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Exploring Sustainable Hospitality: The Green Hotel Concept in Tourism

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Abstract: *This study aims to provide new insights into the academic literature on sustainability in the tourism industry and to provide practical insights for practitioners to improve the sustainability of their operational practices. Qualitative methods were used by presenting international articles from international journals related to the topic. This study explores the concept of green hotels and analyzes the sustainable practices they implement. The results provide a better understanding of how the hospitality industry can improve their operational sustainability. This study also provides practical insights for practitioners to improve their operational sustainability by understanding the best practices implemented by green hotels. It is important for the hospitality industry to continue exploring the concept of green hotels and encourage the adoption of sustainable practices to reduce environmental impact, enhance competitiveness, reduce long-term operational costs, and improve guest experience. Therefore, collaboration between industry stakeholders, government, and local communities is necessary to realize the vision of sustainable tourism.*

Keyword: *Green Hotel Concept, Travel experience, Economic Sustainability*

INTRODUCTION

In recent years, the global tourism industry has undergone a significant transformation, with an increasing emphasis on sustainability and environmental responsibility. Within this evolving landscape, the concept of sustainable hospitality, particularly exemplified by the Green Hotel movement, has emerged as a pivotal force shaping the future of tourism. This paradigm shift towards environmentally-friendly practices not only aligns with the growing societal awareness of ecological preservation but also underscores the crucial role of economic sustainability in the tourism sector (Rawashdeh & Al-Ababneh, 2021).

This paper endeavors to delve into the multifaceted dimensions of sustainable hospitality, focusing specifically on the Green Hotel concept within the broader context of tourism. By examining the intersection of two critical aspects - the experiences of travelers and the economic sustainability of such initiatives - this research seeks to illuminate the intricate dynamics and potential synergies that exist within sustainable hospitality practices (Kaur & Kaur, 2016; Rokip et al., 2022). The modern tourist is increasingly conscious of the environmental impact of their journeys and seeks accommodations that reflect their values (Jassim, 2023). As such, understanding the perceptions, preferences, and behaviors of travelers towards green hotels becomes paramount. Exploring aspects such as satisfaction levels, motivations for choosing eco-friendly accommodations, and the influence of sustainability initiatives on overall guest experiences provides valuable insights into the efficacy and appeal of the Green Hotel concept (Ali et al., 2023).

While the ethical imperative of environmental conservation is undeniable, the economic viability of sustainable hospitality endeavors is equally crucial for long-term success (Petrevska & Cingoski, 2016). This necessitates an examination of the financial implications associated with implementing green practices within hotel operations (Novacká et al., 2019). Assessing factors such as initial investment costs, operational efficiency gains, and the potential for enhanced profitability through sustainability initiatives sheds light on the feasibility and scalability of the Green Hotel model. By juxtaposing the perspectives of travelers and the imperatives of economic sustainability, this research aims to offer a comprehensive understanding of the challenges, opportunities, and implications inherent in the adoption of the Green Hotel concept within the tourism industry (Nimri et al., 2020). Through empirical analysis and critical inquiry, this study endeavors to contribute valuable insights that inform both theoretical discourse and practical strategies for fostering a more sustainable future for hospitality and tourism.

The ultimate aim of this research is to contribute new insights to the academic literature on sustainability within the tourism industry and to provide practical insights that can be utilized by practitioners to enhance the sustainability of their operational practices.

METHOD

This research uses qualitative methods by displaying international article literature from international journals related to existing topics by providing a perspective in the findings in this article so that it contributes and is used for other researchers in the future. The model of the frame of mind that will be proposed as a contribution to future researchers will be illustrated in the following thinking frame:

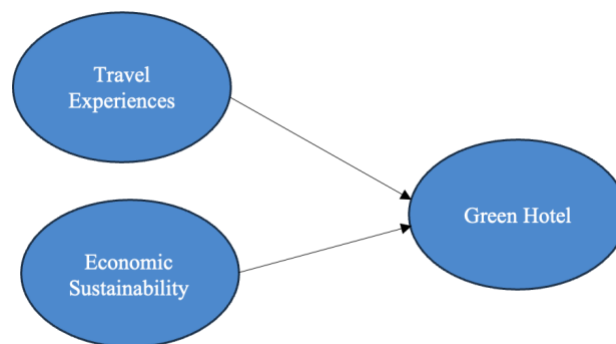


Figure 1. Framework Research

RESULTS AND DISCUSSION

Results

From the qualitative research method used here by presenting related article literature offered with the existing framework as a result of contributions, related articles are based on journals related to the topic by stating and supporting the results of qualitative research in this article.

