

Green Hotel Practices: Perspectives of Domestic and International Travelers

Mohammad Badruddoza Talukder^{1*}, Md. Omar Faruk², Dil Afrin Swarna³

¹College of Tourism and Hospitality Management, International University of Business Agriculture and Technology, Dhaka-1230, Bangladesh, ORCID: <https://orcid.org/0009-0008-1662-9221>

²Department of Business Administration, Daffodil Institute of IT, Dhaka, Bangladesh, ORCID: <https://orcid.org/0009-0005-8942-3716>.

³Department of Business Administration, National University, Bangladesh, ORCID: <https://orcid.org/0009-0000-9176-920X>

Keywords:

Bangladesh;
Environmental,
Green Hotel, Guest,
Sustainability,
Tourism, Tourist

Abstract

The hospitality industry is becoming more practiced in sustainable development, and green hotel practice is integral to it globally. The research examines the attitude of local and international tourists toward green hotel practices in Bangladesh. The primary purpose is to discover awareness, motivation, perceived benefits, and obstacles to implementing green hotel practices in Bangladesh. The study aims to establish the attitude of visitors towards green hospitality services and how these attitudes can guide policy and operational interventions in the future. We collected primary data from 90 respondents using a structured questionnaire to achieve these objectives. Using purposive non-probability sampling, we selected a sample of respondents from eight eco-friendly hotels in Dhaka. Data analysis was done using Microsoft Excel and SPSS version 26. The results indicate that both domestic and international tourists know the importance of green hotel practices, with slightly more awareness among international tourists. The strongest reasons for adopting this policy are environmental protection, cost savings through energy savings, and brand image reinforcement. However, the most significant limitations of extensive application are excessive implementation cost, unawareness, and insufficient institutional support. The study concludes that assistance with guest education, economic incentives, and other policy assistance can play an essential role in hotels adopting sustainable practices. The findings are of maximum importance for policymakers, hoteliers, and greens concerned with formulating sustainable tourism for emerging economies like Bangladesh.

*Corresponding author's E-mail address: badru01@gmail.com

1. Introduction

The hotel business has moved toward sustainability and eco-friendliness because they use much energy, water, trash, and carbon. So, "green hotels" have come about to lessen the hotel industry's environmental damage. The study has been conducted to plug a knowledge gap in green hotel practices in the developing nation of Bangladesh, where sustainable hospitality is in the nascent stage. In the background of increased global interest in sustainable tourism, the study generates helpful information regarding local and foreign tourists' behavioral responses and level of awareness about green hotel practices. The research examines practice problems, policy deficiencies, and socioeconomic determinants of green hotel practice uptake. The significance of this research lies in the fact that it assists in sustainable development goals by providing actionable suggestions to policymakers and the hospitality industry towards sustainable practice application.

As the country tries to balance economic growth and environmental protection, green hotel practices are getting more attention (Butler, 2008). Green hotels do not harm the environment, and they become popular because of the hostile climate impacts in many ways, such as by taking money away from local communities, polluting the environment, destroying the environment, causing labor problems, overbuilding, using too much energy, buying too many cheap goods, and dumping trash in ways that pollute the water, soil, and air (Yuniati, 2021). The economy of Bangladesh partially depends on hotels and other forms of hospitality (Kamaluddin, 2023). People visit the country yearly to see its cultural diversity, natural beauty, and historical sites. The green hotel concept has become popular to reduce damage to the hospitality industry and sustain it longer (Damigos, 2023). They provide international and regional context—Butler (2008) places global trends in tourism sustainability in context, Yuniati (2021) considers environmental degradation caused by unchecked tourism, and Kamaluddin (2023) focuses on Bangladesh's development in its hotel sector particularly. None, though, present empirical research on tourist attitudes or green hotel stakeholder issues in Bangladesh, which this research aims to present—a notable local literature gap.

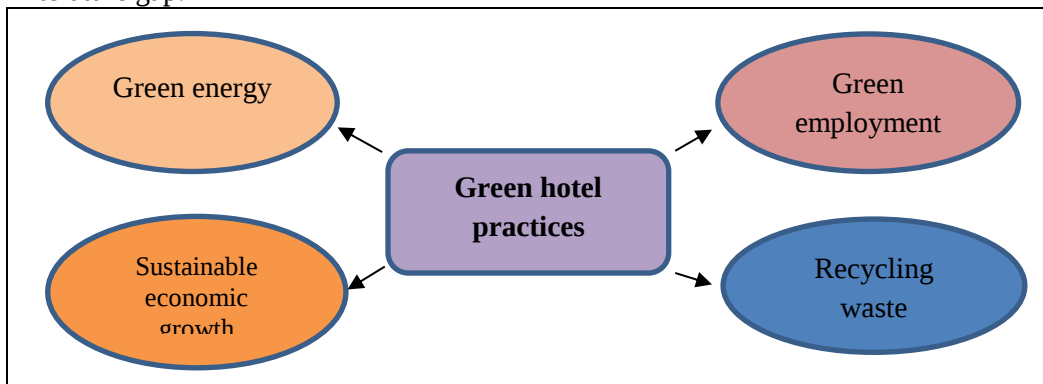


Figure 1: Green Hotel Practices (Kizanlikli et al., 2023)

The worldwide movement for sustainable and ethical green hotel practices inspired the research. In recent years, hotel services of various departments have become more aware of the need to protect the environment and reduce carbon emissions (Tan, 2023). Many countries have implemented policies for green hotels, ensuring green hotel practices. Because of this, green hotel practices have become popular all over the world. In Bangladesh, cultural norms favor comfort and luxury rather than sustainability. Many visitors perceive eco-practices (e.g., reduced linen washing and recycled amenities) as diluting the service. This cultural bias affects how hotels design green strategies, such that there is a requirement for balancing sustainability and quality of service. Environmental problems and sustainability in many business sectors in Bangladesh have become more critical. Rising sea levels, cyclones, and other extreme weather events have made it even more crucial for all industries to take eco-friendly steps. The country is facing balanced economic growth and protecting the environment as a developed country (Sankar & David, 2023). To support economic growth in the hotel business, which brings in a lot of revenue, green practices in the hotel industry are significant in protecting the environment and sustainability. While many studies aim to provide policy recommendations or green technology uptake, none have looked at how there is customer perception of green hotel practices in Bangladesh and if such perception is a coordinated effort with hotel management interests. The current study bridges the gap by reconciling consumer perception studies with examining functional, institutional, and economic barriers to green practice uptake.

The study lists the benefits of green hotels that may be able to save expenses by going green. Using less trash and conserving water and energy could save on hotel expenses and help it make more revenue (Peng *et al.*, 2023). A green hotel practice helps the brand's image and reputation and may attract people who care about the environment. As guests are concerned about green hotel practices, green globe certifications help a hotel be more environmentally friendly and increase occupancy. Based on an evaluation of environmentally responsible hotels in Bangladesh in 2022, there were 8 of the best hotels practicing environmental responsibility. People have given the hotels high marks because they try to do business well with green hotel practices. These practices include being responsible, being open, acting ethically, considering stakeholders' needs, respecting human rights, and following the law (Ali *et al.*, 2023). According to the etichotels.com, the eight most ethical and sustainable hotels in Bangladesh are listed in Table 1:

Table 1: Ethical and sustainable hotels in Bangladesh (Source: etichotels.com)

