

Environment Friendly Practices Adopted in Hotels and their Impact on Customer Satisfaction: A Critical Review of the Literature and Research Implications for the Hospitality Industry

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Abstract

The purpose of the study is to investigate various environment-friendly practices implemented by the hospitality industry while assessing their impact on customer satisfaction. Thirty-one papers were downloaded with keywords such as "environment friendly," "customer satisfaction," "customer loyalty," and "sustainability" from various online research databases like Google Scholar, Science Direct, ResearchGate, and Emerald Insights from 2000 to 2020. These papers were critically analysed in terms of the different variables associated with the environmentally friendly measures used in hotels. The study will assist hospitality industry managers in developing appropriate marketing strategies that include green measures in order to achieve guest retention, which will result in increased profits and goodwill for the hotels. In addition, the study sheds light on different variables such as demographics, willingness to pay, and visit intention in relation to green practices

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and guest satisfaction. The findings reveal that the environment-friendly green initiatives adopted in hotels have a positive effect on customer satisfaction. Moreover, the study emphasises how green practices play a key role in achieving customer loyalty through the mediating effect of customer satisfaction. A model of the positive effects of hotel employee training on environment-friendly practices has also been proposed. The willingness to pay for the environment-friendly initiatives reflect a rather contradictory result since a majority of the guests expect hotels to bear the cost of the green initiatives implemented.

Keywords: environment-friendly initiatives, customer satisfaction, customer loyalty, willingness to pay, visit intention

1. Introduction

Consumers are growing increasingly conscious of the environmental deterioration caused by usual economic activities, and visitors are growing more conscious of the importance of environmental sustainability while travelling (Jayasinghe & Weerasekara, 2021). Different types of pollution and problems such as climate change, ozone layer depletion, acid rain and excessive resource utilisation have become a major environmental concern globally (Clark *et al.*, 2001). Therefore, hotels adopt numerous environment-friendly practices to create awareness and combat environmental issues (Han, Hsu, Lee, & Sheu, 2011). Leading hotels all across the world have augmented their initiatives to go green and have incorporated environment-friendly activities at varying levels (Kang, Stein, Heo, & Lee, 2012). For example, the InterContinental Hotel Group has designed, built, and run its own "Green Engage" system, an innovative program to measure water and energy consumption (IHG, 2020). Hilton and Marriott have also devised their own procedures in order to put a limit on the energy and water consumption (Yu, Li, & Jai, 2017). Majority of the International Taj properties have an Earth Silver Check program. In India, the Orchid Mumbai is considered a leader in demonstrating and following environment-friendly measures (Tuppen, 2013). ITC Maurya, New Delhi, is the first to obtain Platinum Rating for the

Existing Building Program by LEED (Leadership in Energy and Environmental Design) (ITC, 2019).

Various reasons such as quality endeavours, financial benefits, media pressure, government-enforced laws, environmentally conscious behaviour, along with greater guest alertness and knowledge, lead to the implementation of green strategies by the hotel and hospitality industry (Berezan, Millar, & Raab, 2014). To legitimate their green efforts, green hotels reported maintaining service quality, customer satisfaction, customer loyalty, and behavioural intention (Hamid et al., 2021).

This paper focuses on how green programs can contribute to consumer satisfaction through visitor involvement, emphasising their willingness to pay premium pricing and visit intentions. Going green has become a trend in the hospitality industry; therefore it is necessary to examine the specific efforts and problems that hotels face in implementing sustainable practices. This study is entirely centred on hotels being more environmentally responsible while employing this as a method of achieving customer satisfaction.

2. Research Questions

- 1) What are the various environment-friendly methods implemented in the hotel industry?
- 2) Are guests willing to pay premium prices to stay in a hotel that practices and implements environment-friendly measures?
- 3) How do green practices in a hotel relate to visiting intention, word-of-mouth promotion, and guest demographics?
- 4) Do green practices influence customer loyalty through the mediating effect of customer satisfaction?

3. Objectives

- 1) To find out various green environment-friendly methods implemented in the hotel industry.
- 2) To investigate the different variables (willingness to pay, visit intent and demographics) in relation to the green initiatives undertaken by the hotels.
- 3) To explore the relation between green practices and their impact on consumer loyalty using customer satisfaction- as a mediating variable.