Implementation of Travel Experiences with Green Hotels

The results of the study from (Yang et al., 2018) stated that the availability of properties close to tourist attractions, airports, universities, and public transportation, as well as green spaces, water bodies, and local businesses is a significant determining factor. Free parking and airport shuttle bus service can mitigate the shortcomings associated with poor airport accessibility. Another study states an additional perspective on the consumer decision-making process, which can assist hotel managers in the development and implementation of hotel operations that take into account consumers' environmentally friendly purchasing behavior (Nimri et al., 2020).

The results of a study from (Suanmali, 2018) stated that the age range in Generation Y, purchasing experience, customer loyalty, monthly income, attitude, and environmentally friendly behavior affect the probability of someone being willing to pay for green hotels. Online review classification models were trained and compared using Long Short-Term Memory (LSTM) and Gated Recurrent Unit (GRU). The results revealed several important dimensions that affect the traveller experience (Alrahhhal & Bozkurt, 2023).

The results of the study qualitatively stated that the profile of travelers who may prefer green hotel rooms, as well as which green attributes are most preferred. Implications and limitations are discussed (Millar & Baloğlu, 2009). The results of quantitative research related to this implementation in the results of the study stated that the communication strategy of green hotels should first emphasize the control of tourists to choose green hotels, emphasizing that there are no barriers of time, money, or opportunity that stand in their way. Second, visitors as well as prominent people, who have previously experienced green hotel stays, should be promoted and rewarded in an effort to increase social pressure. Third, staying in a green hotel should be presented as a positive, environmentally beneficial experience as well as healthy, exciting, and enjoyable (Delistavrou, 2022).

The study results from (Sangmanee, 2020) states that customers mainly pay attention to hotel prices and locations, which is the reason for the selection of green hotels to be interrupted. In addition, education level was the only factor that correlated with the decision to stay in a green hotel. To drive and expand the green hotel transition in Thailand as well as the customer's decision process in staying at a green hotel, green hotel stakeholders and government agencies must work closely together to provide incentives, establish promotional campaigns and provide educational green hotel information at national and international levels that can lead to the long-term success of green hotels in Thailand.

From some of the literature found to support this article, the perspective given from the literature results obtained that the results of the article above with the methods used qualitative and quantitative with results related to the topic, although it does not directly state that there is a relationship between the two variables described such as positive and significant statements, but indicators related to the variable Travel Experiences with Green Hotel clearly visible. So that the variables used in this article are supported from article literature found from various existing journals.

Implementasi Economic Sustainability dengan Green Hotel

Some research results or articles related to variables will be presented in this article as a result to support the variables present in the results, the results of the first study from (Verma & Chandra, 2018) stated customer attitudes and environmental concerns significantly and positively influenced managerial intentions to implement green hotel practices. The results of another study state that tourists are generally aware of the environmental benefits derived from green hotels (Fuchs et al., 2024). Another outcome study states the role played by guests' environmental concerns in influencing guests' perceptions of hotel green communication and the role played by the latter in influencing guests' perceptions of hotel green practices (Acampora et al., 2022).

The results of the study from (Chandran & Bhattacharya, 2019) state that green initiatives can also have indirect benefits, such as better reputation and improved customer loyalty. The results of the article state Evaluated whether hotels participating in the certification process could anticipate reduced operating costs and environmental impacts by targeting several key consumption points. By demonstrating these benefits to an operating hotel, expectations for social responsibility in the hotel industry are enhanced and the market potential for sustainable consulting services is expanded (Gilmore et al., 2014).

The results of the study from (Pham et al., 2018) stated the increase in human capital of employees (e.g., green awareness, knowledge, skills) was emphasized in both hotels. Second, hotels increase employees' green motivation (e.g., commitment and green behavior) if they effectively implement GHRM practices. Third, environmental and financial performance are also important motivations in implementing GHRM practices in the two hotels. Lastly, different green strategies and top management can be used to explain differences in employees' green volunteering behavior between the two hotels.