SL NO	Name of the environmentally responsible hotels	Number of Google reviews	Green Score	Green Practices
1	Le Méridien Dhaka	10,143	79%	Managing energy and water consumption sustainably, cutting back on waste and

				carbon emissions, and utilizing renewable energy sources more.
2	Radisson BLU Dhaka Water Garden, Dhaka	8700	79%	A thorough cleaning and disinfection routine developed in collaboration with SGS is intended to provide security and tranquility from check-in to check-out.
3	Golden Tulip the Grand Mark, Dhaka	1381	77%	Placement of workers, including assistance for job searchers and the Fast & Curious initiative for motivated recent graduates. For housekeepers, cooks, wait staff, operations assistants, and receptionists to rise to the post of hotel manager, One Step Beyond offers 5 Professional Qualification Certificates (PQC).
4	The Westin, Dhaka	11457	75%	Playa Conchal Westin Solar Panels Reduce environmental impacts by conserving energy and water, reducing waste production and carbon emissions, and utilizing more renewable energy sources. Innovative technologies that help communities and businesses plan, implement, monitor, and explain how to operate responsibly to reduce the risk associated with the climate. Water and sanitation are the sixth goal. Seventh goal: cheap and clean energy. Goal 8: Decent employment and economic expansion. 12. Responsible production and consumption. Climate change is a goal. Impact of Goals Related Links Aerial view of a cutting-edge hotel lobby Construct and Run Sustainable Hotels Sustainability is woven throughout every aspect of our business strategy, from design to the guest experience.
5	Amari, Dhaka	5514	98%	Social Responsibility Policy: As a socially responsible business, we are dedicated to accountability, openness, moral conduct, consideration for stakeholders' interests, observance of the law, and respect for human rights.

6	Four Points by Sheraton, Dhaka	3726	83%	Playa Conchal Westin Solar Panels Reduce environmental impacts by conserving energy and water, reducing waste production and carbon emissions, and utilizing more renewable energy sources. Innovative technologies that help communities and businesses plan, implement, monitor, and explain how to operate responsibly to reduce the risk associated with the climate. Water and sanitation are the sixth goal. Seventh goal: cheap and clean energy. Goal 8: Decent employment and economic expansion. 12. Responsible production and consumption. Climate change is a goal. Impact of Goals Related Links Aerial view of a cutting-edge hotel lobby Construct and Run Sustainable Hotels Sustainability is woven throughout every aspect of our business strategy, from design to the guest experience.
7	Ascott The Residence, Dhaka	480	83%	positive impact on the regions of the world by enhancing the world's perception of us through our Corporate Social Responsibility (CSR) initiatives. Enhance living standards in the areas where these programs are implemented and encourage sustainable growth for coming generations. Support the housing, healthcare, and educational requirements of disadvantaged children aged 12 and under. Positive transformations extended to people's adult lives, families, and communities. Ascott uses its vast geographic reach to connect with and work with various regional Non-governmental Organizations (NGOs), Volunteer Welfare Organizations (VWOs), and pertinent Local Government Agencies.

8	Best Western Plus Maple Leaf, Dhaka	1063	81%	Positive global influence on the regions through our Corporate Social Responsibility (CSR) projects, making a good impression on the world. Such efforts enhance living standards in the operating communities and encourage sustainable growth for future generations. Support the 12-year-old and younger poor children's housing, healthcare, and educational requirements. Good things continued to happen in their adult lives, as well as in their families and communities. To accomplish this, Ascott uses its broad geographic footprint to connect with and partner with numerous regional Non-governmental Organizations (NGOs), Volunteer Welfare Organizations (VWOs), and pertinent Local Government Agencies.
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Etichotels.com is a globally recognized website that gives ratings and provides recommendations for eco-friendly hotels, and Table 1 underpins the study's aim in researching current practice by supplying real instances of Bangladeshi hotels that are confronting sustainability, hence grounding the study within empirical reality as well as making the research questions' actual relevance. The "Green Score" originates from a composite set of sustainability measures (e.g., energy, waste, CSR), but the methodology is a secret. The study triangulates these with guest review data and policy disclosure data from the hotels' websites to guarantee reliability.

The research aims to make the hotel industry eco-friendly and more sustainable by examining the current situation and determining guest perception and implementation. The study encourages Bangladesh's growing hotel industry to care for green hotel management and sustainable practices. Compared with other South Asian environment-oriented research on India and Sri Lanka, which either consists of widely addressed implementation strategies or environmental concerns, the present work is contributory by exploring operational problems and tourist attitudes in comparative domestic—international traveler scenarios. It positions Bangladesh's environmentally themed hotel constructions comparatively in South Asian contexts vis-à-vis travelers' intentions, concerns, and perceived barriers.

Furthermore, the hotel business must encourage sustainability and adaptability in green hotel practices (Arslan, 2023). There are excellent opportunities to practice green hotel management to make the environment safer by looking into green hotel practices (Migdadi, 2023). By going green, hotels may be able to save money. By investing in eco-friendly technology and techniques, hotel owners may be able to increase hotel revenue. The green hotel concept is new in Bangladesh. The awareness

and branding should be promoted among the hotel stakeholders, travelers, and locals. The pros and cons of green hotels point to the fact that they are expensive to run (Hasan, 2023). The study is new in combining perception analysis, implementation problems, and policy implications at the research level. The study also adds value by examining awareness based on tourists' various cultural backgrounds (foreign and local), and not much has been studied in the case of Bangladesh. The novelty also lies in suggesting a model for the future scalability of sustainable hotel operations for emerging economies.

Based on the above, the research questions are as follows:

1. How is green hotel practice viewed in Bangladesh?
2. Are green hotel practices financially viable for the hospitality industry in Bangladesh?
3. What are the drivers, issues, and opportunities of adopting green hotel practices?

These queries are framed in connection to the study objectives and possess a systematic approach to investigating the role of sustainable hospitality in Bangladesh.

2. Literature Review

2.1 Theoretical Overview

Green hotel operations are defined as sustainable or eco-friendly hotel practices. The hotel uses energy-efficient technology, reduces waste, conserves water, and implements other eco-friendly practices to lessen its environmental impact and promote sustainability. The research on green hotel practices focuses on the pros, cons, and factors that affect green hotel practices. Several studies have pointed out the benefits of running a hotel greenly. This study uses stakeholder theory and a model of permanent tourism. This study presents the hotel sector as a system with various stakeholders—customers, owners, policymakers, and environmentalists. This study also adds to the literature on permanent tourism by presenting practical challenges for emerging economies such as Bangladesh, and the stakeholder theory informed the variable selection process by identifying prominent actors (guests, managers, and policymakers) and their perceptions (Dwaikat & Ali, 2016). The Triple Bottom Line (TBL) framework directed the development of the result variables, focusing on the environmental, economic, and social impacts of green hotel practices. These principles shaped both questionnaire design and interpretation of results.

According to the survey by Hasan (2023), green hotels use much less energy and release much less carbon into the air than traditional hotels. Also, green measures reduce waste and improve water management. Liao and Huang's (2017) research showed that hotels that used eco-friendly practices saved money on their electricity bills. Also, green hotels might bring in more guests who care about the environment, making the market more competitive (Millar *et al.*, 2012). Kim and Han's (2018) research showed that government help and laws are essential for green efforts. Incentives, tax breaks, and certification programs like LEED and Green Globe are

crucial ways hotels are more environmentally friendly (Hasan, 2023). As part of the branding strategy, hotels often start green projects in response to their customers' wants. Even though the benefits are transparent, green hotel practices are not widely used because of several money problems, especially for smaller hotels with limited resources. Lack of knowledge and understanding of sustainable practices among hotel staff and management could also slow growth (Arici *et al.*, 2023).

Other problems include people who do not want to change and the idea that going green will make people less comfortable. To solve these problems, stakeholders need to be taught about the benefits and viability of green efforts and have their questions answered (Wang & Fan, 2023). "Green hotels" have sprung up to reduce the industry's environmental damage. Bangladesh, known for its beautiful landscapes and diverse culture, has made money in the hotel business. As the country tries to balance economic growth and environmental protection, green hotel practices are getting more attention (Raza & Farrukh, 2023).

