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Does Green Building Practices Make Sense to Attract Customers' Interest and Building Business in Hotel Industry?

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Abstract

This study investigates whether green sustainable practices implemented by hotel authorities effectively attract customer interest and improve business profitability, addressing a critical gap in hospitality sustainability research. A structured survey was conducted across various Indian provinces using stratified random sampling. From 150 selected participants, 137 hotel industry professionals completed a validated 5-point Likert scale questionnaire. Data analysis employed hierarchical regression modelling, ANOVA, and thematic analysis to examine relationships between green practices and customer attraction. Statistical analysis revealed compelling evidence supporting green practices' business impact. The R-squared value indicates that the variability in increased customer stays and business profitability can be attributed to customers' attraction toward eco-friendly green management practices. The correlation coefficient demonstrates a strong positive relationship between sustainable management approaches and enhanced business performance. Green building practices significantly influence customer attraction and hotel profitability, providing empirical evidence for the business case of sustainability investments. Hotels should prioritize implementing comprehensive green management strategies, including solar energy systems, water conservation, and waste recycling, as these practices not only reduce environmental impact but also drive customer loyalty and financial returns in the competitive hospitality market.

Keywords: Sustainability, green hospitality, customer attraction, business profitability, environmental management

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Introduction

Green standards for the hospitality sector have been established by the American Hotel and Lodging Association (AH&LA). These recommendations contain details on trash management, water conservation, and efficient energy use. An investigation's goal is to evaluate the literature in order to ascertain whether the green program has affected the profitability of the hotel sector. Every property has to decide for itself whether or not it makes sense for grown-up inns to renovate and follow the rules put out by the AH&LA's suggestions. Nowadays, there is a choice to construct efficient and sustainable houses. Some, however, decide against it because they think there will be few long-term benefits to their own firm and because they believe there will be cost rises. How can we make ourselves greener we are? (Mills & Rudd, 2009). With the public's rising consciousness about ecological concerns, green management is quickly evolving into a strategic tool that may strengthen a hotel's edge over competitors. Another survey study investigates the use of cognitive, emotive, and overall images in the development of a green hotel's image and branding. The study looks at how a hotel's reputation as a green hotel may impact guests' behavioural intentions, such as their desire to spend more, return, and refer the establishment to others. The results validate that those elements of the cognitive picture, specifically the qualities and values, can positively impact the affective and general perceptions of a green hotel. The overall image of a green hotel is also found to be positively impacted by the emotional image. As a result, a green hotel's overall reputation may encourage more positive behavioural intentions. It was discovered that quality characteristics have greater power than value attributes. It was demonstrated how important the ideas of selfless charity and feeling better after making a purchase are. A variety of theoretical and practical consequences were examined in the study (Lee et al., 2010). Considering "green" buildings and obtaining certification is increasingly essential for each new project or renovation. Extensive research will examine the advantages and hazards of building green, and insurance options are provided. Buildings with certification as green should offer healthier places to live and work. Illness and skiving should decline while productivity should rise. Green building initiatives are going to become more and more important and popular. But there are also more legal hazards connected to design, erection, possession, and operation when it comes to green buildings. These risks and the insurance ability of such claim exposures were examined in another study. While many of the risks can already be insured, others cannot (Tollin, 2011)

An investigation endeavoured to address the subsequent research inquiries: Does the presence of environmentally conscious attitudes influence hotel patrons' intentions to visit eco-friendly hotels, promote eco-friendly hotels, and pay a premium for eco-friendly hotels? If yes, which aspect of these attitudes bears the most influence? How do these expressed intentions vary according to gender, age, household income, and education level? How do these expressed intentions vary depending on prior experiences staying at eco-friendly hotels? Findings reveal that customers' green views are, in general, highly linked with their declared purposes to stay at a green hotel, to spread word-of-mouth about a green hotel, and to pay extra for it. It was discovered that there were gender disparities in these intentions and that their prior experiences with green

