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CHSE GUIDELINES AS ONE OF THE GOVERNMENT'S EFFORTS TO PREVENT AND CONTROL THE NOVEL CORONA VIRUS DISEASE (COVID-19) IN THE IMPLEMENTATION OF INDONESIA MICE INDUSTRY

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ABSTRACT

The COVID-19 pandemic that has hit Indonesia has helped change public awareness of cleanliness, health, safety and environmental sustainability (CHSE). This awareness also affects the improvement of the quality of services and products in the world of Indonesian tourism. Economic recovery affected by COVID-19 in the tourism sector, especially in the industry for organizing Meetings, Incentives, Conventions and Exhibitions (MICE) activities, needs to be done with due observance of government regulations and international guidelines regarding the implementation of MICE activities. There needs to be a practical guide for the tourism industry, especially MICE in order to prepare activities, products and services according to the relevant regulations. This study focuses on guidelines for the implementation of cleanliness, health, safety and environmental sustainability (CHSE) in organizing meetings, incentives, conventions and exhibitions (MICE) made by the Ministry of Tourism and Creative Economy. This study used a qualitative descriptive method with data collection through observation, oral interviews and literature study. This guide emphasizes the application of standard procedures for implementing MICE activities.

Keywords: Tourism, MICE, Covid19, CHSE Guidelines

ABSTRAK

Pandemi COVID-19 yang melanda Indonesia turut mengubah kesadaran masyarakat terhadap kebersihan, kesehatan, keselamatan, dan kelestarian lingkungan (CHSE). Kesadaran tersebut juga mempengaruhi peningkatan kualitas pelayanan dan produk dalam dunia pariwisata Indonesia. Pemulihan ekonomi terdampak COVID-19 di bidang pariwisata, terutama industri penyelenggaraan kegiatan Pertemuan, Insentif, Konvensi, dan Pameran (MICE), perlu dilakukan dengan memperhatikan aturan-aturan pemerintah dan panduan internasional terkait pelaksanaan kegiatan MICE. Perlu adanya panduan yang praktis bagi industri pariwisata, terutama MICE agar dapat mempersiapkan kegiatan, produk, dan pelayanan sesuai aturan-aturan terkait. Penelitian ini berfokus pada panduan pelaksanaan kebersihan, kesehatan, keselamatan, dan kelestarian lingkungan (CHSE) pada penyelenggaraan kegiatan pertemuan, insentif, konvensi dan pameran (MICE) yang dibuat oleh Kementerian Pariwisata dan Ekonomi Kreatif. Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data melalui observasi, wawancara lisan dan studi kepustakaan. Panduan ini menekankan pada penerapan prosedur standar pelaksanaan kegiatan MICE.

Kata Kunci: Pariwisata, MICE, Covid19, Panduan CHSE

INTRODUCTION

Globally, the novel coronavirus pandemic (COVID-19) has led significant disruptions to all forms of economic activities since December 2019 when the first case was reported in Wuhan China (Ayitney et al., 2020). World Health Organization (WHO) declared this COVID-19 as a pandemic. The infection has become a pandemic despite different preventive measures taken by countries and organizations (Brooks et al., 2020). Countries, organizations and individuals have taken many different measures to curb this dangerous situation (ILO, 2020a). World Health Organization has instructed the public to adhere to health measures such as staying home while sick, covering mouth and nose with flexed elbow or tissue when coughing or sneezing, Disposal of used tissue immediately, washing hands often with soap and water and cleaning touched surfaces and objects frequently (World Health Organization, 2020).

According to World Travel and Tourism Council (2019) tourism is a crucial pillar for economic growth supporting an estimated 330 million jobs, 1 in 10 jobs around the world and contributing 10.3% of global GDP in 2019. United Nations World Tourism Organization (2020), notes that the international tourism has indicated continuous growth for the tenth consecutive year reporting 1.5 billion international tourist arrivals in 2019 and estimated 1.8 billion of international tourist arrivals by 2030. Of great benefit has been the Meetings, Incentives, Conventions and Exhibitions (MICE) industry which is an important and growing segment of the tourism industry with a great potential. The industry consists of multi-sectors of hospitality services, including lodging, food and beverage, catering, convention service, convention facility supply, transportation, tourism, retail, and entertainment and thus bears great

importance for the local economy of a destination (Yang & Gu, 2012).

