

Environmental Practice Experience in Malaysian Luxuries Hotel: Descriptive Study

Raini Anne Laipan, PhD

SIDMA College City Campus

Email: rainianne@gmail.com

Steward Gimán Stephen, PhD

Jesselton University College, Sabah

Email: stewardgiman@upm.edu.my

To Link this Article: <http://dx.doi.org/10.6007/IJAREMS/v14-i1/24577>

DOI:10.6007/IJAREMS/v14-i1/24577

Published Online: 17 February 2025

Abstract

Over the years there have been efforts taken by the hospitality industry to upgrade the quality of services that can provide a variety of experiences that meet the values that today's customers are looking for. The changes in consumer tastes and the need for guest satisfaction prompted service organizations to be more sensitive to changing customer lifestyles. Hotels not only improve the attributes that can be provided as the basis of service but also ensure that every consequence meets the value needed by customers and complements today's lifestyle. Technologies like the Internet and social media platforms are crucial in meeting modern customer needs. Key factors include fast Wi-Fi, prompt responses to feedback on social media, and the availability of user-friendly tools for enhanced convenience. Furthermore, an increasingly prevalent trend among consumers is the value of implementing green practices, attracting customers' attention when deciding about the hotels they patronize. A deeper understanding of customers' desire to participate in green activities can lead organizations to design more efficient and effective green programs. The study aims to identify awareness amongst consumers and the benefits of adopting environmental practices in hotels. A descriptive and exploratory design is used for this study. Primary data was collected by surveying 150 Malaysian guests who stayed in four to five rated hotels in Malaysia. The study revealed that most respondents are aware of green hotels and encourage environmental practices followed by hotels. Guests will pay more to support green practices and will recommend green hotels to their family and friends.

Keywords: Service Value, Environmental Practices, Customer Experience, Hospitality Industry

Introduction

Environmental practices should be fully injected into organizational efforts involving practices without damaging the environment and ensuring the quality of life of consumers which contribute in some way to the progress and improvement of local communities and the sustainable growth of the tourism industry. The term has been used more frequently as new

websites devoted to the subject become more prominent and hoteliers become interested in protecting the areas their guests visit. For instance, sustainability has become a key demand among modern consumers, as highlighted by both public and private sectors on a global scale (World Economic Forum, 2022). In an industry that is very sensitive to the image presented to consumers, and depends on the conservation of natural and cultural attractions, adopting sustainability practices can be considered as a way to improve its image further and improve the quality of life of consumers. Hotels for example run on eco-friendly principles, such as providing organic or locally grown food or using natural cooling instead of air conditioning, low-flow showers, occupancy sensors in guest rooms to control lighting, using durable products instead of disposable products, and reuse of towels and linens.

At this time, concern is felt around the world in dealing with environmental issues, including global climate change, ozone depletion, pollution, high consumption of resources, and increasing amounts of solid waste. Hotels are no exception in taking, as part of the tourism industry, to impact the environment significantly. Hotels are also known as institutions that use a lot of water, and electricity consumption and generate a large amount of waste, thus they are also responsible for better social development. Therefore, the hotel shows a positive step by applying the green mission statement as one of the company's objectives and striving to achieve green certification to target guests who care about the environment. Ecolabel for instance is a labelling system that shows the environmental impact of goods and services in areas around the world.

Ecotel is a certification that allows hotels to be sustainable. Ecotel certification measures hotels by employing five parameters, known as "The Five Globes": 1) Sustainability Commitment, 2) Waste Management, 3) Energy Management, 4) Water Management, and 5) Employee Education and Community Involvement. Sustainability is important for businesses to survive in the market and for guests, hence sustainable tourism is needed. In addition, the study found that various factors, including government policies, local environmental regulations, and legal issues influence the extent to which hotels implement green practices. Another study found that chain hotels are better adapters of environmental practices than stand-alone hotels due to financial constraints, employee training, and exposure to green initiatives (Richard, 2017). Among the ecological practices that hotels can do are tree planting activities, using natural fibers in hotel linens, waste separation, recycled furniture, environmentally friendly cleaning agents, chemical-free room fresheners for fragrances, and the use of organic food grown without using fertilizers. for guests. food.

Taking cues from major hotel chains such as Hilton International, Inter-Continental Hotel Group (IHG), and Accor, among others, have shown steps in response to environmental concerns. IHG, together with the World Travel and Tourism Council, pioneered the implementation of the principles of sustainable development (Middleton & Hawkins, 1998) through the PLANET 21 Program, developed by one of the largest hotel chains in the world, a motivational injector in excellent environmental management. This program has presented 21 (see Table 1) actions for sustainable development.

