



UNIVERSIDADE CATÓLICA PORTUGUESA

Environmental Sustainability in Hotel Industry: Guest behavior, participation and satisfaction

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Abstract

During the last years a comprehensive concern about the planet sustainability and global change have taken the hotel industry to implement some pro-environmental practices. With this paper, we aim to examine the environmental sustainability in the hotel market – the hotel management perspective, the best sustainable practices, some barriers and some benefits –, the guests' perception, participation in these implementations and their satisfaction. Plus, how the individual's sustainable behavior in household is compared to their behavior in a hotel setting and what forces motivate their behavior in both categories. The research method adopted was a quantitative one, with a survey shared in social network for diverse individuals to answer. The main finds count on the perception on how individuals behave in a household will be different than how they behave in a hotel setting. The main reasons to sustain their behavior in both categories have different forces and motives. Individuals main concern when choosing a hotel passes through comfort and economic factors, for the customer to choose a sustainable hotel is needed for these two factors to be connected, and that sustainability does not interfere with comfort and how much guests' need to pay (when compared with standard hotels).

Keywords: Sustainability in hotel industry, Green hotels, Guest' Perspective, Customer satisfaction, Behavior motives, Sustainable behavior, Hotel sustainable initiatives, Pro-environmental behavior, Environmentally friendly hotel, Sustainability in household, Individuals sustainable practices.

Resumo

Nos últimos anos, tem havido uma crescente preocupação com a sustentabilidade do nosso planeta e as mudanças globais que o mesmo está a sofrer, o que leva, continuamente e atualmente, a indústria hoteleira a implementar algumas práticas pro-ambientais e sustentáveis.

Com este trabalho, objetivamos examinar a sustentabilidade ambiental no mercado hoteleiro - a perspectiva da gestão hoteleira, as melhores práticas sustentáveis, algumas barreiras, assim como, alguns benefícios que os mesmos possam usufruir -, a percepção dos hóspedes, a sua participação nessas implementações e, por fim, a sua satisfação. Além disso, estudamos também, como é o comportamento sustentável de cada indivíduo na casa, comparado este ao comportamento que têm em um hotel e, também, quais forças que motivam este comportamento, nas duas categorias. O método de pesquisa adotado foi o quantitativo, com pesquisa compartilhada em redes sociais para resposta de diversas pessoas. Os principais resultados contam com a percepção de que o comportamento das pessoas em casa será diferente do que num hotel. As principais razões para sustentar o comportamento dos indivíduos questionados em ambas as categorias têm forças e motivos diferentes: a principal preocupação das pessoas ao escolherem um hotel passa por fatores econômicos e de conforto. Para que o cliente escolha um hotel sustentável é necessário que esses dois fatores estejam conectados e que se sustentem, para que a sustentabilidade não interfira no conforto e quanto ao que os hóspedes têm de pagar (quando comparado com hotéis padrão, classificados como 'normais').

Palavras-chave: Sustentabilidade na indústria hoteleira, Hotéis ecológicos, Perspetiva do hóspede, Satisfação do cliente, Motivos comportamentais, Comportamento sustentável, Iniciativas sustentáveis em hotéis, Comportamento pró-ambiental, Hotel ecológico, Sustentabilidade em casa, Práticas sustentáveis de indivíduos.

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Introduction

Problem situation and motivation

This theme caught our attention since the first moment. Environmental sustainability is a constant concern in our society. Everyday more evidences about the present negative human impact in our planet is noticed by all. Everything we decide and implement today will return eventually for us, being that good or bad. Our decision right now matters. Giving the opportunity for our planet to achieve sustainability and for our future generations to actually have a future is our burned, our decision and should be our main concern in this moment, not the money and comfort.

Each day, every day more, hotels managers' need to meet sustainable solution to diverse problems (Baker et al., 2014). Tourism is a very large economical industry and their activities have a strong impact in the environment. Tourism as a substantial impact on the environment and in the climate change (Merli et al., 2019). One of the biggest shares of the tourism is the hotel industry. Because of that, hotels all over the globe are embracing sustainable practices and initiatives to help our planet (Rahman et al., 2015).

This is of extreme importance, we need to take care of the only world we have, and this topic has not been taking as serious as it should by the population.

We have seen how people behave when they are in vacations. Understand more deeply their attitudes and behavior was one of the main forces that made the choice of this theme so easy.

In the past 2 years I have been in 2 hotels management internships in 2 different countries: in Estonia and in Malta. In total was about a year with amazing experiences that made me develop a will to know more, to understand more the customers and perceive what could I do, as a possible manager, to commit the hotel, the employees and, mainly, the customers to participate and have sustainable attitudes in hotels.

It was easy to understand according to previous experiences that this is hard because guests are usually on vacations when they come to hotels. They see these days as days

off to responsibilities and worries. Customers do not care about the planet in these days.

The important thing to understand would be if that attitude depends only of the vacation “state of mind”, depends on the hotel and what practices we implement or if depends on something deeper as social responsibility. We have studied a bit about the sustainable practices we could implement in a hotel, but the main study is about the guest. Their point of view, their vacation mentality and their social responsibility. To understand the connection between social responsibility of each individual, we have to perceive how it is their sustainable behavior home and compare it with their sustainable behavior in a hotel setting.

This study made us reach great conclusions, but better, it involves us in such a expectational way that it fills us up with more and more questions and more passion and determination to know more and know better.

After this study, it is impossible not to question: What is next?

On this question we can think about some straight forward answers, like continue with future research. The answer that we can think of right now that has been an immense desire is to understand better the hotel setting. After understanding the customers, how they behave, we can agree that is time to move this topic forward to study deeply the hotel point of views.

In the last month we have been discussing about this thesis project with some managers and small hotel business owners, we have meet in Estonia, and they are genuinely interested in the conclusions of the study and in working with this topic in the future. There are so many questions to answer and so many practices to implement, it is going to be hard, having in consideration that is a small business and that the pressure from lack of knowledge, human and economic resources (Mensah, 2006) is real and evident but there are some small steps to take, day to day, that will take us further for sure.

Research definition

The main theme that cought up my attention was: “Study of the market about environmental sustainability in the hospitality industry: relation between environmentally sustainable initiatives, guest participation and guest satisfaction”

In this theme, discussing about sustainable practices that hotels may implement to help the world reach more sustainability and pro-environmental behavior, the main factor present in the guest behavior, attitude and satisfaction through the environmentally friendly action that the green hotel has.

The problem present here is the guest behavior and participation in the environmentally friendly action in the hotel setting and their posterior satisfaction with these hotels.

If this behavior is different in the household of the individual and in the hotel settings, this provides some important information like the need to change the guests' mentality to green hotels sustainable actions and the importance of their responsibility even in their vacations. But, if in other hand the individuals do not have sustainable attitudes home then this shows that this mentality does not have to do with hotels behavior itself but with their own social responsibility through the planet and the way of changing this is through government legislation and law supporting the sustainable behavior (e.g. like obligatory recycling).

This behavior is as well connected with some forces that make individuals having or not having sustainable attitudes.

