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Health Protocol Compliance by Staff and Guests as Sustainable Behavior in Star Hotels of South Sulawesi

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ABSTRACT

This study aims to evaluate the compliance of star-rated hotels in South Sulawesi with health protocols as a form of sustainable behavior that contributes to sustainable tourism. Using a quantitative survey method, the research focuses on four dimensions: Cleanliness, Health, Safety, and Environmental Sustainability. Data was collected from hotel management, staff, and guests to capture a comprehensive perspective on protocol implementation. The findings indicate a high level of compliance overall, reflecting strong support for sustainable tourism practices. However, areas related to cleanliness and environmental sustainability need improvement. Therefore, hotels should continuously strengthen these aspects to ensure health-related practices are fully integrated into long-term tourism development.

Keywords: *Health Protocols, Compliance, Sustainable Tourism, Cleanliness, Safety*

INTRODUCTION

The COVID-19 pandemic has had a profound impact on the tourism sector worldwide. The pandemic has fundamentally shifted tourism paradigms, forcing the industry to adapt to new demands driven by the need for public safety and health. Before the pandemic, the tourism industry was a backbone of the economy in many countries, including Indonesia. However, with the onset of the pandemic, the sector faced significant disruptions. International tourist arrivals dropped dramatically, while domestic travel also significantly declined due to concerns about virus transmission. This decline has adversely affected small and medium-sized enterprises and disrupted job opportunities. With over 13 million people employed, tourism significantly contributes to regional revenues and is a vital sector in the Indonesian economy. These figures do not account for indirect impacts and multiplier effects, which include related industries (Sugihamretha, 2020).

In facing the post-COVID-19 situation, it is crucial to consider how to address it sustainably. One important aspect to consider is ensuring that the health protocols adopted during the pandemic remain in place and become a sustainable behavior in achieving sustainable tourism. We have witnessed how, during the pandemic, health protocols such as wearing masks, handwashing, and maintaining physical distance became new norms in daily life. However, to create sustainable tourism, these behaviors should not merely be a temporary response to the pandemic but must become an integral part of a sustainable tourism culture.

From 2022 to 2023, the number of tourist visits to Makassar has continuously increased. In 2022, the number of tourists reached approximately 2,7 million; in 2023, this number rose to about 3,6 million (Irwanto, 2024). This increase has been primarily driven by aggressive marketing strategies, improved air transportation connectivity, and effective national and international tourism promotion, particularly through MICE (meetings, incentives, conferences, and exhibitions) and events activities (Tashandra, 2023). Concurrently, the hotel occupancy rate in Makassar has also shown a positive trend. In 2022, the average occupancy rate was about 51,16% (Muin, 2022), with peak months like July and August, and it is expected to grow. Meanwhile, in 2023, the average occupancy rate increased to around 65%

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(Armansyah, 2024), indicating a continued rise in demand from visiting tourists.

In the post-pandemic context, adherence to health protocols such as mask-wearing, social distancing, and strict sanitation creates a safe environment and boosts tourist confidence (Singh et al., 2024). Ensuring security in hotels and tourist destinations will be key to travelers' decision-making (Kyrylov et al., 2023). Moreover, implementing these new practices also helps enhance the reputation of destinations as responsible and caring towards their visitors' well-being. This not only benefits in the short term by attracting more visitors but also has the potential to strengthen the overall economic recovery of the tourism sector, while ensuring the industry's long-term sustainability. Maintaining new normal behaviors and turning them into new standards in hotel services and the tourism industry is crucial for the safety and health of tourists and increasing visitor numbers and hotel occupancy rates (Rehman et al., 2021). Therefore, it is crucial to research to determine the strategies and approaches that can be adopted to ensure that the health protocols established during the COVID-19 pandemic are maintained and reinforced in the long term, thus serving as a foundation for sustainable tourism in the future. Consequently, this research aims to address the current situation and help shape a more resilient and sustainable future for tourism.

The relationship between health protocols and sustainable tourism is increasingly recognized as essential for the safety of tourists, local communities, and the overall integrity of the tourism sector. Health protocols encompass a range of measures, such as mask-wearing, capacity restrictions, and physical distancing, which are crucial in minimizing the spread of diseases like COVID-19. These protocols reassure visitors about their safety while traveling, encouraging a return to tourism during and after health crises (Hidayaturrahman et al., 2022; Pinem et al., 2021).