Table 1
Ctions for Sustainable Development

Health	63% of the hotels use products with eco-labels (maintenance products, paints or coatings to the floor); 55% of the hotels offer balanced meals in their restaurants; 78% of hotels organize prevention training for staff;
Nature	84% of hotels have showers with water flow regulators; 68% of hotels adopt a recycling program; 197 hotels participate in the reforestation project;
Carbon	88% of the hotels use low-consumption lamps in permanent lighting; 93% of hotels follow up and assess energy consumption every month; 27 hotels utilize renewable energies and 20 of those have solar thermal panels;
Innovation	91 hotels have at least 3 ecological elements in their rooms (bed sheets, bath towels, or paper, for example);
Local development	In France, Germany, the United Kingdom, Portugal, Switzerland and South Africa, hotels offer hot drinks (tea, coffee, chocolate) with the fair-trade label; More than 5000 employees received training on combating child sex tourism; 60% of hotels purchase and use food from the region; 71% of hotels preserve local ecosystems by avoiding the consumption of endangered sea products;

The increasing awareness among consumers has created concerns for green hotels as they are concerned about environmental damage and overuse of natural resources. In addition, promoting these green practices also creates a positive brand image in the market. Guests show support for the eco-friendly practices followed by the hotel and even share their experiences on social media. According to the case of a Malaysian customer (Laipan *et.al*, 2022), the study confirmed previous findings on the relationship between attitudes towards the environment and environment-friendly behavior, that is, the customer with high environmental attitudes is more willing to stay in a green hotel Hsu, Li, and Jang (2016).

The pandemic of COVID-19 has made everyone realize the many previously ignored aspects of life such as personal health and the environment. During the pandemic as international borders were closed, tourists learned new ways of traveling to domestic destinations and learned about the state of those destinations. As stated by many green efforts done by the hotels, hotels can offer turnover service on demand, control food portions, and install outdoor lights sensitive to the local wildlife and landscape with indigenous plants to protect the local ecosystem. The hospitality industry should provide reusable canvas shopper bags with eco-friendly bamboo cutlery, metal drinking straws, glass jars, and bottles as part of a zero-waste plastic-free initiative. Some hotel also has a policy to hire 50% of the staff locally who can offer their local knowledge of culture and surroundings.

This study aims to investigate consumer awareness regarding environmental practices in hotels and explore the benefits of integrating these practices into hotel operations. The relevance of this article lies in dual focus: understanding consumer perspectives and evaluating the advantages for the hospitality industry. A thorough examination of this topic

addresses an urgent need to bridge the gap between consumer expectations and hotel initiatives in achieving sustainability goals.

The significance of this study is multifaceted. Firstly, it provides actionable insights for hotel managers and policymakers to design more effective, eco-conscious strategies that resonate with consumer preferences. Secondly, the study contributes to environmental advocacy by promoting the role of hotels as stewards of sustainability, thus reinforcing their position as socially responsible businesses. Finally, the research benefits consumers by enhancing their awareness of how their choices impact the environment, empowering them to make informed decisions when selecting accommodations.

By focusing on the utility and effectiveness of sustainable practices, this study highlights their potential to generate both environmental and economic benefits. Adopting eco-friendly measures not only helps hotels reduce costs through efficient resource utilization but also enhances their market appeal, meeting the growing demand for green tourism. Furthermore, this study serves as a guide for stakeholders hotel owners, industry practitioners, and policymakers to better understand the practical implications and long-term benefits of embracing environmental sustainability.

This study underscores the importance of sustainability in the hospitality sector and aims to foster a collaborative effort toward achieving a greener future. By identifying gaps in consumer awareness and emphasizing the tangible benefits of environmental practices, the research contributes to building a more sustainable and responsible hospitality industry. Various hotels and accommodation providers in Malaysia may offer packages or experiences that promote local culture, cuisine, and activities to immerse guests in the authentic Malaysian experience. This article carried the below objective.

1. To identify and understand the environmental practices adopted by guests in the hotel.
2. To understand the awareness among guests and the benefits of adopting environmental practices in the hotels.
3. To analyze the acceptability of environmental practices by the Malaysian guest.

Literature Review

Customer Experience

The concept of customer experience has evolved to accommodate modern business practices and consumer expectations. Today, it is defined as the holistic and dynamic perception that customers develop based on their cumulative interactions with a brand across different touchpoints. Elier definition, like Holbrooks and Hirschman (1982), describes “experiences” in terms of service-oriented and hedonistic products, including travel, food, and art. Pine and Gilmore (1999) advanced the field by introducing the “experience economy” and emphasizing the value of memorable and enriching customer interactions. Psychological dimensions, including cognitive and emotional responses, have also been studied and reflect the subjective nature of customer experience (Altunel & Erkut, 2015; Li, Kim, & Wong, 2016; Palmer, 2010).