Taken from detik.com (2020), Indonesia first confirmed the COVID-19 case on Monday, March 2. At that time, President Joko Widodo (Jokowi) announced that two Indonesians had tested positive for the Corona virus, namely a 31-year-old woman and a 64-year-old mother, and since then the cases have increased and spread in various regions in Indonesia. The COVID-19 pandemic has an impact on people's lives and also various industrial sectors. One sector that has been affected by the COVID-19 virus is the tourism sector, including the MICE industry. Since the implementation of several policies in almost all regions in Indonesia, the tourism sector has experienced a setback, including the MICE industry. After being declared a global pandemic by the World Health Organization (WHO), Minister of Tourism and Creative Economy, Wishnutama Kusubandio, in his statement said that his party prioritized protecting public health and safety from the spread of this outbreak. The government continues to strive to make policies that can sustain the tourism industry and the creative economy. He asked tourism and creative economy entrepreneurs not to hold Meetings, Incentives, Conventions and Exhibitions (MICE) until the COVID-19 pandemic has passed according to instructions from the government (tempo.co, 2020).

Deputy for Organizing Events at the Ministry of Tourism and Creative Economy of the Republic of Indonesia, Rizki Handayani, through Tempo.co (2020) said that MICE tourists have an average length of stay and ASPA (Average Spending per Arrival) is higher than leisure tourists. MICE tourists can spend an average of US \$ 2,000 per day with an average length of stay of five days. However, this condition has recently changed as the COVID-19 pandemic has also hit the MICE industry. The COVID-19 pandemic has a strong impact on

adjustments in organizing international meetings, both cancellations, delays, changes in location, and so on. Asia Pacific is listed as the region most affected. To tackle the spread of COVID-19, the government hopes that the MICE industry is ready and anticipates the changes that will occur in the implementation of MICE in the future. The reason is, the COVID-19 pandemic has changed the behavior of MICE tourists, who will focus more on paying attention to factors related to cleanliness, safety and comfort. Based on this, the Ministry of Tourism and Creative Economy has also made recovery efforts by compiling a new tourism normality protocol to be implemented when an area is declared ready to restart MICE activities. protocols in the new era of normality are said to be being drafted with related associations. The protocol for MICE, refers to the rules of international organizations such as ICCA, UNWTO, WTTC, as well as regulations that apply in the national scope.

Organizers of Meeting, Incentive, Convention and Exhibition (MICE) tourism activities are expected to immediately implement health protocols in accordance with the guidelines prepared by the government to revive the MICE sector which has also suffered from the COVID-19 pandemic. One of them, the organizer of MICE activities can form a task force before carrying out activities. The task force includes the organizers, the manager of the building where the activity is carried out, and other related parties such as the BPBD as well as local governments. The task force should also have the ability to provide training on health protocols to all teams involved. The task force should also have the ability to provide training on health protocols to all teams involved. Overall this health protocol guide is addressed to all parties such as activity organizers, activity actors, participants / visitors, performers in MICE activities, and also local governments so that they can carry out prevention, detection, and

handling together. This guide contains the efforts that need to be made to avoid and anticipate the spread of COVID-19 in MICE activities in Indonesia (kemenparekraf.go.id, 2020). Based on this, it is important to discuss guidelines regarding hygiene, health, safety and environmental sustainability (CSHE) in organizing MICE events.

LITERATURE REVIEW

According to the Tourism Law Number 10 of 2009, it explains that a tourist attraction is anything that has uniqueness, beauty, and value which can be in the form of a rich diversity of natural, cultural and man-made products that are the target or purpose of tourist visits. One of the attractions of tourism is a type of meeting, incentive travel, convention and exhibition (MICE). Kesrul (2004) argues that MICE is a tourism activity whose activities are a combination of leisure and business, usually involving a group of people together, a series of activities in the form of meetings, incentive travels, conventions, congresses, conferences and exhibitions.

Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, and those with underlying medical problems like cardiovascular disease, diabetes, chronic respiratory disease, and cancer are more likely to develop serious illness (WHO, 2020). President Joko Widodo (Jokowi) has announced that two Indonesians have tested positive for the novel corona virus disease (COVID-19), the first two confirmed cases of the disease in the country (thejakartapost.com, 2020).

According to Chinazzi et al., (2020) the consequences of the pandemic has seen the shutdown of hospitality and

tourism operations of many countries have been virtually and international travel (and, in some countries, domestic travel as well) has all but ceased. The impact of the outbreak on tourism may be direct or indirect since it depends on behaviours of the virus and each country's response to mitigate its spread (Wired, 2020). According to March and Woodside (2012) demand for MICE capacity is uncertain and highly seasonal and convention and exhibition facilities, like hotel rooms, are perishable. The author argues that the demand of the MICE industry is usually affected by seasons, holidays, and weather conditions. Further, fluctuations in the economy and competition from rivalling destinations always cause uncertain markets to a MICE destination. Unfortunately, the COVID-19 pandemic has brought the MICE industry to a standstill causing the most severe disruption of the global economy since World War II (World Bank, 2020). Research from the Global Business Travel Association (2020) shows widespread business meeting cancellations and postponements taking place worldwide.

