

## A REVIEW ON GREEN PRACTICES IN HOTEL INDUSTRY

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**Abstract:** *Green hotel practices are efforts or changes to hotel operations that give hotels with advantages and benefits if embraced. The goal of this study is to identify studies on green hotel practices. A review approach is applied, and 38 out of 219 studies meet the search criteria. From that number, 18 of those studies focusses on hotel green practices motivators. Based on the analysis of the studies, four factors motivate hotel organizations to apply green practices: competition, cost savings, growth, and the environment. International and domestic theoretical contributions from 2010 to 2022 are used in this study. The review discusses the benefits and drawbacks of green hotel policies. The findings may help the hotel industry promote more sustainable and environment practices. Finally, this study will be a helpful resource for companies looking to learn about environmentally friendly hotel management while also attempting to implement green marketing strategies.*

**Keywords:** *Green Practice, Hotel Industry, Cost, Environment, Saving, Competition.*

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### Introduction

Due to the decline in climatic quality, natural issues are now a global concern. Tourism contributes to environmental degradation and pollution (Shabaz et al., 2021). One of the causes of ecological degradation is the overuse of natural resources that have a negative impact on both the hotel and the environment (Zelana et al., 2009). The evidence discovered then suggests that biodiversity has been lost mostly in sun and beach areas due to global issues such as pollution and improper waste management by hotels and tourism corporations. (Ernesto, 2020).

The sector can impact the environment by excessive use of natural resources, development of tourism infrastructure, and high visitor arrivals. Likewise, the environment is critical to improve the situation or atmosphere. According to (Abdulaali et al., 2019) hotel need to be properly

managed as it is vital to minimize environmental damage. Hotels may help the environment by using eco-friendly methods.

A green hotel is a lodging establishment that saves water, electricity, and reduces solid waste (Leyva et al., 2021); (Santos et al., 2020). Green hospitality first appeared in the 1990s. Many studies have been conducted since then, and some benefits from deployment have been observed. This benefit then has an impact on government, industry, and knowledge value. Furthermore, (Arun et al., 2021) mentioned that implementing green initiatives can save cost, it can also become a significant capital outlay in terms of new technology and labor.

Green hotel practices are one type of environmentally friendly initiative that aims to reduce negative environmental impact by conserving energy through measures like installing energy-efficient appliances and adopting renewable energy program. Meanwhile, in the area of lowering water usage for instance, by installing water-efficient devices and equipment and creating a linen and towel reuse program, and finally in the field of waste management and reduction for example, by adopting recycling program. (Abdou et al., 2020);(Ionnidis et al., 2021);(Salama & Abdelsalam, 2021)

To add, study by (Zhang et al., 2020) reported that the influence of green practices on green innovation is substantial. The relationships between several green practices such as internal environmental management, technology integration, logistics management, customer focus, and supplier emphasis) were investigated, as well as which green practices have an impact on green innovation product and green process (Wang et al., n.d.).

According to (Leyva et al., 2021) the hotel industry has begun to "green up" operations in recent years but has not proceeded beyond placing little cards in rooms asking customers to reuse towels and linens. Some hotels and hotel chains are more concerned with sustainability than others, but the industry as a whole has definitely become greener in recent years. Those little cards may appear to be token environmentalists, but they can result in significant water, waste, and cost savings. As a result, when educating customers about environmental sustainability, it is critical to develop effective communication strategies to encourage hotel guests to engage in eco-friendly behavior, and an important concern for hotels is to increase the credibility of messages centered on "green" practices.(Moise et al., n.d.). Sustainability is a hot topic in many businesses right now, including the hospitality industry, where it is a critical problem for growth. (Abdou et al., 2020).

The goal of this review is to find studies on green practices by hotel industry. It is intended that by doing so, this article would reduce the time and effort required to locate the body of knowledge of related literature among individuals who are motivated to contribute to this field. This section also contains helpful information for conservation policies and outlines the most significant gaps that will need to be filled by future research. Nonetheless, the immediate outcome of this evaluation is important in determining the present research in identifying the application of green practices in the hotel business.