2.2 Primary Motivation for Green Hotel Practices

Green hotel practices' primary motivation is vital for guests and local communities. Some of the factors that are motivated by environmental management system are energy efficiency, water conservation, waste management, sustainable materials, green building design, sustainable food and drinks, transportation, staff training and awareness, social and community impact, green procurement, environmental education and guest engagement, and environmental certification (Dang-Van *et al.*, 2023). The hotel industry must deal with the dangers of climate change caused by global warming by reducing carbon emissions, saving energy, conserving water, and using environmentally friendly materials that save energy, such as electricity, water, and fuel, aim to save money on operating costs (Chen *et al.*, 2023).

In many countries, green hotel rules have been put in place. So, green hotel practices have become part of international hotels (Maqsoom *et al.*, 2023). As the tourism industry in Bangladesh has grown, environmental issues, cost savings, hotel reputation and brand image, hotel guest preferences about sustainable practices, and long-term viability have become more critical (Abdelhamied *et al.*, 2023). As a developing country, Bangladesh wants to be both economically successful and good for the environment. Going green could help slow climate change, showing how eco-friendly hotels suit the environment (Tzschentke *et al.*, 2004). Hotels may save expenditure and make more money by using technology that uses less energy, recycling more trash, and conserving water. Green hotel practices help the brand and reputation of the hotel. Hotels that care about green practices might quickly get people to stay there. Green Globe certificates help a hotel become more environmentally friendly, motivating more people to stay there (Pham *et al.*, 2023).

2.2.1 'Unwillingness' as a Hindrance

'Unwillingness' here is applied primarily to hotel ownership and management, who generally resist embracing green practices due to perceived high expense, operational

complexity, and unawareness. Hotel personnel collected managerial feedback information and guest perception surveys to measure this variable.

2.2.2 Awareness of Green Hotel Practices

Creating awareness of green hotel practices is vital for travelers in the hotel industry. To keep the hotel industry going, dealing with problems like a lack of revenue earnings, awareness among hotel owners and employees, and resistance to change is essential (Arici *et al.*, 2023). Hotels make a lot of carbon dioxide, waste, water, and energy. When regulators and other interested parties know about green hotel practices, they can better examine the industry's environmental effects and find ways to reduce them (Osolase *et al.*, 2023). Bangladesh might be able to have less of an impact on the environment if it investigated eco-friendly hotel practices. Hotel owners may make their businesses more profitable by investing in technologies and practices that are good for the environment (Ali *et al.*, 2023).

Hotels decide to go green based on government help, consumer demand, and certification programs. Still, budget restrictions and a lack of knowledge are big problems. Because of climate change and a growing awareness of the environment, the hotel industry worldwide has moved toward more sustainable and eco-friendly practices (Tanveer *et al.*, 2023). Most hotel employees in the hotel business in Bangladesh do not know what green hotels are or how to define them (Qubbaj *et al.*, 2023). Creating awareness of green hotel practices among employees and guests could be better understood to develop flexible services and strong bonding. When weighing the pros and cons of green hotels, one of the most common reasons for not using green opportunities is that they are perceived as too expensive to operate (Dael & Saab, 2023).

2.2.3 Potential Benefits of Green Hotel Practices

Previous research on the possible advantages of green hotel practices concerning sustainable tourism and hotels (Tan, 2023). This research and knowledge provide relevant, friendly green practices in the hotel industry. The potential benefit of green hotel knowledge gaps is a crucial issue, as it allows for input for formulating policy and advances the cause of sustainable development (Yang *et al.*, 2023). It highlights the economic benefits, environmental conservation efforts, and positive social impact that green hotel practices can bring to this densely populated and environmentally vulnerable nation (Sharma & Chen, 2023). The hotel industry in Bangladesh is up to speed with global trends, thereby ensuring its continued viability and positively contributing to the well-being of local communities.

The economic advantages of adopting energy-efficient technologies and sustainable resource management can lead to cost savings and enhanced competitiveness, crucial elements in a sector notorious for intense competition (Abbas *et al.*, 2023). Importantly, this analysis emphasizes the social benefits of green hotel practices (Haq *et al.*, 2023). These benefits include green hotel practices' role in increasing community engagement, fostering awareness among travelers about responsible tourism, and creating local employment opportunities (Tekeli & Kasap,

2023). By aligning with global sustainability trends, Bangladesh can market itself as a reliable and forward-thinking destination while protecting its natural resources and cultural legacy for future generations (Mendoza *et al.*, 2023). This literature review is an excellent resource for individuals dedicated to making the future of the hotel sector in Bangladesh more sustainable, affluent, and ecologically responsible. In addition to the green hotel benefits, there may also be economic benefits, benefits for social and community organizations, and benefits related to certifications and standards for becoming green (Kokkhangplu *et al.*, 2023).

2.2.4 Eco-friendly Practices in Green Hotel

"Eco-friendly green hotel practices" are sustainable and environmentally responsible actions to reduce harmful environmental effects and encourage eco-friendly and sustainable tourism (Wang *et al.*, 2023). These practices include many strategies and actions to save natural resources, use less energy and water, make less trash, and reduce a hotel's carbon footprint (Sharma & Chen, 2023). They also make guests and staff more aware of the environment and often involve working with and helping local communities. The goal of eco-friendly green hotel practices is to make the hotel industry more sustainable and responsible by balancing the needs of business, the environment, and society (Mauledy, 2023).

Environmentally friendly and green hotel practices are considered of the utmost importance. These methods contribute to the conservation of the environment and the efficient use of resources and give hotels an advantage over their competitors (Dang-Van *et al.*, 2023). Hotels have the potential to drastically lessen their impact on the environment by implementing eco-friendly practices such as the saving of energy and water, the reduction of waste, and the construction of sustainable buildings. In addition, eco-friendly business practices elevate a hotel's reputation, encouraging eco-conscious tourists to book their stays there and increasing customer satisfaction and brand loyalty (Subbiah & Kannan, 2011). By embracing eco-friendliness, hotels can better position themselves for long-term survival, regulatory compliance, and active community engagement. The future viability of environmentally friendly hotel practices can be ensured through eco-friendly practices such as energy efficiency, water conservation, waste reduction and recycling, building design, food practices, and environmental education and awareness (Ru-zhe *et al.*, 2023).

Environmental and green hotel practices are prime examples of environmental responsibility within the hotel industry (Ray *et al.*, 2023). In addition, the practices of green hotels connect with global attempts to combat climate change, which is vital in a world that is seeking to reach targets for reducing emissions (Lin *et al.*, 2023). These practices are critical in creating excellent guest experiences, generating goodwill in the local community, and strengthening the hotel industry's long-term viability (Asadi *et al.*, 2020). The adoption of eco-friendly green hotel practices goes beyond the margins of profit; instead, it is a commitment to protecting the future of the earth and fostering responsible tourism in a world that expects nothing less (Amrutha & Geetha, 2020).

2.2.5 Adopting Sustainability Practices in Green Hotel Practices

Green hotels are ensuring that their environmentally friendly practices comply with eco-friendly principles and are sustainable over the long term (Prakash *et al.*, 2023). In its purest form, it denotes the dedication of the hotel business to practices that are good for the environment and sustainable over the long term. In terms of adopting sustainability in green hotel practices, the environment requires the implementation of sustainable practices in green hotels (Sharma *et al.*, 2023). There is a risk that the hotel business may strain natural resources considerably and contribute to environmental degradation and greenhouse gas emissions. These unfavorable effects can be mitigated by employing sustainable measures such as reducing waste, conserving water and energy, and limiting energy use. Green hotels play an essential part in the conservation of ecosystems, the reduction of greenhouse gas emissions, and the protection of biodiversity. They do this by lowering the resources they use and the trash they produce (Salem *et al.*, 2023).