According to Lindenberg and Steg (2007) these attitudes motivations are related to money and financial reasons (gain motives), e.g. like the fact that green product/ services are more expensive than traditional ones or because if individuals have sustainable actions home like turn off the lights when not in use will save up some extra money in utilities cost; related with ones' moral obligation to do what is correct, like in this case, do what is correct to our planet and guarantee that our future generations will still have a healthy planet to live on, (normative motive); the third and last force is the feeling of concretization of doing something correct, this is the pleasure and satisfaction that that feeling brings on the individual (hedonic motive), e.g. recycling because someone in the family wants them to do it, or turning off the water when not being used to feel good about themselves.

This study is important to understand what are the main forces that motivates individuals to have or not have sustainable behavior, how does that behavior change in a household to a hotel setting and what is their main satisfaction.

When reaching the conclusions to these main questions, we understand that these results will help us understand more deeply the customer, what are their motivations, how can hotels reach them and change enough to make guests not minding participating in sustainable action in the hotels.

The main factors that hotels need to perceived is that customers usually do not mind having some sustainable attitudes in hotels and would consider buying greener products/ services and accommodations if, when compared with standards ones' the greener ones have similar price and quality (Bhattacharya, 2011; Schlegelmilch et al., 1996; Wong et al., 1996).

When hotels are able to understand better their customers intentions, behavior and perceived satisfaction, that is the ambit of this study, hotels can benefit from these conclusions, use them in their sustainable practices and change guest's mentality through sustainability.

When hotels understand that, due to the decodified guest behavior and satisfaction, that they can have sustainable attitudes and that the customers will be following the pro-environmental measures and that this will bring a lot of profit, they will start implementing more and more sustainable practices and this will help our environment, our planet and all the living beings in it.

And the research questions of my project are:

Is there, still, a gap of behavior in Household and Hotel settings and what are the main forces that make individuals choose to have, or not, sustainable actions?

How big is the money barrier for individual's sustainable behavior, being in the hotel setting or in a household, are individuals willing to pay more for sustainability?

Methodology

In this project, we have counted on quantitative method to implement the study. The study was based on a survey and the questions developed have been adapted from

previous studies (Miao and Wei, 2013) that we focus on as a main road and the new question formulated, to meet the research questions. This study was implemented in google forms website and shared through social networks. The sample is diverse and solid with equivalent numbers of different gender and age. The main country the answer came from was Portugal, even though we could count on answers from some different countries, mainly European countries.

During the study development we have counted with the help of google forms numerical results, with excel program and SPSS program to reach some conclusions and explain them through visual data (like graphics).

The comparison between household and hotel setting brought a new point of view: if guests have sustainable practices home, why do not they implement them in the hotel? The answer is more complicated that what it seems. The study carried out, made us upcomer to some lightening path to the conclusions related to the individual's behavior in their household and need for education and governmental intervention and individual's preoccupation about economic factors and comfort one that hit perfectly as a barrier to sustainability. The sustainable practices sustained and evaluated in the study are easy and famous one like energy reduction, water reduction, greener products/ services, recycle, re-use and reduce methods.

Some important conclusions of the study pass by understanding that even thought people have more sustainable actions home than in hotels, those numbers when compared are not that different, which means even though people are not being so sustainable in hotel settings that does not mean they are having them at home.

Related to the behavior motivation, we can understand that the main force that makes individuals having sustainable attitudes change when in household or hotel setting. In household these motives are very much motivated by financial forces, when, in the other hand in hotel settings these actions are motivated by moral obligation (normative motive). The difference is understandable having in consideration that (as many people in the survey pointed out) the money we do have to pay for a room does not change if we are having, or not, sustainable attitudes, so, due to this, the gain motive is not the main motive in hotel setting.

On the other hand, when related to the individual's barrier on behavior to sustainability, we understand that the barrier in household and hotel setting has the same base: Economic reason. People step back when choosing greener services/products because of their price and quality. There are a lot of other products and hotels that may have the same quality level and way better price. That will make the customer think twice before they buy some green product to their household or when they choose a hotel.

In future plan a qualitative research would be important as well to understand in a better way the hotels management perspective, this time. Understand better the barriers seen from the inside as, also, the benefits.

Having in deliberation some background history, would cherish to be able to continue this study with a Hotel in Estonia and implement the findings in this study with them. The hotel we have contact with and that is well-informed about this project research theme is interested in knowing more about it and make some different implementation. This Hotel is a small business hotel that may find difficulties to implement big and considerable sustainable practices, but they must start somewhere, like all the other hotels.

Thesis outline

In general, in this study we acknowledge the hotel management perspective, the guest perspective and we compare 2 sustainable behavior categories: in household and in hotel settings, relating those behavior with 3 main motives.

In the hotel perspective we perceived the best sustainable practices for hotels, and we have in consideration some examples and that the ability to implement these practices may and will depend of how grown the hotel is. High-star hotels like Hiltons are typically in a greater position and it is easier for them to develop pro-environmental initiatives, when compared to low-star hotels. With this, we discuss some barriers as well to implement sustainable practices in hotels, like the absence of guest participation (due to diverse factors: economic, comfort, luxury, etc.) and even lack or governmental regulations and support. That is why low-star hotel may have some extra difficulties to 'go green'.

On the other hand, we offer some benefits that come with the implementation of pro-environmental actions, like cost reduction, being this the main one in hotel settings. And this takes us to the perception of greenwashing that some guests may have. When guests' feel like hotels are lying about their altruist action in sustainability and the planet preoccupation, this may lead to a dissatisfaction in the guest staying.

Hotels' must be careful with their sustainable actions and be focus on the main worry that is the global change, reduction of costs must be a good force to green implementation but not the essential one.

This customer dissatisfaction may lead to a bad review, and nowadays, eWOM is essential for a good hotel economy. People trust in the customers' perspective and real experience. Hotels must be careful, trick customers into greenwashing shall not be such a good idea. Guests' like to know that hotels are improving their management and implementing sustainable practices, but they would prefer not to change their attitudes when they are in hotels. Guests' satisfaction with green hotels are related to their authentic experience, their expenses and comfort perception. Guests would not mind going to a greener hotel if that would imply that the price, the quality and the experience is the same. If the guest abode in a green hotel is good, they will have good things to say about it to others maybe be back. Guests being satisfied in sustainable hotels is good not only for the hotel but to all sustainable hotels.

Literature Review

Research questions:

- Is there, still, a gap of behavior in Household and Hotel settings and what are the main forces that make individuals choose to have, or not, sustainable actions?
- How big is the money barrier for individual's sustainable behavior, being in the hotel setting or in a household, are individuals willing to pay more for sustainability?

Environmental sustainability development

Environmental sustainability development needs to be balanced.

The idea that tourism can be sustainable is moving countries to meet in this study subject. Development of sustainable attitudes in agreement with the environmental sustainability, economic and financial needs, the interest of customers – as well as their participation and reaction – and resources utilized are an important point to focus on, with the certainty that we can improve enough to satisfy the needs of the present generation without putting in cause the needs of our future generations (Wan et al., 2017; Bruns-Smith et al, 2015).

The concern about the sustainable issues has been a worldwide meeting point lately. Everyone is trying to reduce the damage to our world, our home. We had red flags enough to keep ignoring it and trivialize it.

This is taking years to improve and develop new theories having in consideration that there is more involved in the objective than just apply pro-environmental attitudes. There is a balance to maintain between the new sustainable practices, the economy, the social and cultural side and finally the constant development of new sustainable resources and new ways of implementing green practices (Heish, 2012, cited by: Wan et al., 2017).