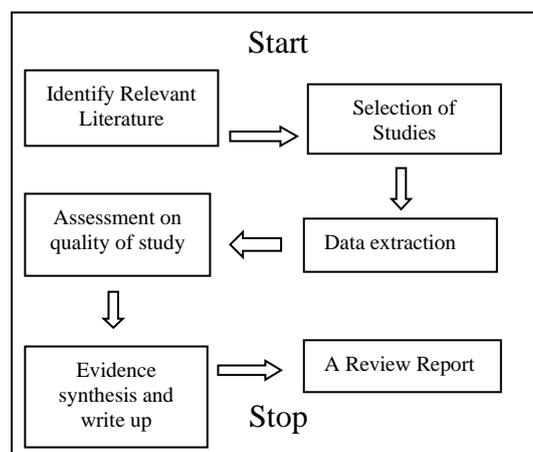
Additionally, this study is significant because practices of hotel management for environmental protection and sustainable tourism, known as green hotel management, aid in both energy savings by lodging places and waste reduction in nature.

The findings of the review are presented in this paper, which is organized as follows: The review procedure, which has six stages, is described in section 2. (methodology). Section 3 examines the findings that address the research questions (RQs), and section 4 brings the study to a conclusion.

## Methodology

A review is a means or ways to conduct a literature review based on the question or topic area or phenomenon of interest (Wang et al., n.d.). It is also a tool that aims to produce a scientific summary of the evidence in a particular area, in contrast to “traditional” or narrative review (Sri et al., 2017). In order to achieve the end result, there are six stages that need reviewing and some of which with iteration.

Adapted from (Sri et al., 2017), the stages illustrated in Figure 1 are important and serve as guidance when conducting the actual review.



**Figure 1: Stages in Review Process**

## Research Questions

The PICOC (Population, Intervention, Comparison, Outcome, and Context) framework can be developed to determine the research question, according to (del et al., 2018). The formulation of this RQs should include the PICOC framework, together with definitions for each concept, is provided in Table 1 and applies to each stage.

**Table 1: Research Questions as Structured by the PICOC.**

No	Criteria	Description
1.	Population (P)	Executive level in organizations.
2.	Intervention (I)	Green practice.
3.	Comparison (C)	Null.
4.	Outcome (O)	Hotel sustainability.
5.	Context (C)	Hotel business organizations

Table 1 summarizes the primary search phrases that address the study's research items based on the PICOC criteria. These significant search terms are used to derive relevant research terms that are employed in the primary and secondary source search processes (del et al., 2018). This paper reports on the review of first two major research questions. The following research questions are established in order to discover and analyze all available research on green practices inside business organizations. The following research questions have been developed:

### **RQ1: What research has been conducted on green practices in hotel industry?**

This study is to seek existing research on green practices in the hotel industry that can benefit current and future research in this field to address this research question.

### **RQ2: What factors influence hotel to implement green practices?**

In response to this research topic, the purpose of this study is to uncover the characteristics that lead hotel to adopt green practices as standard operating procedures.

### **Conducting the Review**

The search approach and delivery were the focus of this phase. The search strategy aids in the creation of appropriate search strings as well as the identification of relevant databases for the collection of relevant documentation (Mengist & Soromessa, 2022). As a result, the search string definition in the PICOC criteria should be based on the terminology defined for the population as well-defined in Table 1 (Booth et al., 2016). The search string was listed in Table 2 and concentrates mainly on the "green practices " and "green practices hotel". The following syntax was used: TITLE-ABS-KEY as additional search engine in combinations of the above keywords like "green practices in hotel OR green practices initiatives", OR "green practices gaps" OR "green practices approach"

**Table 2: The Searching Term Used and a Total Number of Publication from Each Database**

Database	Main searching terms using doc title, abstract, and keywords	No of article
Scopus	"Green practices" and "in hotel"	59
Science Direct	"Green practices" and "in hotel"	11
Google Scholar	"Green practices" and "in hotel"	147

The search databases for this study were Scopus, Science Direct and Google Scholar. The articles were peer-reviewed journals from the three data sources and literature searches were finalized on 20 January 2022. The article search was restricted to those which were published between the years 2010 and 2021.

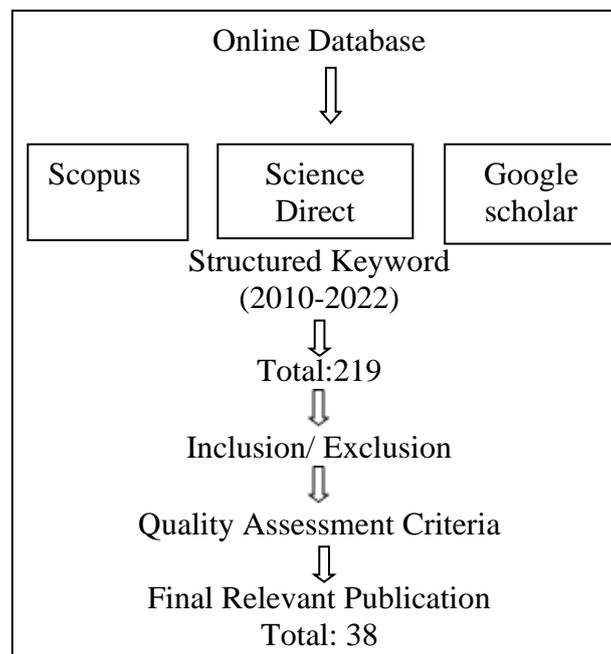
### **Inclusion and Exclusion Criteria**