The connection between health protocols and the social sustainability of tourism is crucial. Evaluating tourism's impact on community health highlights the need to prioritize resident well-being and prevent strain on local healthcare systems (Godovykh & Ridderstaat, 2020). Effective implementation of health guidelines fosters trust, strengthens community engagement, and supports harmonious relations between residents and visitors, enhancing destination sustainability (Godovykh et al., 2021). Furthermore, sustainability in tourism also requires attention to environmental dimensions, where health protocols can complement eco-friendly practices. Integrating green measures, such as eco-certifications, safe cleaning products, and responsible waste management, supports public health and environmental protection (Velaoras et al., 2024). Sustainability initiatives can also improve efficiency in hospitality operations, meeting growing consumer expectations for health and environmental responsibility (Mukolwe et al., 2023). Linking health protocols with environmental practices thus reduces tourism's ecological footprint while safeguarding the health and safety of travelers.

Implementing a health protocol index in sustainable tourism at star-rated hotels in South Sulawesi is crucial. These hotels should prioritize health measures such as mask usage, physical distancing, enhanced sanitation, and appropriate capacity regulations. Implementing strict health protocols will build guest trust and enhance the local community's safety. Moreover, these hotels should also consider principles of sustainable tourism. This includes efficient resource management, waste reduction, local and eco-friendly products utilization, and respect for local culture and heritage. By adhering to health protocols, one contributes to the sustainability of tourism. This will create a safe environment, protect the health of guests and the local community, and preserve the environment and local culture. Based on the research findings, it can be concluded that implementing Health Protocols in hotels in Bandung during the early second quarter of 2020 showed that 76% of hotels followed the guidelines for Health Protocols in hotels (Kaniasari et al., 2021).

Zainab et al. (2022) found that the implementation of the Cleanliness, Health, Safety, and Environment (CHSE) program in Bintan Regency during the COVID-19 pandemic was not fully effective, primarily due to insufficient human resources within the local government. In contrast, Dimara (2022) reported that CHSE training at the Courtyard by Marriott Bali Nusa Dua Resort had a positive impact. The training and certification helped staff prepare to welcome and serve guests by following CHSE protocols, ensuring a safer environment during the pandemic. Similarly, research by Candranegara et al. (2021) on the "We Love Bali" program is also based on CHSE principles and highlighted its role in supporting the recovery of Bali's tourism sector and small businesses. The program aimed to improve the economic well-being of the Balinese community and served as a strategic initiative to assist tourism and creative economy stakeholders, including hotels, travel agencies, transport services, tour guides, restaurants, and tourist attractions.

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Although the implementation of CHSE standards has been promoted nationally, its effectiveness varies across regions. For example, Zainab et al. (2022) found that implementing CHSE protocols in Bintan Regency was not fully effective, primarily due to limited human resources within local government institutions responsible for monitoring and enforcement. In contrast, Dimara (2022) reported that CHSE training conducted at the Courtyard by Marriott Bali Nusa Dua significantly enhanced staff preparedness to serve guests safely. These contrasting outcomes raise important academic questions about the factors influencing successful CHSE implementation, such as local government support, human resource capacity, destination type (resort vs. urban), and tourism infrastructure readiness. By highlighting these variations, the present study aims to strengthen its contribution by examining how compliance with health protocols supports sustainable behavior in the context of star-rated hotels in South Sulawesi. The most important thing regarding compliance with the health protocol standards, according to the Cleanliness, Health, Safety, and Environment Friendliness, is to provide an overview of the community's healthy living behavior during the pandemic COVID-19 and to sustain it continuously, thus becoming a new way of life and a strong foundation for sustainable tourism implementation. The higher the compliance level with health protocols, the higher the public awareness of living a healthy life, which is a significant asset in implementing sustainable tourism.

Compliance Theory

Compliance is the behavior or attitude of an individual who adheres to or follows rules, norms, orders, or instructions set by authorities, institutions, or others. It involves obedience to regulations and actions that align with the expectations or established standard (Toly et al., 2023). Compliance reflects a willingness to follow instructions or guidelines voluntarily and due to social pressure or influence (Abdul-Jabbar & Bin-Nashwan, 2022). Compliance can occur in various contexts, such as legal rules, institutional regulations, codes of conduct, social norms, or workplace instructions (Natasha & Yustina, 2020; Toly et al., 2023). It involves understanding and accepting the obligations and responsibilities to comply with existing rules. Good compliance is often considered a valued quality in society, organizations, or specific systems because it can create order, stability, and security. However, it is important to note that compliance does not require blind obedience to every command or instruction. Appropriate compliance should be based on moral considerations, ethics, justice, and individual awareness of the impact of actions or decisions. In the COVID-19 pandemic, studies have found that compliance with public health recommendations and guidelines was generally high, but some differences were observed among subgroups (Anderson & Kuswanto, 2022; Raude et al., 2020).