Berry, Carbone, and Haeckel (2002) highlighted the importance of exceeding customer expectations through thoughtful cues during the service journey. More recent research, such as that by Klaus and Maklan (2012), underscores the necessity of a comprehensive and universally accepted definition of customer experience, emphasizing its strategic importance in business success. A widely accepted modern definition by Meyer and Schwager (2007) characterizes customer experience as "the internal and subjective reaction customers have to any direct or indirect interaction with a company." These interactions span all phases of engagement, including purchase, usage, and service encounters, reflecting the multidimensional and continuous nature of customer experience management.

Indirect contact often entails unforeseen encounters with representatives of a company's products, services, or brands, manifesting in forms such as word-of-mouth recommendations or criticisms, advertising, news reports, and reviews (p. 118). As the theme park industry increasingly emphasizes service and offers more interactive experiences (Milman et al., 2012), grasping the notion of the customer's experience becomes increasingly vital (Dong & Siu, 2012). This study acknowledges Meyer and Schwager's assertion and adopts their definition of customer experience as the internal response to any direct or indirect interaction with the theme park and its amenities. A review of the literature reveals various components of the customer experience. Bitner (1992) introduced the term "servicescape" to refer to the physical environment where service transactions occur. Similarly, Gupta and Vajic (1999) utilized the term "interaction" to encompass the elements influencing the customer experience. More recently, Mossberg (2007) coined the term "experience room" to encapsulate the customer's experience.

Grove, Fisk, and Dorsch's (1998) old study proposed the 'services theatre model', which depicts theme park services as theatre performances with actors (i.e. staff) delivering services to the audience (i.e. customers) in a setting (physical environment). The interplay between actors, audience, and environment shapes the total customer experience. In their exploratory study of customer experiences in luxury hotels, Wall, Okumus, Wang, and Kwun (2011) examined these three components of customer experiences as well. This study also views customer experience as a multidimensional and diversified construct that is influenced. This study also views customer experience as a multidimensional and diversified construct that is influenced by a variety of factors such as (i) the physical environment, (ii) interactions with personnel, and (iii) interactions with other customers at the theme park.

Environmental Practices

The hotel industry, as a significant segment of the hospitality sector, has increasingly recognized the importance of adopting environmental practices. These practices, often referred to as green or sustainable initiatives, are designed to minimize the environmental footprint of hotel operations. The adoption of environmental practices in the hotel industry offers a multitude of benefits ranging from economic savings to enhanced competitive advantage, compliance, guest experience, and brand image. As environmental concerns continue to gain prominence, the integration of sustainable practices becomes increasingly critical for the long-term success and resilience of hotels. The movement towards environmental stewardship in the hotel industry is not only a response to growing environmental concerns but also a strategic approach to meet the evolving preferences of

consumers who are increasingly drawn to businesses that prioritize sustainability (Jones, Hillier, & Comfort, 2016).

One of the primary benefits of implementing environmental practices in hotels is the potential for cost savings. Energy efficiency measures, such as LED lighting, energy-efficient appliances, and smart building systems, can significantly reduce electricity consumption, thereby lowering operational costs (Bohdanowicz & Martinac, 2007). Similarly, water conservation efforts, including low-flow fixtures and rainwater harvesting systems, can reduce water usage and bills. Moreover, waste reduction strategies through recycling and composting can decrease waste disposal fees (Chan, 2013).

Adopting environmental practices can also provide hotels with a competitive advantage. A green reputation can attract customers who are environmentally conscious and prefer to patronize businesses that align with their values (Manaktola & Jauhari, 2007). Additionally, environmental certifications, such as the LEED certification or the Green Key award, can serve as marketing tools to differentiate a hotel from its competitors (Mensah, 2006). Environmental regulations are becoming stricter globally, and compliance is often a driving force behind the adoption of green practices in hotels. By proactively implementing environmental initiatives, hotels can avoid penalties and legal issues associated with non-compliance (Tzschentke, Kirk, & Lynch, 2008). Furthermore, environmental practices can mitigate risks associated with resource scarcity and price volatility, particularly for energy and water, contributing to long-term operational stability.

Sustainable practices in hotels can enhance the guest experience by creating a healthier and more aesthetically pleasing environment. For instance, the use of non-toxic cleaning products improves indoor air quality, while green spaces and gardens can enhance the visual appeal of the property (Millar & Baloglu, 2011). Implementing environmental practices demonstrates a hotel's commitment to social responsibility, which can positively influence its brand image and reputation. Engaging in sustainability initiatives can also foster a sense of pride and loyalty among employees, leading to increased staff retention and satisfaction (Bohdanowicz, 2005).

For the latest insights on customer experience and environmental practices, the article titled "Environmental Sustainability and Customer Experience in Emerging Markets" (2024) by Tsetse, Adams, Elliot, and Downey explores the role of environmental sustainability in enhancing customer engagement. It emphasizes the importance of aligning business strategies with sustainable practices to meet customer expectations, particularly in emerging markets. This study highlights that fostering green-oriented customer involvement can significantly improve environmental sustainability and enhance the tourism experience. The research employs a mixed-method design to draw these conclusions, offering valuable insights for businesses aiming to leverage sustainability for better customer relationships.