4. Methodology

This study examines peer-reviewed journal publications related to sustainable practices in the hotel sector so as to get a comprehensive and representative analysis of this area of research using systematic narrative review. Narrative systematic reviews generally encompass a wide array of issues related to the topic. Also, they do not have a set pattern or specified rules regarding the exploration of substantiation. Analytical decisions concerning the studies relevant to the topic and their inclusion in the review need not be incorporated in narrative reviews (Furunes, 2019). The researchers of the paper have downloaded 31 research papers with the help of keywords like environment-friendly measures, green attributes, willingness to pay, hotel industry, customer satisfaction, and customer loyalty from varied online research database like Google Scholar, Science Direct, and Emerald Insights ranging from the year of 2000 to 2020. The research papers downloaded have been analysed for qualitative as well as quantitative aspects. These research studies were reviewed in relation to the different variables associated with green and environment-friendly measures. The "Review of Literature" has been divided under various headings that correspond to the study's sequence of objectives. Research gaps have been identified and discussed in the study. The thirty-one research papers have also been placed in a table for a quick overview in which importance, gaps and any other important remarks are listed against the study title and authors, which is easy to decipher at a glance.

5. Analysis of Research

Green hotels are gaining popularity throughout the world, not just in large hotels but also in hotels of all sizes. Therefore, green practices have become prominent in the hotel industry. These practices are associated with different variables, identified in the literature as green practices in hotels; category of hotels; demographic profile of guests; visitor's intention; willingness to pay; word of mouth promotion; customer satisfaction; customer loyalty and retention.

6. Green Practices in the Hotel Industry

Green hotels are typically preferred by guests over ordinary conventional hotels (Manaktola & Jauhari, 2007). Indian hotels are also carving out a niche in the green hospitality sector by incorporating innovative eco-friendly initiatives into its major divisions, such as housekeeping, front office, and food and beverage department (Chand & Garge, 2017). Consumers continue to base their selections on Hotels ought to be environmentally responsible since they consume a lot of energy, water, and other non-renewable resources while producing a huge amount of waste in the course of their everyday operations (Kang, Stein, Heo, & Lee, 2012; Baker, Davis, & Weaver, 2013; Yu, Li, & Jai, 2017; Kim and Fairhurst, 2017).

7. Category of Hotels & Green Initiatives

Kang *et al.* (2012) and Bruns Smith *et al.* (2015) disclosed that guests who stayed in luxury and niche properties were more likely to participate in environmentally friendly activities than guests who resided in budget hotels. Moreover, Kim and Fairhurst (2017), in their study, found that larger hospitality chains believed in indirect marketing techniques such as using corporate websites to inform customers about their green practices, whereas small and medium hospitality businesses would engage in direct exchanges with customers, particularly locals.

8. Demographic Profiles & Green Initiatives

In terms of the influence of gender on various environmentally friendly practices, female guests were found to be more alert and attentive, making them more environmentally conscious, leading them to enjoy sustainable amenities and services offered by the hotels. (Han *et al.*, 2011; Berezan, Millar, & Raab, 2014; Barber and Deale, 2014). The customer's nationality and socio-cultural backgrounds were critical in implementing and practising these sustainability initiatives in hotels (Berezan, Millar, & Raab, 2014). The level of education and age group were not significant determinants in determining which practices the hotel should employ (Laroche, Bergeron, & Barbaro-Folio, 2001; Han *et al.*, 2011). There were no variations in the propensity to pick green-travel providers based on age, household income, or trip duration (Tierney, Hunt & Latkova, 2011).

9. Guest Awareness & Green Initiatives

The awareness of green programmes implemented by hotels has a significant impact on overall guest satisfaction. As a result, when it comes to green programmes undertaken by hotels, educating the guests is essential (Han *et al.*, 2011; Baker, Davis, & Weaver, 2013; Berezan, Millar, & Raab, 2014; Martinez, 2015; Yu, Li, & Jai, 2017). If the efforts made by the hotels are evident, guest engagement in green initiatives will rise involuntarily (Han *et al.*, 2011; Baker, Davis, & Weaver, 2013; Bruns Smith *et al.*, 2015). In contrast, Robinot and Giannelloni (2010) stated that visitors should not be informed about environmentally-friendly initiatives since it might leave a poor impression on the guest.