hotels had an impact on their intentions. However, there was no discernible difference in the eco-friendly intentions according to age, family income, or level of education (Han et al., 2011). Another study looks at the relationship between consumer technology use and two of the most talked-about topics in the hospitality sector: boutique hotels and ecological accountability. The majority of hoteliers in the San Francisco Bay Area cited LEED certification as an example of an international standard for building structure on their websites. Nonetheless, the majority of these hotels stated that they used different local requirements to support their green operations. Hoteliers in Istanbul stated that they uphold worldwide standards to validate their environmentally friendly operations, but they did not pursue particular building requirements. Using a range of internationally, regionally, or trade-recognised environmental evaluations, researchers examined the kinds of environmental legitimacy techniques employed by the boutique hotel sector of the tourist industry to justify their green activities. Through content analysis of hotel websites, a varied sample of boutique hotel accommodations in two appealing but comparable foreign destinations - San Francisco, California, and Istanbul, Turkey - is employed (Kleinrichert et al., 2012). Academics and industry participants continue to focus on the greening of tourism-related activities. Based on replies to an online survey of lodging providers, a study evaluates the degree of acquaintance with perceived advantages from, and implementation of environmental efforts within the Michigan, USA, hospitality sector. Differences in understanding of green systems and perceived advantages of adopting green business practices were analysed across property variables, including type, ownership, location, and size. Fewer than expected practices increased adoption when a documented environmental policy was in place. Notable distinctions were found between smaller independent properties and bigger chains. Smaller independent properties were more likely to use local or organic goods and engage in community events. The nearly full adoption of hazardous waste disposal contrasts with the limited use of key cards for power control. The results have ramifications for promoting green efforts in the hotel industry, especially in identifying the most effective agency or group to convey this message (Nicholls & Kang, 2012).

Another research drawing on a comprehensive literature analysis addresses how hotels implement green marketing to carry out corporate social responsibility (CSR). The study examines corporate social responsibility (CSR), the environmental protection efforts of the Malaysian government, the green marketing difficulties, and CSR status in hotels. The conversation demonstrates hotels are consistently pressured to balance various corporate social responsibility factors. Malaysia's government has pushed the hotel industry and other sectors to adopt green technology and practices through incentives and tax breaks, realising the importance of sustainability. While hoteliers are using green marketing to improve their financial performance, winning over the public's trust and expectations has grown increasingly difficult. Subsequent analysis reveals that hotels should refrain from using tactics like "greenwashing" in order to win over environmentally conscious guests to their green promises. The study further indicates that green marketing is being utilised as a tool by hotels to execute their CSR, while it gives a competitive advantage for hotels in achieving equilibrium amid growth and ecological sustainability (Sinnappan & Mohd Rasdi, 2013). Research indicates that the significant majority of travellers prefer accommodations that demonstrate a commitment to green initiatives, with many willing to pay a premium for such options. This shift in consumer behaviour underscores the potential for green building practices not only to enhance a hotel's image but also to drive business success in a competitive market (Sucheran & Moodley, 2019). Thus, this paper seeks to explore whether adopting these practices can effectively capture customer interest and foster sustainable growth within the hotel sector. It is visible that the earlier studies have not confirmed whether the green sustainable practices implemented by the hotel authorities attract the customer's interest or not. Further, it improves the willingness of the customer to stay long and frequent visits, which increases the profitability of the hotel business. Therefore, this study focused on examining those aspects. The objectives were to i) identify the green management practices adopted in the hotel sector, and ii) identify the relationship between customer attraction towards green sustainable management practices and business profitability of the hotel industry.

Literature review

Other studies look into how consumers perceive hotels' core business in relation to green practices and the subsequent purchase-related loyalty (i.e., purposes to stay, agree price outlays, and recommend) as a result of customers' growing concern for ecological issues. The study also looks at the moderating effect of environmental concerns on the associations between loyalty elements and views of hotels' green efforts. Customers' purchasing intentions toward hotels were influenced by their good perceptions of the hotels' green initiatives and core business, according to a poll of visitors who stay at these establishments. The study is also unusual in the academic community since it uses ecological practices as a developing social cause that is becoming more and more significant for society, while also examining the fit theory's implications for the hospitality sector. Another advantage of the study is that it gives hotel management knowledge about how their consumers make decisions about green practices(Ham, 2012). Studies have shown that positive perceptions of green practices increase loyalty and willingness to pay. Tourism and Leisure indicates that over half the guests gave preference to hotels with environmental accreditations, and a large number believed that star grading should incorporate green issues. Furthermore, demographic characteristics such as gender and age significantly influence willingness to pay premiums for eco-certified stays (Sucheran & Moodley, 2019; Urwin & Sao Joao, 2020). Environmental protection is becoming a worldwide concern that companies cannot ignore. Generation Y consumers, in particular, are increasingly influential in shaping hotel demand for sustainability. It was identified that 83% of Generation Y consumers in South Africa expressed willingness to stay in green hotels, viewing eco-friendly facilities as competitive advantages(Urwin & Sao Joao, 2020). The United States' accommodation consumer group is starting to include a sizable portion of Generation Y, often known as the Millennial Generation. Previous investigations have shown that customer behaviour in the future is influenced by the industry's current perception. In a different article, the factors influencing the perception of green hotels among Generation Y were examined, along with how word-of-mouth affects desire to pay and plans

