

ABSTRAK

Pandemi COVID-19 telah memberikan dampak signifikan terhadap sektor pariwisata dan perhotelan di Indonesia. Sebagai upaya pemulihan, pemerintah Indonesia melalui Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf) menginisiasi program *Cleanliness, Health, Safety, and Environment* (CHSE) untuk membangun kembali kepercayaan wisatawan domestik dan mancanegara. Penelitian ini bertujuan untuk menganalisis implementasi CHSE sebagai bentuk penerapan rezim kesehatan internasional di Indonesia pasca pandemi COVID-19. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus, melalui pengumpulan data sekunder dari berbagai sumber literatur dan data primer berupa wawancara mendalam. Hasil penelitian menunjukkan bahwa penerapan CHSE memperkuat posisi Indonesia dalam industri pariwisata global dengan meningkatkan standar kebersihan, kesehatan, keselamatan, dan kelestarian lingkungan. CHSE berperan penting dalam membangun reputasi destinasi wisata yang aman dan berkelanjutan, sekaligus menjadi contoh adopsi norma internasional ke dalam kebijakan domestik. Penelitian ini diharapkan dapat memberikan kontribusi dalam pengembangan kebijakan sektor pariwisata berbasis kesehatan di masa depan.

Kata Kunci: CHSE, pemulihan pariwisata, rezim kesehatan internasional, COVID-19, perhotelan Indonesia.

ABSTRACT

The COVID-19 pandemic has had a significant impact on Indonesia's tourism and hospitality sectors. As part of the recovery effort, the Indonesian government, through the Ministry of Tourism and Creative Economy (Kemenparekraf), launched the Cleanliness, Health, Safety, and Environment (CHSE) program to rebuild the trust of both domestic and international tourists. This study aims to analyze the implementation of CHSE as a form of international health regime adoption in post-pandemic Indonesia. Using a qualitative method with a case study approach, the research gathers secondary data from various literature sources and primary data through in-depth interviews. The findings show that the implementation of CHSE has strengthened Indonesia's position in the global tourism industry by enhancing standards of cleanliness, health, safety, and environmental sustainability. CHSE plays a crucial role in establishing Indonesia as a safe and sustainable tourist destination while also serving as an example of incorporating international norms into domestic policy. This research is expected to contribute to the development of future health-based tourism policies.

Keywords: *CHSE, tourism recovery, international health regime, COVID-19, Indonesian hospitality.*