Sanumbe Beach.

If the tourism potential in Bima City is developed, it will contribute to Regional Original Income (PAD), increase the welfare and economy of the community, open up business opportunities, and reduce the unemployment rates along with the increase in tourist visits to the area. To see whether the management of tourism potential in Bima City is not yet optimal, you can look at the data on the level of tourist visits in Bima City. Visit data shows that the level of tourist visits to Bima City in 2010 was 255,584, 2011 was 285,114, 2012 amounting to 211,374, 2013 amounting to 278,423, 2014 amounting to 296,421 domestic and international tourists. This level of visits will increase with good tourism management and development (Syarif, A. 2020).

From the description above, a problem formulation can be formulated, namely whether CHSE and CPR can influence local wisdom-based tourism development Tourist Destinations in Bima City. Where the hypothesis in this research is that there is a significant influence of CHSE and CPR on tourism development in tourist destinations in Bima City.

METHODS

The method used in this research is quantitative methods with associative research, namely research that looks for the relationship/influence between variable X on variable Y (Sugiyono, 2019). The variable X in this research is CHSE as X1 and CPR as X2 while variable Y is Tourism Development. The research object in this research is located at three tourist locations in the city of Bima, namely Lawata Beach, Kolo Beach, and Sanumbe Beach. The population in this study is all tourists at tourist destinations in Bima City where the number is unknown (unknown population). The number of samples used in this research is at least 5 times the number of question items contained in the questionnaire. The indicators in this research which consist of 2 independent variables and 1 dependent variable total 36, so the total questions in this research are 36 questions, thus the minimum sample size for this research is 36 x 5 = 180. Therefore, the number of samples taken in This research was 180 tourists in Bima City. The sampling method used is a purposive sampling technique [8], sampling is carried out based on certain criteria. The criteria are: Criteria that suit the needs of this research are 1) Tourists at tourist destinations in Bima City; 2) Minimum age of 17 years or above because this age has the ability to answer and understand questionnaire statements.

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Data collection techniques in this research were observation, literature study, and distribution of questionnaires to respondents (Sugiyono, 2018).

The measurement scale used to measure attitudes, opinions and a person or group of people about social phenomena is the Likert scale (Ghozali, I. 2019). Respondents are asked to fill in each question item on a scale of 1 to 5 using a Likert scale, where assessment criteria will be given in a score, namely, 1 represents strongly disagree and 5 represents strongly agree. Then the data analysis used is namely by carrying out validity tests, and reliability tests. Classical assumptions are used to determine whether there is residual normality, multicollinearity, autocorrelation, and heteroscedasticity in the regression model, multiple linear regression tests are used to determine the direction and how much influence the independent variable has on the dependent variable, the coefficient of determination is used to see the extent of the contribution of the independent variable in the model regression is able to explain variations in the dependent variable, the correlation coefficient is used to see whether or not the linear relationship between two variables is strong, the t-test is used to test how the influence of each independent variable individually on the dependent variable and the F test is used to see the influence of all the independent variables together on the dependent variable (Sugiyono, 2020).

RESULTS AND DISCUSSION

Reliability Test

Table 1. Reliability Test Result

Variable	number of items	Cronbach'sAlpha	Standard	Description
CHSE	12	0,738	0,600	Reliable
CPR	12	0,751	0,600	Reliable
Tourism Development	12	0,865	0,600	Reliable

Source: Processed primary data (2024)

Based on Table 1 above, the results of the reliability test for all statement items on the variables CHSE (X1), CPR (X2) and Tourism Development (y) with Cronbach's alpha values have reached or more than the set standard, namely 0.600, meaning that all statement items from the questionnaire declared reliable or accurate for use in research calculations.

Classical Assumption Test

The Normal P-P of Regression Standardized Residual graph depicts the distribution of data around a diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this research meets the assumption of normality. To confirm the normality test results above, the researcher carried out the Kolmogorov-Smirnov test with the following results:

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Table 2. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		55
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,88693784
Most Extreme Differences	Absolute	,066
	Positive	,066
	Negative	-,055
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed primary data (2024)

Based on the Kolmogorof-Smirnov test results above, it can be seen that the Asymp.The sig value has a value of > 0.05. This shows that the data in this study is normally distributed and the regression model is suitable for use to predict the dependent variable, namely Tourism Development, based on the input of the independent variables CHSE and CPR. So the research data is suitable for use as research.

Table 3. Multicollinearity Test Results

Coefficients [a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	CHSE	,975	1,025
	CPR	,975	1,026
a. Dependent Variable: Tourism Development			

Source: Processed primary data (2024)

Based on the Collinearity Statistics value from the output above, the Tolerance value for the CHSE (X1) variable is 0.975> 0.10, CPR (X2) 0.975> 0.10 while the VIF value for the CPR (X1) variable is 1.026 < 10.00, CPR (X2) 1.026 < 10.00, then it can be concluded that there are no symptoms multicollinearity in regression models.