All of these are important aspects to have in mind while discussing how to make one of the biggest revenue generators (of a Millionaire activity) in tourism, that are Hotels, to become greener and more sustainable day by day. Tourism involves, as well, a lot of resources, from money to numerous human activities and like every activity with such a greater economic impact, has a huge repercussion on local communities (Lu and Netal, 2009).

Hotels have a very high impact in the environment, as cited before, worldwide hotels consume a large number of water, energy and waste, everything for some days of enjoyment for tourists. We must fight this.

Growing importance and improving the awareness for these environmental issues is making various countries and hoteliers to increase the use of green products, improve their practices to some more environmentally friendly ones (Kasim, 2006; Kim and Choi, 2013; Mbasera et al, 2016; Teng et al., 2018, cited in: González-Rodríguez et al., 2020) and to manage their constant impact in the world.

In this topic, is, as well, very important to have in consideration that Hotels rely their numbers on these needs and still need heating and cooling systems, clean water -to showers, pools, cleaning...- and nice lighting (Wan et al., 2017) and customers still want to feel comfortable.

On the other hand, it is easy to understand that hotels have huge expenses on these needs enounced above. Dief and Font (2010) presented some big numbers in their study, for example, as the water expenses being about 15% of the hotel's total expenses. Another study pointed out that a lot of hotels rated from 3 to 5 stars have their own casino, which, obviously, consume a lot more energy than other hotels that do not possess these (Wan et al., 2017).

Hotel Management Perspective

According, to a lot of literature, hotel management has a lot to gain with environmentally friendly practices, maybe even more than what they believe (González-Rodríguez et al., 2020).

When hotel management have in consideration and worry about the environmental issues, that attempts to show to guests how much the hotel is worried about the future.

That perception has a positive effect on the company image and reputation which leads to trust, loyalty and personal guest identification with the hotel and the values it comes with it and posterior (Fu et al., 2014; Kucukusta et al., 2013; Martinez and del Bosque, 2013, cited in González-Rodrigues et al., 2020). Hotels with pro-environmental attitudes influence loyalty, influence intentions to visit again the hotel and influence something very important has on Word-of-Mouth recommendations (Dutta et al., 2008; Hu et al., 2010; Kang et al., 2012).

Guests are encouraging hotels management to participate in green practices (Lee, Jai and Li,, 2016).

According to an environmentally friendly survey formed by TripAdvisor in the year of 2012, 57 percent of travelers said that they usually chose environmentally friendly accommodations and about 71 percent answered affirmatively saying that next year they would have in attention pro-environmental accommodation places rather than the other standard accommodations (TripAdvisor survey, 2012, cited by: Lee, Jai and Li, 2016).

On the other hand, one survey carried by U.S. Travel Association (2009) said that even though 78% of the individuals in the questionnaire said that they were concerned about the environment, only about 9% were willing to pay higher prices to stay in a hotel with sustainable attitudes and with environmentally friendly practices.

However, having in consideration that the study made by TripAdvisor is some years recent compared to the U.S. Travel Association, we can agree that has been a change of mentalities through the years, what we cannot ignore is even thought there are customers that are willing to pay more to stay in a “greener” hotel, we must consider that there are also customers that feel the opposite way about it.

The positioning of hotels managers related to environmental issues is important. The tourism sector and, in specific, the accommodation subsector, uses a large and worldwide significant amount of resources (Prud'homme and Raymond, 2016). If hotel managers chose to ignore their own impact in the pollution and consumption of resources, that may prejudice their business.

The wide amount of green practice that can be carried in a hotel organization has to come and require only the own managements actions, but some hotels enroll employees and guests to participate in this process (Rahman et al., 2015).

Employees should be a part of the pro-environmental activities, support it and show their caring as well about the companies' eco-friendly mission so guests can feel the warm feeling of worry about the plane.

On other hand, guests need to want to participate in the hotels' practices, it all depends on the guest. Guests need to be educated because the way the feel at home it is not the way the act in hotel. And the government has a huge impact on how the guests' mentality works.

For example, in some countries, as is the case of Malta, is obligatory to separate the trash so that mentality comes through usually even in a Hotel setting. Other great example of government action in customers mentality is the Estonian government, where they give money for empty plastic bottles (this extra 10 cents per bottle is paid in the shop per bottle) so the guests usually help to sort out the waste, at least the plastic bottles.

This guest enrolment in hotels environmentally friendly practices depend as well on how the hotel manages important information. Hotels need to have in attention the guests' perception of those pro-environmental practices and social media and hotels websites are an amazing tool to inform and motivate the hotels customers (Lee, Jai and Li,, 2016).

Some studies, in fact, affirm that some guests are even willing to even pay more to stay in environmentally friendly hotels if they have a positive image and if their word-of-mouth is, as well, positive (Han et al., 2009). This means, the fact that the guests may have a misunderstanding knowledge about what pro-environmental practices a hotel can implement is influencing their attitude towards the hotel (Lee, Jai and Li,, 2016). The ecological behaviors in guests can be triggered by the hotel if the guests have general environmental knowledge (Han et al., 2010; Norazah, 2013).

In result of this, hotels are responsible to give information of environmentally friendly initiatives that they may have to the guest and increase the amount of knowledge in

them, so they can, as well form some green behaviors themselves (Lee, Jai and Li,, 2016).

However, even though some guests are worried about the environment that attitude still does not reflect in their intention to buy greener product and choose pro-environmental behavioral hotels (Chen and Chang, 2013), mainly if that choice requires an extra payment compared to standard hotels.

Some hotels use ecological and green terms when they describe themselves – maybe even to show up and have a better image (Chen and Chang, 2013) - but not always they are careful enough to explain what actually attitudes do they have to deserve those terms and that may create confusion to the guests (Chen and Chang, 2013; Millar and Baloglu, 2011). If the guests are confused that will cause a reduction of the guests green purchasing and a lack of trust in the hotel (Chen and Chang, 2013).

Best sustainable practices

In this point of the paper we will discuss the best attitudes and initiatives that hotels management can have related to water, energy and waste reduction.

Water use in hotels have very big proportions. Daily, in average, each room in a hotel uses about 825 liters of water, according to the California Department of Resources Recycling and Recover, from showering, laundry, cleaning and landscaping activities (Bruns-Smith et al., 2015). Water saving is as well very much connected to energy reduction, since the water consumption has a big influence in the final energy bill and electricity is usually about 60 to 70 percent of the utilities cost in a standard hotel (Bruns-Smith et al., 2015).

Reducing these numbers is not only a duty to hotels' management as this is, as well, a smart decision by them.

The implementation of these steps is “the right thing to do” and, as well, “the smart thing to do” to have success in the market and have competitive advantage (Luo and Bhattacharia, 2006).

Starting to implement environmental practices in hotels' management does not have to be extra expensive (Kirk, 1995, cited in: Novacka et al., 2019), the important is to start environmentally sustainable practices, even with small steps with time.

The steps we will discuss ahead are different green practices that need to be implemented to "protect the earth we live in" (Green Hotel Association 2012, cited b: Merli et al., 2019; Han et al., 2009; Kim and Han, 2010).

Water:

Our first sustainable initiative comes through water use.

Hotels' management know that reducing the use of water consumption bring a lot of benefits, as stated before.

There are some effective ways of reducing the water consumption, like by reducing the pressure of the water or by recycling it (Bruns-Smith et al., 2015).