to return. The results corroborate the theory that word-of-mouth impacts readiness to pay and revisit intentions, and that image influences word-of-mouth. The discussion encompasses both theoretical and practical ramifications (Kubickova et al., 2014). With the public's rising consciousness about ecological concerns, green innovation is quickly developing into a tactical instrument that may strengthen a hotel's competitive edge. Understanding consumer sentiments and the need for such novel items is one of the most crucial factors for hotels to take into account when determining whether to pursue green initiatives. Hotels with green designs may be viewed as a new invention in the travel and tourism sector (Esmaeilifar et al., 2015).

The adoption of green marketing is driven by competition, consumer demand, and cost reduction. It is found that 72% of Kenyan hotels implement green practices to attract eco-conscious travellers. However, guest resentment toward certain practices like linen reuse and cost barriers can hinder full adoption, despite managerial awareness(Gitobu & Njoroge, 2015). Another study explored green marketing in the hotel sector, focusing on tourist awareness, acceptance, and knowledge of green practices. It finds that while the concept is well-developed in affluent countries, it remains emerging in developing nations like Malaysia. Limited advertising contributes to tourists' lack of awareness, despite some hotels addressing environmental concerns. The study emphasises that green marketing, combining social and ecological aspects, should be taken seriously rather than used as a mere promotional tool (Sinnappan et al., 2015). Empirical data demonstrates a positive correlation between green practices (energy/water conservation) and sustainability outcomes, while also highlighting that the transparent communication of green practices mitigates consumer scepticism and enhances loyalty(Kamunzyu et al., 2024; Ndalnamu et al., 2024). In another study, the relative value of several qualities of conservative and green buildings is analysed by customers in order to investigate sustainability-related construction decisions. It also examines how customers evaluate health and environmental enhancements in green buildings. The study collected customer preferences about a number of hotel types that incorporated modern wood architecture, enhanced interior environmental quality, and green energy applications (IEQ). Customers from Beijing and Shanghai, two of China's biggest cities, took part in the poll. The most favoured feature of green buildings, according to the data, was their use of green energy, which had an even greater total influence on customer choice than pricing. Subsequently, we distinguished between different customer categories and, using the shared preferences for each feature, ascertained the contextual physiognomies of each segment. Green energy was rated as the most significant factor by the largest customer category, which is made up of younger consumers. Better interior environmental quality was, however, not highly regarded, and customers in the consumer segment, who tended to be older and female, were more inclined to reject contemporary wood houses. Additionally, customers with greater levels of education were prepared to spend more to support green buildings, whereas those with higher incomes were primarily concerned with pricing (Luo et al., 2017). Another study's main goal is to use content analysis of internet hotel reviews to aspect at in how visitors see green hotels. The mainstream of hotel green practices is seen favourably, according to the results. Certain environmentally friendly activities, such as guest education, storm water management systems, and reflective roofs, are seen by guests as genuine attempts by hotels to be green and are seen as complementary. Some visitors, meanwhile, claim that hotels could only be utilising green initiatives as a way to boost their brand or make money. In actuality, not everyone views green measures like humidity sensors, water pressure control systems, and biodegradable cutlery favourably. As a consequence, the findings offer guidance to hotel operators on how to develop environmentally friendly branding strategies and how to execute being a true green hotel (Yi et al., 2016)