Recent research highlights the increasing importance of environmental practices in shaping customer experiences and preferences. For instance, a 2023 study by Deloitte found that nearly half of consumers across 23 countries had purchased at least one sustainable product recently, indicating a growing trend toward eco-conscious consumer behavior. This

aligns with consumer willingness to pay a premium for products and services that demonstrate environmental responsibility, reflecting their values and priorities.

Similarly, PwC's Global Consumer Insights Pulse Survey in June 2023 revealed that 8 out of 10 consumers are willing to pay up to 5% more for sustainably produced goods. This emphasizes the role of sustainability in influencing purchasing decisions, loyalty, and satisfaction, particularly as customers seek alignment between their values and the businesses they support. These findings underline the strategic importance for companies to integrate robust environmental practices into their operations and customer engagement strategies to meet evolving consumer expectations and drive brand loyalty.

Research Methodology

This study focused on the population of guests in Malaysia and in the hotels that implemented or practiced the eco-friendly manner to analyze the awareness and acceptability of environmental practices. A single sampling frame was designed for the research, targeting respondents from diverse age groups who were general consumers traveling across cities and states in Malaysia. The sample size was set at 150 individuals, given the infinite nature of the estimated population size. Data was collected using a structured questionnaire distributed online and via QR code flyers, ensuring accessibility for respondents.

The study's scope was specific to Malaysian guests, emphasizing their perspectives on environmental practices. By addressing these factors, the research aimed to provide valuable insights into consumer behavior and attitudes toward sustainability in Malaysia.

Limitations

1. The researcher collected data by distributing questionnaires online or by e-mail; thus, the data collected is more or less quantitative.
2. Data is collected from Malaysian travelers only.
3. The sample size is not too large to generalize results.
4. Limited information is provided by primary and secondary data.

Sources of Data

Primary data: The study was conducted in distinct phases using a questionnaire: A sample questionnaire survey of 150 guests who were randomly selected using simple random sampling. Data was then analysed, keeping in mind the objectives of the study.

Secondary Data: Secondary data was collected through an extensive literature review on the topic. Research papers from reputed academic journals (Print and online versions) and databases, published articles, newsletters, and internet websites about the Tourism and Hospitality sector were referred.

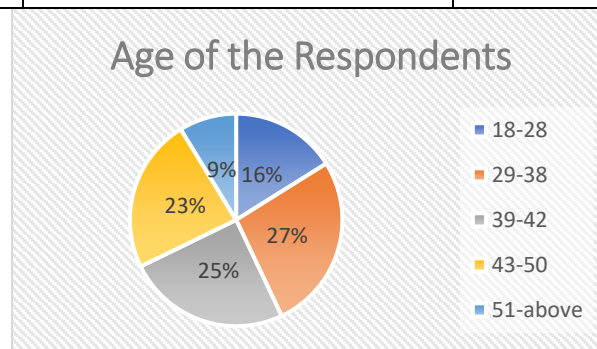
Data Analysis and Interpretation

A combination of basic and advanced analytical tools was used to collect and analyze the data. A detailed study was conducted to achieve the research objective. The analysis, which can be represented visually through graphs, was conducted by concluding the data collected. The survey focused on understanding the guests' perceptions about the adoption of eco-friendly practices in hotels. The questionnaires were distributed to different consumers covering

different parameters. Respondents from different age groups and professions were targeted to get feedback from a wide range of people. Below is the analytical data collected from the consumers.

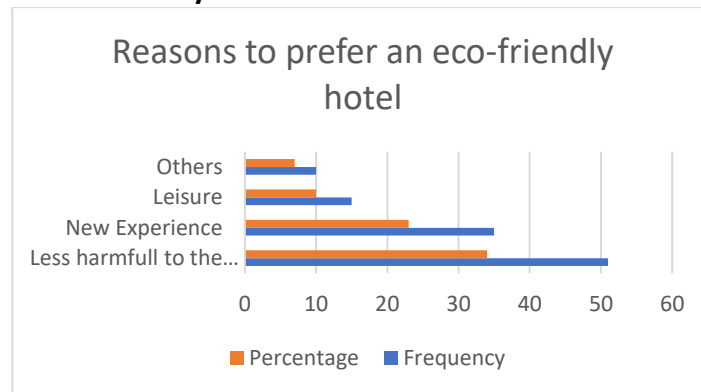
Table and Chart 1
Age of the Respondents

Age	Frequency	Percentage
18-28	24	16.0
29-38	40	26.7
39-42	37	24.7
43-50	35	23.3
51-above	13	8.7



INTERPRETATION: This response was taken from different age groups so that feedback could be collected from people of different age groups. There were 5 different age groups which included 18-28, 29-38, 39-42, 43-50, 51-above to know which age group likes environmentally friendly practices adopted by the hotel. A total of 16 percent of people are from the age group 18-28, 27 percent people are from the age group 29-38, 25 percent people are from the age group 39-42, 23 percent people are from the age group 43-50 and 9 percent people are from the age group of 51-60. The group aged 29 to 38 recorded the highest percentage, followed by the group aged 39 to 42, expressing their preference for green practices implemented by hotels. These two age groups are those who are working, socially active, and economic activity contributors.