Hotels' can, as well, replace the appliances by others with water-efficient. Installing a low-flow will help, as well, to reduce the consumption of water by a lot of liters per year (Bruns-Smith et al., 2015).

According to Gonzalez and Leon (2001) guests' who were in rooms with low-flow toilets answered to their survey about this topic with satisfaction.

One other important sustainable practice that Bruns-Smith, Choy, Chong and Verma (2015) pointed in their report was the fact that by localizing the irrigation systems in the gardens of the hotels', a lot of water can be spared.

Energy:

Going forward to the second round of initiatives, these ones pass through energy saving.

Using "green energy" as energy from sun, with solar photovoltaics system, is one way of making hotels cut costs and go greener (Bruns-Smith et al., 2015). This system cannot give the hotel all the energy needed to sustain it, but solar panels can help,

even if with a small percentage, it will still be helpful, significant and improvement to sustainability.

Making a hotel building being able to save or avoid the heat from the sun by capturing its' warmth is another effective way of saving extra energy that would be needed to maintain the warmth or cooler the room (Bruns-Smith et al., 2015). Using better materials when building hotels' may be expensive at first but it would be an important step through sustainability and expenses reduction.

When natural gas is available to implement in the facilities, hotels' management should replace it from the conventional electricity systems (Filimonau et al., 2011).

Another interesting but not loved initiative to reduce the electricity use it is related to the replace of the electronic heating system to the air-to-water system (Chan and Lam, 2003).

Additionally, the use of fluorescent light bulbs, it is something simple but effective to reduce the energy utilization (Wan et al., 2017).

Moreover, some simple attitudes like maintaining and cleaning the ventilation equipment and turn off electrical equipment when they are not being used, can make a big difference and show a new mentality (Tsai et al., 2014). Needs to start with simple steps.

Reduce the energy utilization in laundry and catering services is especially important having in consideration that these compose about 30 to 40 percent of the total energy consumption in hotel settings (Bruns- Smith et al., 2015).

Waste:

Talking about the last group of sustainable initiatives a hotel can have in consideration, we walk forward to the practice that is easier to hotels to implement.

This practice is not only considered the easiest to some hotels' as is, as well, the most popular (Bruns- Smith et al., 2015).

This pro-environmental practice is the most popular one because guests are already familiar with recycling in their daily life, so it is something they are already used to (Millar and Baloglu, 2011; Yu, Li and Jai, 2017).

Hotels' can, for sure, recycle a lot of their daily waste. Just like every individual. They just need to want and to work on sustainable measures.

In fact, organic waste can become an amazing fertilizer when the separation of the waste is correctly done, and that was proven by a Vietnamese hotel (Trung and Kumar, 2005). That is one of the reasons why it is so important to educate the hotels' employees to go forward with sustainable implementations (like mentioned before in the paper), because they are the ones doing the work.

Hotels' can reduce waste by giving away goods that are not in need. For example, as give away old furniture or even selling it (Bruns-Smith et al, 2015).

Hotels' usually implement measures to reduce the waste and it is the most popular step because it is simple and there is no need to change mentalities, or to make changes in the operation and management level (Bruns-Smith et al., 2015), that is where is hard to reach, the insider levels of the hotels' settings. And that is, right there, what we need to change.

In general, there are a lot of different ways to help, practices and greener methods to do exactly the same thing hotels' do right now.

Another simple example is buying food from locals' suppliers (Elmont, 1995; Svec and Solarova, 2016n cited in: Novacka et al., 2019), or buy the food from eco-friendly (Iwanowski and Rushmore, 1994), or even by having partnerships that upgrade and develop the sustainability with other "greener" companies (Blanco et al., 2009).

"Green" purchases like the one described up are more than welcome. Green purchases are when the hotels' management gives priority to environmentally friendly products instead of the standardized ones (Bohdanowicz, 2006; Erdogan and Baris, 2007, cited in Yu, Li and Jai, 2017).

An environmentally friendly practice that is considered one of the easiest to make guests participate is the linen reuse program (Rahman et al., 2015). A survey of TripAdvisor (2014, cited by: Lee, Jai and Li, 2016) showed that 90 percent of the

travelers who answered to the survey, participate in linen and towels reuse programs in the past years of the survey.

It is important to note that green practices include this small steps and programs like reuse of linen and towels, and it includes more advanced programs as well like energy efficiency and water conservation (Ogbeide, 2012). But it is good to start somewhere implementing sustainable practices.

To finish the topic, all the best practices pass through having a clear environmental policy, not only for the management but for the guests and employees as well. It is needed to educate them to accept and come forward with these initiatives.

According, to Wan et al. (2017) have a clear pro-environmental plan, follow the plan, make everyone aware of it and follow newly published information in this matter is very important and completely necessary to accomplish greener status and to be environmentally friendly.

Barriers of participation in sustainable practices

There are ultimate challenges in this topic to the hotelier companies.

There is a clear understanding that customers' want greener product and places (Han, Hus and Lee 2009) and the hoteliers are trying to answer positively to it, according to the demand (Bohdanowicz, 2006). However, customers crave for "greener", they still do not like to feel that for choosing "greener" they might lose comfort, luxury and that the hotel is cutting costs' on them, according with Baker, Davis and Weaver (2014), these 3 are the main points:

Comfort:

One of the biggest reasons of customers' dislike and disinclination to environmentally friendly hotels is the perception that they have decrease of comfort (Manaktola and Jauhari, 2007; Dolnicar, Crouch and Long, 2008, cited in: Baker et al., 2014). A good example is, guests like to have clean towels and linen every day (Tzschentke, Kirk and Lynch, 2008) and, like debated in the last topic, some of them do not want to participate in linen and towels reuse program.

Luxury:

Guests' feel that they have the right to the luxury upcoming from hotels. All the option, choices, fresh and clean linens, towels, different soap and the right to option to choose (Tzschentke, Kirk and Lynch, 2008).

Cost reduction:

Pro-environmental initiatives may be costly to implement, but they usually cut costs in general (Baker, Davis and Weaver 2014), like the famous case of towels and linen reuse. Customers' do not like to feel that the hotel is cutting costs on them and the environmental efforts from hotels' have a straight impact for hotels to reduce costs (Robinot and Giannelloni, 2010). They not only do not like this feeling and they may as well doubt the environmentally friendly point of view of the hotel.

Moreover, there are some barriers right in the beginning of the chronology of trying to implement their pro-environmental practices directed to the hotel industry management, like the lack of knowledge, skills, resources, the extra costs (like maintenances costs) and the uncertain outcome (*will guests approve?*) (Chan, 2008; Novacka et al., 2019).

According to Post and Atma, back in 1994 (cited by: Novacka et al., 2019), they could see barriers related as well with the personnels attitude and comprehension and awareness. Like discussed before, the employees need to be in the green position as the hotel management, so these practices could work. Agreeing with the writers, there is a big need of communication between the management and employees, as well a plan and procedures. Finally, they also agreed that the industry barriers like capital costs and information and technological knowledge are as well an important barrier to have in consideration.

As said before, to implement innovation plans and technologies sometimes can be costly and small business cannot have the means to introduce their hotel to a more environment-friendly practices, know as well, that there is an apprehensive about the short-term profitability of it (Levy, 1997).

Lastly, is important to state that the lack of government regulations and support it is not only a barrier (Mensah, 2006) as it is, as well, a demotivation and step down to the hotel industry.