As Sheller (2020) articulates so clearly, the global health pandemic has impacted the way people live, including entitlement to personal mobility through access to travel both locally and further afield and to be tourists, something increasingly taken for granted as a right in many societies. In constraining physical mobilities in response to this pandemic, governments have enacted laws and regulations that would have been unthinkable in most countries prior to the current emergency. This implies further that the proportions and persistence of the economic damage due to the novel coronavirus will depend on the government measures to handle the situation (Grey Ellis, 2020).

METHODOLOGY

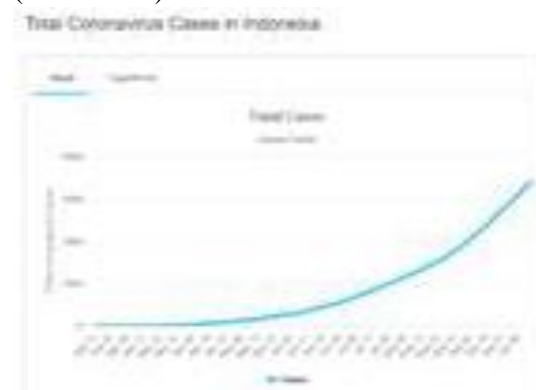
This study was conducted using qualitative research methods. In qualitative methodology the researcher looks at

settings and people holistically; people, settings, or groups are not reduced to variables, but are viewed as a whole (Tylor, S.J., etc, 2016). The phrase qualitative methodology refers in the broadest sense to research that produces descriptive data—people's own written or spoken words and observable behavior. This research uses data collection techniques observation, literature study, and interviews with stakeholders related to Indonesia's MICE Industry.

RESULT AND DISCUSSION

1. Indonesian MICE Industry during COVID-19 pandemic

Currently, most countries in the world are being hit by the COVID-19 virus pandemic, in which Indonesia is one of the infected countries. On 02 March 2020, Indonesia reported its first case of COVID-19 in the country. Seven months after the pandemic, Indonesia counted more than three hundred thousand cases of COVID-19 (worldmeters.info, 2020). The following is a graph of the total cases of corona virus (COVID-19) in Indonesia.



Graphic 1. The Total Cases of Corona Virus (COVID-19) in Indonesia
Source: Worldmeter.info (2020)

It can be seen in the following graph, that the COVID-19 virus in Indonesia continues to increase and has not yet shown a decrease in the number of people infected with the virus. Facing the various impacts caused by this virus, the government is trying to make various regulations, rules

and guidelines so that the virus does not spread widely in Indonesia. The increasing number of COVID-19 cases in Indonesia has an impact on many things, from social life in society to the emergence of many economic problems, including negative impacts on various industrial sectors in Indonesia. One of the industrial sectors affected is the tourism sector, particularly the MICE industry.

President Joko Widodo or Jokowi has issued a number of regulations to reduce the spread of the COVID-19 virus. These rules are issued in the form of presidential regulations (Perpres), government regulations (PP) to presidential decrees (Keppres). Here are a number of rules issued by Jokowi to deal with the Corona virus in the country, as summarized by Liputan6.com:

- a. Presidential Decree Number 7 of 2020 concerning the Task Force for the Acceleration of Handling COVID-19.
- b. Presidential Decree Number 52 of 2020 concerning the Construction of Observation and Shelter Facilities in Handling COVID-19 or Emerging Infectious Diseases on Galang Island, Batam City, Riau Islands Province.
- c. Presidential Instruction Number 4 of 2020 concerning Refocussing of Activities, Budget Reallocation, and Procurement of Goods and Services in the Context of Accelerating the Handling of COVID-19.
- d. Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating Handling of COVID-19.
- e. Presidential Decree Number 11 of 2020 concerning Determination of Public Health Emergency Status.
- f. Perppu Number 1 of 2020 concerning State Financial Policy and Financial System Stability for Handling COVID-19.
- g. Presidential Decree Number 54 of 2020 concerning Posture Changes and

Details of the State Budget for the 2020 Fiscal Year.

- h. Presidential Decree Number 12 of 2020 concerning the Stipulation of Non-Natural Disasters of the Spread of COVID-19 as a National Disaster.