Hmieleski et al. (2012) explain that obedience is one type of social influence, wherein an individual complies with and obeys the requests of others to engage in specific behaviors due to the presence of power. Power is a force or authority influencing an individual or a particular environment. This social influence can positively or negatively affect the individual's behavior. The Stanford Milgram study indicates that individuals tend to obey the commands of others even when those individuals do not possess strong power (Badhwar, 2009; Benjamin Jr & Simpson, 2009). Good obedience reflects the sense of responsibility an individual has towards the tasks assigned to them. This motivates individuals to work diligently towards achieving the desired goals. Prijodarminto (1994) argues that obedience is a condition created and formed through a series of behaviors that demonstrate obedience, loyalty, orderliness, and discipline. The attitudes or actions undertaken are no longer or hardly perceived as burdensome; they may become burdensome if one fails to act as expected.

Sarwono & Meinarno (2011) categorize compliance into three distinct forms of behavior: conformity, compliance, and obedience. Conformity refers to a situation where individuals adjust their attitudes and behaviors to match the norms and expectations commonly accepted within society. Conversely, compliance occurs when individuals perform specific actions in response to a request, particularly from someone perceived to hold authority. Lastly, obedience involves individuals acting according to direct orders from others, often driven by the influence of power. In this context, obedience is not merely about agreement but rather about submitting to instructions due to the authority held by the person giving the command.

The Implementation of the Cleanliness, Health, Safety, and Environmental Sustainability Program

The key to the successful rebound of tourism is the proper and disciplined implementation of the Cleanliness, Health, Safety, and Environmental Sustainability standard-based health protocols in every destination and tourism sector player. Without implementing health protocols and high

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discipline, the Indonesian tourism sector will not recover easily. The key is the implementation of the Cleanliness, Health, Safety, and Environmental sustainability standard that has been implemented in the tourism and creative economy sectors in Indonesia since September 2020, The Cleanliness, Health, Safety, and Environment standard is based on the Minister of Health's Decree on Health Protocols in Public Places and Facilities for the prevention and Control of infectious diseases.

The CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) principles encompass several important aspects to ensure a safe and sustainable environment, particularly in public and tourism spaces (Kemenparekraf, 2025). Cleanliness involves regular handwashing with hand sanitizer, ensuring the availability of handwashing facilities, disinfecting public spaces and objects with appropriate cleaning agents, controlling vectors and disease-carrying animals, maintaining clean and well-equipped toilets, and managing waste disposal areas effectively. Health measures include avoiding physical contact, maintaining safe distances, preventing crowding, refraining from touching the face, using personal protective equipment (PPE), practicing proper coughing and sneezing etiquette, handling food and beverages hygienically, providing basic health equipment, ensuring good air circulation in public and workspaces, and properly addressing health issues among visitors on-site. Safety is emphasized through self-rescue procedures during disasters, access to first aid kits and fire extinguishers, having clear evacuation routes and designated meeting points, turning off electronic devices when rooms are not in use, and establishing communication systems for emergency response. Finally, environmental sustainability involves the use of eco-friendly equipment and materials, efficient and healthy usage of water and energy resources, environmentally responsible waste and wastewater management, creating comfortable environmental conditions through natural or engineered means, and consistently monitoring and evaluating the implementation of CHSE-related guidelines and standard operating procedures (SOPs).

Based on the background and limitations previously discussed, this study aims to address several key research questions. First, it seeks to determine the compliance index of health protocols related to cleanliness factors in star-rated hotels across South Sulawesi. Second, it explores the compliance index concerning health factors, followed by assessing the index related to safety measures. The fourth question focuses on evaluating compliance with protocols tied to environmental sustainability. Furthermore, the study investigates how the overall compliance index of health protocols can influence health behavior within these hotel environments. Lastly, it examines the extent to which this compliance index supports the implementation of sustainable tourism in star-rated hotels throughout South Sulawesi.

METHODOLOGY

This study utilized a quantitative approach to evaluate compliance with health protocols in star-rated hotels in South Sulawesi. The selected respondent comprised two groups: hotel employees (encompassing frontline staff and management) and hotel guests. The hotels were purposely selected from key urban centers, including Makassar, Maros, and Pare-Pare, reflecting a strategic choice to capture diverse perspectives from varying service levels and guest experiences (Mayukh & Giffari, 2023).

