

## HOTEL'S GREEN PRACTICES: IMPACTS ON CLIENTS' ADOPTION

**Anudeep Kaur**

Research Scholar, University School of Financial Studies, Guru Nanak Dev University,  
Amritsar, India

**Dr. GS Bhalla**

Rtd Professor, University School of Financial Studies, Guru Nanak Dev University, Amritsar,  
India

### Abstract:

Through performing a literature review, this paper aims to determine the impacts of a hotel's green practices implementations on clients in the hospitality industry. The articles utilized for the literature review were retrieved from the Google Scholar indexed reputed journals. Education, gratification, paying a premium for social good fare, enhanced purchasing power, environmental consciousness, changed beliefs, positive feelings, motivation for eco-friendly products, the intention to revisit, etc. were some positive impacts of green practices on the client. Also, it was observed through the literature that the clients are aware of green practices but their awareness should be enhanced through various possible aids. All kinds of information about any sustainable practices at the hotel must be available for guests to see and read. This not only expands people's knowledge about the environment but allows them to visually connect the information and see how it is applied within the hotel.

**Keywords:** *Green Hotel, Green Practices Impact on Client, Client Satisfaction, Willingness to Pay More.*

### Introduction

"Green" hotels are those that care about the environment. Green hotels are "environmentally-conscious establishments whose managers are willing to launch initiatives that conserve resources like water and energy and lessen waste while also saving money to support environmental protection" (**Green Hotels Association, 2023**). A hotel that acts responsibly toward society, the community, the local culture, and the environment is referred to as a "green hotel." Green adoption initiatives are becoming more crucial for getting a competitive edge because there is a sizable market segment of consumers who are concerned about sustainability (**Verma & Chandra, 2016**). The trend of being green has grown in the hotel industry (**Cometa, 2012**). Hotels frequently utilize the phrase "green hotel" in their marketing to draw in more customers (**Pizam, 2009**). Acid rain, climate change, ozone layer depletion, and over-exploitation of resources are some of the pollutants and issues that are currently causing global environmental concerns (**González-Rodríguez et al., 2020**). (**Soni et al., 2022**). The hospitality industry, particularly the hotel industry, depletes natural resources and causes pollution. Energy conservation has become crucial in every industry due to the limited energy resources in the world, and the hospitality sector is no exception. In order to conserve energy, the hotel industry has started implementing green practices like

recycling facilities, adjustable temperature control, occupancy sensors, and linen reuse. As people become more aware of environmental problems, the hotel industry is starting to see an increase in environmental concerns (Mehta, 2021). Hotels go green for a multitude of reasons, including a sense of social responsibility, financial advantages, and legislative restrictions (Bohdanowicz, 2006). Consumers are growing increasingly conscious of the harm that regular economic activity does to the environment (González-Rodríguez et al., 2020). (Jayasinghe & Weerasekara, 2021). Visitors are becoming more ecologically sensitive (Cvelbar & Dwyer, 2013), and by supporting sustainable activities, customer expectations may be met and satisfied (Singal, 2014). Hotels need to be mindful of what their customers want from the accommodations they offer if they want to draw in and keep business. Because returning customers will support the hotel's environmental principles, accommodations with green features may experience higher rates of customer retention (Graci & Dodds, 2008). For a variety of reasons, including quality initiatives, financial gains, media pressure, government laws, environmentally conscious behaviour, and improved guest awareness and education, the hotel and hospitality industry employs green strategies (Berezan et al., 2014). Clients have expressed considerable satisfaction with the usage of recyclable materials and eco-friendly design elements in hotels. Customers are drawn to a hotel's recycling program because it operates as a waste management plan (Tiurida, 2020). Consumers' willingness to pay extra may not be affected by environmental sustainability, but it does affect the way they select hotels, and the proportion of visitors who prefer to stay in green accommodations has increased (Alex Kyriakidis, 2010; Martnez, 2015). Improving customer satisfaction is widely recognized as a crucial component of hospitality organizations' success (John T. Bowen et al., 2001). Hotels engage in a number of environmentally friendly practices to increase awareness and address environmental issues (Han et al., 2011). Major hotels throughout the globe have stepped up their efforts to go green and have incorporated eco-friendly practices at different levels (Kang et al., 2012). Sustainable service quality, customer satisfaction, customer loyalty, and behavioural desire to support environmental activities were reported by green hotels (Hamid et al., 2021). The most effective method for drawing in and retaining more customers is to project the image of a green hotel (Lee et al., 2010). Becoming green could increase hotels' long-term profitability by lowering costs and passing those savings on to their consumers (Bansal, Pratima; Roth, 2000). (Rahman et al., 2012). Hotels must work extra hard to promote their environmental initiatives to increase tourist awareness. Hotels may, for instance, employ leaflets, displays, ecological nooks, seminars, and multimedia presentation kiosks to spread green information and educate their tourists about green practices (Bohdanowicz, 2006).