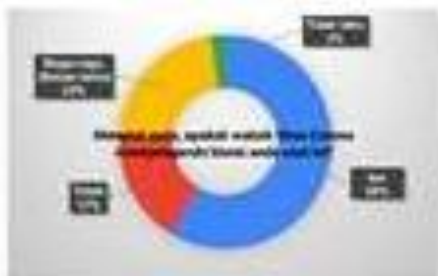
Of these various policies, the most popular policy today is Government Regulation Number 21 of 2020. This policy is considered more suitable to be implemented in Indonesia than the regional quarantine or lockdown option. In this Government Regulation (PP) signed March 31, 2020, it is explained that local governments may implement Large-Scale Social Restrictions or what is known as PSBB with the approval of the Minister of Health. The social restrictions in question are limiting the movement of people and goods to provinces, regencies or cities. Based on Article 3 of this Government Regulation, PSBB must meet a number of requirements, namely, the number of cases or the number of deaths due to disease has increased significantly and there is an epidemiological link with similar incidents in other regions or countries. The PSBB covers at least school and work holidays, restrictions on religious activities, and restrictions on activities in public places or facilities as stated in Article 4 paragraph (1). The regulations regarding PSBB are then explained in more detail through the Minister of Health Regulation (Permenkes) Number 9 of 2020 concerning PSBB Guidelines.

After this government regulation was issued, many regions submitted applications for PSBB to the Minister of Health and DKI Jakarta became the first provinces to implement PSBB on April 10, 2020. During the implementation of the PSBB policy, the number of public transportation passengers in DKI Jakarta was limited to 50 percent on the KRL Commuter Line, Jakarta MRT and Transjakarta modes of transportation. Online motorcycle taxis are prohibited from carrying passengers. School, campus and office activities are carried out from home.

Recently, the term PSBB has shifted into social distancing. At a social level, the notion of “social distancing” has entered the common lexicon (Long, 2020), a notion that is the very antithesis of expectations of the experience of MICE tourism.

Three months after Indonesia facing the Covid-19 pandemic, the Task Force for the Acceleration of Handling Covid-19 compiled five stages to get to a productive and safe Indonesia for Covid-19. This stage is a step into a new normal situation which begins with the relaxation of large-scale social restrictions (PSBB) or social distancing. The new normal that the government is campaigning is inseparable from the conditions in the last three months of the pandemic which hit many business sectors and the wheels of the economy. The Ministry of Manpower noted that at least 1.7 million formal and informal workers have been affected by Covid-19. This situation leaves the government faced with a difficult choice, to save the economy without sacrificing public health.

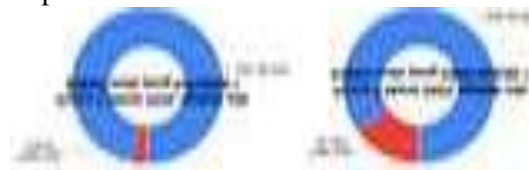
The report on the development of the Indonesian event industry related to the COVID-19 outbreak issued by the Indonesia Event Industry Council shows that the impact on the event industry begins when various appeals and alert status are applied. From the data obtained, as many as 59% of event business players in Indonesia felt that their business was affected by various policies issued by the government regarding the COVID-19 outbreak.



Graphic 2. The influence of the COVID-19 outbreak on the current event business

Source: Ivendo (2020)

This condition causes the implementation of both meetings, incentive travel, conventions, congresses, conferences or exhibitions to be constrained. Many MICE business people admit to experiencing significant obstacles due to delays or cancellations of their business activities. This also affects the company's internal conditions. Following are the results of a survey related to the impact of the COVID-19 outbreak in Indonesia on the implementation of MICE activities.



Graphic 3. The impact of the COVID-19 virus in Indonesia on the implementation of MICE activities

Source: Ivendo (2020)

The survey data conducted by IVENDO shows that 96.43% of events must be postponed, and as many as 84.20% of events have to be canceled in 17 provinces across Indonesia (data taken after the official government announcement from 02 March 2020 to 18 March 2020). Facing these conditions, starting in mid-May the government began to urge people to live in peace and side by side with Covid-19. Thus, it is hoped that the activities and productivity of the community will be rolling again while still prioritizing health protocols. In order to reduce the number of the outbreak, a series of preventive measures were made, such as mandatory quarantine for all travelers coming to the country, mandatory use of face masks, hand washing and physical distancing practices.

In determining whether an area can resume productive and safe economic activities, the Task Force used 11 indicators of epidemiology, public health surveillance and health services according to the recommendations of the World Health Organization (WHO). One of the conditions for a region to be able to resume productive

and safe economic activities is a decrease in the number of cases during the two weeks since its last peak. The reduction target is more than 50 percent for each region. However, in its application, the productive and safe stages of Indonesia being Covid-19 received a test from three aspects. The three aspects are the increase in the number of new cases, the reach of mass tests, and the lack of readiness of the community to undergo a new normal phase.