Adoption of sustainability is about being responsible for the environment and guaranteeing the long-term viability of hotel service. Hotels that are environmentally conscious and invest in energy-saving technologies and sustainable practices typically see cost benefits over time. For instance, energy-efficient lighting, heating and cooling systems, and other home appliances can produce cheaper monthly electricity expenses (Rahman, Nanu & Sozen, 2023). These kinds of cost savings improve the hotels' long-term financial viability and make them more resilient in the face of growing energy costs and shifting customer tastes (Srivastava *et al.*, 2023). This may ultimately lead to higher occupancy rates, increased revenue, and an improved reputation for the business. In addition, as the concept of sustainability becomes more widely accepted, hotels that do not implement environmentally friendly measures may find themselves at a competitive disadvantage in the industry (Ray *et al.*, 2023).

In most cases, more eco-friendly methods result in a more pleasurable and comfortable stay for the guests. For instance, hotels prioritize indoor air quality by utilizing non-toxic materials and ventilation systems that are both effective and efficient to generate healthier settings (Moreno Brito *et al.*, 2023). These efforts are appreciated by guests, who are more likely to return to and suggest hotels that value their well-being and comfort. Therefore, sustainable practices can positively impact guests' satisfaction and loyalty (Abdou *et al.*, 2020).

Sustainability-focused hotels frequently get involved with the communities surrounding their establishments. Using environmentally responsible business practices in hotels contributes to the more significant movement to address urgent environmental issues (Barakagira & Paapa, 2023). It protects the planet's health, boosts the long-term financial viability of hotels, entices customers who are environmentally concerned, encourages guest loyalty, promotes engagement with local communities, and helps make the world more sustainable (Özlü, 2023). In a society that is becoming more ecologically conscious, implementing techniques like these is necessary for the future prosperity of the hotel sector.

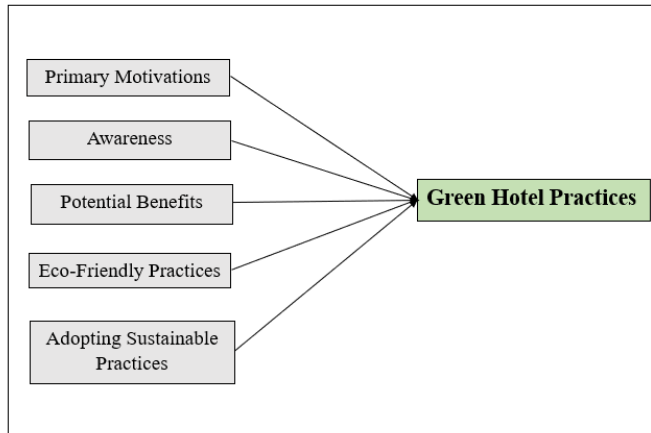


Figure 1: Conceptual framework of green hotel practices model (self-developed)

Figure 1 depicts a conceptual model that underlies the theoretical framework of the study as well as the variable relationships.

2.2.6 Theoretical Lens Guiding Analysis

It leverages the TBL analytical framework to quantify green hotel practice's environmental, economic, and social dimensions. The institutional theory also directs external forces (including regulation and customer expectations) toward facilitating the adoption by hotels of sustainable practices.

2.2.7 Socioeconomic Context in Bangladesh

Bangladesh's socioeconomic situation, such as higher energy prices, weak waste management infrastructure, and limited access to green technologies, offers unique challenges to implementing green hotel practices. Compared to other regions of the world, particularly developed nations or even South Asian neighbors, the economic cost of changing over to green infrastructure is significantly greater in percentage terms of hotel revenues, especially for small- and mid-size chains. Secondly, non-systematic tourism sectors and low environmental consciousness among the populace hinder systematization in green practices. Bangladesh is a perfect case study since it is both vulnerable and opportunistic. As a climate-vulnerable country with frequent cyclones, floods, and sea-level rise, the hotel sector is highly exposed to the environment. Simultaneously, the country's yet-emerging tourism sector also presents a high opportunity to integrate sustainability values at an early stage of development. The intersection of tourism development and climate imperatives thus makes Bangladesh a very valuable case in which to investigate green hotel transformation.

2.2.8 Proposal for Strategic Partnership

The study recommends that strategic partnerships be formed between hotel associations and government bodies like the Ministry of Environment and Forests

(MoEF), international development agencies (e.g., UNDP), and sustainability-focused NGOs (e.g., Waste Concern). The partnerships can bridge the financial and knowledge divide by providing training, low-interest green finance, and access to certification programs like Green Globe or GSTC.

2.2.9 Proposed Appropriate Policy Measures

The study supports a multi-pronged policy approach with

1. Incentives: Tax relief, green low-interest loans.
2. Forced measures: Waste recycling, energy efficiency regulation.
3. Publicity campaigns: Public-level media campaigns and sensitization of hoteliers and visitors.

The number of budget hotels is low, and this should be noted in follow-up studies. Smaller or budget hotels may not have the financial or managerial capacity to adopt similar green practices as high-end hotels. Thus, while the study captures sustainability leadership, it may not reflect the broader industry's capabilities. Further research should include these segments to enhance representativeness.

2.2.10 High-end Hotel Clustering & Generalizability

These initiatives will encourage the greening of practices, and sustainability will become a new standard in hospitality. High cost and limited awareness, capacity-building workshops for hotel staff, subsidies or tax incentives for environmentally friendly technology, and targeted public awareness campaigns can be introduced to remove major obstacles. Partnership with NGOs and industry associations can carry forward access to training and green certificates. Even though the sample is a luxury hotel, the study knows about this barrier because they are available and where green practices are observable. In this study, hotel stability is viewed as a trend follower; therefore, it is suitable for analyzing the primary indicators of initial adoption. Budget is generally low for hotels and should be noted in follow-up studies. Small or budget hotels may not have the financial or managerial ability to adopt the same green practices as a high-end hotel. Thus, while the study of stability captures leadership, it cannot reflect the capabilities of the broader industry. Further research must include these sections to increase representation.

2.2.11 Duplicate Descriptions in Hotels

Thank you for bringing the issue to my attention. The issue appears to be an editing error. We will rephrase the copied descriptions to reflect each hotel's actual, distinct practices, which is essential to upholding integrity in data representation and interpretation.

2.2.12 Contradiction in Cost Claims

The perception of green hotels as "saving costs" and "expensive to operate" reflects several levels of adoption. While the initial investment in green technologies (e.g., solar panels) is expensive, long-run savings on operation (e.g., minimal utility bills)

yield economic advantages. This contradiction is reconciled in the discussion by distinguishing between short-run expenditures and long-run advantages.

2.2.13 The Relationship between the Hotel Business and Climate Threats is Interesting

The study bridges the research gap between green adoption and climate risk by initiating the agenda of environmental shocks' impact (e.g., cyclones' impact on coastal hotels) on hotel sustainability. It compels management to adopt sustainable, green practices like recycling waste, harvesting rainwater, and using green energy to mitigate risks.

2.2.14 Policymaker's Role

Policy-makers play a role in enabling green behavior by providing tax breaks, eco-labeling and policy rules. Through this research, it is noted that institution-based support, and enforcement is to be ensured to make adaptation at the industry level convenient using voluntary action alone. For example, in Singapore, the Green Mark certification of the Building and Construction Authority provides financial discounts for the hotel that meets stability standards. In Sri Lanka, the Sri Lanka Tourism Development Authority provides free green training and certification assistance. Such models can inspire policy development in Bangladesh.