Adopting a purposive sampling technique, 200 respondents were included, with a distribution of 116 employees (58%) and 84 guests (42%). This approach aligns with established research frameworks suggesting that purposive sampling is particularly effective for targeting specific respondent characteristics vital to the study's objectives (Palinkas et al., 2023). The inclusion criteria dictated that participating employees needed to be actively employed during the research period, while hotel guests must have stayed at least one night within the hotels under scrutiny. Such criteria enhance the validity of the findings as they ensure respondents have firsthand experience of the health protocols being evaluated.

Data collection was conducted over six weeks, from April to May 2023, employing online and traditional paper-based questionnaires. This dual approach is justified by its ability to maximize response rates while accommodating staff and guests' preferences and technological access levels (Liu & Yang, 2021). The research instrument consisted of a structured questionnaire designed to quantify compliance with Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) standards. The questionnaire incorporated 20 items, categorized into four dimensions adapted from Parasuraman’s service quality framework, ensuring the relevance and robustness of the instrument’s construct (Parasuraman & Colby, 2014; Parasuraman et al., 1988).

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Responses were recorded using a five-point Likert scale, and incomplete or invalid responses were excluded from the analysis. Data were processed using SPSS version 26 for descriptive and inferential statistics. In addition, a Health Protocol Compliance Index (HPCI) was calculated through a weighted index method, where average scores were multiplied by predetermined weights to produce compliance levels. The final HPCI values were categorized into three levels: low (≤4,89), medium (4,90–3.51), and high (>3.51), providing a comprehensive assessment of health protocol adherence within the hospitality sector.

RESULTS AND DISCUSSIONS

Health Protocol Compliance Index (HPCI) Evaluation

The health protocol compliance index for star-rated hotels in Makassar, Maros, and Pare-Pare as shown in Table 1 during the adaptation to new habits, according to the HPCI method categories, has a total score of 3,84, This index value of 3,84, based on the categories developed by the researcher, falls into the "High" category or High Health Protocol Compliance Index. This index value means that hotel management only needs to maintain the current favorable conditions and efforts to sustain the Health Protocol Compliance Index in the New Normal for star-rated hotels in South Sulawesi. However, a high index category does not imply that health protocol implementation in hotels no longer requires improvements; instead, it highlights the importance of focusing on and improving the weaker aspects/indicators to maintain and enhance the quality of health protocol implementation.

Table 1. Statistical Test Results for Health Protocol Compliance Levels in Star-Rated Hotels in South Sulawesi Using the Health Protocol Compliance Index Method

Variables	Index (n)	Standard Value	Conclusion
Cleanliness (X1)	0,94	0,88 - 1,00	Meets the standard
Health (X2)	0,99	0,88 - 1,00	Meets the standard
Safety (X3)	0,97	0,88 - 1,00	Meets the standard
Environment Sustainability (X4)	0,94	0,88 - 1,00	Meets the standard
Total Score HCPI	**3,84**	**3,51≥ n ≤ 4,00**	**Needs to be maintained**

Source: Data Processing Results, 2023

Health Protocol Compliance Index on Cleanliness Factors in Star-Rated Hotels in South Sulawesi

Several key variables can be examined, including Management, Human Resource Readiness, and Guest Participation within the dimensions of Cleanliness, Health, Safety, and Environmental Sustainability, as outlined by the HPCI guidelines. Table 2 presents a more precise explanation of the analysis results for each variable.

Table 2. Convergent Validity (Standardized Loading Factor)

	Variables	Indicator Question No.	Mean	Weight	Total Score
Cleanliness Dimension(X1)	Management (X1.1)	1. The hotel implements SOPs for cleanliness management per COVID-19 health protocols.	4,27	2,36%	0,10
		4. The hotel provides handwashing facilities with soap (CTPS) in accordance with COVID-19 health protocol SOPs.	3.79	2,10%	0,08
		3. The hotel has a cleaning schedule with a frequency of at least 3 times a day.	4,61	4,55%	0,11
		13. Employees clean the	4,60	4,47%	0,11

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	lobby, restaurant, and public areas with disinfectant.			
Human Resource Readiness (X1.2)	14, Employees clean the guest room furnishings and bathroom with disinfectants.	4,60	4,47%	0,11
	15. Employees clean the public restrooms as frequently as possible with disinfectants	4,59	4,46%	0,11
	25. Guests maintain clean living habits while in the hotel area.	4,56	4,45%	0,11
Guest Participation (X1.3)	26. Guests consistently follow the cleanliness SOPs in accordance with the COVID-19 health protocols implemented by the hotel.	4,45	4,39%	0,10
	27. Guests always wash their hands with soap or use hand sanitizer after activities in the hotel.	4,69	4,50%	0,11
Total Cleanliness Dimension				0,94