2. CHSE Guideliness by the ministry of tourism and creative economy

The CHSE guidelines on organizing meetings, incentives, conventions and exhibitions (MICE) were made as the government's effort to restore the MICE business condition which has decreased due to the COVID-19 pandemic. The provisions contained in this guide refer to the protocols and guidelines established by the Indonesian government, the World Health Organization (WHO), the World Travel and Tourism Council (WTTC), the International Congress and Convention Association (ICCA), The Global Association of the Exhibition Industry (UFI), The International Association of Convention Centers (AIPC) and the Indonesian Exhibition Companies Association (IECA). The preparation of this guide involved many parties, namely Indonesia Convention and Exhibition Bureau (INACEB), Indonesian Exhibition Companies Association (IECA), Indonesia Congress and Convention Association (INCCA), Bali Convention and Exhibition Bureau (BaliCEB), and other parties related to the MICE industry.

The purpose of making these guidelines is to implement health protocols for productive communities for the prevention and control of Corona Virus Disease 2019 (COVID-19). The preparation of guidelines was made as an effort to avoid and anticipate the spread of COVID-19 in MICE activities, the process of identifying and assessing the condition of people

suspected of being exposed to COVID-19 in an effort to prevent further transmission in MICE activities, and efforts to respond quickly to people who identified / exposed to COVID-19 in MICE activities according to health protocols. The CHSE guidelines are addressed to activity organizers, activity implementers, participants / visitors and performers in MICE activities, as well as local governments. This guide is structured according to the structure of the guidelines Cleanliness, Health, Safety and Enviromental Sustainability (CHSE). The General CHSE Guidelines contain guidelines that refer to the elements of the CHSE that apply across Meetings, Incentive Trips, Conventions and Exhibitions. The general guidelines consist of 2 sub-sections, namely governance (activity management) and MICE. The following is an explanation in detail.

A. Governance (activity management).

The scope of discussion in this sub-section of Governance (Activity Management) contains guidelines that refer to the elements of the CHSE as a whole. In governance or activity management, organizers, implementers, and all parties involved in implementing MICE activities, are asked to:

- 1.) Cleanliness
 - a. Memastikan penyediaan peralatan dan perlengkapan kesehatan, keselamatan dan keamanan di tempat kejadian (venue) sesuai pedoman teknis (K3).
 - b. Menyediakan mikrofon untuk kegiatan MICE dan memastikan dalam kondisi telah didisinfeksi, bersih dan aman ketika digunakan.
 - c. Menyediakan wadah/tempat khusus untuk meletakkan masker yang akan digunakan kembali sesuai makan, minum, dan pada saat menjadi pembicara dalam kegiatan MICE.
- 2) Health
 - a. Provide hygiene and health equipment and supplies, such as

- masks, gloves, body temperature measuring equipment (calibrated digital thermometer), medicine boxes, standing and sitting position markers to maintain a safe distance of at least 1 meter, as well as a special trash can for personal protective equipment.
- b. Everyone who is in and carrying out activities at the venue must comply with the rules contained in the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability (CHSE).
 - c. Comply with the following rules: Put on a mask, Checking the body temperature with the conditions less than 37.3 ° C, Wash your hands regularly with running water and soap or use a hand sanitizer, Do not touch the eyes, nose and / or mouth before washing hands / using hand sanitizers, Avoiding physical contact such as shaking hands or hugging and maintaining a safe distance of at least 1 meter, Coughing and sneezing etiquette in public places Use a handkerchief / tissue / upper inner arm when coughing and sneezing while removing the mask, and It is advisable to bring your own worship equipment.
 - d. Prohibit anyone with COVID-19 symptoms such as fever, cough, runny nose, sore throat, and/or shortness of breath from the activity venue.
 - e. Remind people who have comorbidities / comorbidities / vulnerable conditions such as diabetes, hypertension, lung disorders, heart problems, kidney disorders, immunocompromised conditions / autoimmune diseases, pregnancy, the elderly, children (toddlers), and others to be more careful while at the activity site.
 - f. Ensure that the circulation of fresh air and sunshine is maintained at the venue.
 - g. Coordinate with authorized institutions / agencies such as the Health Service, the Regional Disaster Management Agency, the local COVID-19 Task Force, the Fire Service, and the local Police in efforts to prevent and handle emergency conditions of COVID-19.
- 3) Safety
 - a. Pay attention to the latest information, appeals and instructions from the central government and local governments regarding COVID-19 in their regions. Information can be accessed periodically on the page <https://infemerging.kemkes.go.id>, www.covid19.go.id, and local government policies.
 - b. Providing and installing information media related to the discipline of implementing the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability, clean and healthy lifestyles, as well as government appeals regarding the prevention and handling of COVID-19 in strategic locations in MICE activities.
 - c. Conducting training on prevention and handling of COVID-19 based on guidelines / standard operating procedures (SOPs) related to the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability.
 - d. Communicating and disseminating the Implementation Guidelines for Health, Hygiene, Safety and Environmental Sustainability.
 - e. Monitoring and evaluating the implementation of guidelines / standard operating procedures (SOP) for cleanliness, health, safety

and environmental sustainability in MICE Activities.