2.2.15 Research Philosophy Alignment

The research is pragmatic in its paradigm, which combines positivism (quantitative measurement) and abduction (construction of theory from observation patterns). The adaptive philosophical style facilitates iterative interpretation and contributes to exploratory sustainability studies in developing economies. "Impact" in RQ1 is interpreted using three significant dependent variables. Environmental impact (e.g., waste, energy use), Guest satisfaction, Hotel performance (e.g., occupancy, cost savings), Perceptual data, and hotel-reported data will be evaluated. The economic impact will be measured through such indicators as increasing hotel revenues, tourism competitiveness, and potential employment creation in eco-hospitality services (e.g., waste audit teams and local organic food supply chains). While RQ3 asks questions about possibilities, this research also talks about impediments. The two complement each other. The idea is to explore real possibilities by identifying challenges. To that end, we have addressed their criticism in the discussion sections.

3. Methodology

The research plan is a method that uses scientific techniques and numerical analysis to seek an examination. It acts as the nerve center of the study and provides additional significance to the investigation of results. Moreover, to improve green hotel practices, hotels must substantially measure guest preferences in the essential components to survive. According to [Wu & Cheng \(2018\)](#), improving green hotel practices in the hotel industry will boost guest satisfaction and enhance hotel guests' adaptation and sustainability practices. To finalize the research methodology, the following steps are essential:

We gathered data during the peak tourism season (November–January) when international and domestic travel is at its peak. This allowed for rich and varied tourist views to be captured but also introduced possible bias from increased occupancy levels and service efforts, which is recognized as a limitation.

3.1 Research Philosophy

The terms 'primary motivations,' 'eco-friendly practices,' and 'barriers' on the scale were taken from previously tested tools (Chang & Cheng, 2022; Chauhan *et al.*, 2021) and adjusted to fit the situation in Bangladesh based on research and expert advice. This approach allows for relevance as well as validity; they use different variables to test green hotel practices, explicitly addressing green hotel practices components like primary motivations, awareness, potential benefits, eco-friendly practices, and adopting sustainability practices. We chose to use the above variables developed by, which have been proven to help measure green hotel practices in the hotel industry. Moreover, we chose these variables because they were designed specifically for the green perspective of the hotel industry. We developed twelve self-administered questions to assess guest perceptions of green hotel practices. Furthermore, we employed this pre-developed questionnaire to remain impartial regarding the set criteria and ensure that we do not future bias results with our suggestions or ideas.

3.2 Research Strategy

Firstly, we have started searching for variables from the literature that impact green hotel practices. After that, we formulated a set of research questions for the study. This implied that our study took surprising facts, so we included an abductive research approach.

3.3 Data Collection Method

To obtain accurate data from 90 participants on their assessment of green hotel practices in the hotel industry, we used a pre-developed questionnaire administered to the guests of 08 hotels in Dhaka. Data were screened with Excel to create descriptive statistics (frequency, percentage) and SPSS (version 26) to conduct cross-tabulations to determine perception differences between external and internal tourists. These checks responded to RQ1—to discovering meaningful patterns regarding awareness, motivation, and perceived barriers. While the study predominantly utilized quantitative questionnaires, there were specific open-ended questions to capture the guests' narratives regarding problems like "vagueness of management." Qualitative evidence was thematically synthesized and utilized for quantitative result triangulation. We employed an abductive approach by documenting patterns in participant data and sequentially constructing theoretical connections. While the study started with initial predefined variables, abductive practice provided freedom of interpretation, refinements in theory, and hypotheses of novel relations (e.g., perception of climate as affecting motivation).

We gathered data during the peak tourism season (November–January), when international and domestic travels are at their peak. This allowed for rich and varied

tourist views to be captured but also introduced possible bias from increased occupancy levels and service efforts, which is recognized as a limitation.

3.4 Justifications for Using Excel and SPSS

Microsoft excel was used for early cleaning of data and descriptive data (eg, percentage, frequencies), while the SPSS version 26 was used for more advanced statistical analysis, including cross-symbols and comparative decisions. This dual approach ensures accuracy and a strong interpretation of data. Cross-tabulation was used to inspect the frequency patterns, and in selected variables (eg, awareness, inspiration), a chi-square tests were employed to evaluate the statistical importance of the difference between domestic and international tourists. These basic tests ensured that the major group comparison was valid despite the medium sample size.

3.5 Sampling Technique and Respondent Selection

We specifically targeted the eight major hotels in Dhaka with high-profile environmental practices, using a purposeful non-probabilistic sampling method. The criteria were willingness to participate, recent visits, and overall awareness of green hotel practices. Sampling bias is acceptable owing to area limitations, and the difference in domestic and international respondents reduces homogeneity and offers a broader range of insights.

3.6 The Rationale for Sample Size

We selected a sample size 90 based on accessibility, ethical clearance, and operational feasibility. Even though a complete power analysis was not conducted, the sample size can be adequate to give meaningful descriptive statistics and comparisons between domestic and foreign groups. Future research can increase the sample size to provide more powerful inferential statistics.

3.7 Use of Qualitative Methods

Although this work uses the quantitative survey approach, qualitative techniques like in-depth interviewing were considered but eliminated on time and ethical grounds. However, we recommend further research to address complex aspects like 'vagueness' and 'internal resistance' through qualitative research. The study analyzed open-ended responses using thematic content analysis. Common themes such as 'lack of awareness', 'cost barriers', and 'positive guest attitudes' were identified and grouped. These qualitative findings were then used to support the quantitative results by triangulating guest perceptions about green hotel challenges and motivations.

3.8 Choice of 8 Hotels in Dhaka

The study aimed at eight large Dhaka hotels for reachability, data consistency, and their visible tendencies toward green practices. Although the results could be biased toward high-end and city hotels, the sample allows one to see the trendsetters towards sustainability in Bangladesh. This limitation is acknowledged here, and future research is urged to include rural and low-cost hotels for better generalizability.

3.9 Pilot Testing of the Questionnaire

We pilot-tested the 12-question on 10 customers in a hotel sample to ensure its reliability, comprehensiveness, and cultural appropriateness. We slightly modified it to avoid leading the questions and counteract social desirability bias. The change made the tool more reliable and less prejudiced.

3.10 Abduction and Variable Use Resolution

We employed an abductive approach by documenting patterns in participant data and sequentially constructing theoretical connections. While the study started with initial predefined variables, abductive practice provided freedom of interpretation, refinements in theory, and hypotheses of novel relations (e.g., perception of climate as affecting motivation).

3.11 Operationalization of Key Terms

The phrase "green hotel practices" in this research encompasses energy-conserving operations, waste management practices, water-conserving measures, and CSR-formulated policies responsive to international protocols like the Global Sustainable Tourism Criteria (GSTC). 'Affordable environmental tools' are practices like solar power, recycling technologies, eco-labels, and bulk amenity dispensers, which are economical practices feasible for developing economy hotels.

4. Results and Discussion

We assessed the data using Microsoft Excel and SPSS version 26 applications. Hotel staff at front desks and room service distributed comment cards in person to achieve personal contact. Of the 120 distributed, 90 usable responses were collected, which provided a 75% response rate. We eliminated non-response bias by collecting data at various time slots and maintaining anonymity to obtain honest feedback. Table 2 below shows the characteristics of sampled participants. Figure 2 illustrates the details of the tourist's familiarity with "green hotel practices" or "sustainable hotel practices" of the hotels.