## Literature Review

According to John T. Bowen et al. (2001), there is a connection between client loyalty and satisfaction. Researchers looked into the advantages of consumer loyalty. Researchers came to the conclusion that loyalty and satisfaction did not correlate linearly. According to Diamantopoulos et al. (2003), younger generations are significantly more keen to participate in eco-friendly

activities. Researchers came to the conclusion that it was crucial to identify green customers using socio-demographic data. **Haanpää (2007)** showed that there was no statistically significant gender difference in people's desire to engage in ecologically friendly practices. Researchers came to the conclusion that being green, or at least showing an interest in being green, has become more common in recent years and that demographic gaps are no longer important. Researchers came to the conclusion that being green, or at least showing an interest in being green, has become more common in recent years and that demographic gaps are no longer important. In their 2007 study, **Manaktola & Jauhari** examined the variables that affect customer attitudes and behaviors toward green practices in the lodging sector in India. They also looked into whether or not consumers are willing to pay more for these practices. Researchers came to the conclusion that Indian hotel guests were aware of green activities. **Han et al. (2009)** looked into how hotel customers made ecologically friendly decisions. In the context of green hotels, researchers looked at the effects of gender and age on attitudes toward green behaviors, general perception, visit intention, word-of-mouth intention, and willingness to pay more. The possible influence of a green hotel image on guests' behavior intentions, such as their desire to return and pay a premium and their propensity to promote the establishment to others, was investigated by **Lee et al. (2010)**. Researchers came to the conclusion that the affective and overall perceptions of a green hotel may be positively influenced by cognitive image features. In 2010, **Robinot and Giannelloni** looked into how "green" attributes affect how satisfied hotel customers are. Researchers came to the conclusion that many visitors were aware of how their chosen hotel actively promotes environmental protection. **Han et al. (2011)** made an effort to look into the relationship between a client's attention to the green hotel and willingness to pay a premium for it, as well as the impact of different demographics (income, age, and education) on green hotel choice. The researchers found that household income, age, and education did not significantly affect people's aspirations to live sustainably. According to **Millar and Baloglu (2011)**, tourists appreciated green hotel accreditation, refillable shampoo dispensers, policies encouraging the reuse of towels and linens, and the opportunity to control electricity usage with a key card. According to the New Ecological Paradigm Scale, **Kang et al. (2012)** looked into the relationship between hotel guests' willingness to pay more for "green practices" and their level of environmental sensitivity. Researchers came to the conclusion that visitors who show more concern for the environment are more willing to pay extra for hotels' green initiatives. How sustainable hotel rules affect hotel customers' happiness across different countries was determined by **Berezan et al. in 2013**. Researchers found that different green activities were valued differently based on the visitor's country. According to **Slevitch et al. (2013)**, green features in the accommodation industry have an effect on customer satisfaction. Nonetheless, the impact was equal to enabling traits, but basic attributes showed a considerable impact, according to the study. Visitors display a variety of preferences for ecologically friendly hotel operations, according to **Barber's (2014)** analysis. When consumers were seeking quality, researchers found that they preferred organic food over conventional food, for example. They also noticed that a focus on saving money can lead to increased preferences for minimizing paper use. In a 2014 study, **Berezan et al.** identified the sustainable hotel practices

that guests would find most pleasant and what would motivate them to adopt them. Hotels should consider the sociocultural origins of their guests and try to teach them how to balance social responsibility, according to the researchers. Discounts and frequent visitor benefits were discovered to be the most effective strategies for enticing participation in hotel green efforts. **Gao and Mattila (2014)** found that when guests experience successful service, they are more satisfied with green (vs. non-green) hotels and that customer happiness increases when green hotels adopt green programs for the community's benefit rather than their own profit. Energy and resource conservation were discussed as such possibilities for green projects by **Karavasilis et al. (2015)**. The researchers noted that using energy-efficient light bulbs is one of the most often used methods for protecting the environment. The way that guests perceived green hotels in terms of what they should provide or be, as well as how they meant to choose one, was examined by researchers. The responses of the customers to the various environmental claims made by hotels were analyzed by **Rahman et al.** in 2015. Researchers found that while there is a strong direct correlation between ecological concern and the likelihood to engage, there is no discernible association between ecological concern and the desire to return. **Yu et al. (2017)** looked into how patron satisfaction is impacted by staying at ecologically friendly hotels. Researchers looked at online hotel reviews on TripAdvisor to analyze the impact of green practices on consumer satisfaction. Researchers have made an effort to assess actual visitor encounters in green hotels. The five areas of action in hospitality were "waste management, water conservation, energy conservation, sustainable buying, and human participation," according to **Alfonso Vargas-Sánchez et al. (2018)**. One of the main factors influencing sustainability, according to researchers, is the capacity to reduce operational expenses and satisfy more affluent customers' demands. **Merli et al. (2019)** looked at how guests perceive "green hotel" practices and looked at the relationship between guests' expectations of behaviour and how they perceive green hotel practices. Researchers also looked into how much a certain customer's loyalty to green hotels is impacted by green practices. **González-Rodríguez et al. (2020)** looked at how visitors' environmental concerns, their perceptions of a hotel's environmental policies, and their perceptions of the hotels' green image affected their willingness to pay more to stay at environmentally friendly hotels. **Vatan and Yilmaz (2020)**, employing contemporary ceramic techniques, highlighted sustainable solutions for a customer's safe and enjoyable stay. Researchers concentrated on utilizing technological breakthroughs to provide customers with a sustainable, safe, and secure experience. According to research by **Hamid et al. (2021)**, there is a connection between consumer technology use and the environmentally friendly hotel industry. Researchers came to the conclusion that eco-friendly hotels reported maintaining client happiness, loyalty, and spending in order to support their green operations. According to **Jayasinghe and Weerasekara's (2021)** research, hotels' green features have an impact on guests' inclinations to return. Researchers also looked into the general contentment with the intention to return. Researchers found that some green aspects positively influence overall satisfaction and some green characteristics favourably influence inclinations to revisit. **Jayasinghe (2022)** set out to determine how consumer attitudes toward the environment and how green packaging and advertising affected those views affected consumers' green