Heteroscedasticity Test

The Scatterplot graph displayed by the heteroscedasticity test shows that the points are spread randomly and no clear pattern is formed and in the distribution, the points are spread below and above the number 0 on the Y axis. This indicates that heteroscedasticity does not occur in the regression model, so the model regression is suitable for predicting the Tourism Development variable (Y).

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Table 4. Autocorrelation Test Results

Model Summary[b]	
Model	Durbin-Watson
1	1,906
a. Predictors: (Constant), CHSE, CPR	
b. Dependent Variable: Tourism Development	

Source: Processed primary data (2024)

The results of the autocorrelation test above shows that the Durbin-Watson statistical value is 1.906 with a DU value of DU<DW<4-DU, so that it is 1.640<1.906 <2.350, so it can be concluded that there is no autocorrelation problem.

Table 5. Multiple Linear Regression Test Results

	Model	Coefficients [a]		Standardized Coefficients
		Unstandardized Coefficients		
		B	Std. Error	Beta
1	(Constant)	68.809	4,069	
	CHSE	,345	,097	,409
	CPR	,313	,091	,393
	a. Dependent Variable: Tourism Development			

Source: Processed primary data (2024)

From the results of the regression analysis, it can be seen that the multiple regression equation is as follows:

$$Y = 68.809 + 0.345\ X_1 + 0.313\ X_2 + e$$

Based on this equation, it can be explained as follows:

The constant value of 68,809 can be interpreted as if the lifestyle and social class variables are considered zero, then the decision to visit will be 68,809.

The beta coefficient value on CHSE is 0.345, meaning that every change in the CHSE variable (X_1) by one unit will result in a change in Tourism Development of 0.345 units, assuming the other variables are constant.

The beta coefficient value for the CPR variable is 0.313, meaning that every change in the CPR variable (X_2) of one unit will result in a change in Tourism Development of 0.313 units, assuming the other variables are constant.

Table 6. Results of the Correlation Coefficient Test and Determination Test

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,691[a]	,478	,458	4.964
a. Predictors: (Constant), CHSE, CPR				
b. Dependent Variable: Tourism Development				

Source: Processed primary data (2024)

Based on Table 6 above, the R-value is 0.691. These results explain that there is a relationship between CHSE and CPR on Tourism Development. To be able to provide an interpretation of the strength of this relationship, guidelines such as those in the following table can be used:

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Table 7. Comparison of Correlation Coefficient Relationship Levels

Coefficient Correlation	Relationship Level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0,599	Average
0,60 – 0,799	Strong
0,80 – 1,000	Very Strong

Source: Sugiyono (2022)

So the correlation between CHSE and CPR on Tourism Development is 0.691 in the interval 0.60 – 0.799 with a strong relationship level. Based on table 6 above, shows that there is an influence between CHSE and CPR on Tourism Development, the magnitude of this influence can be expressed quantitatively by testing the coefficient of determination, obtaining a Coefficient of Determination (R Square) value of 0.478 or 47.8%, while the remaining 53.2% is influenced by other factors not examined in this study.

Table 8. T-Test Results

Coefficients [a]			
Model		T	Sig.
1	(Constant)	16.910	,000
	CHSE	3.579	,001
	CPR	3.439	,001
a. Dependent Variable: Tourism Development			

Source: Processed primary data (2024)

The statistical results of the t-test for the CHSE variable obtained a calculated t-value of 3,579 with a t-table value of 2,007 (3,579 > 2,007) with a significance value of 0.001 which is smaller than 0.05 (0.001 < 0.05), so that H1 states " CHSE has a significant effect on Tourism Development at Tourist Destinations in Bima City" is accepted (H1 Accepted).

The statistical results of the t-test for the CPR variable obtained a t-count value of 3.439 with a t-table value of 2.007 (3.439> 2.007) with a significance value of 0.001 which is smaller than 0.05 (0.001 < 0.05), so the second hypothesis which states "CPR has a significant effect on Tourism Development at Tourist Destinations in Bima City" was accepted (H2 Accepted).

Table 9. F Test Results

ANOVA[a]						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	429,192	2	214,596	23,273	,000[b]
	Residual	479,483	52	9,221		
	Total	908,675	54			
a. Dependent Variable: Tourism Development						
b. Predictors: (Constant), CHSE, CPR						

Source: Processed primary data (2024)

Based on Table 9 above, the test results obtained an F-count value of 23,273 with an F-table value of 3.18 (23,273 > 3.18) with a significance of 0.000. Because the significance value is smaller than 0.05 (0.000 < 0.05), the third hypothesis which states "CHSE and CPR have a significant influence on tourism development at tourist destinations in Bima City" is accepted (H3 Accepted).

CONCLUSION

The conclusions in this research are that cleanliness, security, health, and the environment have an impact on consumer comfort in visiting tourist destinations in Bima city, as well as the use of cyber public relations which has a positive impact on tourists' intentions to visit Bima places in the city of Bima.

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