Numerous readings have scrutinised the influence of green promotion on the ecological image of travel agencies or have concentrated on the recognition and interaction of these businesses with their clientele. Regardless, further research is needed to answer the issue of how this process shapes consumer behaviour in the hotel sector in order to understand the shifts in today's customer and the implications for the sector. Another research was helpful in showing that, in addition to the direct impact of green promotion on green word-of-mouth indicators, there are additional indirect effects that are reflected by other mediating factors, such as green trust and green attitudinal loyalty. Because green marketing techniques have a favourable impact on customers' recommendations, both direct and indirect, through loyalty and trust, the research offers hypothetical and executive inferences to assist executives in implementing these methods. It is determined that loyalty is the factor that has the most influence on trust and that green marketing initiatives have a bigger impact on their indirect association with word of mouth than on their direct association (Mercadé Melé et al., 2019). The significance of sustainable hotel engineering and facility organisation is examined in a different study in order to realise a sustainable and ethical hospitality facility company. When seen from an interdisciplinary perspective, it also reflects an objective for future study that focuses on the demographics of young travellers who are becoming DINKY as current low-budget customers and the demographics of future conscientious adult consumers. The findings indicate a preponderance of importance, with over ninety per cent of respondents confirming the significance of resource management and sustainable activities, with food, water, energy, and waste management ranking highest. A closer look reveals a different perspective, with just 52 respondents saying they would be prepared to compensate further for ecologically pleasant hotel solutions. By identifying the competitiveness of hotels that design and develop their business systems and operations with support for sustainable technologies in an interdisciplinary manner, the findings and suggestions advance knowledge and concepts. The research also advances our understanding of the synergistic and effectively conveyed economic and marketing benefits of sustainable innovations facilitated by digital technology (Floricic, 2020). Green building design is used by hotel developers as a means of reducing operating and capital costs. Hotel owners use green practices to influence visitors' intent to stay (IoS). Additional Hong Kong research acknowledges the significant impact that eco-service offerings and green building design have on green hotels. It looks at the connections between visitors' environmental awareness, how important they think green building design is, and their impression of the interior of green hotels. The answers confirm that visitors' perceived importance serves as a moderating element in the relationship between EC and IoS and that tourists' EC favourably impacts their IoS. It suggests that visitors' perceptions and understanding of green building design elements have

an impact on their IoS when staying at green hotels. The study emphasises green building design's potential significance and consequences in supporting sustainable practices in the boarding-house industry, as it is frequently overlooked in earlier hospitality literature. The tourism and hospitality industries can benefit from the expansion of green marketing strategies, which can be aided by identifying possible moderating aspects of tourists' EC-IoS connection. Raising travellers' eco-literacy in all the "green ends," including hotel green building design, is imperative from the standpoint of societal interest (Hou & Wu, 2021)

There are three ways that another study contributes. Review and list the most often referenced factors that have been documented concerning the topic. Second, through the eyes of Malaysian specialists in the field, the study offers the most important variables in a developing nation scenario. Third, in order to make the building environment more sustainable, Malaysia and other developing nations might put improvement measures into place that support the green building paradigm. The most important elements influencing GB homebuyers' purchase intentions are revealed by another study's findings, which are in line with those found in the prior works and supported by the focus group. The answers display that although purchasers are aware of GB's advantages, they are insufficient to offset what they consider to be the "high cost" of adopting green practices. Because of this, buyers of homes continue to look for financial incentives, proving that this is the primary driving force (Durdyev et al., 2021). Studies highlight the rise of green technologies in hotels, showing that modern travellers tend to favour green hotels due to growing environmental awareness. Hotels are responding with strong commitments to sustainability by green technologies in product development, service delivery, and policymaking. (Songur et al., 2022).In another study, the value-belief-norm theory and the theory of planned behaviour are combined to examine travellers' intentions and actions when they visit eco-friendly hotels in Malaysia. (Kunjuraman, 2022). Eco-tourism research from Nigeria reveals that tourists are drawn to natural, eco-friendly settings, and their loyalty is influenced by satisfaction with such experiences(Dube-Xaba, 2021). This supports the idea that adopting green building practices in hotels can attract environmentally conscious customers and enhance long-term business growth.