behaviour. Researchers arrived at the conclusion that customers can develop a pro-green mindset through both environmentally friendly packaging and marketing initiatives, which in turn influences their intentions to engage in environmentally beneficial behaviours. In order to determine how different environmentally friendly practices in the hotel industry affected customer satisfaction, **Soni et al. (2022)** looked at these practices. Studies came to the conclusion that customer satisfaction is positively impacted by hotels' adoption of environmentally friendly green activities.

## Objective

§ to identify several influencing variables that the hotel's green practices that affect the guests.

### Impact of Hotel's Green Initiatives on Client

The literature research makes it abundantly evident that the hotel's implementation of green measures primarily benefits its guests. These are some examples of how the hotel's green policies benefit green customers:

1. **Education:** There are several advantages to staying in hotels that employ green policies and procedures. One of the finest advantages is education. People are naturally interested and want to learn new things, therefore staying at a green hotel may provide a special educational opportunity for guests (**Cometa, 2012**).
2. **Instant Gratification/ Satisfaction/ Happiness:** Customers are better satisfied as a result of their awareness of how their hotel stays contribute to reducing environmental problems adoptions (**Soni et al., 2022**), (**Jayasinghe & Weerasekara, 2021**), (**Cometa, 2012**).
3. **Ready to Pay Premium:** Customers who are more environmentally sensitive or conscientious are willing to spend more while lodging at a hotel that adopts green practices (**Manaktola & Jauhari, 2007**). (**Lee et al., 2010**). Because they are aware that the additional fees would be used for social welfare rather than the hotels' earnings, guests are willing to pay more to stay at green hotels (**Gao & Mattila, 2014**).
4. **Improved Purchasing Decisions:** Clients can choose and purchase goods based on the environmental advantages they provide, such as recyclable packaging, less packing, and decreased waste (**Han et al., 2009**), (**McDonald & Oates, 2006**), (**Cometa, 2012**).
5. **Effect on Beliefs:** The vast majority of guests thought that by conserving resources and reducing trash during their stay, would assist in mitigating environmental challenges(**Cometa, 2012**).

6. **Willingness to Stay and Intentions to Revisit:** Customers believe that by staying at and returning to green hotels, they are lessening environmental difficulties when travelling (Lee et al., 2010), (Rahman et al., 2015), (Jayasinghe & Weerasekara, 2021)
7. **Willingness to Take Part in Environmental Activities:** Discounts or regular visitor rewards were the best methods for encouraging customers to engage in green activities (Cometa, 2012), (Berezan et al., 2014), (Millar & Baloglu, 2008), (Lee et al., 2010), (Butler, 2008).

### Discussion, Conclusion, and Limitations

Publications addressing green practices in hotels and how they affect guests, their impact, and their reach are receiving an increasing number of contributions. The literature makes it obvious that visitors to green hotels had greater environmental awareness and were better equipped to grasp social obligations. In general, customers' attitudes toward hotels adopting green techniques were found to be favourable and upbeat. The influence of demographic disparities was shown to be far less pronounced among newer clientele, who were reported to be more environmentally sensitive. If a client is sufficiently informed about green initiatives, it affects the client's decision to book green hotels. Although it was found that customers were aware of green initiatives, hotels have to make an effort to raise awareness through a variety of projects. The literature review for the current study used quoted relevant papers from Google Scholar. Future researchers may conduct a study based on bibliometric data to look into documented trends in hotel green practices and how they affect guests. Also, to identify clear trends in publications or associated areas, future research may be conducted using additional data sources (such as WoS, Scopus, etc.).

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