Originally, each paper that is retrieved will be examined by three items title, entire text, and keywords. Nonetheless, in the end, the final publication that will be chosen will be determined by the criteria for inclusion and exclusion as Table 3. As a result, precise inclusion and exclusion criteria were required to filter down the results to the most relevant publications in order to meet the review's objectives (Mengist et al., 2021). Figure 2 as adapted from (Sri et al., 2017) study, depicts 219 publications were chosen at the start of the study from three key online databases: Scopus, Science Direct, and Google Scholar. Only 38 of those studies met the inclusion criteria in the next stage. The purpose of the inclusion and exclusion criteria is to guarantee that the review contains only relevant articles.

**Table 3: Selection of Literature using Inclusion and Exclusion**

Criteria	Decision
When the predefined keywords exist as a whole or at least in title, keywords or abstract section of the paper	Inclusion
The paper should be written in the English language	Inclusion
The paper published in a scientific peer-reviewed journal	Inclusion
When the articles address at least one Green Practices Motivations by hotel Indicator	Inclusion
Papers that are not accessible, review papers and meta-data	Exclusion
Papers that are not primary/original research	Exclusion
Papers that got published before 2010	Exclusion

Source: Mengist et.al (Mengist et al., 2021)



**Figure 2: The flow diagram for the database search of publications for reviews**

### Quality Assessment Criteria

The following criteria were used to assess each review, which were based on four quality assessment (QA) questions as adapted from (Booth et al., 2016) study as follow:

QA1. Are the inclusion and exclusion criteria for the review defined and appropriate?

QA2. Is it likely that the literature search uncovered all relevant papers on the subject?

QA3. Did the chosen publication have blind reviewers who evaluated the study's quality and validity?

QA4. Was the motivation for implementing green practices in the publication adequately described?

### Data Collection and Analysis

A form was created as part of the data extraction procedure to collect evidence related to the study, questions addressed in the studies, and to assess the quality of the main studies (Sri et al., 2017). Table 4 shows the data extraction from the articles conducted. The form is divided

into three sections: I Study Data, ii) Data Relevant to Answering Research Questions, and iii) Quality Assessment Checklist.

**Table 4: Data Extraction Form**

Data Item	Description
Study ID	Refers to the unique identification given to the article.
Title	Refers to the label of the article.
Year of Publication	Refers to the article's publication year.
Reference Type	Refers to whether the publication is in the form of a journal/ conference/ thesis /Unpublished work.
Publisher	Refers to the name of the publisher or proceeding.
Data Relevant to answer RQ	
Quality Assessment Checklist	

Source: Sri Fatiany & Marziana (Sri et al., 2017)

## Discussion

### **RQ1: “What research have been conducted on green practices in hotel industry?”**

Based on the finding, 20 studies out of the selected 40 discuss on hotel green practices. Each of the article's converses on a different area and perspective of hotel green practices. Majority of the research conducted on hotel green practice practices focus on human resource management issue. Apart from the human resource management, the research carried out concentrate on customer perception or behavior, supply chain, green innovation, green advertising, problem and prospect, environmental behavior, social media, and guest experience. The 20 studies identified are conducted in the same industry namely, hotel. The studies are published between the years 2010 until 2021. This finding can conclude that green practice is a field which is rapidly gaining the interest of researchers in the last ten years. Based on an analysis on the types of research approaches employed in these studies, 68% of the studies used a survey (quantitative) method to analyze the data, whereas 16% and 16% used an interview method and case study (qualitative) respectively.

