



Exploring Sustainable Hospitality: The Green Hotel Concept in Tourism

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Abstract

Purpose: This study aims to explore the concept of Green Hotels within the hospitality industry, specifically focusing on sustainable practices that contribute to both environmental and economic sustainability. The goal is to understand how these practices enhance operational sustainability and improve guest experiences.

Research Methodology: The research employs qualitative methods, utilizing literature review from international journals. By analyzing existing studies on the Green Hotel concept, this research identifies and discusses various sustainable practices implemented in the hospitality industry.

Results: The findings highlight that adopting sustainable practices, such as energy-efficient technologies, waste reduction, and resource conservation, can significantly reduce the environmental impact of hotels. Furthermore, these practices contribute to the reduction of long-term operational costs and enhance the competitiveness of green hotels. The study also reveals that travelers are increasingly drawn to eco-friendly accommodations, indicating a growing market for sustainable tourism.

Conclusions: The study concludes that the Green Hotel concept offers a sustainable solution for the hospitality industry, improving both environmental impact and economic viability. Collaboration among industry stakeholders, government bodies, and local communities is essential to advance the adoption of sustainable practices and ensure the long-term success of green hotels.

Limitations: The research is limited by its qualitative nature, relying solely on literature from existing studies. It does not include primary data or direct case studies of green hotel implementations, which could provide a more comprehensive understanding of the challenges and opportunities in adopting green practices.

Contributions: This study contributes to the academic literature on sustainability in the tourism industry, particularly in the context of hospitality management. It also provides practical insights for hotel operators, guiding them on how to implement green practices effectively to improve operational efficiency and meet guest expectations for sustainability.

Keywords: *Economic Sustainability, Green Hotel Concept, Travel Experience*

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1. Introduction

In recent years, the global tourism industry has undergone a significant transformation, with an increasing emphasis on sustainability and environmental responsibilities. Within this evolving landscape, the concept of sustainable hospitality, particularly exemplified by the Green Hotel movement, has emerged as a pivotal force in 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 study delves 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 study seeks to illuminate the intricate dynamics and potential synergies that exist within sustainable hospitality practices (Kaur & Kaur, 2016; Rokip et al., 2022). Modern tourists are increasingly conscious of the environmental impact of their journeys and seek accommodations that reflect their values (Jassim, 2023). Therefore, understanding travelers' perceptions, preferences, and behaviors towards green hotels is 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 (Novacka et al., 2019). Assessing factors initial investment costs, operational efficiency gains, and the potential for enhanced profitability through sustainability initiatives shed light on the feasibility and scalability of the Green Hotel model (Chang et al., 2024). 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 provide practical insights that can be utilized by practitioners to enhance the sustainability of their operational practices (Dang-Van et al., 2024).

2. Literature Review

2.1 The Concept of Green Hotels

The concept of Green Hotels has gained prominence in the hospitality industry as part of a global effort to reduce environmental impact (Fathihani & Nasution, 2021). Green hotels adopt practices aimed at sustainability, such as energy conservation, waste reduction, and the use of eco-friendly products (Huyen et al., 2025). The growing concern for environmental sustainability has encouraged the hotel industry to integrate green practices into their operations to meet the needs of environmentally-conscious tourists (Jassim, 2023; Kaur & Kaur, 2016). Additionally, green hotels are seen as a response to increasing market demand for eco-friendly travel options, with many travelers now considering sustainability as a key factor in their decision-making process (Ali et al., 2023).

H_1 : The implementation of green practices in hotels positively influences travelers' perceptions of the hotel's sustainability.

2.2 The Role of Sustainable Practices in Hotel Operations

Sustainable practices in hotel operations play a critical role in reducing operational costs and enhancing the overall guest experience (Makoondlall-Chadee & Bokhoree, 2024). Studies have shown that the adoption of green initiatives such as energy-efficient lighting, water-saving mechanisms, and waste management systems not only reduces the hotel's environmental footprint but also improves operational efficiency (Fuchs et al., 2025). These practices can lead to reduced utility bills and waste disposal costs, creating long-term financial benefits for hotel owners. Furthermore, the integration of sustainability practices enhances the reputation of hotels, attracting a more loyal and environmentally-conscious clientele (Chandran & Bhattacharya, 2021).

H₂: Sustainable practices in hotel operations contribute to both cost savings and enhanced guest satisfaction.

2.3 Economic Sustainability of Green Hotels

Economic sustainability in the context of green hotels focuses on balancing environmental practices with financial viability (Supardi, 2023). Green hotels can achieve long-term economic benefits through reduced energy consumption, water usage, and waste generation. However, the initial investment in green technologies and practices can be a significant barrier for some hotel operators (Gilmore et al., 2014). Despite the upfront costs, studies have indicated that green hotels are more likely to experience higher occupancy rates, improved customer loyalty, and better brand recognition, which can lead to greater profitability in the long run (Sayed, 2021). Moreover, government incentives, subsidies, and green certifications play a crucial role in facilitating the transition to sustainable practices by reducing financial risks for hotel operators (Londoño & Hernandez-Maskivker, 2016).

H₃: Economic sustainability in green hotels is positively influenced by government support and green certifications.