10. Visit Intention & Green Initiatives

According to Ham and Han (2013) and Baker, Davis, and Weaver (2013), a favourable relationship exists between a guest's perceptions of a hotel's environmentally friendly policies and visit intent. This implied that ecologically conscious guests would be more inclined to visit an environment-friendly hotel. According to Manaktola and Jauhari (2007), guests in the Indian hospitality

sector would prefer to visit hotels that use environmentally friendly measures if they are publicly shown and embedded in the hotel's culture. According to Hu (2012), extensive and concrete evidence concerning the hotels' participation in environmental safety generates more positive responses from guests, as compared to their competitors.

11. Willingness to Pay & Green Initiatives

Miller (2010) claimed that most tourists, with the exception of business travellers, do not want to pay more for environmentally friendly hotel rooms since they perceive that green measures save money and should not be paid separately. Majority of the guests were unwilling to pay extra for the environment-friendly measures adopted by the Indian hotels and preferred that such costs to be borne by the hotel itself (Manaktola&Jauhari, 2007). Susskind and Verma (2011) found that 45 percent of hotel customers were willing to pay a higher room rate. In contrast, Tierney, Hunt, and Latkova (2011) discovered that 50 percent of consumers were ready to pay a minimum of 10% more for environmentally friendly activities. These contradictory findings indicate that guests expect hotels to bear green practices' costs as they believe that investing in environmentally friendly activities results in financial benefits for the hotels in the long run.

12. Word of Mouth Promotion & Green Initiatives

Han et al. (2011) discovered that if a hotel prioritises environmental sustainability, guests are more likely to share a favourable word of mouth about it. Ham & Han (2013) suggested that the promotional activities in the hotel businesses can be conducted while targeting the potential consumers since investing in green initiatives would be advantageous for the property in the long term. It was also discovered that guest emotions had a positive relationship with word-of-mouth promotion for hotels (Sukhu^{et al.}, 2018).

13. Customer Satisfaction & Green Initiatives

Yu, Li, and Jai (2017) discovered that advanced green measures, such as linen and towel reuse policies, had a larger influence on consumer satisfaction than basic green practices. The recycling method used by hotels resulted in the highest degree of customer satisfaction (Berezan, Millar, & Raab, 2014). Baker, Davis, and Weaver (2013), on the other hand, asserted that guests behaved differently in a hotel than they did at home when it came to following environmental friendly measures because they believed that their main goal in staying at a property was to indulge in luxury and comfort rather than to contribute to green programs. Therefore, Green service and product features that increase the level of guest satisfaction should receive special attention, effort, and energy from the hotels (Mafi, Pratt, & Trupp, 2019) while maintaining the service quality as it is a crucial factor in achieving guest satisfaction (Robinot & Gianelloni, 2010; Chia-Jung and Pei-Chun, 2014; Bruns- Smith *et al.*, 2015).

14. Customer Loyalty and Retention and Green Initiatives

Customer satisfaction acts as a mediating variable between the green environment-friendly measures and customer loyalty since green practices have a direct positive impact on customer satisfaction, which in turn has a substantial impact on customer loyalty (Yusof, Jusoff, Ibrahim, & Awang, 2017). Slevitch, Mathe, Karpova, and Scott (2013) proposed that hotel managers incorporate green attributes as a distinct category in the guest feedback procedure to assess hotel performance efficiently. Martinez (2015) found similar results in her study, stating that a hotel's overall green image positively correlated with green loyalty via the mediator variables green customer satisfaction and green trust.

Table 1. Literature Review Matrix

S.No	Author/s	Gaps/ Importance	Remarks
1.	Laroche <i>et al.</i> (2001)	An exploratory	Females & married couples with

		study was conducted to identify consumers' willingness to pay for eco-friendly products.	children are more ecologically conscious and are willing to pay more for eco-friendly products.
2.	Manaktola & Jauhari (2007)	Demographic profiles were not elaborated in relation to the green practices; instead, convenience sampling was used.	Generally, guests prefer to stay at green hotels without paying a premium.
3.	Robinot & Gianelloni(2010)	Variables like demographics and willingness to pay are not elaborated in relation to the individual attributes that are followed.	Tetraclasse model was employed that classified environmental practices as fundamental characteristics.
4.	Han, Hsu, Lee & Sheu (2011)	The research was not carried out in a real-world hotel setting. The survey is carried out using an online database.	A positive association between ecofriendly attitudes and visit intention. Women are more inclined towards paying a premium price, revisit intention & word of mouth promotion
5.	Millar &	Survey based	The environmentally