Source: Data Processing Results, 2023

According to Table 2, the Cleanliness Dimension, the variable Management/Governance has the highest contribution of 0,11 for the indicator "The hotel has a cleaning schedule with a frequency of at least 3 times a day." This strength must be maintained and continually improved to ensure cleanliness and health for all hotel occupants. The lowest point for this variable is 0,08, which is for the indicator "The hotel provides handwashing facilities with soap (CTPS) in accordance with COVID-19 SOPs." Data from interviews and observations indicate that while almost all hotels have handwashing facilities, some hotels did not provide soap and tissues (out of stock), which does not fully comply with COVID-19 protocols. This condition must become a primary focus for each hotel to improve the readiness of handwashing facilities with soap (CTPS).

Moreover, each indicator received a very positive response for the human resource readiness variable, with a score of 0,11 for all three indicators. Data from observations and interviews show that the cleaning process performed by employees uses cleaning agents containing disinfectants or antibacterial/antiseptic agents, which are essential requirements for the cleaning process according to COVID-19 protocols. Furthermore, all three indicators received relatively balanced responses in the guest participation variable, with scores of 0,10 and 0,11. The indicator "Guests always comply with the cleanliness SOPs according to the COVID-19 health protocols in the hotel" has a lower score of 0,10. Data from observations and interviews show that some guests, particularly those staying in rooms, have not fully participated in maintaining cleanliness.

The total Health Protocol Compliance Index (HPCI) for the Cleanliness Dimension is 0,94, which can be interpreted as a high level of compliance. This dimension significantly contributes to the overall HPCI score, indicating that star-rated hotels in South Sulawesi, specifically in Makassar, Maros, and Pare-Pare, have implemented health protocols per HPCI standards. This also suggests that hotel management, employees, and guests have collectively and synergistically achieved high compliance with COVID-19 health protocols.

Health Protocol Compliance Index on Health Factors in Star-Rated Hotels in South Sulawesi

To further analyze the implementation of health protocols within the health dimension, it is important to examine each variable's contribution and the indicator's contribution in detail. Table 3 presents the distribution of compliance index scores for star-rated hotels in South Sulawesi, highlighting

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how different aspects of management and operational practices contribute to overall health protocol adherence.

Table 3. Analysis of the Health Protocol Compliance Index for the Health Dimension

Variable		Indicator Question No.	Mean	Weig-ht	Total Score
Health Dimenti-on (X2)	Management (X4,1)	4. The hotel implements COVID-19 health protocol SOPs.	4,60	2,55 %	0,11
		5. The hotel posts notices about the implementation of COVID-19 health protocols	4,76	4,64 %	0,12
		6. The hotel has established a COVID-19 task force to oversee the implementation of health protocols	4,57	4,53 %	0,11
	Human Resource Readiness (X4,2)	16. Employees perform periodic disinfection spraying in each room.	4,61	4,55 %	0,11
		17. Employees always wear masks and practice social distancing.	4,63	2,57 %	0,11
		18. Employees conduct temperature checks for guests and staff at the entrance.	4,63	4,57 %	0,11
	Guest Participation (X4,3)	28. Guests always wear masks while in the hotel.	4,62	4,56 %	0,11
		29. Guests report to the hotel if they experience fever, cough, runny nose, sore throat, or shortness of breath	4,31	4,39 %	0,10
		30, Guests consistently maintain a minimum distance of 1 meter while in the hotel	4,49	4,49 %	0,11
Total Health Dimensions					0,99

Source: Data Processing Results, 2023

Based on Table 3, Health Dimension, the variable Management/Governance has the highest contribution of 0.12 for the indicator "The hotel posts COVID-19 health protocol reminders." This strength must be maintained and continually improved to encourage all hotel occupants, including management, employees, and guests, to adhere to COVID-19 health protocols collectively. There are no lower points for this variable because two indicators have the same score of 0,11, one is "The hotel establishes a COVID-19 task force to oversee the implementation of COVID-19 health protocols." According to interview and observation data, almost all hotels have established a COVID-19 task force. The involvement of hotel security staff (SATPAM) as the COVID-19 task force provides positive reinforcement for all hotel occupants, reminding and reprimanding them when adherence to COVID-19 protocols becomes lax.