Research methodology

The methodology for this research employs a structured approach across three core components: population sampling, instrument development, and data analysis. The target population comprises hotel guests in urban destinations, with a sample size of 150 participants. Stratified random sampling was applied across four distinct hotel tiers to ensure proportional representation of diverse accommodation segments. Inclusion criteria required participants to have a minimum of two hotel stays annually and fall within the 25 -65 age demographic, capturing frequent travellers with decision-making influence in hospitality choices. The survey instrument utilised a 5-point Likert scale to measure attitudes toward green practices, validated through a two-phase process. Pilot testing established scale reliability (Cronbach's $\alpha = 0.82$), while factor analysis refined green practice items to eliminate cross-loading constructs. Complementary website audits documented LEED certification claims and alignment with local sustainability standards, creating a triangulated data-collection framework. Analytical procedures include hierarchical regression modelling to identify predictors of behavioural intentions (e.g., willingness to pay premiums), ANOVA to compare demographic subgroups (gender, income cohorts), and thematic analysis to extract patterns from open-ended responses. This mixed-methods approach balanced quantitative rigour with qualitative depth to address the research objectives. The hypotheses constructed are:

H0: There is no significance between green sustainable management practices towards customer attraction to stay and business profitability.

H1: There is a significant difference between green sustainable management practices and customer attraction toward the hotel.

Results

Percentage and inside-out analysis

Table 1 indicates the demographic profile of the respondents through simple percentage analysis, and Table 2 indicates the regression ANOVA results.

Table 1. Demographic profile of respondents

Gender Profile	**Respondent (N = 137)**	**Percentage**
Male	93	67.9%
Female	44	32.1%
Job Role		
Hotel Admin / General Manager	19	13.9%
Supply chain / Stores manager	19	13.9%
Restaurant Chef	15	10.9%
Cooking Assistants / staffs	22	16.1%
Facility Management Manager	25	18.2%
Electricians / Technician / Laundry staff	18	13.1%
Reception Staff	19	13.9%
Educational Profile		
Diploma	49	35.8%
Degree	61	44.5%
Not educated	4	2.9%
School level	23	16.8%
Age Group		
18-25 years	57	41.6%
25-50 years	48	35.0%
50-55 years	13	9.5%
Above 55 years	19	13.9%

Hotel Green Management Practices Adopted in Premises		
solar roof / heater / electricity	38	27.7%
Green vegetation / use of reusable vessels for services	26	19.0%
Water conservation and recycling units	30	21.9%
Automatic sensor System for on / off controls - Water flow	13	9.5%
Solid and wet Waste recycling units	10	7.3%
Bio-degrable Paper Cups / Notes / Paper Pen, etc	7	5.1%
EV vehicles for internal transits	13	9.5%
Total	**137**	**100.0%**

Regression ANOVA analysis and interpretation

Regression line equation: $\hat{Y} = 5.2892 + 0.6907X$. Customers' Attraction towards eco-friendly green management practices approaches predicted increase customer stays and business profitability, $R2 = .63$, $F(1,22) = 37.29$, $p < .001$. $\beta = .69$, $p < .001$, $\alpha = 5.29$, $p = .089$.

Table - 2. ANOVA results

Source	**DF**	**Sum of Square**	**Mean Square**	**F Statistic (DF_1, DF_2)**	**P-Value**
Regression (between $\hat{y}_i$ and $\bar{y}$)	1	2901.1903	2901.1903	37.2867 (1, 22)	0.000003806
Residual (between y_i and $\hat{y}_i$)	22	1711.7681	77.8076		
Total (between y_i and $\bar{y}$)	23	4612.9583	200.5634		

*****at 5% significance level

Figure 1. Line fit plot of regression

Figure 2. Prediction Interval of Regression

R-squared (R2) = 0.6289 indicates a positive correlation between customer retention, business profitability, and customers' attraction to environmentally friendly, green management techniques. That suggests that consumer attraction to eco-friendly,

green management methods accounts for 62.9% of the variability in increased customer stays and business profitability. R, or correlation, is 0.793. This indicates that there is a clear and significant correlation between increasing customer stays and business profitability, and customers' attraction to eco-friendly green management strategies. Figure 1 shows the Line Fit plot of the regression, and Figure 2 indicates the Prediction interval of the regression. The residuals' standard deviation (Sres) is 8.8209. The slope, b_1=0.6907 CI[0.4561, 0.9253], indicates that an increase of 1 in consumer attraction toward eco-friendly, green management methods would result in a corresponding rise of 0.6907 in customer stays and business profitability. The y-intercept, b_0=5.2892 CI[-0.8692, 11.4476], indicates that a value of 5.2892 will be predicted for both customer stays and business profitability when the approach to eco-friendly green management methods equals 0. This is the x-intercept: -7.6572. Figure 3 displays degrees of freedom and significance, and Figure 4 indicates the Residual Plot.