- f. Minimizing the use of tools and equipment together or alternately. If there are tools and equipment that are used together / interchangeably such as microphones, tables, chairs, stationery, laser pointers, interpretation tools (translation tools), eating and drinking utensils on a regular basis disinfection with materials and methods that are safe and according to health regulations.
 - g. Requires filling out the risk self-assessment form independently
 - h. COVID-19 or filling out a health alert card (Indonesia Health Alert Card / e-HAC) at the time of reservation / registration as an effort to assess the risks of all parties involved in MICE activities. If the results of the self-assessment / e-HAC contain a large risk of COVID-19 then the person concerned is not allowed to participate in the activity.
 - i. It is recommended for all parties involved in MICE activities to carry out health checks according to government regulations / referring to applicable health regulations to ensure that they are healthy and not exposed to COVID-19.
- 4) Environmental Sustainability
- a. Implementing the 4R system, namely reuse, reduce, recycle, and replace in MICE activities as one of the efforts to overcome environmental pollution, including by reducing the use of plastic equipment and equipment in the implementation of MICE activities.
 - b. Ensure that the processing of waste and liquid waste in MICE activities is carried out correctly, thoroughly, and healthily, so as to protect the

environment and not cause a new source of the spread of COVID-19.

- c. Keeping the environment beautiful and comfortable.

B. MICE

The scope of discussion in this sub-section of MICE regulates all parties involved in organizing Meetings, Incentive Trips, Conventions and Exhibitions such as organizers, organizers, managers of activity venues, participants / visitors, and other related parties.

1.) MICE Activity Organizer and Executor.

The scope of discussion in this MICE sub-section regulates the organizers and implementers of MICE activities, including Professional Conference Organizer (PCO), Professional Exhibition Organizer (PEO), and Destination Management Company (DMC). These parties are required to:

- a. Forming a task force (SATGAS) for the prevention and handling of COVID-19 in MICE activities, especially by activity organizers, activity implementers, and activity managers in charge of overseeing the implementation of the rules contained in the Guidelines for Implementing Health, Cleanliness, Safety and Environmental Sustainability and coordinating with related parties in the handling of COVID-19, regulating the traffic of people, and breaking down the crowd / crowd at the place of activity and periodically counting visitors who enter and leave the place of activity (crowd management).
- b. If an activity participant is found who has a fever and shows symptoms of pneumonia, the task force (SATGAS) will evacuate the person concerned to the isolation / transit room and carry out an examination and treatment. Health workers are required to use Personal Protective Equipment

- (PPE). All actions, both examination and handling, follow the health protocol procedures issued by the Ministry of Health of the Republic of Indonesia.
- c. Conduct risk analysis and prepare work plans related to health procedures, exposure mitigation, and emergency evacuation of COVID-19 events in accordance with planned MICE activities.
 - d. Providing direction and training regarding the Guidelines for Cleanliness, Health, Safety and Environmental Sustainability to the implementing team / activity actors involved in MICE activities.
 - e. Ensure the implementation of the Implementation Guidelines for Cleanliness, Health, Safety and Environmental Sustainability as an effort to prevent and handle COVID-19 events during the preparation, implementation and ending of activities carried out by all parties involved in implementing MICE activities including stand makers, food and beverage suppliers, audio visual suppliers, and other suppliers that are directly involved in the activity.
 - f. Consider the use of digital and technological innovations to minimize physical contact in MICE activities, including registration (registration / reservation) systems, promotional media, and cashless payments.
 - g. To inform and urge all people involved in MICE activities, either through information media installed in strategic locations or using loudspeakers at the place of activity, to comply and apply the rules:
 - a) Discipline on wearing masks, wash your hands regularly using soap / hand sanitizer, and keep a safe distance of at least 1 meter.
 - b) Ensure that you are in good health and do not force yourself to come to the place of activity if you experience symptoms of COVID-19 such as fever, cough, runny nose, sore throat, and / or shortness of breath.
 - c) It is hoped that you will bring personal equipment such as stationery, eating and drinking utensils, religious supplies, personal medicine, and other personal needs.
 - h. Placing officers at every point / entrance to the place of activity to check / measure body temperature by fulfilling the following conditions:
 - a) Officers wear a mask, face shield and gloves.
 - b) Measurement of body temperature using a calibrated digital thermometer.
 - c) Measurement of body temperature applies to all people who will enter the place of activity.
 - d) If a person is found with a body temperature equal to or more than 37.3 ° C (2 checks with a distance of 5 minutes), then they are not allowed to enter the activity venue and / or be involved in the activity. Officers are required to report / coordinate with SATGAS COVID-19 for further handling / action.
 - i. Perform technical engineering in an effort to prevent crowds and transmission of COVID-19 at the activity site by enforcing rules such as:
 - a) use different doors to route people in and out.
 - b) enforce the queuing procedure by making a queue limit