Table 2: The respondents' characteristics

Characteristics	n	%
Gender of the Tourists		
Female	26	28.9
Male	64	71.1
Age of the Tourists		
18-25	08	8.9
26-35	30	33.3
36-45	32	35.6
>45	20	22.2
Types of the Tourists		
Domestic	36	40
Foreign	54	60

Source: Authors compilation (Outcome from SPSS 26)

Figure 2 shows that tourists have different levels of knowledge about "green hotel practices" or "sustainable hotel practices." This indicates that tourists have other ideas about environmental responsibility in the hotel industry. Most tourists, domestic (18) and foreign (30), are familiar with green hotel practices. Fifteen domestic and 17 foreign tourists are pretty friendly, and households (2) and foreigners (6) say they are little familiar with green hotel practices. We found that domestic and foreign tourists are somewhat familiar with green hotel practices for the surveyed hotels in Dhaka city. We did not find any tourists unfamiliar with the role of "green hotel practices" or "sustainable hotel practices."

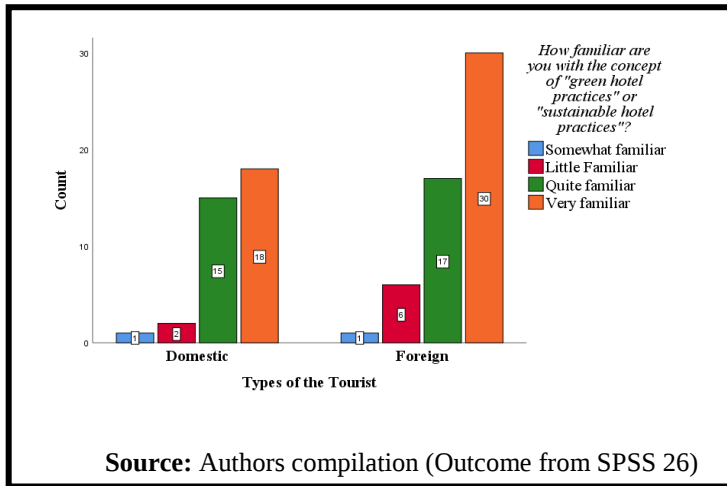


Figure 2: Familiar with "green hotel practices" or "sustainable hotel practices" of the hotels

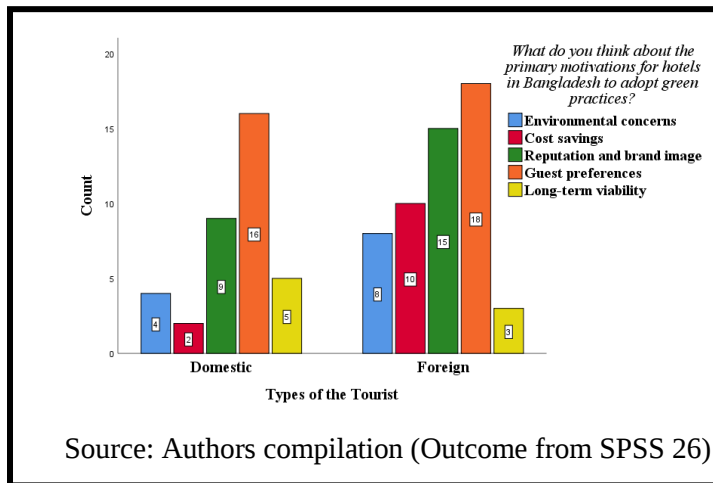


Figure 3: Motivation to adopt green hotel practices.

Regarding motivation to adopt green hotel practices, domestic and foreign tourists concerned about guest preferences are evaluated in Figure 3. 16 domestic and 18 foreign tourists say that motivation should be prioritized based on guest preference about adaptation to green hotel practices. On the other hand, 9 domestic and 15 foreign tourists strongly suggested reputation and brand image should be the primary motivation for green hotel practices. 2 domestic and 10 foreign tourists prioritized cost saving as the primary motivation for green hotel practices. Environmental concerns about primary motivation are given priority for 4 domestic and 8 foreign tourists. Moreover, mixed concerns about the primary motivation for green hotel practices in the hotel are found to be significant.

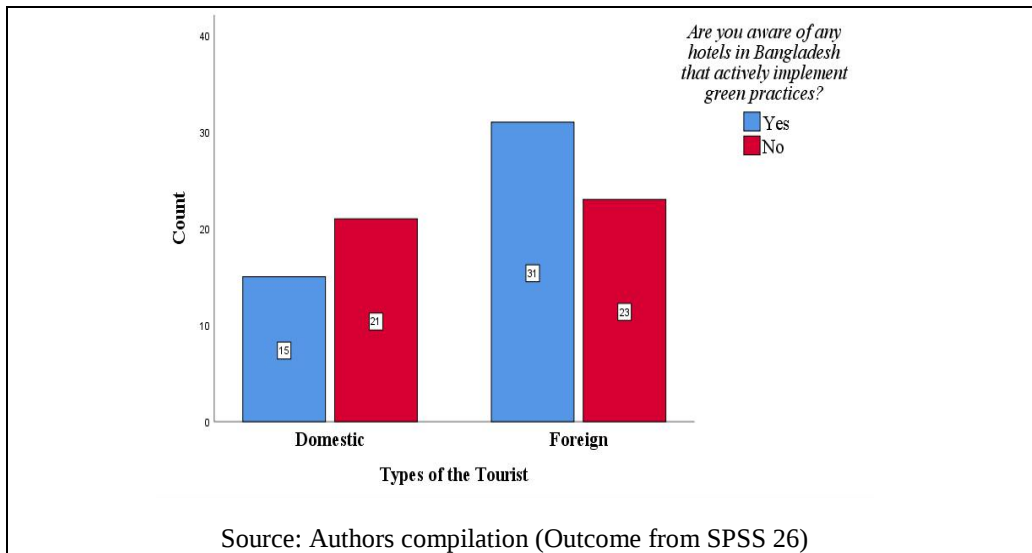


Figure 4: Awareness of the Green Hotel practices

Figure 4 illustrates the awareness of the green hotel practices of the 8 selected hotels. We found that 31 foreign and 15 domestic tourists are concerned about understanding green hotel practices where they stay. Tourists from domestic (21) and foreign (23) were unaware of the green hotel practices where they stayed. We found that foreign tourists are more concerned about the awareness of green hotel practices than domestic tourists about the hotels they stay at.

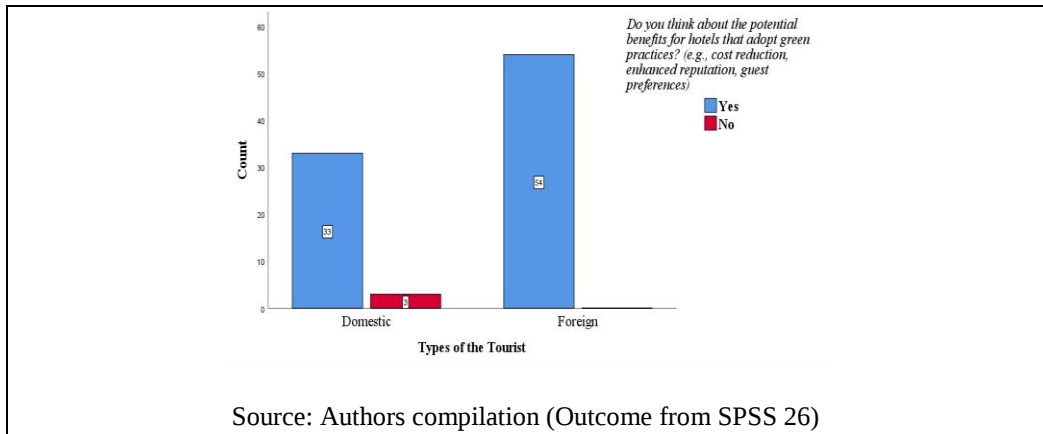


Figure 5: Perception of the potential benefits of adopting green hotel practices.