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For the Human Resource Readiness variable, each indicator received a very positive response with a score of 0,11 for all three indicators. Data from observations and interviews show that employees in each hotel have become role models in adhering to health protocols, particularly in mask-wearing, maintaining physical distance, and checking body temperature, as efforts to maintain collective health and prevent the transmission and spread of COVID-19 in the hotel environment.

Regarding the Guest Participation variable, all three indicators received relatively balanced responses, with scores of 0,10 and 0,11. The indicator "Guests report to the hotel if experiencing fever, cough, cold, sore throat/shortness of breath" has a lower score of 0,10, Based on observation and interview data, some guests staying at the hotel did not report to the hotel when experiencing symptoms such as fever, cough, cold, sore throat, or shortness of breath, and some even isolated themselves, particularly asymptomatic patients, without informing the hotel.

The Health Dimension's total Health Protocol Compliance Index (HPCI) is 0,99, which can be interpreted as a high level of compliance. This dimension significantly contributes to the overall HPCI score, indicating that star-rated hotels in South Sulawesi, specifically in Makassar, Maros, and Pare-Pare, have implemented health protocols per HPCI standards. This also suggests that hotel management, employees, and guests have collectively and synergistically achieved high compliance with COVID-19 health protocols.

Health Protocol Compliance Index on Safety Factors in Star-Rated Hotels in South Sulawesi

To evaluate the implementation of health protocols in terms of safety factors, an in-depth analysis of the related variables and indicators is essential, and the result of this study is shown in Table 4.

Table 4. Analysis of Health Protocol Compliance Index in the Safety Dimension

Variable	Indicator	Question No.	Mean	Weight	Total Score
Safety Dimenti -on (X3)	Manageme nt (X3.1)	7. The hotel has SOPs for disaster/emer gency management (COVID-19).	4,67	4,59%	0,12
		8. The hotel posts evacuation route maps in case of a disaster.	4,51	4,50%	0,11
		9. The hotel provides safety equipment (first aid kits, smoke detectors, fire extinguishers)	4,46	4,47%	0,11
	Human Resource Readiness (X3.2)	19. Employees request a negative COVID-19 test result from guests staying at the hotel.	4,57	4,50%	0,11
		20, Employees adhere to safety guidelines while working	4,57	4,54%	0,11
		21. Employees perform security duties effectively	4,19	4,32%	0,09
	Guest Participatio n (X3.3)	31. Guests wear gloves when handling food and beverages in the restaurant.	4,28	4,37%	0,10
		34, Guests do not share food and drinks with others while in the hotel	4,48	4,48%	0,11
		33. Guests present a negative rapid antigen test result when	**4,52**	4,50%	0,11

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	entering the hotel	
	Total Safety Dimension	0,97

Source: Data Processing Results, 2023

As shown in Table 4, the Health Dimension, the Management variable's highest score is 0,12, which is the indicator for "Hotel posting COVID-19 health protocol reminders." This strength must be maintained and continuously improved to encourage all hotel residents—management, employees, and guests—to adhere to COVID-19 health protocols collectively. The lowest score for this variable is 0,11, with two indicators sharing this score, one of which is "Hotel forming a COVID-19 Task Force for monitoring health protocol implementation." According to interview and observation data, almost all hotels have established COVID-19 Task Forces. The involvement of hotel security personnel, in line with their duties as the COVID-19 Task Force, provides positive reinforcement for all hotel residents to be reminded and even reprimanded directly when adherence to health protocols becomes lax.

Each indicator received very positive responses for the Human Resource Readiness variable, scoring 0,11 for three indicators. Data from observations and interviews indicate that employees at each hotel have become role models in applying health protocols, particularly in terms of wearing masks, maintaining social distance, and checking body temperature to promote collective health and prevent the transmission and spread of COVID-19.

Although the overall compliance level in the safety dimension is high, a closer examination of Table 4 reveals a noteworthy concern in the Human Resource Readiness variable, specifically with the indicator "Employees perform security duties effectively" (X3.4,21), which received the lowest score of 0,09. While still within the acceptable standard range, this score indicates a relative weakness in staff performance regarding enforcing and maintaining safety protocols. Interview and observation data suggest that although employees are generally aware of health protocols, some lack the training or authority to enforce them consistently, particularly when dealing with non-compliant guests or emergencies. This finding highlights the need for targeted capacity-building programs and more explicit role definitions for hotel employees tasked with security-related responsibilities, to ensure that health and safety protocols are known and actively upheld in real-time hotel operations.