In general, personnel, knowledge and capital barriers and customer disapproval are the main barriers that may stop the hotel management to implement some pro-environmental activities.

Benefits of participation in sustainable practices

Like introduced before, there are a lot of good reasons and motivations that hotels' managements have to go "greener". In this topic we will enunciate some of them.

Implementation of sustainable practices in the hotel settings can bring, to the hotel corporation, competitive and financial advantage (Aragon Correa and Sharma, 2003; Hart, 1995, cited in: Rahman et al., 2015).

First of all is important to refer that guests are what motivate all this change. Guests are going greener each day and are forcing hotels to make some changings in their regular basis (Lee, Jai and Li, 2016).

The main reason why hotels' implement sustainable reasons is to save costs (Berman et al., 1999; Brown, 1996; Cespedes-Lorente et al., 2003; Hobson and Essex, 2001; Lynes and Dredge, 2005; Chan and Wong, 2006; Rahman et al., 2012; Segarra-Oña et al., 2012; Tari et al., 2012; Walley and Whitehead, 1994, cited in: Rahman et al., 2015). It is been proved that hotels' that follow greener practices lower expenses, which brings long-term profitability (Rahman et al., 2012).

And, another strong reason and motivation for the hotels to implement pro-environmental actions is to improve the image of the company, like stated before (Hemenway and Hale, 1995), which will lead to consumer trust and increasing the number of guests per night (Martinac et al., 2001). A hotel image is a part of its' intangible and priceless assets (Geerts, 2014; Graci and Dodds, 2008; Rahman et al., 2012).

Furthermore, hotels managers can also benefit with the fact that by going “greener” they may achieve several certifications for their environmental efforts (Bruns-Smith et al., 2015). One great example of this is the case of Marriott that is a international hotel that is concern about sustainability and take that seriousness into responsibility. In 2011 Marriott International created a program called “Spirit to Preserve”, where they were able to reduce the consumption of energy to 11 percent and gas emissions by 10.7 percent (Marriott International, 2011, cited by: Rahman et al., 2015).

This brings us to the last motive and benefit that we have to point out in this paper, the improvement of the hotels’ relationship the stakeholders. All of these benefits for sure will catch the attention of the stakeholders and make them happy about the hotels’ path (Chan, 2011).

A good example of a benefit, economic one, is the case of Hilton. Hilton’s Scodic has built a hotel room that is 95 percent biodegradable. For this sustainable room the management of the hotel charge 10 percent more than a standard room. And, still, the request for this specific environmentally friendly room is higher than normal (Bruns-Smith et al., 2015). So, there are in fact a lot of people who want sustainable rooms and ‘greener’ hotels and that are in accordance with paying more for that room.

However, we have to admit that Hilton’s have been doing a lot of effort to be sustainable and help our planet environment. The result to that in the successful pro-environmental management that they have, named as “Hilton care” (Rahman et al., 2015). In fact, the case study of Bohdanowicz et al., (2011) proved that Hilton’s management have been doing amazing progresses in Europe. They were able to reduce the energy use by 15 percent, reduce the use of water per guest by 8 percent and educate thousands of employees and guests since this environmentally friendly management started (3 years before).

In Hiltons case, they are committed to achieve sustainability by identifying the most impacted areas with their actions (e.g. waste, water and energy...), make green partnerships and implement programs like linen and towel reuse (Hilton, 2015).

In the end, some good action that would force some barriers down and build some motivations for hotel companies to go “greener”, would be support from public

sector, this is from the country's government – which all have an especially important role in promoting pro-environmental practices (Delman and Toffel, 2004), and to fight back the lack of financial support, increasing the funding in this case of green implementations would for sure be a huge help to hotels' management, mainly for lower star rating hotels (Pocuca et al., 2017).

Hotels' like Hiltons' and Marriott cannot be compared to low star hotels. Low star hotels' have a small budget to implement sustainable actions. Low star hotels will find more difficulties having in consideration the lack of knowledge and human resources and economic pressure (Mensah, 2006). When you have a high star hotel, they can easily reach to different types of support – e.g. financial, governmental and knowledge - that does not happen so often when you are a low star hotel. It is harder to implement environmentally friendly practices and be a 'greener' hotel.

The benefits that most suit the hotels' management, as a reason to pursuit pro-environmental practices is, the cost savings. With this state we come to a very important point to society that is the fake altruist reasons behind the hotels' true intentions. And to that fake altruism, in this case, we call "greenwashing".

Greenwashing: Hotels' fake altruism

To start this topic, we would like to quote Rahman et al. (2015), where he announced in his research paper: "...consumers are also becoming more critical of hotels' green practices, especially where the environment-friendly quotient is hard to verify and where costs motives take precedence over environmental ones." (article "Consequences of greenwashing: consumers' reaction to hotels green initiatives").

This sentence by Rahman et al. (2015) is amazing and the simplest to start the topic.

Managers constantly seek ways to cut costs or, at least, reduce them. It is in the nature of all business. Cutting costs that other companies in the same business have, the competitors, will guarantee to the company competitive advantage. But in this case, they are using guests' mentality and believes to do it.

There are a lot of initiatives that require the help of guests' and employees, like seen in some topic above, and hotels don't lose time before they ask for help from guests' or employees, even though, themselves, they are not doing much about the environmental worries that we all have (Rahman et al., 2015). Writing posts and signs to put on guests' rooms saying to re-use linen does not make the hotel care about the environment, it just makes obvious to the customer that the hotel management is just looking forward on cutting some costs in laundry expenses (Garza, 2011).

Cost saving attitudes are completely different from concerned planned practices to help the environment and future generations. There is no altruist reason or worry, there is only financial reasons.

With attitudes like these from hotels, that are called as "greenwashing" attitudes, hotels' are losing credibility in the customers point of view and make them become skeptical about company's worriedness about their pro-environmental behavior (Phocuswright, 2009, cited by: Rahman et al., 2015).

Why might the customer be skeptical and feel mad when confront these hotels "greenwashing" initiatives, is because they feel betrayed and because they were ready to sacrifice part of their comfort, if needed, to be in a -saying so- greener hotel, when all the hotel does is break that trust (Rahman et al., 2015). Guests have all the right to feel tricked, because "greenwashing" misleads customers from the true concerned of the company (Parguel et al., 2011). Hotels' companies that mislead guests' to "greenwashing" reasons are considered as manipulative and even unethical.

Guests' reveal negative feedback and purchase intentions related to companies with "greenwashing" advertisements (Newell et al., 1998; Stokes, 2009, cited by: Rahman et al., 2015).

Consumers expect always that companies will do everything necessary to achieve the "greater good" and to protect the future, because they have bigger responsibilities, and distancing themselves from that is view negatively be all customers' and market (Forehand and Grier, 2003). That's why after finding out, guests will become skeptical about it.

After this, guests become skeptical about the hotels' pro-environmental intentions, and they start not believing in the hotel industry good intentions, because of 'greenwashing'. This affects negatively the guests' attitudes and participation in hotels' environmental-friendly programs, as, perhaps, the linen reuse program (Rahman et al., 2015).

Some other times what may happen is customers will continue making green choices (just not from the same company) because they truly want to help the planet and be greater (Rahman et al., 2015).