- (marking) or a special sign on the floor and markers / signs (signage) maintain a minimum safety distance of 1 meter.
- j. Coordinating in accordance with the duties and responsibilities of each MICE activity actor that is interrelated in fulfilling the facilities and actions required in implementing the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability, such as:
- a) with the manager of the activity place (venue) to prepare evacuation / filtration routes, health rooms / posts, isolation rooms / transit rooms, and referral hospital information in an effort to handle people identified / exposed to COVID-19. Meanwhile, supporting facilities in health rooms / posts and isolation rooms / transit rooms, health personnel, and ambulances are provided by the organizers / implementers of the activity.
 - b) with transportation providers to carry out sanitation measures on all types of transportation, such as land, sea and air transportation, in full compliance with the provisions regulated by the Ministry of Transportation and / or the Ministry of Health
 - c) with other activity actors in the implementation of MICE activities in accordance with the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability
 - k. Ensure that media coverage performs self-disinfection of tools used in coverage of MICE activities, such as photo and video cameras, tripods, microphones, etc., in the places provided by the activity organizers.
1. Tell media coverage for the time being (during the COVID-19 pandemic) not to conduct door-stop interviews in MICE activities to prevent crowds in the activity area.
 - 2.) Venue. The scope of discussion in this sub-section of MICE regulates Venue managers who are required to:
 - a. Providing health, safety and security equipment and supplies according to building standards for activities / technical guidelines for occupational safety and health (K3) as regulated in the Regulation of the Minister of Public Works and Public Housing (PUPR) and the Regulation of the Minister of Tourism, at least available:
 - a.) First aid kit equipped with accident handling equipment;
 - b.) Smoke detectors and alarm systems that are functioning properly and are regularly checked;
 - c.) Several types of fire extinguishers that are functioning properly and are validated, accompanied by an explanation of how to use them;
 - d.) Emergency exit signs in two languages (emergency exit) are clearly printed;
 - e.) Standard emergency exits (whenever possible) and emergency stairs (for multi-storey buildings);
 - f.) written information regarding procedures for escape from natural disasters and fire;
 - g.) Map of location of safe meeting points and evacuation routes at hotels;
 - h.) Written information on important telephone numbers: fire brigade, nearest police

- station, and nearest health care facility.
- b. Prepare and carry out complete disinfection of the activity site during the preparation, implementation and ending of activities according to the type of activity taking place.
 - c. Perform routine cleaning in areas with high contact intensity (touched by the public) such as elevator / elevator buttons, door handles, banisters, escalators, and other areas.
 - d. Provide a place to wash hands with soap / hand sanitizer at strategic points in the public area of the driver's waiting room, and access in sufficient quantities.
 - e. Maintain air quality by optimizing the circulation of fresh air in the room / place of activity.
 - f. Provide an isolation room / transit room that at least meets the following standards has air circulation that is separate from the main building / building where the activity is and has direct access to an ambulance (evacuation route).
 - g. Provide trash bins that meet the following standards bins with covers in accordance with the types of organic waste, non-organic waste, and waste containing hazardous and toxic materials (B3 waste) and special trash cans for personal protective equipment / equipment (PPE) such as masks and gloves
 - h. Regulate the capacity of the room used for MICE activities by complying with the rules of keeping a minimum safety distance of 1 meter
 - i. Regulate the capacity of places of worship, toilets and waiting rooms used for MICE activities to allow a minimum distance of 1m.
 - j. Providing information media related to the implementation of the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability and building plans since entering the parking area, lift / elevator, lobby, activity room, and other strategic points.
 - k. Controlling the use of vertical mobilization tools, such as: limiting the number of people who enter the lift / elevator with a standing position according to the sign, adjusting a safety distance of at least 1 meter in elevators / elevators, stairs and escalators by making standing position markers, and adjusting the ascending route and down on the stairs (manual).
 - l. Coordinate with activity organizers / implementers regarding access points in and out of goods and people during preparation, implementation, and ending of activities by applying health regulations.
 - m. Regulate vehicle traffic upon arrival and departure, vehicle parking, loading and unloading of goods so that a minimum safety distance of 1 meter can be applied.
- 3.) Supporting Industries. The scope of discussion in this sub-section of MICE regulates supporting industries such as stand contractors, audio visual suppliers, and other suppliers.:
- a. Ensure workers implement health protocols and technical guidelines for occupational safety and health (K3) while carrying out work activities at the place of activities such as wearing masks, face shields, gloves and other work safety equipment.
 - b. Coordinate with the activity implementers and the venue manager to arrange loading and unloading times so that there is no