Regarding Guest Participation, all three indicators received relatively balanced responses, with scores of 0,10 and 0,11. The indicator "Guests report to the hotel if they experience fever, cough, runny nose, sore throat, or shortness of breath" had a lower score of 0,10. Data from observations and interviews reveal that some guests did not report to the hotel when experiencing symptoms like fever, cough, runny nose, sore throat, or shortness of breath. There were also cases where guests deliberately self-isolated, especially asymptomatic patients, without notifying the hotel.

The overall Health Protocol Compliance Index (HPCI) for the Safety Dimension is 0,97, indicating a high level of compliance. This dimension contributes significantly to the total HPCI score, reflecting that star-rated hotels in South Sulawesi, particularly in Makassar, Maros, and Pare-Pare, have implemented health protocols according to HPCI standards. This also suggests that hotel management, employees, and guests have collectively and synergistically achieved high adherence to COVID-19 health protocols.

Health Protocol Compliance Index on Environmental Sustainability Factors in Star-Rated Hotels in South Sulawesi

The analysis of health protocol compliance related to environmental sustainability focuses on how hotel management supports a safe, clean, and eco-friendly environment. This includes efforts such as consistent messaging, task force formation, and active involvement of staff in monitoring and enforcing protocols. The following section highlights key strengths and areas for improvement in this dimension.

Table 5. Analysis of Health Protocol Compliance Index in the Sustainable Environment Dimension

Variabel	Indicator Question No.	Mean	Weight	Total Score
	10. The hotel utilizes environmentally friendly materials (recycle, reduce, reuse, replace).	4,37	4,42%	0,10

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Environment Sustainability Dimention (X4)	Management (X4.1)	11. The hotel manages sanitation (water, waste, and sewage) thoroughly, healthily, and in an eco-friendly manner	4,52	4,51%	0,11
		14. The hotel creates a physical environment that is green, comfortable, safe, healthy, and has fresh air.	4,60	4,55%	0,11
	Human Resource Readiness (X4.2)	24. Employees adhere to and implement recommendations for water conservation	4,57	4,53%	0,11
		23. Employees control pests and diseases in guest rooms and public areas. And the restaurant regularly	4,50	4,49%	0,11
		24. Employees maintain air quality by maximizing ventilation and natural sunlight	4,56	4,53%	0,11
	Guest Participation (X4.3)	34, Guests actively participate in water conservation programs.	4,23	4,35%	0,09
		35. Guests actively support waste management programs	4,47	4,48%	0,11
		36. Guests actively support plastic-free or environmentally friendly programs	4,05	4,25%	0,09
Total Environment Sustainability Dimension					0,94

Source: Data Processing Results, 2023

Based on data processing results in Table 5, the overall Health Protocol Compliance Index (HPCI) for the Sustainable Environment Dimension is commendably high at 0,94. A detailed analysis of Table 5 reveals notable weaknesses in Guest Participation. Specifically, the indicators "Guests actively participate in water conservation programs" (X4,3.34) and "Guests actively support plastic-free or environmentally friendly programs" (X4.3.36) both received the lowest index score of 0,09. These results suggest that guest involvement remains insufficient despite the hotel management and staff showing strong compliance with environmentally sustainable practices. Observational and interview data suggest that many guests are either unaware of these programs or not adequately encouraged to engage with them during their stay. This points to a gap in communication and engagement strategies related to environmental initiatives. To address this, hotels should consider implementing more visible signage, providing incentives for participation, and integrating environmental messaging into guest check-in and orientation processes. Strengthening guest involvement is essential for achieving a holistic and sustainable environmental management system that aligns with CHSE standards.

The overall Health Protocol Compliance Index (IKPK) for the Sustainable Environment Dimension is 0,94, indicating high compliance. This dimension contributes significantly to the total IKPK score, reflecting that star-rated hotels in South Sulawesi, particularly in Makassar, Maros, and Pare-Pare, have implemented health protocols according to CHSE standards. This also suggests that hotel management, employees, and guests have collectively and synergistically achieved high adherence to COVID-19 health protocols.