Reasons to Prefer an Eco-Friendly Hotel

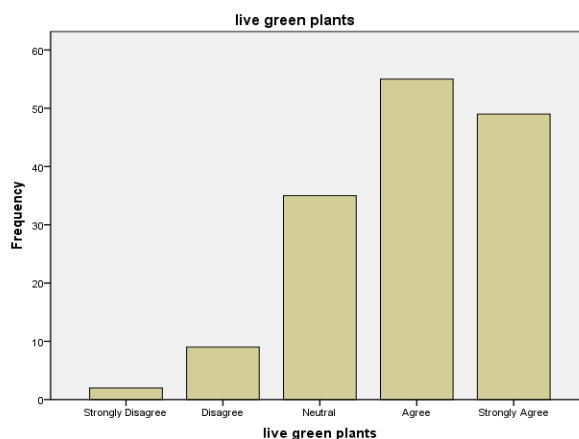


INTERPRETATION: These responses were taken from different groups of people so that feedback could be collected on their preferences. According to the response, 34% of people prefer ecotels as it is less harmful to the environment and according to 23% of respondents, it is a new experience, 10% of the respondents visit ecotels for leisure. Few of the guests i.e. 7% prefer ecotel due to adventure sports, to connect with nature, and for pilgrimage. This supports the statement that there is a group of consumers who prefer services that incorporate green practices.

Table 2 and Chart 3

Live Green Plant

Live green plant		1	2	3
Valid	Strongly Disagree	2	1.3	1.3
	Disagree	9	6.0	7.3
	Neutral	35	23.3	30.7
	Agree	55	36.7	67.3
	Strongly Agree	49	32.7	100.0
Total		150	100.0	



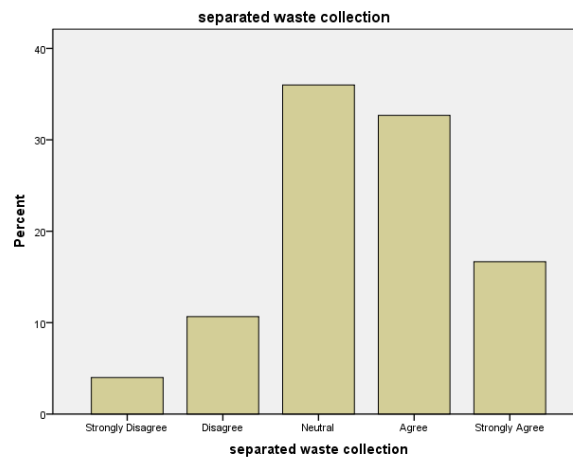
1=Frequency, 2=Percent, 3= Cumulative Percent

INTERPRETATION: Green plants enhance the attractiveness of a living space to guests. According to the data shown from the table and chart above, the number of respondents who most agreed to the least disagreed with placing green plants as decoration in the hotel. A total of 49 respondents were very agreeable, 55 agreed with respondents, as many as 35

people were neutral, disagreed as many as 9, and 2 respondents disagreed with putting green plants in the decoration in the hotel. The presence of plants in hotels creates a connection to nature, which enhances the aesthetic appeal and provides a calming and relaxing atmosphere (Han et.al, 2020).

Table 3 and Chart 4
Separated Waste Collection

Separated waste collection		1	2	3
Valid	Strongly Disagree	6	4.0	4.0
	Disagree	16	10.7	14.7
	Neutral	54	36.0	50.7
	Agree	49	32.7	83.3
	Strongly Agree	25	16.7	100.
Total		150	100.	



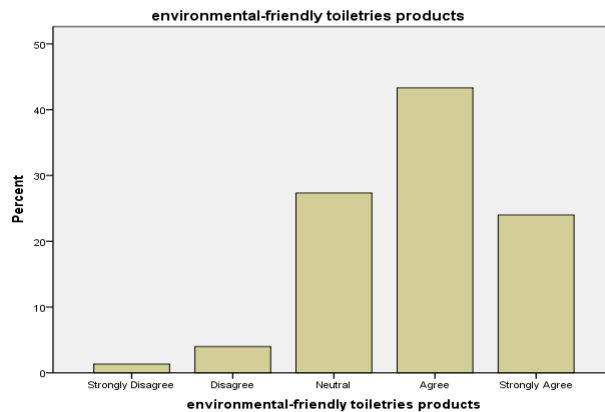
1=Frequency, 2=Percent, 3= Cumulative Percent

INTERPRETATION: The table and chart above show the awareness and level of customer approval of waste segregation efforts. A total of 36% of the highest scores to represent a given response are neutral. It shows that almost half of the respondents took steps to disregard waste segregation efforts towards recycling purposes for second-hand goods. The second highest percentage of 32.7% were respondents who agreed, followed by 16.7% were the most agreeable, 10.7% dissenting and 4% were overwhelmingly disagreeing responses.