3. Methodology

This research uses qualitative methods by displaying international article literature from international journals related to existing topics by providing a perspective on the findings in this article so that it contributes and is used by other researchers in the future (Snyder, 2019). The model of the frame of mind that will be proposed as a contribution to future research is illustrated in the following thinking frame:

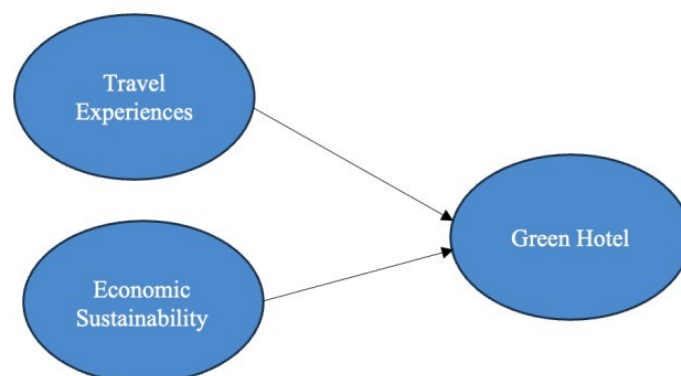


Figure 1. Framework Research

4. Results and Discussion

4.1 Results

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

4.1.1 Implementation of Travel Experiences with Green Hotels

The results of the study from [Yang et al., 2018](#) stated that the availability of properties proximity to tourist attractions, airports, universities, public transportation, green spaces, water bodies, and local businesses is a significant factor. Free parking and airport shuttle bus services can mitigate the shortcomings associated with poor airport accessibility. Another study provides an additional perspective on the consumer decision-making process, which can assist hotel managers in the development and implementation of hotel operations that consider consumers' environmentally friendly purchasing behavior ([Nimri et al., 2020](#)). [Fuchs et al., 2025](#) stated that the age range of 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 ([Alrahhah & Bozkurt, 2023](#)).

The results of the study qualitatively stated the profile of travelers who may prefer green hotel rooms, as well as which green attributes are most preferred. The implications and limitations are discussed ([Ikhsani et al., 2021](#)). The results of quantitative research related to this implementation of 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 and prominent people who have previously experienced green hotel stays should be promoted and rewarded to increase social pressure. Third, staying in a green hotel should be presented as a positive, healthy, exciting, enjoyable, and environmentally beneficial experience ([Shrivastava & Gautam, 2024](#)).

The study results from ([Wardhani & Uily, 2024](#)) found 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 in the above article used qualitative and quantitative methods 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 are clearly visible. Therefore, the variables used in this study are supported by the literature found in various existing journals.

4.1.2 Implementation Economic Sustainability with 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 and Chandra, 2018](#) stated customer attitudes and environmental concerns significantly and positively influenced the managerial intention to implement green hotel practices. Another study found that tourists are generally aware of the

environmental benefits of green hotels (Fuchs et al., 2025). 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 and Bhattacharya, 2021 state that green initiatives can also have indirect benefits, such as a better reputation and improved customer loyalty. This study's results indicate that 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 by Genç and Zengin, 2025 stated that the increase in human capital of employees (e.g., green awareness, knowledge, skills) was emphasized in both hotels. Second, hotels can increase employees' green motivation (e.g., commitment and behavior) by implementing GHRM practices. Third, environmental and financial performance are also important motivations for implementing GHRM practices in the two hotels. Lastly, different green strategies, and top management can be used to explain the differences in employees' green volunteering behavior between the two hotels.

Effective sustainable practices can be considered 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; formation of feasible and measurable targets for energy consumption and waste generation; use of renewable energy resources; recycling; electricity and water savings; and healthy, fresh, and local food offerings (Kapiki, 2012).

<empty citation> state the drivers, barriers, and 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 (Londoño & Hernandez-Maskivker, 2016). The results of another study from Mulyati et al., 2023 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 this study. They prefer to stay and participate in green-based practices and programs in hotels unless this increases 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.

4.2 Discussion

In this discussion, we 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 to reduce the environmental impact of the hospitality industry. This approach is important because tourism often has a significant impact on the environment, natural resources, and 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 usage. These include the use of renewable energy, effective waste management, and 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 the 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 tend to look for lodging options that support sustainability values. However, despite the increased interest in green hotels, some challenges remain. One of these is the lack of awareness and understanding 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 to implement them. Therefore, it is important for the hospitality industry to continue exploring the concept of green hotels and encourage the adoption of sustainable practices in the hospitality industry. This will not only help reduce the environmental impact of the hospitality industry but can also improve competitiveness, reduce long-term operational costs, and improve guest experience. Thus, collaboration between industry stakeholders, the government, and local communities is required to realize the vision of sustainable tourism.

5. Conclusions

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, this study provides a better understanding of how the hospitality industry can improve sustainability in its operations. In addition, this study provides practical insights that can be used by practitioners 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, this study highlights the importance of considering sustainability in the hospitality and tourism industry. By integrating environmentally, socially, and economically sustainable practices, the hospitality industry can improve the quality of its services, minimize its 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 hospitality and tourism industries. With better collaboration between academia, industry stakeholders, and the government, we can create a more sustainable tourism future, sustain natural beauty, and improve social well-being worldwide.

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Author Contributions

JMP was responsible for conceptualizing the study, conducting the literature review, and drafting the manuscript. EPM contributed to the framework of the research and provided valuable insights during the

analysis of the data. ZES assisted with the collection and synthesis of international articles and played a key role in drafting the methodology section. RTHS supported the revision process and contributed to the overall structuring of the article. MM provided additional research support and assisted with finalizing the manuscript for submission. All authors reviewed and approved the final version of the manuscript.

Conflicts of Interest

The authors declare no conflict of interest in the publication of this research. This study was conducted independently, and there are no financial or personal influences on the results.

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