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Influence of the Health Protocol Compliance Index on Health Behavior in Star-Rated Hotels in South Sulawesi

The research findings indicate that the level of health protocol compliance in star-rated hotels in South Sulawesi is relatively high. This high compliance index significantly influences health behavior within hotel environments and contributes to the broader goals of sustainable tourism. First, it fosters the formation of positive habits. Consistent application of health protocols, such as routine temperature checks and regular disinfection, creates a safety culture, encouraging staff and guests to adopt and maintain healthy behaviors. It also raises awareness of hygiene standards, with staff often serving as role models for behaviors like mask-wearing and physical distancing. Furthermore, compliance is reinforced through ongoing education and active supervision. Hotels with vigorous protocol enforcement tend to provide regular training and reminders, ensuring everyone understands and follows the necessary procedures. In addition to influencing individual behaviors, the health protocol compliance index plays a critical role in supporting sustainable tourism. These practices help protect the environment and local communities by minimizing the risk of disease transmission, aligning with social and environmental sustainability principles. High compliance also enhances a hotel's reputation as a safe and responsible destination, attracting health-conscious travelers and contributing to the hotel's economic viability. Many hotels with high compliance levels also achieve certifications like CHSE, reflecting their commitment to global sustainability standards. Moreover, integrating environmentally friendly practices, such as using non-toxic cleaning products and efficient waste management, further supports ecological sustainability. In conclusion, a high health protocol compliance index promotes healthier behavior among hotel occupants and reinforces the foundation for responsible and sustainable tourism development.

Role of the Health Protocol Compliance Index in Supporting Sustainable Tourism Implementation in Star-Rated Hotels in South Sulawesi

The Health Protocol Compliance Index (HPCI) plays a critical role in supporting the implementation of sustainable tourism in star-rated hotels across South Sulawesi. High compliance with health protocols directly contributes to public health by minimizing the risk of disease transmission and ensuring that tourism does not burden local healthcare systems. Additionally, including environmentally friendly practices, such as proper waste management and non-toxic cleaning agents, supports ecological sustainability. Socially, consistent protocol adherence protects local communities, promotes safety, and strengthens relationships between hotels and residents. Economically, a high compliance index boosts the hotel's reputation as a safe and responsible destination, attracting more health-conscious travelers and supporting long-term financial sustainability. Certification efforts like CHSE (Clean, Health, Safety, Environment) are more easily achieved with strong compliance, reinforcing a hotel's credibility in sustainable tourism markets.

Despite these advantages, several challenges must be addressed. Compliance levels may vary across hotels due to limited resources or inconsistent implementation. Resistance from staff and guests, stemming from a lack of understanding or convenience, can also hinder the effectiveness of protocols. Furthermore, the operational costs required for protocol implementations such as training, sanitation materials, and monitoring can be burdensome, especially for smaller hotels.

Hotels must invest in ongoing staff education, effective guest communication, and precise enforcement mechanisms to overcome these challenges. Regular monitoring and audits can help maintain consistency, while policy support and financial assistance from governments or industry partners can ease the economic burden. Collaborating with local communities and stakeholders also strengthens awareness and shared responsibility. By maintaining a strong HPCI and proactively addressing obstacles, star-rated hotels can significantly contribute to sustainable tourism practices that benefit public health, local communities, and the environment.

CONCLUSION

This study assessed health protocol compliance in star-rated hotels across South Sulawesi and its contribution to sustainable tourism. Results showed a high Health Protocol Compliance Index (HPCI) score of 3.84, indicating that hotel management, staff, and guests adhere well to cleanliness, health, safety, and environmental sustainability measures. Such compliance demonstrates meaningful progress toward embedding sustainable behavior in the hospitality sector. However, cleanliness practices and environmental sustainability still require

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improvement, highlighting the need for continuous monitoring and development. Theoretically, the study supports the view that compliance with health protocols can extend beyond short-term crisis management to serve as a foundation for long-term sustainable tourism. Practically, it guides hotel operators to strengthen sustainability efforts through improved policies, training, eco-friendly practices, efficient resource use, and transparent communication with stakeholders.

The study is limited to star-rated hotels in South Sulawesi and relies primarily on the HPCI measure, which may not capture all aspects of sustainability. Future research should include other accommodation types, regions, and perspectives from tourists and local communities, as well as longitudinal approaches to track changes over time.

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DECLARATIONS

The authors declare that there is no conflict of interest regarding the publication of this research.

ETHICAL APPROVAL

All research activities complied with ethical guidelines to ensure confidentiality, privacy, and voluntary participation of all respondents.

INFORMED CONSENT

All participants in this study gave informed consent before their participation. They were thoroughly briefed on the study's objectives, procedures, potential risks, and benefits. Participation was entirely voluntary, and individuals retained the right to withdraw at any stage without facing any repercussions.

DATA AVAILABILITY

The data utilized in this study can be obtained by submitting a reasonable request to the corresponding.

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