This gap between the said so pro-environmental attitudes from the hotel industry and their action and actual behavior was proved by several research papers (Graci and Doods, 2009; Iwanowski and Rushmore, 1994; Pryce 2001).

All of this affects the point of view and attitudes of customers' of buying a product or re-visiting a greener hotel. Hotels' need to know the big influence they prosecute in the customers participation in pro-environment situations.

Guests' Perspective

Guests' have a decision to make: green product, or standard. And it is not always as easy as it seems. We will discuss their participation and satisfaction related to their feelings when it comes to choosing a hotel with sustainable practices.

Guests attitudes and participation on hotels sustainable programs

It is important to start this new topic by giving some information about the possible guests' pro-environmental attitudes.

Homburg and Stolberg (2006) said that there are 4 types of environmentally friendly behavior observed in an individual.

These four categories include environmental activist – that is when someone is active in pro-environmental organizations -, non-activist behavior in the public sector – when someone is in petitions on environmental issues -, private sphere

environmentalism – this is, doing what we can do home to help, like recycling, saving energy, etc. -, and the behavior in organizations (Stern, 2000).

Comparing to this, some years ahead in 2006, Rice found some similarities, he identified three different types of environmentally friendly behavior in humans and it was divided in 3 groups: public pro-environmental behavior, activist pro-environmental behavior and private pro-environmental behavior.

In this research paper we will focus mainly on the last pro-environmental behavior: the private behavior.

Guests' will consider buying a pro-environment product if the performance of the 'greener' product is as satisfactory as the conventional one and if aspects as quality, convenience and price are, in the same way, comparable as the conventional product or service (Bhattacharya, 2011; Schlegelmilch et al., 1996; Wong et al., 1996).

And customers' concerns are, as well, connects to the hotel industry. Customers' want hotels to reduce their continuous resource consumption and to realize and decrease their negative impact on the planet (Bruns-Smith et al., 2015).

More and more customers are facing the impact of our decisions in our world and that's why customers are demanding greener and environment-friendly product, and solution as fast as possible (Han et al., 2009).

Hotel industry customers want greener attitudes and they want, as well to understand and pro-environmental activities the hotels' been implementing and how they can help on those plans (Bruns-Smith et al., 2015).

Positive attitudes and practices from hotels will make guests happier and trust the hotels' intentions, which will be shared from customer to customer through WOM (word-of-mouth) behavior (Han et al., 2009), which will increase the green hotels' customer marked and with this, help our one and only planet (Han et al., 2011; Lee et al., 2010).

Some research showed that guests are willing to pay more for green hotels if they have a positive image and good pro-environment attitudes (Han et al, 2009; Bruns-Smith et al., 2015; TripAdvisor, 2012, cited by: Lee, Jai and Li, 2016).

A study made by the know website of the hotel -between others-, in the year of 2012 refer that 23 percent of the hotel guests are willing to pay up to \$25 extra per night per room, if the it was an environmentally friendly hotel.

Backing a bit more in the topic, it is really important that guests understand the hotels' practices and intentions, so they can trust them and feel motivated to help (Bruns-Smith et al., 2015) so hotel needs to be aware of how to take the information to the customer.

Sometimes, even though the customer may be skeptical about the intention of companies with green products and services, they will still buy them because they care about the environment (Rahman et al., 2015) and they want to do everything they can to feel good about doing their best to the environment (Miao and Li, 2013).

But this is a small majority, because, if fact, if customers are skeptical and confused about the company's intention then they will most likely not buy the product/ service and choose the conventional one (Chen and Chang, 2013).

When guests' have, as well, a perception that the hotel industry is only trying to find ways of cutting costs, when.

They say they have pro-environment practices and that they are a green hotel, but if deep down it is all a strategic move to improve their financial position, that will make guests re-think if they actually want to promote greener products and services when they were, in fact, decreasing their level of comfort and luxury to buy greener services and it is not actually greener, just the hotel management trying to influence the customers (Chen and Chang, 2013; Self et al., 2010; Oliver, 2013, cited by: Rahman et al., 2015).

A study made by Walsman, Verma and Muthulingam (2014) about the LEED certificate hotels proved that those certificate hotels' where having a better financial performance that the ones that were not certificated.

Guests' approval and participation in the hotels eco-friendly and pro-environment programs are essential to their business (Bruns-Smith et al., 2015).

What is happening sometimes is that guests are not participating in hotels' pro-environmental practices and programs because they did not know about them (Bruns-Smith et al., 2015), and that is why is essential for hotels to share their programs and practices with the guests' (Lee, Jai and Li, 2016).

The reason why some guests' do not want to participate in hotels' pro-environment programs or buy greener services and accommodation is because they believe that they will have a decrease of comfort (Manaktola and Jauhari, 2007; Dolnicar, Crouch and Long, 2008, cited by: Baker et al., 2014) and that it will include extra costs to be in a greener hotel.

It is a hotel interest and position to change the mentality of the customer, inform the customer and gain his loyalty with trust for pro-environmental implementations and programs to the hotel (Chen and Chang, 2013).

The hotels' need, in fact to try as hard as they can to make their environment-friendly practices understandable and clear to the guests (Millar and Baloglu, 2011). The hotel cannot be subjective about it per example, only with signs saying they have pro-environmental practices, they need to come forward and explain those initiatives, so the customers is not confused (Chen and Chang, 2013; Lee, Jai and Li, 2016).

Customers' want to buy greener products, services and accommodation because it will make them feel good and that feeling will bring a positive experience to the guest (Manaktola and Jauhari, 2007, cited by: Baker et al., 2014).

This behavioral instant that will make customers to buy a greener accommodation, is a crucial intention that explains truly the customer behavior (Suki, 2015).

These ones are connected as well to the possessions of the customer (mainly financial determinants) (Suki, 2015).

Guests' want greener and eco-friendly products. They like hotel companies that care about the future and with their own impact in the planet. Customers like hotels that think about their impact in the humanity and about the greater good rather than their

financial performances only. If guests feel tricked about the hotels false altruism and are caught in a greenwashing movement by the hotel, then they will be skeptical about not only one hotel in specific but all the hotel market and their pro-environment attitudes.

Guests' satisfaction

Guests' satisfaction is a very important element to every business and to the accommodation industry is no different (Nash et al., 2006). Guest satisfaction is deeply connected with how's the firm's performance going and with its financial resources (Kassinis and Soteriou, 2003; Oliver 1993; Anderson et al., 1994, cited by: Merli et al., 2019).

Sometimes can be hard to satisfy a guest if there are some services who are being cut or reduces, for example a reuse linen and towel program, when the guests evaluate that service as a "basic" service and an integral part of the experience (Merli et al., 2019).

One of the most important principles influencing guests' satisfaction when they visit hotels with pro-environment practices is that the comfort may be reduced or influenced, guests' will be very unsatisfied if they have to be uncomfortable in their experience (Dolnicar, Crouch and Long, 2008; Baker et al., 2014).

For customers to have a good experience in the hotel, the guest needs to be aware of the hotels' initiatives and it is good for them to understand that their participation matters (Yu, Li and Jai, 2017) and the future is depending on them as well.

Guest awareness of the hotel practices is a great positive impact in participation and booking decision to guests (Baker et al., 2014).