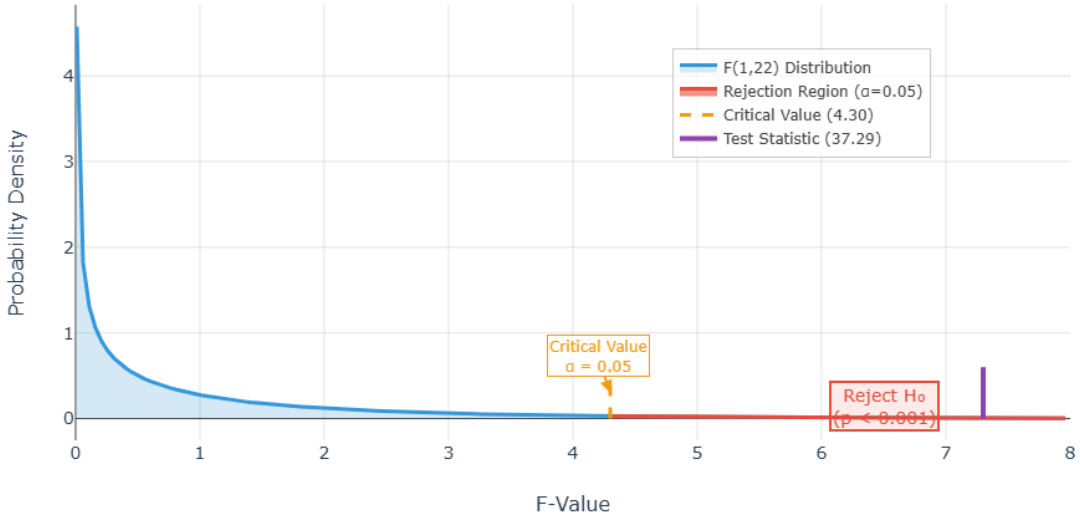

Figure 3. Degree of freedom and significance

Goodness of fit: Overall regression: right-tailed, F(1,22)=37.2867, p-value = 0.000003806. Since p-value < α (0.05), we reject H0. The linear regression model, Y = b0+ b1X + ε, provides a better fit than the model without the independent variable, resulting in Y = b0 + ε. The slope (b_1): two-tailed, T(22)=6.1063, p-value = 0.000003806. For one predictor, it is the same as the p-value for the overall model. The y-intercept (b_0): two-tailed, T(22) = 1.7811, p-value = 0.0887. Hence, b_0 is not significantly different from zero. It is still most likely recommended not to force b_0 to be zero.

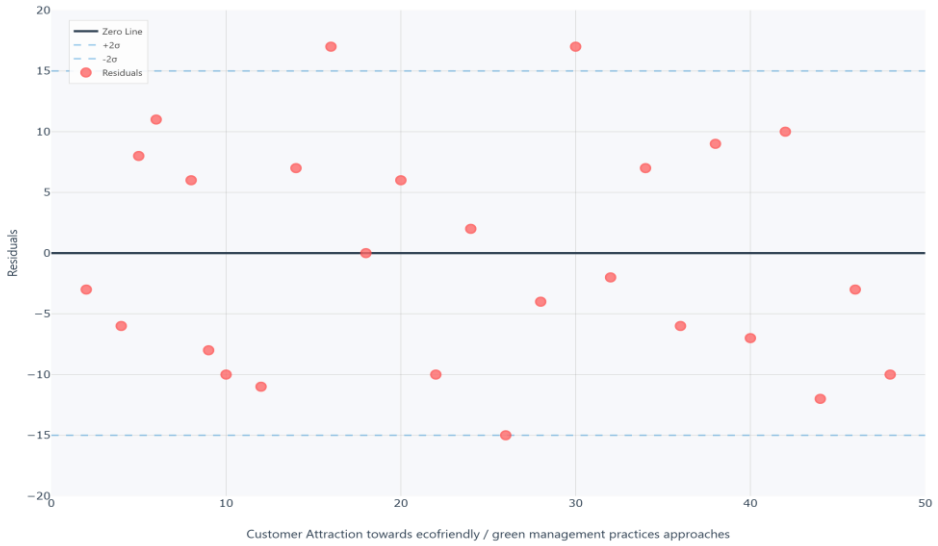

Figure 4. Residual plot

Residual normality: The linear regression model assumes normality for residual errors. The Shapiro-Wilk p-value equals 0.3819. It is assumed that the data is normally distributed. Outliers: The data does not contain any outliers.