Figure 5 shows that most domestic (33) and foreign (54) tourists think green hotel practices have potential benefits like cost reduction, enhanced reputation, and guest preferences. In assessing financial viability, the study primarily relied on guest perceptions of cost-saving potential, alongside reported benefits like enhanced reputation and increased occupancy. Although no financial audit was conducted, guests were asked whether they believed green practices contributed to reduced operational costs such as energy and water usage. In the context of Bangladesh, where upfront investments in sustainable infrastructure (e.g., solar panels, water recycling systems) are relatively high, the study emphasized long-term savings over short-term costs. The operational cost-benefit balance is inferred from guest feedback, hotel promotional content, and prior studies on similar economies (Hasan, 2023; Lin *et al.*, 2023). Future research may incorporate direct financial performance data to quantitatively support these observations. 3 domestic tourists said there are no potential benefits to green hotel practices. They prefer quality and highly perceived services, not green hotel practices.

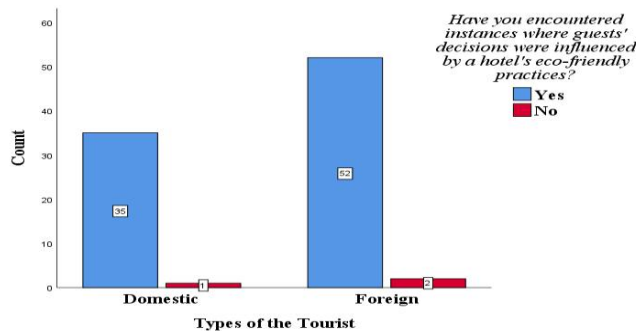
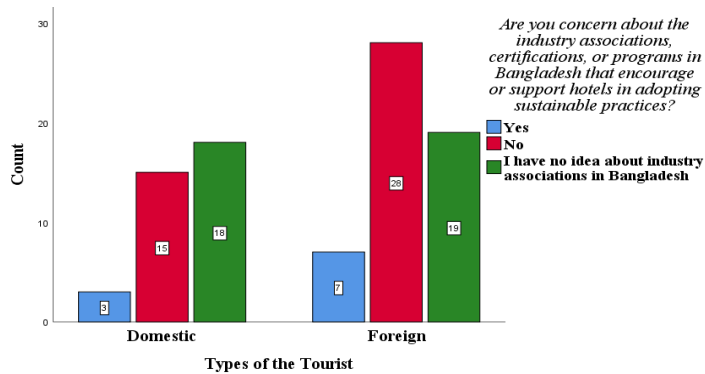


Figure 6: Influence of guest decision to adopt eco-friendly practices of the hotels

Figure 6 illustrates the guest decisions regarding the eco-friendly practices of the hotels. There were 35 domestic tourists, and 52 foreign tourists gave their perception regarding adopting eco-friendly practices of the hotels. A domestic tourist and two foreign tourists disagreed to adopt eco-friendly practices of the hotels. Moreover, we found a significant impact on the guest's decision to adopt eco-friendly practices of the hotels.

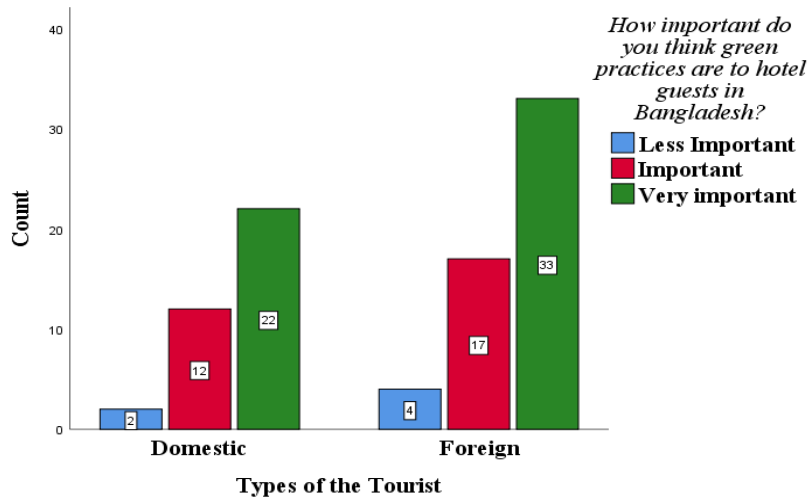


Source: Authors compilation (Outcome from SPSS 26)

Figure 7: Concerning industry associations, certifications, or programs that encourage or support sustainable hotel practices.

Figure 7 illustrates concerns about industry associations, certifications, or programs encouraging or supporting sustainable hotel practices. There are mixed conceptions about industry associations, certificates, or programs that encourage or support sustainable practices in hotels in Bangladesh. Very few domestic (3) and foreign (7) tourists have positive concerns, and 15 domestic and 28 foreign tourists have adverse concerns about industry associations, certifications, or programs that encourage or support sustainable practices in the hotels in Bangladesh. The fact is that 15 domestic and 19 foreign tourists perceived that they did not know about the Industry Association for Sustainable Practices in hotels in Bangladesh.

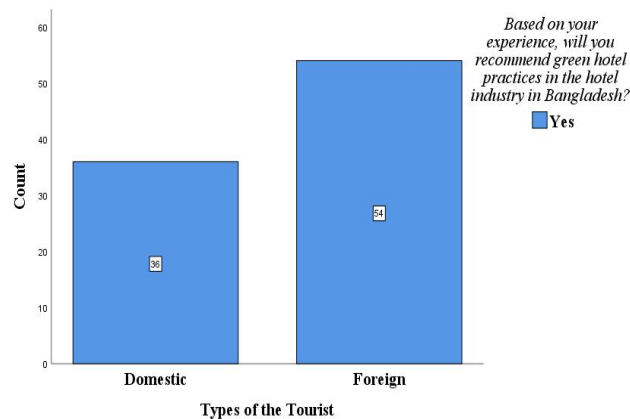
Figure 8 illustrates the importance of hotel green practices for the tourists. There were five-point Likert scale questions for the tourists. They recommended it as very important (22 domestic and 33 foreign tourists), important (12 domestic and 17 foreign tourists), and less critical (2 domestic and 4 foreign tourists). Both the tourists did not participate, which is an essential and somewhat important question. So, most tourists recommend green hotel practices as very important.



Source: Authors compilation (Outcome from SPSS

Figure 8: Importance of hotel green practices for the tourists.

In Figure 9, all the tourists recommended green hotel practices in the hotel industry in Bangladesh. We found a positive response about the green hotel practices for sustainable development of the hotel industry in Bangladesh.



Source: Authors compilation (Outcome from SPSS 26)

Figure 9: Recommendation about green hotel practices in the hotel industry in Bangladesh.

5. Managerial Implications

Green practices are becoming increasingly important to hotel guests in Bangladesh, which is part of a more significant global trend toward sustainability. adopting and

showcasing green practices is not just a matter of environmental responsibility but also a strategic decision that improves guest satisfaction, loyalty, and the overall reputation of hotels in Bangladesh (Irani *et al.*, 2022). The Hotel and Restaurant Division of MOCAT says there are now 270,500 hotel rooms in Bangladesh, which is expected to grow by 58,000 over the next year (Amin & Taghizadeh-Hesary, 2023). By 2023, Bangladesh will have 256,000 hotel rooms in 2,400 hotels; on average, 52% will be occupied (Eskander & Steele, 2023). Green hotels in Bangladesh generally do an excellent job of caring for the environment. This is clear from the fact that the public, the government, and the tourism industry are all paying more attention to how tourists can help the environment (Ly, 2023). One of the jobs of the tourism industry, especially hotels, is to help make the environment safe and healthy.