Table 4 and Chart 5

Environmental-Friendly Toiletries Product

		1	2	3
Valid	Strongly Disagree	2	1.3	1.3
	Disagree	6	4.0	5.3
	Neutral	41	27.3	32.7
	Agree	65	43.3	76.0
	Strongly Agree	36	24.0	100.0
	Total	150	100.0	



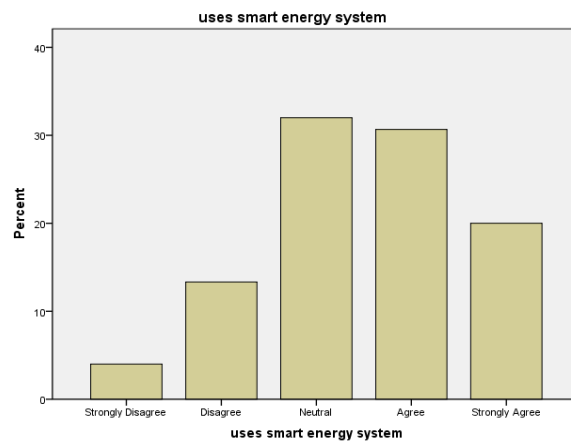
1=Frequency, 2=Percent, 3= Cumulative Percent

INTERPRETATION: The results of the accumulated data on customer awareness of the use of friendly toiletries products are positive, but there are still a few who ignore it very much. Strongly disagreed by 1%, disagreed by 4%, while the following 24% strongly agreed, 27% were neutral and 43% agreed. The number of respondents who agreed and strongly agreed to segregate waste materials was 67 percent, which is more than half of the respondents, indicating a positive level of awareness.

Table 5 and chart 6

Smart Energy System

Smart Energy System		1	2	3
Valid	Strongly Disagree	6	4.0	4.0
	Disagree	20	13.3	17.3
	Neutral	48	32.0	49.3
	Agree	46	30.7	80.0
	Strongly Agree	30	20.0	100.0
	Total	150	100.0	



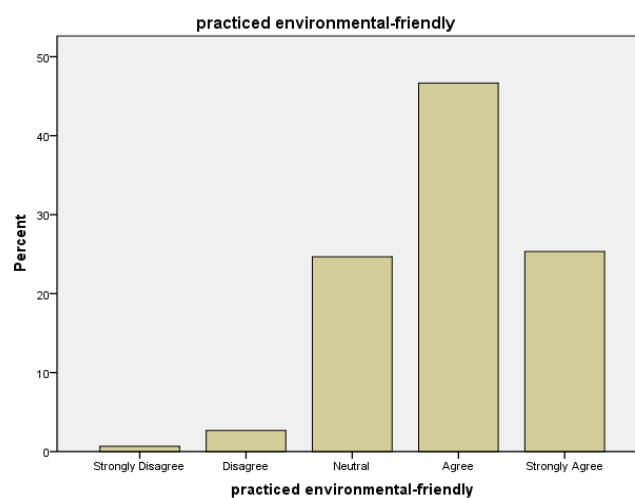
1=Frequency, 2=Percent, 3= Cumulative Percent

INTERPRETATION: This response was collected in order to understand the awareness of guests about the usage of smart energy systems. Strongly disagreed by 4%, disagreed by 13%, while the following 20% strongly agreed, 32% were neutral and 31% agreed on the use of smart energy systems in hotels. Hence, people are aware of the energy saving by hotels which causes benefits to the environment.

Table 6 and Chart 7

Practiced Environmental-Friendly

		1	2	3
Valid	Strongly Disagree	1	0.7	0.7
	Disagree	4	2.7	3.3
	Neutral	37	24.7	28.0
	Agree	70	46.7	74.7
	Strongly Agree	38	25.3	100.0
Total		150	100.0	



1=Frequency, 2=Percent, 3= Cumulative Percent

INTERPRETATION: According to the data shown from the table and chart above, the number of respondents who most agreed to the least disagreed to place green plants as decoration in the hotel. A total of 38 respondents were very agreeable, 70% were agreeable respondents, as many as 37 were neutral people, disagreed as many as 4, and 1 respondent very disagreed with practicing environmentally friendly in hotels.

