

Sustainability in Hospitality: An Inevitable Necessity in New Age with Big Environmental Challenges

Authors : Majid Alizadeh, Sina Nematizadeh, Hassan Esmailpour

Abstract : The mutual effects of hospitality and the environment are undeniable, so that the tourism industry has major harmful effects on the environment. Hotels, as one of the most important pillars of the hospitality industry, have significant effects on the environment. Green marketing is a promising strategy in response to the growing concerns about the environment. A green hotel marketing model was proposed using a grounded theory approach in the hotel industry. The study was carried out as a mixed method study. Data gathering in the qualitative phase was done through literature review and In-depth, semi-structured interviews with 10 experts in green marketing using snowball technique. Following primary analysis, open, axial, and selective coding was done on the data, which yielded 69 concepts, 18 categories and six dimensions. Green hotel (green product) was adopted as the core phenomenon. In the quantitative phase, data were gleaned using 384 questionnaires filled-out by hotel guests and descriptive statistics and Structural equation modeling (SEM) were used for data analysis. The results indicated that the mediating role of behavioral response between the ecological literacy, trust, marketing mix and performance was significant. The green marketing mix, as a strategy, had a significant and positive effect on guests' behavioral response, corporate green image, and financial and environmental performance of hotels.

Keywords : green marketing, sustainable development, hospitality, grounded theory, structural equations model

Conference Title : ICIHI 2023 : International Conference on International Hospitality Industry

Conference Location : Zurich, Switzerland

Conference Dates : July 24-25, 2023