**Table 5: Studies on Green Practices in Hotel Industry.**

Title	Author / Year	Area
Greening the hospitality industry: How do green human resource management practices influence organizational citizenship behavior in hotels? A mixed-methods study.	Pham et al. (2019)	Human Resource Management
Linking Green Human Resource Management Practices to Environmental Performance in Hotel Industry.	Yusoff et al. (2020)	Human Resource Management
Green human resource management: A review of integration of environment and HRM practices in hotel industry.	Mohanty et al. (2021)	Human Resource Management
Mediating Role of Empowerment on Green Human Resource Management Practices and Employee Retention in the Nigerian Hotel Industry.	Emanuel et al. (2021)	Human Resource Management

The influence of green practices by non-green hotels on customer satisfaction and loyalty in hotel and tourism industry.	Yusof et al (2017)	Consumer Attitude or Behavior
An insight into green practices followed in the Indian hotel industry.	Sharma et al. (2018)	Consumer Attitude or Behavior
Consumers' willingness to pay for green initiatives of the hotel industry.	Kang et al. (2012)	Consumer Attitude or Behavior
What influences water conservation and towel reuse practices of hotel guests?	Han & Hyun (2018)	Consumer Attitude or Behavior
Why should hotels go green? Insights from guests experience in green hotels.	Merli et al. (2019)	Consumer Attitude or Behavior
Green image and consumers' word-of-mouth intention in the green hotel industry: The moderating effect of Millennials.	Wang et al. (2018)	Consumer Attitude or Behavior
Perceptions of the employees on green and sustainable practices in the hotel industry and its implications: Empirical evidence from the selected star hotels.	Sangeeta & Rebecca (2017)	Employee Behavior or Perception
How do hotel employees' environmental attitudes and intentions to implement green practices relate to their ecological behavior?	Okumus et al. (2019)	Employee Behavior or Perception
Revisiting green practices in the hotel industry: A comparison between mature and emerging destinations.	Alonso et al. (2017)	Green Practices and Destination
Problems and prospects in the implementation of green practices in hotel industry: Empirical evidence from Chennai city.	Sangeeta & Rebecca (2017)	Problem and prospects in green practices
An assessment of green practices in a hotel supply chain: A study of UAE hotels.	Al Omar & Husien (2017)	Supply Chain
Investigating influence of green innovation on sustainability performance: A case on Malaysian hotel industry.	Asadi et al. (2020)	Green Innovation
The Greening of Hotels in the UK and Italy: A Cross-cultural Study of the Promotion of Environmental Sustainability of Comparable Corpora of Hotel Websites.	Rufollo (2015)	Environmental Awareness
Hotel guests' perceptions of environmentally friendly practices in social media.	Soto et al. (2019)	Social Media
How can hotels' green advertising be persuasive to consumers? An information processing perspective.	Yoon et al. (2020)	Green Advertising
The Investigation of Green Best Practices for Hotels in Taiwan.	Wang (2012)	Green Best Practices

### RQ2: “What factors influence hotel to implement green practices?”

Green hotel practices are some of the ways hotels can save money while also helping the environment. Some of the ways hotels may save money while also benefiting the environment are through green hotel practices. Table 6 examines a variety of factors that influenced hotels' decisions to adopt green practices or maintain current operating practices, including competition, cost-cutting, improvement, and the environment. The environment was named as the most important aspect in 100% of the articles, followed by saving (94 %), improvement (55 %), and competition (27 %).

**Table 6: Factor of Hotel Green Practice.**

Research and Year	Variable: Factors that Influence Green Hotel Practice			
	Competition	Saving	Improvement	Environment
Azila et al. (2014)		√	√	√
Deraman et al. (2017)		√	√	√
Atay & Yieldrim (2013)	√	√		√
Chandra & Verma (2018)		√		√
Zuriyati et al. (2014)		√		√
Gan, J, (2018)		√		√
Kwon & Ahn, (2020)		√		√
Moise et al. (2021)	√	√	√	√
Siti Nabiha et al. (2014)	√			√
Noor & Kumar (2014)		√	√	√
Arun et al. (2021)		√		√
Abdou, et al. (2020)		√	√	√
Yusof & Jamaludin, (2013)		√		√
Kola et al. (2016)		√	√	√
Hanafiah et al. (2020)		√	√	√
Kasimu et al. (2012)		√	√	√
Yu & Jai (2017)	√	√		√
Kim et al. (2018)		√	√	√

### Conclusion

Green hotel practice is great if implemented by the hotel industry or any other sector in the country. This practice will benefit a variety of parties, particularly the hotel and its guests. Green practices more likely to catch hotel guests' attention and result in a rise in the number of guests arriving. Furthermore, it's important to note that there are several limitations to this study that should be addressed in future research. Based on the paper's comprehensive study of academic journals on the subject of green practice in the hotel sector, some major areas in green practices appear to justify further investigation. Despite the fact that many consumers are interested in green practices, hotel businesses lack information on how to implement them. According to the findings, there is an obvious need to place a greater emphasis on the contributions and measurements of green practices in any field.

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