	Baloglu(2011)	statistical analysis (Conjoint Analysis) was used.	friendly attributes preferred by hotel guests (both business and leisure) were discovered, as well as the willingness to pay premium for green attributes.
6.	Susskind & Verma (2011)	An experiment was carried out in a hotel on the college campus.	Hotel guests are not completely convinced to pursue hotels that emphasise more on sustainable practices.
7.	Tierney, Hunt & Latkova(2011)	Guests from California exclusively; empirical research; over a decade old; no mention of different sorts of environmental ly friendly practices.	Travellers expect transparency, information and assurance that their contributions for green practices are being rightly spent.
8.	Hu(2012)	In Taiwan, an empirical study using an experimental research design was undertaken to assess customer reaction to eco-friendly advertising.	To extend their environmental branding, empirical evidence was provided for hotel sales considering the expansion and performance of environmental publicity.

9.	Kang, Stein, Heo & Lee(2012)	Only environmental attitudes were evaluated to willingness to pay. Green practices are not highlighted.	U.S. customers have a high willingness to pay, specifically those staying in luxury hotels.
10.	Millar, Mayer & Baloglu (2012)	Web based online survey was conducted (here sample is not a true representative of the population). Limited green attributes were investigated.	Hotel guests' interest in environmentally friendly activities is proportional to their involvement in sustainable practices at home.
11.	Rahman, Reynolds & Svaren(2012)	Pilot testing of questionnaires is not done hence, no response rate is very high.	Chain hotels are more inclined towards incorporating green practices than independent hotels.
12.	Wang(2012)	There is no mention of the hotel's category. Literature review is insufficient.	A certain set of green practices were identified as ideal for the hotels in Taiwan.
13.	Slevitchet <i>al.</i> (2013)	The study employed an experimental design and a web-based survey, along	Green attributes must be included as a separate category in the feedback procedure for hotel guests.

		with univariate and regression analysis.	
14.	Ham & Han (2013)	Eco friendly practices and category of hotel with respect to the target clientele are not addressed.	Positive association between customer loyalty (revisit intention, WOM promotion and willingness to pay remains same with respect to the environmental concerns) and hotels' green practices.
15.	Baker, Davis & Weaver (2013)	The study's analysis is based only on a set of 13 green practices.	Instead of contributing to green initiatives, environment conscious guests desire luxury and comfort in hotels.
16.	Berezan, Raab, Yoo & Love (2013)	Convenience sampling was used, and the majority of the respondents were Mexican tourists.	Green practices and nationality of guests have a significant association with their visit intent and satisfaction.
17.	Barber & Deale (2014)	Data is collected for U.S. hotel guests through an online survey from a national database.	Mindful guests are more concerned with eco-friendly activities, as seen by their conduct.
18.	Berezan, Millar & Raab (2014)	The research was not carried out in a	Socio cultural background has a positive association

		real hotel scenario.	with respect to the green practices; Recycling is the most satisfying green practice; willingness to pay is associated with discounts and other rewards.
19.	Chia-Jung & Pei-Chun (2014)	Willingness to pay was determined using convenience sampling and Taiwanese standards.	Environmentally cautious customers are more likely to choose a green hotel property. willingness to pay is missing for green attributes.
20.	Susskind (2014)	The four-star hotel in the study is based on a university campus that is used for full time teaching. Only 2 sustainable initiatives were studied and were incorporated in only 8 guestrooms.	Females and the elderly were more willing to pay higher price for eco-friendly practices. Guests were satisfied with the in-room sustainable practices.
21.	Bruns-Smith, Choy, Chong & Verma (2015)	Sustainable initiatives are highlighted at U.S. resort properties; A survey was conducted by	When choosing a hotel, service quality is prioritised over green practices.

		taking a sample from a database.	
22.	Martinez(2015)	There is no discussion of green practices with respect to guest satisfaction & loyalty.	The hierarchy of effects model is investigated in the hospitality industry,
23.	Mbaseraet al. (2016)	The impact of environment friendliness on guest satisfaction is not discussed.	Only 3-5 Star category hotels adopt environment friendly practices.
24.	Chand & Garge (2017)	Only looked at guest practices in the context of Indian hospitality.	Green practices are highlighted with respect to hotel's major departments.
25.	Kim, Lee & Fairhurst(2017)	To obtain descriptive statistics, the study conducted a content analysis of literature on green practices in the hospitality industry.	Hospitality industry is not self-motivated towards environment protection; pro-environment actions are solely for the benefit of their businesses.
26.	Njite & Schaffer (2017)	A mix of quantitative and qualitative analysis with small sample size is used to	Only 4% of visitors ranked green policies as important when choosing a hotel.