Discussion

The hotel sector has realised in recent years how important it is to operate in a more ecologically responsible manner. However, the improvement of environmental management methods in wealthy nations has received the majority of attention. Furthermore, these nations, which have a more diverse socioeconomic position than developing nations, have also made the majority of attempts to establish assessment tools for green activities. Consequently, additional studies concentrate on an index to evaluate the degree of green practices among Malaysian hotels in order to provide a more realistic image of ecological management practices from the emerging nation setting, particularly the Malaysian context. However, doing so prompted a quest for techniques for developing green indices. The study illustrates the process of creating a green practice index for the Malaysian hospitality sector, along with the benefits and drawbacks of this approach in comparison to the widely applied Delphi method (Siti-Nabiha et al., 2014). In the hotel sector, a great deal of work has gone into raising awareness and expanding the number of places using green methods. This is because hotel operations have proven to have unfavourable effects on the environment. Consequently, hotels are seizing this chance to protect the environment while also benefiting from eco-friendly operations. However, despite the potential benefits, the hotels' adoption of green practices is still low because of a number of variables that affect their decision to adopt green practices or stick with their present operational procedures. Therefore, the goal of the second research is to identify the characteristics that have the most influence over the adoption of green practices in hotels, as well as the factors that have the least influence overall. Three elements were found to be important: price, customer, and staff support. Previous scholars had explored the specifics of these three criteria. Accordingly, the most important element impacting the adoption of green practices in hotels has been determined to be customer assistance (Deraman et al., 2017).

As consumers' knowledge of environmental issues has grown, an increasing number of hotels are implementing green measures to allay visitors' worries about the environment and enhance their reputation. Another study examined the moderating effect of visitor gender in these connections by testing a model for examining the occurrence of green practices as carriers for creating a favourable hotel image as well as for increasing guest trust and satisfaction. Evidence of a favourable correlation between sustainable activities and the factors under consideration was gathered through a personal survey administered to visitors staying in 3- and 4-star hotels in Bogota. The results varied based on the gender of the survey participants. The study also emphasises how crucial it is for hotels in developing nations to adopt green practices in order to enhance their reputation and raise visitor satisfaction and trust levels, in order to sustain long-term partnerships (Moise et al., 2021). Due to its intriguing qualities, theme hotels are growing in popularity; in the very competitive hotel business, theme hotels with green practices have created a niche market. The association between the hotel atmosphere and guest gratification for green hotels is not well understood, despite previous research showing that the positive perception that a green hotel creates has a significant impact on customers' positive reactions. An additional study examined how customers perceive value and satisfaction in relation to atmospheric signals, as well as the potential impact of green practices on customer satisfaction. The study's findings show that guests' perceptions of the theme hotel's environment have a favourable impact on their level of satisfaction and that these effects are mediated by the guests' perceptions of the hotel's value. The association between atmospherics and customer happiness was mitigated by the guests' appreciation of the hotel's green practices (Chang & Lin, 2022). By integrating and mapping visitors' experiences staying in green hotels, another study seeks to contribute to the literature on tourism and the Norwegian hospitality sector. In order to better illustrate visitor preferences and viewpoints about Norwegian green hotels, the study uses a combination of methodologies. As a result, the study revealed important ideas and themes associated with visitors' contentment with nine Norwegian green hotels and their attributes. Ten major topics were therefore identified by the study: hotel, room, cuisine, location, personnel, stay, service, suggestion, value, and experience. For example, it was discovered that most visitors were content with the attributes that were assigned to them. About hotel themes, complaints included reservations, check-in, green practices, and other attribution-related issues. The work contributes by providing theoretical implications and insightful information for practitioners. Norway's green hotels need to understand green practices well since they are essential to their online and physical venues' enhancements and diversification plans. With venue-specific produced content that encompasses guest experiences, practitioners must maintain relevance in the ever-evolving world of digital presence (Ali et al., 2023).