Effective sustainable practices that can be considered as a model of best practices to encourage and help more hotel owners implement green initiatives in their stays. The model highlights the following best practices: the formation of dedicated green teams and affiliations with green associations; optimal use of financial support opportunities; implementation of green certification programs; training and motivation of employees; integration of ecological labels in hotel marketing; the formation of feasible and measurable targets for energy consumption and waste generation; use of renewable energy resources; Recycling; electricity and water savings; and, finally, healthy, fresh, and local food offerings (Kapiki, 2012).

The study from (Fayyad et al., 2013) states the drivers, barriers, benefits of green hotels, factors that have helped their owners in the process of going green, the most important green programs implemented, as well as the most important procedures needed for hotels to be green and how to market them. The qualitative study stated from the research results in the article allows not only the understanding of green practices implemented by hotels, but also customer recognition and perception of those practices related to sustainability (del Pilar Leal Londoño & Hernandez-Maskivker, 2016).

The results of another study from (Sayed, 2021) stated that green hotel policies and practices are well accepted by tourists, such as the use of energy-efficient lights in guest rooms, recycling bins in rooms and lobbies, and green certification. Many guests agreed with the green initiatives proposed in the study. They prefer to stay and participate in green-based practices and programs in hotels unless this can increase accommodation costs. Review any sustainable and green practices currently adopted and implemented by hotels in Portugal. It will also provide insight into whether hotels in Portugal are currently measuring and monitoring sustainability

performance and striving to achieve higher levels of sustainability in the industry (Fernandes et al., 2022).

From several descriptions of the literature from the results of supporting articles in this research article, the perspective given by researchers with the literature found and described makes this article can be created, related to variables where all existing articles support and are used by researchers in this article to make a construction of previous research so that it can make a needed result.

Discussion

In this discussion, we will explore the idea of sustainability in the hospitality industry, specifically the concept of green hotels in tourism. Green hotels have become the focus of attention in an effort to reduce the environmental impact caused by the hospitality industry. This approach is important because tourism often has a significant impact on the environment, natural resources, and surrounding local communities. One important aspect of green hotels is the implementation of sustainable practices aimed at reducing resource consumption and waste, as well as improving energy efficiency and water use. These include the use of renewable energy, effective waste management, and the promotion of environmentally friendly transportation. In addition, green hotels also pay attention to the social and economic aspects of sustainability, such as local community engagement, empowerment of local workforce, and support for local culture and heritage.

In the context of tourism, green hotels not only provide environmental benefits, but can also enhance the experience of tourists looking for eco-friendly lodging. Travelers are increasingly aware of the environmental impact of their travels, and they tend to look for lodging options that support sustainability values. However, despite the increased interest in green hotels, there are still some challenges that need to be overcome. One of them is the lack of awareness and understanding of the concept of sustainability among hotel owners and managers. In addition, the initial cost of adopting green technologies and sustainable practices may be a barrier for some hotels.

Therefore, it is important for the hospitality industry to continue exploring the concept of green hotels and encourage the adoption of sustainable practices. This will not only help reduce the environmental impact of the hospitality industry, but it can also improve competitiveness, reduce long-term operational costs, and improve guest experience. Thus, collaboration between industry stakeholders, government, and local communities is needed to realize the vision of sustainable tourism.

CONCLUSION

This research has made a new contribution to the academic literature on sustainability in the tourism industry by exploring the concept of green hotels. By analyzing the sustainable practices implemented by green hotels, the study provides a better understanding of how the hospitality industry can improve the sustainability of their operations. In addition, the research also provides practical insights that can be used by practitioners in an effort to improve the sustainability of their operational practices. By understanding the best practices implemented by green hotels, practitioners can adopt similar strategies in their efforts to become more sustainable.

Overall, the study shows the importance of considering sustainability aspects in the hospitality and tourism industry as a whole. By integrating environmental, social, and economic sustainable practices, the hospitality industry can improve the quality of their services, minimize their environmental impact, and make a positive contribution to local communities. For the future, it is important for researchers and practitioners to continue exploring the concept of sustainability

in the hospitality and tourism industry. With better collaboration between academia, industry stakeholders, and government, we can create a more sustainable tourism future, sustain natural beauty, and improve social well-being around the world.

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