		generalise results.	
27.	Yu, Li & Jai(2017)	Data were collected from a single online website (questionable data authenticity).	When it comes to customer satisfaction, energy has been identified as an important factor.
28.	Yusof <i>et al.</i> (2017)	The hotel's categorisation is not specified. The study was conducted in Malaysia.	Green practices and guest loyalty are mediated through guest satisfaction.
29.	Sukhu, Choi, Bujisic & Bilgihan(2018)	Customers of 4-star & above hotels were considered, limiting the generalizability of the results. Green constructs were not elaborated.	Green actions and feelings undertaken by hotels have a positive influence on visitor attitudes.
30.	Mafi, Pratt & Trupp(2019)	Semi-structured interviews and focus groups with just 11 visitors staying at a single eco-lodge, as well as TripAdvisor ratings, were employed.	Green service and product elements that increase guest satisfaction should receive particular consideration, effort, and energy.

31.	González, Díaz & Font (2020)	Social-Identity Theory & Value-Belief-Norm Theory formed theoretical framework. Studied 5-Star Spanish hotels branded as environment leader by TripAdvisor	Environmental concerns of guests have a greater explanatory effect on their willingness to pay extra than their perceptions of environmentally friendly practises of hotels.
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15. Discussion

The review of literature focuses on environmentally friendly activities and measures implemented by hotels, as well as how these measures relate to customer satisfaction, retention, and loyalty (Martinez, 2015; Yusofet al., 2017). Indian hotels have enthusiastically integrated green practices(Chand & Garge, 2017). It was discovered that guests staying in luxury properties were more likely to participate in environment-friendly activities than guests staying in budget hotels (Kang et al., 2012; Bruns-Smith et al., 2015). Female guests were extremely conscientious, which makes them appreciate hotels' eco-friendly practices(Han et al., 2011; Berezan, Millar, &Raab, 2014; Barber and Deale, 2014). Moreover, the socio-cultural backgrounds and nationalities of hotel guests have a substantial beneficial association with the degree of green initiatives implemented(Berezanet al., 2013; Berezan, Millar, &Raab, 2014). Therefore, educating and raising awareness among hotel guests is a critical component in obtaining favourable outcomes and increasing the hotel's efforts (Han et al., 2011; Baker, Davis, & Weaver, 2013; Berezan, Millar, &Raab, 2014; Martinez,2015; Yu, Li, & Jai, 2017). Although, it is a challenge for the hotels to adopt and design such quality practices that benefit the environment while providing a wow factor for the potential customers. Hotel guests had conflicting feelings about paying a premium for environmentally friendly practices. Manaktola & Jauhari (2007) and