Another study provides an examination of the financial and ecological advantages that arise from the implementation of environmentally conscious business practices in the hotel and tourist industry. The research delves into the rising importance of sustainability in this sector and looks at the results and benefits of adopting eco-friendly techniques. According to the report, the hotel and tourist industry may achieve significant cost savings and increased operational effectiveness by using green business strategies. Lower operating costs and increased overall efficiency may be achieved by putting energy and resource management techniques into practice. Examples of these initiatives include waste reduction, water conservation, energy-efficient lighting, and sustainable sourcing. The report also reveals that implementing green practices may provide new sources of income and set companies apart from competitors. Using eco-friendly branding and marketing techniques effectively draws in eco-aware customers, which may boost revenue growth prospects and customer loyalty. The data also reveals how green practices have a positive influence on the environment by reducing resource usage, waste production, and carbon emissions. Adoption of renewable energy, recycling of garbage, and conservation of water are some of the measures that help minimise carbon emissions, conserve natural resources, and maintain biodiversity and local ecosystems. Government incentives and assistance are recognised as key factors in the hotel and tourist industry's adoption of green business practices (Kholijah, 2024).

Conclusion

The hospitality industry has recognised the critical importance of integrating environmentally responsible practices into its daily operations, responding to growing consumer awareness about environmental issues. Hotels and resorts have evolved

beyond their traditional role as mere accommodation providers to become active participants in global sustainability efforts. What was once considered a temporary trend in green hospitality has now transformed into a fundamental requirement, as travellers increasingly seek out environmentally conscious lodging options. The most successful sustainable hospitality initiatives employ multiple approaches, including waste reduction strategies, sourcing from local suppliers, and implementing energy-efficient systems. Through these progressive measures, hospitality establishments can significantly decrease their environmental impact while appealing to a growing demographic of environmentally aware consumers who prioritise sustainability in their travel decisions. Creating an enjoyable and comfortable guest experience while simultaneously minimising environmental harm represents the core principle of sustainable hospitality practices. This approach requires hotels to adopt environmentally responsible operational procedures, invest in green technologies, and educate both staff and guests about environmental stewardship. When hotels prioritise sustainability as a central business strategy, they can effectively demonstrate their environmental commitment while attracting an expanding market of eco-conscious travellers. Comprehensive green hospitality extends beyond individual property boundaries to include community partnerships, support for local environmental initiatives, and guest education programs that promote sustainable lifestyle choices. A hotel's sustainability initiatives can be greatly aided by ethical sourcing and procurement procedures. This entails choosing local and organic ingredients whenever feasible, as well as carefully screening suppliers based on their dedication to social and environmental responsibility. Hotels may lessen their carbon footprint, boost local economies, and create healthier workplaces for both employees and visitors by giving priority to eco-friendly products and supplies. A hotel's green credentials can also be strengthened by working with suppliers to expedite delivery procedures and cut down on packaging waste.

Many hotels and resorts have embraced innovative technologies to address their significant energy consumption concerns and reduce their carbon footprint. These establishments have implemented cutting-edge solutions such as renewable energy systems, LED lighting installations, and smart climate control systems. Energy management through intelligent sensors that adjust lighting and temperature based on room occupancy helps prevent unnecessary energy consumption. By investing in these advanced technologies, hotels can achieve substantial reductions in energy usage while maintaining high standards of guest comfort and satisfaction. These energy-efficient measures also provide long-term financial benefits through reduced operational costs over time. Another strategy hotels may use to reduce their environmental impact is to create gardens or other green areas on the property. In addition to lowering heat island impacts and improving air quality, these spaces may supply fresh food for hotel restaurants and create a welcoming environment for visitors to enjoy. Due to rising environmental consciousness and the need for eco-friendly travel alternatives, green hospitality has become an essential component of contemporary accommodation experience. Today, there's no denying that hotels and resorts can meet the demands of eco-aware tourists and drastically lessen their environmental impact by implementing sustainable practices such as water conservation efforts, waste management plans, energy-saving technologies, and responsible sourcing. These businesses may also save money, improve their reputation, and help ensure a greener future for all. By encouraging these kinds of behaviours, the hospitality sector can keep pushing the boundaries of innovation and make beneficial contributions to the environment and society. By devoting attention to these cutting-edge technologies, hotels may drastically reduce their energy use and yet provide their customers with a pleasant and relaxing stay. Furthermore, over time, the organisation will save a substantial amount of money thanks to these energy-saving methods.

Referencing

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