Understanding the hotels' actions makes easier to customers to believe in their good intentions as well (Rahman et al., 2015). Sometimes guests can easily find a gap between the hotels actions and what they say (Iwanowski and Rushmore, 1994; Pryce, 2001; Graci and Dodds, 2009) and that will make customers experience to be unpleasant with a feeling that they have been tricked by the hotel, and that will be

noticed in future purchase intentions (Newell et al., 1998; Self et al., 2010, cited by: Rahman et al., 2015).

For the customer to be satisfied about the purchase of the accommodation in a “greener” hotel, this last one needs, as well, to meet some minimum attributes to be acceptable, like the performance, convenience, quality and price -being this last two ones deeply related- (Wong et al., 1996; Schlegelmilch et al., 1996; Bhattacharya, 2011, cited by: Rahman et al., 2015).

Related to guests’ satisfaction is as well, when they have a positive experience -having in consideration all the facts discussed above: they had the minimum comfort that they found acceptable, the relation between price and quality is as well good and the hotel is clear about their objectives and initiatives towards their environment friendly plan-, and the result from this positive experience comes a feeling of gratification for doing some for the greater good (Manaktola and Jauhari, 2007).

Some studies show that guest satisfaction and guest loyalty and return to the hotel are deeply connected (Gallarza and Saura, 2006; Prud’homme and Raymond, 2013; Xu and Gursoy, 2015; Gao et al., 2016; Merli et al., 2019, cited by: Merli et al., 2019).

Furthermore, recent studies proved that customer satisfaction is completely related with their intention in the future to recommend that hotel to other -through word-of-mouth and internet reviews, for example- (Wang et al., 2018).

And this introduces to the next topics we will discuss about in this paper.

Guests’ loyalty and return

When guests’ feel satisfied with their experience of staying in the environment friendly hotel then this will influence positively the guests’ loyalty, not only to this environment friendly hotel in specific, but, as well to ‘greener’ hotels in general (Leaniz, 2015).

In addition, Martínez García de Leaniz (2015) defined the concept of “green loyalty” that is related to the intention of the customer to buy and keep buying ‘greener’ products and ‘greener brand than the standard ones.

Having in consideration that there is, in fact, a real connection with the guests' satisfaction and the loyalty to the hotel and to 'greener' products (Gallarza and Saura, 2006; Prud'homme and Raymond, 2013; Xu and Gursoy, 2015; Gao et al., 2016) Han and Kim (2010) that efforts that hotels' management will make to update and create environmental friendly options and rules will bring benefits related to the guests satisfaction and will influence their post-purchase decisions, like to purchase again or by recommending the hotel.

Another important note is what Wang et al., found out in 2018, related to this topic, that is the deep relation between the customer satisfaction in one environmentally friendly hotel and their intention to recommend this hotel -and, as well, 'greener' hotels in general due to the satisfactory experience- to others. In addition, this guests' satisfaction has been proved with good intentions to re-visit the hotel and good recommendations through WOM -word-of-mouth- (Ramseook Munhurrun et al., 2015), and even through a very important way these days like online reviews.

Guests' recommendation: WOM and eWOM

Nowadays, the internet has a big impact in our daily life. We are constantly connected, and we crave for other people experience review to any product or service. And the importance of social media is growing more and more each day (Li et al., 2015; He et al., 2016; Phillips et al., 2017).

Users can share their experience easily in diverse website and platforms on social media (Verma et al., 2012; Westerman et al., 2012). In these platforms, users can create content, connect and discuss with others their personal experience about something, anything (Westerman et al., 2012).

Social medias' most important role is considered to be the spread of information thought electronic word-of-mouth - eWOM – (Goldenberg et al., 2001). These WOM has a very big impact in the customers buying decision and attitude in purchasing a product or service (Podnar and Javernik, 2012; Kim et al., 2015, cited by: Lee, Jai and Li, 2016).

Actually, these days, customers do not need to have a personal judgement about the product and service, they rely on other people opinion to other people point of view, they do not need their own interaction with the product or service to develop their own position (Utz, 2010; Westerman et al.,2012; Lee, Jai and Li, 2016).

It is proven that WOM and eWOM has a deep impact in a customer final decision in purchasing a product or service, in this case, in staying or no in the hotel (Lee, Jai and Li, 2016). So, if the recommendations from previous customers are good and satisfactory then this will increase the profit for the hotel industry and from the chosen hotel in specific (Han et al., 2009).

Han et al. (2011), defended as well that the best way to keep guests informed and to share the environment friendly initiatives is through the WOM of previous customers. Other customers green experience and the share of that experience encourages other customer intentions to visit green hotels and to have 'greener' attitudes, it makes them feel obligated to be better for our planet and do their part as well (Han et al., 2011).

Customers like and feel comfortable as well if the hotel answers to the guests reviews and if they are clean in every aspect (Lee, Jai and Li, 2016). Guests may possible be confused about some of the hotels initiatives and that confusion is not good for the hotels and it influences their decision and may even bring on the hotel a negative experience from the guest (Chen and Chang, 2013; Lee, Jai and Li, 2016).

These negatives experiences will lead to a bad WOM (Chan and Guillet, 2011; Sweeney et al., 2014; Lee and Blum, 2015; Sparks et al., 2016, cited by: Lee, Jai and Li, 2016) which will influence itself other guests' future decision in staying in the hotels – and in other green hotels as well, maybe, hotels need to be careful and smart- (Sparks and Browning, 2011).

So online review of a guests' experience, good or bad, will have, for sure, an impact on a lot of travelers' decisions of choosing the green hotel or no (Gretzek and Yoo, 2008; Miguéns et al., 2008; Vermeulen and Seegers, 2009, cited by: Yu, Li and Jai, 2017). Because these users review, and recommendation came from their real and authentic experience and this makes the WOM – or eWOM in this case – trustworthy for other customers that have never experienced that (O'Connor, 2008; Yu, Li and Jai, 2017).

One of the biggest platforms for guests to share their experiences is TripAdvisor. Leung et al. (2013) said that one big help to hotels understand what the customers like and dislike when they are accommodated in a greener hotel is just by reading and analyzing hotels reviews in this platform - TripAdvisor -.

Hotel settings and Household: individuals' behavior, motives and comparison between situations

Individuals' Pro-environmental behavior

Like introduced before in the paper, Rice (2006) found some similarities to other researches -e.g. Homburg and Stolber (2000) - and identified three different types of pro-environmental behavior – Private, Public and Activist behavior – and in this point we will focus on the private pro-environmental behavior.

This behavior is referred by behavior that is private and voluntary (Rice, 2006). Related to our main point, private behavior is related for the guest to voluntarily turn off the water and switch off the light when they are not needed (Fujii, 2006; Miao and Wei, 2013) or even the decision of choosing a green hotel. Is what makes people have pro-environmental decisions in a household as well.

Those pro-environmental actions that a person may have in the household are connected with reducing the energy and water consumption, sort out the trash water and using environmentally friendly substances instead of the current ones. The normal things that each one of us is trying to do for the planet when we are home.

This behavior can be influenced by a large variety of factors. These factors are divided into three big groups of factors, for example demographic factors like age, gender (Fliegeschnee and Schelakovsky, 1998; Ye et al., 2003, cited by: Miao and Wei, 2013); external factors like economic and social (Black, 1999; Kolimuss and Agyeman, 2002, cited by: Miao and Wei, 2013) and internal factors like values and attitudes (Hines et al., 1987; Stern et al., 1993; Han et al., 2011, cited by: Miao and Wei, 2013).