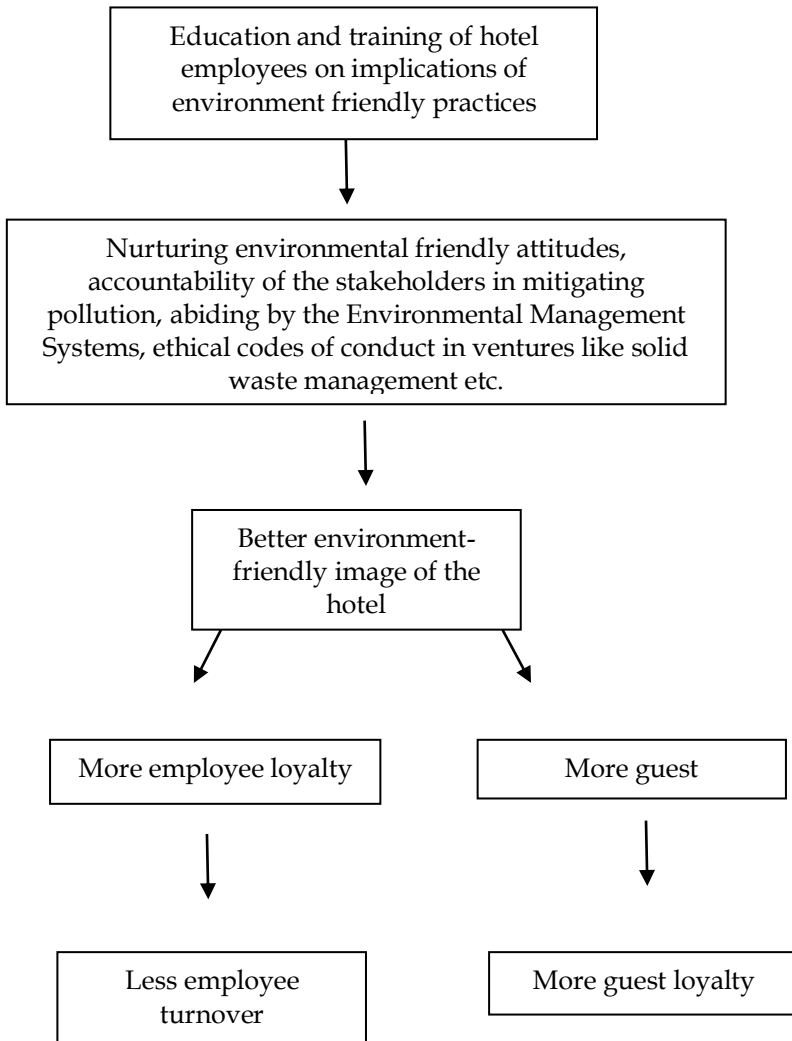
Miller (2010) discovered that guests were unwilling to pay a premium for green practices, but Verma (2011), Tierney, Hunt&Latkova (2011), Kang et al. (2012), and Gonzalez, Daz& Font (2020) found the opposite. Although, it was discovered that the green practices had an overall positive effect on customer satisfaction (Berezan, *et al.*, 2013; Bruns-Smith *et al.*, 2015; Martinez, 2015; Yusof *et al.*, 2017). Therefore, hotels must continue to promote environment-friendly activities while maintaining service quality, which is vital in achieving guest satisfaction. (Robinot & Gianelloni, 2010; Chia-Jung and Pei-Chun, 2014; Bruns- Smith *et al.*, 2015). Customer satisfaction acts as a mediating variable between the green environment-friendly measures and customer loyalty as green practices have a beneficial influence on customer satisfaction, which in turn has a substantial impact on customer loyalty (Yusof, Jusoff, Ibrahim, & Awang, 2017). In the case of the implementation of environmental management practices, the guests portray a positive image of the hotel, resulting in the guests' repeat visit intent (Manaktola & Jauhari, 2007; Han *et al.*, 2011; Ham & Han, 2013; Baker, Davis, & Weaver, 2013). It is worth noting that no mention of environmentally friendly activities for hotel employees was identified in the literature review. Employee involvement and education are integral to implementing any kind of practice in hotels. Guests of a hotel observe the staff while working as they are the brand ambassadors of a hotel. Moreover, instead of real guests, the study was conducted using databases and online survey methods. Hence, the methodology followed in the majority of the reviewed papers also did not analyse the perspectives of the actual hotel guests.

16. Suggested Theory

The authors have suggested a theory of “positive effects of training of hotel employees on environment-friendly practices in hotels”. Hotel employees who are educated and trained on the implications of environmentally friendly practices in hotels will improve the hotel's green image, resulting in stronger bonds between employees and the hotel due to a sense of accomplishment,

resulting in lower employee turnover and increased loyalty. This will ultimately result in guest satisfaction and loyalty.

Fig 1: Model of positive effects of training of employees on environment friendly practices in hotels



Source: Authors' Own

17. Conclusion

The current study confirms the association between green factors and revisiting intention of the hotel guests. Moreover, the influence of green features on overall guest satisfaction was established. The overall guest satisfaction impact on revisiting intention has also been confirmed. Another important conclusion of the study was the significance of overall satisfaction as a mediator of the association between green features and revisiting intention established in the study. Hence, the findings uncover that a hotel's green image has a direct and positive relationship with customer satisfaction, which influences establishing customer loyalty. This confirms and verifies the mediating role of customer satisfaction in strengthening the relationship between a hotel's green image and customer loyalty, resulting in customer retention.