Findings

1. The largest proportion of respondents, 27%, were in the age group of 29-38 years.
2. 54.9% of people preferred environmentally friendly hotels because they are less harmful to nature, while 38.2% preferred them for the new experience they offer
3. Out of the total responses, 33% agree and 17% strongly agree with the separated waste collection practice of environmentally friendly hotels, which shows their awareness.
4. 33% strongly agreed that a hotel living room with live greenery is attractive, 37% agreed, and 23% felt neutral.
5. 20% of respondents strongly agree, 31% agreed, and 32% were neutral about being aware of the usage of smart energy systems.
6. 38 strongly agree, and 70 respondents are of the opinion that environmentally friendly practices should be practiced in hotels.

Implication

This is not a new trend; it is a growing one. The hotel industry is increasingly recognizing the importance of implementing eco-friendly practices. As global awareness of environmental issues grows, hotels that implement eco-friendly practices not only contribute to the well-being of the planet but also reap some tangible benefits. These practices range from energy conservation and waste reduction to the use of sustainable materials and the promotion of eco-friendly activities. The impact of these practices is far-reaching, affecting environmental sustainability, economic performance, and customer satisfaction.

Environmental Sustainability

One of the most significant implications of environmentally friendly practices in hotels is the positive impact on environmental sustainability. Hotels consume large amounts of energy and water, and they generate substantial waste. By adopting energy-efficient lighting, heating, and cooling systems, hotels can significantly reduce their carbon footprint. The use of renewable energy sources, such as solar and wind power, further minimizes environmental impact. Water conservation measures, such as low-flow showerheads and toilets, along with greywater recycling systems, help preserve this vital resource.

Waste management is another crucial area where hotels can make a difference. Implementing comprehensive recycling programs, composting organic waste, and reducing single-use plastics can drastically decrease the volume of waste sent to landfills. By sourcing materials locally and using biodegradable and recyclable products, hotels can further lessen their environmental impact. These practices not only protect natural ecosystems but also promote biodiversity and reduce pollution.

Economic Performance

Environmentally friendly practices also have significant economic implications for hotels. While the initial investment in green technologies and infrastructure may be high, the long-

term savings are substantial. Energy-efficient systems and renewable energy sources reduce utility bills, leading to lower operational costs. Water conservation measures can similarly cut costs associated with water usage and waste disposal.

Moreover, hotels that demonstrate a commitment to sustainability often enjoy a competitive advantage. As more travelers prioritize eco-friendly options, hotels with green certifications attract a growing segment of environmentally conscious consumers. This can lead to increased occupancy rates and customer loyalty. Furthermore, sustainable practices can enhance a hotel's brand image and reputation, attracting positive media attention and fostering partnerships with other green businesses and organizations.

Customer Satisfaction

The adoption of green practices also has positive implications for customer satisfaction. Modern consumers are increasingly aware of environmental issues and are seeking accommodations that align with their values. By offering eco-friendly amenities and services, hotels can meet the expectations of these guests and enhance their overall experience. For instance, providing organic toiletries, promoting local and sustainable food options in restaurants, and organizing eco-tours can significantly enhance guest satisfaction.

Furthermore, guests who are informed about a hotel's environmental initiatives are more likely to appreciate and support these efforts. Educational programs and clear communication about sustainability practices can engage guests and encourage them to participate, such as by recycling or conserving water during their stay. This active involvement not only deepens their connection to the hotel but also fosters a sense of shared responsibility for environmental stewardship.

Conclusion

In conclusion, the implications of environmentally friendly practices in hotels are multifaceted and far-reaching. By prioritizing sustainability, hotels can contribute to the preservation of the environment, achieve significant economic benefits, and enhance customer satisfaction. As the demand for eco-friendly accommodations continues to grow, hotels that embrace these practices will be well-positioned to thrive in an increasingly green-conscious market. The shift towards sustainability in the hospitality industry is not only a moral imperative but also a strategic business decision that promises lasting positive outcomes for the environment, the economy, and society at large.