- accumulation or density of workers and large vehicles in the loading and unloading area.
- c. Disinfect production materials before entering the room at the venue.
 - d. Providing a place to dispose of waste materials left over from production during construction and demolition.
- 4.) Talent Support. The scope of discussion in this sub-section of MICE regulates the performers, artist management, and entertainment crew (detailed guidance on performing arts and music performance refers to the CHSE handbook for the Creative Economy sector) which are required to:
- a. Cleaning items used for entertainment shows with disinfectants / other cleaning fluids that are safe and in accordance with the type of goods used.
 - b. Minimizing physical contact during preparation (such as during setup / set-up and testing / rehearsal), execution, and ending of activities (demolition of performance requirements).
 - c. At least wear a mask, face shield, and gloves and keep a safe distance of at least 1 meter for the workers / team performers during the preparation, implementation and ending of activities.
 - d. The performer gets the exception of not wearing a mask only on stage. But still take other preventive steps, such as maintaining distance, using face shields, partitions, and other innovations that can improve the protection of yourself and those around you.
 - e. The performers use a microphone by applying the rules, including using a cover (mic cover), and not being used together or alternately.
 - f. Obey the rules of keeping a minimum safety distance of 1 meter in the arrangement of the choreography to be displayed, or do technical engineering if you cannot comply with the rules according to the Implementation Guidelines for Health, Cleanliness, Safety and Environmental Sustainability.
- 5.) Media coverage / Journalists. The scope of discussion in this sub-section of MICE regulates journalists / journalists, both print, electronic, and online media who are required to:
- a. Conduct self-disinfection of tools used in coverage of MICE activities, such as photo and video cameras, tripods, microphones, etc., in the places provided by the activity organizers.
 - b. Wearing the official identity of the registered media and must wear the identification provided by the organizer of the activity while at the venue.
 - c. Wearing a mask, maintaining a safety distance of at least 1 meter, and not crowding and washing hands regularly with soap / hand sanitizer while at the activity site.
 - d. Be in the place provided by the activity implementer and do not move around while in the activity location.
 - e. Using a cover / cover on the microphone when conducting an interview (interview) with the source.
- 6.) Food and Beverage Providers. The scope of the discussion in this sub-section of MICE regulates the management of activities that provide food and drinks in MICE activities which are required to:
- a. Ensure that the equipment and equipment used are clean, safe and have been sterilized.
 - b. Serve food and beverages in a served buffet manner to prevent the use of interchangeable utensils.

- c. The cutlery used is prepared closed / placed upside down with a special clean mat and participants open the lid or turn the cutlery themselves.
- d. Ensure that officers (servants) wear at least a mask, face shield and gloves when serving food and drinks.

CONCLUSION

MICE industry players must have guidelines for cleanliness, safety and environmental sustainability (CHSE) prepared by the Ministry of Tourism and Creative Economy which refer to health protocols issued by governments, national and international agencies related to the implementation of MICE activities. The CHSE Guidelines for Organizing Meetings, Incentives, Conventions and Exhibitions (MICE) Activities are made as an effort to avoid and anticipate the spread of COVID-19 in MICE activities, the process of identifying and assessing the condition of people suspected of being exposed to COVID-19 in an effort to prevent further transmission in MICE activities, as well as efforts to respond quickly to incidents of people identified / exposed to COVID in MICE activities according to health protocols. CHSE guidelines for services to activity organizers, participants / visitors and actors of MICE activities, as well as local governments. This guide is structured according to the Hygiene, Health, Safety and Environmental Sustainability (CHSE) guide structure.

Panduan Umum CHSE berisi panduan yang mengacu pada elemen CHSE yang berlaku di seluruh Pertemuan, Perjalanan Insentif, Konvensi dan Pameran. The general guidelines consist of 2 sub-sections, namely governance (activity management) and MICE. The scope of discussion in this sub-section of Governance (Activity Management) contains guidelines that refer to the elements of the CHSE as a whole. Meanwhile, the scope of discussion in this

sub-section of MICE regulates all parties involved in organizing Meetings, Incentive Trips, Conventions and Exhibitions such as organizers, organizers, managers of activity venues, participants / visitors, and other related parties.

RECOMMENDATION

The writer would like to provide several recommendations aimed at making the CHSE guidelines implemented effectively by all parties, as follow:

1. The implementation of CHSE guidelines in implementing health protocols for the prevention and control of Corona Virus Disease 2019 (COVID-19) in the implementation of MICE activities in Indonesia must be well socialized to all MICE stakeholders in Indonesia.
2. The delivery of the CHSE guidelines should be done not only through the government but also through various related associations.
3. It is necessary to have close and open cooperation and communication between the government, the organizers of MICE and also all stakeholders involved.
4. It requires close supervision from both the government, the health department and also the association on the implementation of the CHSE guidelines for the implementation of the MICE.

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