18. Industry Implications and Way Forward

The findings of this study offer several industry implications. Firstly, this research realises the significance of green certifications and awards. These certificates and awards assist hotels to optimise and improve their sustainability operations while also ensuring customers that their stay will be more ecologically friendly (K.-H. Lee et al., 2019). Therefore, hotels should display green certificates and awards prominently to create an impact on guests. Although caution should be taken not to do over the display of green certificates, which may confuse the stakeholders instead of being viewed as a significant consequence of environmentally friendly practices (Kim and Fairhurst, 2017). Hotels should advertise their green programs and practices in order to attract guests through genuine promotional activities, signs and symbols, certification programs and other concrete actions that demonstrate that the hotel is genuinely concerned about the environment and is not simply using the green symbol as a marketing strategy. Secondly, the challenge of how to address environmental issues such as; energy and water utilisation and preservation, carbon emissions and global warming, recycling and composting, biodiversity and natural resource preservation, and the establishment of green construction requirements for new hotel construction in the

hospitality industry; has lately become a major focus as a result of rising environmental consciousness in society, especially among travellers (Abdou et al., 2020). Therefore, green hotels should prioritise environmentally concerned customers.

Furthermore, hotels should educate and spread awareness about mitigating climate change, minimising impact and adaptability, as they implement global warming policies into their long-term management strategies. Thirdly, socially responsible individuals are aware of the need to strike a balance between economic growth and the well-being of society and the environment. As a result, they avoid socially destructive activities and contribute to socially valuable initiatives. Therefore, Marketers of green products should focus on incorporating values such as societal welfare, compassion and concern for humanity while advertising their green products since this will encourage environmentally concerned consumers to purchase the same. Fourthly, the majority of certifications necessitate on-site audits by third-party auditors. These auditors undertake a comprehensive examination of sustainability measures. Hence, environment audits should be made mandatory for medium and large sized hotels to ensure the integrity of green practices. Lastly, International Standards Organization (ISO) 14000 series, global environmental management standards, guidelines, and technical reports, provide operational solutions to organisations to monitor their environmental obligations. A blueprint is provided to the organisation for an efficient environmental management system. Thus, governments should make Environment Management Standards (EMS) mandatory for all hotels, so as to meet the requirements of the International Standards Organization (ISO) 14000series. Several pieces of research suggest a green reputation not just fulfils the customer's environmental and green needs but also promotes sales and competitive advantages (Chen, 2010; S. Lee et al., 2018; Nilashi et al., 2019; Tarabieh, 2018). Awareness of environmentalism worldwide has considerably raised sales of green products, and as a result, more customers are emerging to display higher behavioural intentions for green products. Therefore, hotels should try to improve the environmental performance of their offerings so as to reinforce their value propositions. By complying with its environmental commitments, the hotel will foster favourable views

and images, as well as satisfied and loyal customers. Satisfied customers may further be motivated to propagate positive word of mouth, assisting further in the promotion of the hotel's image and ultimately attracting new customers. Furthermore, hotels can now leverage consumer concerns about environmental issues to position their brands in new markets and acquire new differentiated advantages. As a result, green marketing concepts have the potential to become a new method of brand positioning in the hotel sector. Lastly, this study recommends that hotels should pay greater attention to guests' needs and changes in behavior towards the environment while creating hotel features. For example, it is critical for hotels to implement green branding practices that ensure eco-friendliness and environmental protection. To conclude, since hoteliers encounter greater competition, they must expend significant endeavour in establishing and promoting their green strategies, thereby boosting guest satisfaction and loyalty and ultimately facilitating the formation of hotel brand image and awareness, in addition to quality service.

19. Scope for Future Research and Limitations

The literature suggests that even though going green has become a necessity in the hospitality industry due to the extensive use of energy and water resources, the involvement of guests for the same still needs to be researched further as they still give prioritise other factors and dimensions when selecting hotels for their stay. Researches that shed light on employee awareness and perceptions of hotel's sustainable practices would be beneficial for policymaking in the hospitality sector. It should be highlighted that the authors may not have collected all relevant papers because the review was limited to quality journals from a specific time period (2000 to 2020). The multifaceted dimensions with respect to the green consumer covered in the current study may differ from other research work published in different journals. Consequently, this review should not be regarded as exhaustive. Furthermore, since this current study's investigation is explanatory and subjective in nature, future researchers may employ various methodologies to interpret and consolidate the review of the literature using PRISMA technique, quantitative bibliometric analysis and thematic content

analysis. This will provide an objective analysis of the literature in the field of environment-friendly practices in hotels and guest satisfaction.

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