References

- Amandeep, A. (2017). Green hotels and sustainable hotel operations in India. *International Journal of Management and Social Sciences Research (IJMSSR)*.
- Baker, M. A. (2013). Eco-friendly attitudes, barriers to participation, and differences in behavior at green hotels. *The Cornell Hospitality Quarterly*. Retrieved from <https://blog.capterra.com/affordable-ways-to-create-a-green-hotel/>
- Berezan, O. (2011). Sustainable hotel practices and guest satisfaction levels. *International Journal of Hospitality & Tourism Administration*, 1–18.
- Bohdanowicz, P. (2005). European hoteliers' environmental attitudes: Greening the business. *Cornell Hotel and Restaurant Administration Quarterly*, 46(2), 188–204. <https://doi.org/10.1177/0010880404273890>
- Bohdanowicz, P., & Martinac, I. (2007). Determinants and benchmarking of resource consumption in hotels—Case study of Hilton International and Scandic in Europe. *Energy and Buildings*, 39(1), 82–95. <https://doi.org/10.1016/j.enbuild.2006.05.005>
- Chan, E. S. (2013). Gap analysis of green hotel marketing. *International Journal of Contemporary Hospitality Management*, 25(7), 1017–1048. <https://doi.org/10.1108/IJCHM-09-2012-0156>
- Chand, M. (2017). Eco-friendly practices in the Indian hotel industry: An exploratory study. *International Journal of Hospitality & Tourism Systems*, 10.
- CREST. (Center for Responsible Tourism). (2012). The case for responsible travel: Trends and statistics. Retrieved from [http://www.responsibletravel.org/news/Fact_sheets/Crest_RTI_TrendStats_print_1_4%20\(3\).pdf](http://www.responsibletravel.org/news/Fact_sheets/Crest_RTI_TrendStats_print_1_4%20(3).pdf)
- Demir, M. (2021). Environmental awareness and guests' intention to visit green hotels: The mediation role of consumption values. *PLOS ONE*. <https://doi.org/10.1371/journal.pone.0251648>
- Gil-Soto, E. (2019). Hotel guests' perceptions of environmentally friendly practices in social media. *International Journal of Hospitality Management*, 78, 59–67. <https://doi.org/10.1016/j.ijhm.2018.11.009>
- González-Rodríguez, M. R. (2020). Factors influencing willingness of customers of environmentally friendly hotels to pay a price premium. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-02-2019-0143>
- Han, H., Chen, C., Lho, L. H., Kim, H., & Yu, J. (2020). Green hotels: Exploring the drivers of customer approach behaviors for green consumption. *Sustainability*, 12(21), 9144. <https://doi.org/10.3390/su12219144>
- Han, H. (2018). Water conservation and waste reduction management for increasing guest loyalty and green hotel practices. *International Journal of Hospitality Management*, 75, 58–66. <https://doi.org/10.1016/j.ijhm.2018.03.003>
- Hsu, C. H. C., Li, M., & Jang, S. C. S. (2016). Toward understanding the motivation of environmental attitude on green hotel selection: A comparison between potential and actual green hotel customers. *International Journal of Hospitality Management*, 52, 56–67. <https://doi.org/10.1016/j.ijhm.2015.09.007>
- Jones, P., Hillier, D., & Comfort, D. (2016). Sustainability in the global hotel industry. *International Journal of Contemporary Hospitality Management*, 28(1), 36–53. <https://doi.org/10.1108/IJCHM-10-2014-0502>

- Lee, H. R. (2016). Guests' perceptions of green hotel practices and management responses on TripAdvisor. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-08-2015-0035>
- Luekveerawattana, R. (2018). Retrieved from <https://yadda.icm.edu.pl/baztech/element/bwmeta1.element.baztech-f297ba94-89eb-4473-87ab-4c6a809fee2c>
- Manaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behaviour towards green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, 19(5), 364–377. <https://doi.org/10.1108/09596110710757534>
- Mbasera, M. (2016). Environmentally-friendly practices in hotels. *ActaCommercii – Independent Research Journal in the Management Sciences*.
- Mensah, I. (2006). Environmental management practices among hotels in the greater Accra region. *International Journal of Hospitality Management*, 25(3), 414–431. <https://doi.org/10.1016/j.ijhm.2005.02.002>
- Millar, M., & Baloglu, S. (2011). Hotel guests' preferences for green guest room attributes. *Cornell Hospitality Quarterly*, 52(3), 302–311. <https://doi.org/10.1177/1938965511409031>
- Mohd Noor, N. A. (2014). ECO-friendly 'activities' vs ECO-friendly 'attitude': Travelers' intention to choose green hotels in Malaysia. *World Applied Sciences Journal*, 30(4).
- O'Halloran, R. (2022). Eco-friendly and sustainable hotels: Seeing the future. Retrieved from <https://www.hospitalitynet.org/opinion/4110346.html>
- Rawashdeh, A. A. (2021). Hotel guests' perceptions of environmentally friendly practices in Jordan. *Journal of Environmental Management & Tourism*, 12(1), 107-120. [https://doi.org/10.14505/jemt.v12.1\(49\).09](https://doi.org/10.14505/jemt.v12.1(49).09)
- Tzschentke, N., Kirk, D., & Lynch, P. A. (2008). Going green: Decisional factors in small hospitality operations. *International Journal of Hospitality Management*, 27(1), 126–133. <https://doi.org/10.1016/j.ijhm.2007.05.001>
- Wehrli, R., Egli, H., Lutzenberger, M., Pfister, D., Schwarz, J., & Stettler, J. (2011). Is there demand for sustainable tourism? *Study for the World Tourism Forum Lucerne*. ITW Working Paper Series, Tourism 01/2011. Lucerne: Lucerne University of Applied Sciences and Arts.
- World Economic Forum. (2022). *The Global Risks Report 2022*. World Economic Forum.
- Yi, S. (2016). Hotel guests' perception of best green practices: A content analysis of online reviews. *Tourism and Hospitality Research*. <https://doi.org/10.1177/1467358415616673>