Some participants may know a lot about these practices and understand their importance in reducing the industry's environmental impact and aligning with global sustainability goals (Xiong & Tang, 2023). They may know what green initiatives are in general but may not learn much about the specific strategies that make up green hotel practices. Overall, the participants' knowledge of this idea forms a spectrum that includes a wide range of opinions and thoughts about the role of sustainability in shaping the future of hotel operations in a world that cares about the environment (Prayag *et al.*, 2023). Sinangjoyo's (2013) research on hotels in Bangladesh found that green hotel standards have led to most hotels using practices that are less harmful to the environment. Still, there are some problems, like hotel workers who do not always have the same attitude, visitors who do not know much, people who do not get out much, and the idea that green hotels are expensive (Chowdhury & Shamsher, 2023). The business may grow because the hotel is trying to save energy and the environment (Graci & Dodds, 2008). The Sustainable Development Goals (SDGs) include goals for clean water and sanitation, affordable and clean energy, decent work and economic growth, responsible consumption and production, and climate action (Munjer *et al.*, 2023).

Sustainability is built into their business plan, from creating products to talking to customers (Roy *et al.*, 2022). It is essential to check with the groups in Bangladesh that give green hotel certifications to get the most up-to-date and complete information about how they evaluate hotels (Kumar *et al.*, 2023). There is a chance that these criteria will change as the hotel industry keeps developing new standards and best practices for sustainability (Nandi *et al.*, 2023). The International Ecotourism Guideline was written by the International Ecotourism Society (TIES), a world-class group that works on ecotourism. This guideline explains what an ecolodge or eco-friendly hotel is, including how it helps protect the natural and cultural environment, fits in with its surroundings, does not waste water, works with the local community, and teaches both employees and visitors. So, managers and authorities can adopt the above finding to comply with the same for future development in terms of best practices of green hotels.

On the other hand, based on the survey, managers should prioritize following the "green" movement steps, which have now spread to the hotel business. This movement comprises businesspeople committed to using eco-friendly business practices (Raza &

Khan, 2022). There are programs to save water, save energy, use environmentally suitable materials, and reduce solid waste. Bangladesh is a big country, and conditions vary significantly from one area to the next. This makes implementing Green Hotel rules at the same level in each region hard because Bangladesh is so big. Some places, like Kuakata, Cox's Bazar, and Sylhet, may have been very interested in getting green hotels. Still, it is also possible that many other places have been unable to do so because of all the different problems.

Furthermore, hotels could save money by using energy-efficient technologies, reducing waste, and conserving water, which strongly incentivizes them (Pervaiz *et al.*, 2022). A positive brand image and a competitive edge are also significant. Travelers who care about the environment look for places to stay that match their values (Rabiul *et al.*, 2023). Regulatory frameworks and government incentives also make it easier for hotels to adopt green practices by giving them a plan and the chance to be rewarded for their efforts. Because of this, the combination of environmental awareness, economic benefits, brand enhancement, and government support pushes hotels in Bangladesh to adopt green and sustainable practices (Salem *et al.*, 2023).

These benefits come in many forms, such as lower operational costs, a better brand image, and happier guests. Some hotels do not know about the available technologies, the initial investment costs are high, and the staff needs special training (Abdallah, 2023). To meet these changing needs, hotels are incorporating green practices. Travelers, especially younger ones, prefer eco-friendly options and are likelier to stay at hotels that care about the environment (Dar, 2022). The information above shows that travelers not from the area know more about eco-friendly hotels. Most international travelers have stayed in several "green hotels," according to the results of interviews with them. This means that the level of service they got at those hotels might have been pretty good.

On the other hand, most people who visit their own country do not know about green hotels because they cannot distinguish between proper service hotels marketed as "green hotels" and those not (Quan *et al.*, 2023). From the survey results above, people have very different feelings about visitors from their country and other countries. Domestic tourists still do not fully understand what a "green hotel" is, but foreign tourists have a better idea of what it means. Some of these ideas come from past experiences and the number of times someone has used more than one reference for lodging services.

Findings compared with Indian, Sri Lankan, and regional international studies. For instance, guest motivations agree with Millar *et al.* (2012), while barriers to implementation adhere to Arici *et al.* (2023).

6. Recommendations for Best Practices of Green Hotels

- Non-toxic cleaning and laundry detergents are used in the housekeeping department.
- 100% organic cotton sheets, towels, and mattresses can be used.
- A nonsmoking environment can be ensured.

- Renewable energy sources, such as solar or wind, can be adopted.
- Bulk organic soap and amenities instead of individual packages to reduce waste.
- Recycling boxes in the guest room and hotel lobby.
- Recycling of towels and sheets (guests can ask the cleaner to leave these lightly used items to reduce water consumption).
- Energy-saving lighting can be used in all outlets.
- Transport on-site with green vehicles.
- Serve organic and local food.
- Gray water recycling is the reuse of kitchen, bath, and laundry water for gardening and landscaping.
- Newspaper Recycling Program.
- According to the green hotel practices by [Hoda and Farhana \(2022\)](#), many more options could be recommended, reducing costs and saving environmental issues.

Bangladesh lacks a uniform national green hotel certification. Some of them voluntarily follow international standards (e.g., Green Globe, LEED). This study identifies the need for a government-approved certification program, and the findings can be used to develop criteria for such a program.

7. Conclusion and Future Research

The study informed essential things about how the Bangladeshi hotel industry is doing with sustainability now and what it might be able to do in the future. The research also shows that people in the country like green hotel practices. This is because the government helps, people want it, and saving money and being more competitive in the market are good things. Hotels that have taken steps to be more eco-friendly use much less energy, water, and trash than hotels that have not. This helps protect the environment and use resources more efficiently. Even though Green Hotels are not entirely accepted in Bangladesh yet, there is a growing trend among hotel managers to keep putting the idea of Green Hotels into practice in the real world. It had five-star hotels and started adding other types of hotels, like non-star hotels and boutique hotels like Ecolodge. Green hotel practices are hard to implement in Bangladesh for several reasons, such as a lack of knowledge about them and the idea that green hotels are expensive and need much maintenance, and support and participation from the government through policies that have not worked well, among other things. The research is pragmatic in its paradigm, which combines positivism (quantitative measurement) and abduction (construction of theory from observation patterns). The adaptive philosophical style facilitates iterative interpretation and contributes to exploratory sustainability studies in developing economies.

The rise of tourist trends that show a tendency to care more about the environment and are aware of the importance of environmentally friendly goods and eco-labels is another factor that will help hotels in Bangladesh become more ecologically friendly. From the tourists' point of view, more and more people are staying in hotels that follow "green hotel ideals." It is just that travelers do not fully

understand what kind of environmentally friendly idea a hotel is yet. However, tourists from other countries know about and like hotels that are good for the environment. To help travelers understand how to act in a green hotel, the government and the hotel industry must teach people about green hotels. Future research could be conducted based on long-term effects, best green practices, and innovation and sustainable practices. By focusing on these areas for future research, the hotel industry can continue to progress toward sustainability and contribute to the global movement of responsible and environmentally conscious tourism. Academics, policymakers, and industry players must work together to improve the chances of green hotel practices in the country. This will help make the tourism industry more sustainable and resilient. The study will address limited hotel categories, urban clustering, and reliance on perceptual information. Recommendations for future studies are a bigger sample size, participation of rural hotels, and mixed-method studies. The contribution lies in its two-fold focus on guest behavior and operating limitations, especially in a low-income, climatically vulnerable nation. There are limited studies investigating this convergence in Bangladesh. The research also proposes an implementable framework for green hotel adoption with implications for practice and research.

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