And what are the motives that make people have such pro-environmental behavior?

Motives for an individual pro-environmental behavior

Lindenberg and Steg (2007), came up with a Goal-Framing Theory, this is a framework that justifies the possible motives that one has to have pro-environmental behavior. There was, then, three main motives identified in this theory: Normative, Hedonic and Gain.

According to Lindenberg and Steg (2007) a Normative motive is related to the moral obligation of someone, this is the motivation “to appropriately”, doing what is correct, this is, doing what ones’ can to have a good impact in the environment and save the planet for future generations.

This motive is the relation why people have environmentally friendly actions home, for example by recycling (Bratt, 1999; Schultz, 1999, cited by: Miao and Wei, 2013), by reducing the energy use (Black et al., 1985, cited by: Miao and Wei, 2013) or by having greener options when they are buying some product, service or accommodation (Thøgersen, 1999, cited by: Miao and Wei, 2013).

To individuals who feel morally obligated to help the environment, this moral obligation is as well referred as their personal norm which is what motives one person to have sustainable actions and help the environment (Hopper and Nielsen, 1991; Vining and Ebreo, 1992; Stern and Dietz, 1994; Minton and Rose, 1997, cited by Rahman et al., 2015).

The second motive is the Hedonic motive that is related to the feeling of concretization and of pleasure and satisfaction in doing what is correct, this is, they are doing what is correct just for chasing the feeling of direct pleasure (Lindenberg and Steg, 2007). That is what they are mainly concerned about, their personal feelings.

The last one is the Gain motive, this is a financial motive and of getting more resources (Lindenberg and Steg, 2007). This motive encourages people on having environmentally friendly decision and the reason is for them to have monetary saving (Bamberg et al., 2003; Holbrook, 1999, cited by: Miao and Wei, 2013), reduce their

expenses and improve their personal resources (Siegfried et al., 1982; Miao and Wei, 2013).

This financial reason has been proved in these points to be a very important reason for people to choose to implement some pro-environmental decisions in their life (Miao and Wei, 2013) or, in the point of decision in choosing a hotel, an influence point related to peoples not willingness to pay more for a hotel with environmentally friendly decisions and practices (Bohdanowicz, 2006).

In these three motives described ahead, of being the reason why people choose to have pro-environmental actions, we can, therefore, identify two different group of motives. This is, the background of the motive, the emotion, the cause that made someone take that decision, the background of the motive itself (Moisander, 1998).

According to Kollmuss and Agyeman (2002), these two main motives groups that the 3 motives are adjacent from are: primary motive and selective motive.

The primary motive is when the person is engaging in some environmentally friendly decision because they want to change the environment and that is their main concern, the environmental, the future life of other individuals, and the belief that all the change starts in one person (Kollmuss and Agyeman, 2002).

This motive is associated with the context of the Normative motive, since they have the same essence (Kollmuss and Agyeman, 2002).

The selective motive, in the other hand, is when the reason behinds' one individual's decision of choosing a pro-environmental path is not related to the environment, the greater good or others. It is exactly the opposite, is when this motive resides in someone's' private needs or desires, like being comfortable or having and improvement in their economic situation (Kollmuss and Agyeman, 2002).

This motive is, *per si*, directly associated with the hedonic motives - because of the individual desire for comfort and pleasure - and gain motive - related to the desire of saving money – (Kollmuss and Agyeman, 2002).

Comparison between household and hotel settings

To being able to make this comparison it is especially important to understand the strands that it includes. This is the hotel setting, the household, the guests and individuals' motivations to the pro-environmental behavior.

By this time, we studied the Hotel settings and the guest point of view, we are inside the topic of individuals motivation to have pro-environmental behavior so now it is missing a sustainable comparison between this positions, Hotel and House and why do individuals act differently in each.

According some researchers in social psychology, the attitudes are "*dynamic and situated*" (Roese and Galloway, 2002; Kaplan, 2000), so it is normal to have differentiations on ones' behavior in household and hotel settings.

This change in behavior includes motives and forces that influence an individual behavior (Kaplan, 2000; Beltman and Voet, 2007), and this change is connected to the attitude to environmentally friendly behavior (Miao and Wei, 2013).

There are a lot of studies develop and mature in this private behavior that is the pro-environmental attitudes and practices in the household (Chu and Chiu, 2003; Gregory and Di Leo, 2003; Clark and Finley, 2007; Miao and Wei, 2013), and like described before, these behaviors are caused or moved by economic reasons, pleasure reasons or for moral reasons (Lindenberg and Steg, 2007). In a household situation is easy to find at least one reason: the economic reason.

According to Clark and Finley (2007), there are a lot of individuals that have attitudes pro-environmental in their household, for example trying to reduce the daily water consumption implementing some practices.

Taking in consideration this example of Clark and Finley (2007) it is easy to connect one motive in this attitude and that is the Gain reason, Hedonic and Normative reason cannot be proved, but economic gain the families who try to reduce the water consumption will have for sure.

In addition, Gregory and Di Leo (2003), agreed that this personal motivation to have environmentally friendly attitudes have other factor that influence it – like, for

example, the economic factor and money saving -, that encourages them deeply to participate in pro-environmental attitudes like reducing the water consumption.

On the other side, recycling is the most known and popular pro-environmental practice (Bruns- Smith et al., 2015), and this practice does not help individuals with gain reason, which means that the motive why people do recycling is related to moral obligation – normative reason – or personal pleasure – hedonic reason – (Lindenberg and Steg, 2007; Miao and Wei, 2013).

However, Chu and Chiu (2003) found out that what was motivating individuals to do the sort of the trash waste was moral obligation – normative reason (Lindenberg and Steg, 2007) – and is still one of the most popular environment friendly attitudes.

Based on these studies, on individual perception and anecdotal evidences, it is clear to say that pro-environmental behavior is more consistent and continuous in household when compared to guest' attitudes in hotel settings (Miao and Wei, 2013).

According to Miao and Wei (2013) may be easier for individuals to demonstrate pro-environmental behavior when they are in household than in hotels settings because in this last one there are other factors that are important to the guest has “personal comfort, convenience and cost”.

But once again, Miao and Wei (2013), when doing the study that compares these two situations, they positively said that that and other writers before, did an anecdotal and observation study, where the main focus was testing the “discrepancy” on individuals' behavior hypothesis.

The assumption where Miao and Wei (2014) in agreement with so many other authors (e.g. Dolnicar and Leisch, 2008; Gregory and Di Leo, 2003; Kaiser et al., 2003, cited by: Miao and Wei, 2013) referred, that an individual would have greater sustainable attitudes in a household when compared to a hotel it is based on the assumption that people in general have different behavior when they are on vacations. It is as well a personal assumption that probably all of us could at least once relate to.

In the past authors like Leontido (1994) suggested that people do behavior differently in vacations, this is when in a hotel environment compared to the way they behave when they are in household.

When an individual is in a house environment he is more likely to feel more responsible – that can be connected to the economic reasons or just by the reason that the way they behave normally is more important than how they behave in a week vacation – compared to when the individual is on vacation, that feeling of responsibility over their shoulders is on hold (Dann and Cohen, 1991) – e.g. The feeling of saving costs is suspended during those vacations' days, they feel like is time to relax and to give priority to comfort -.

An individual as a part of the society has some obligations and those obligations are on hold when the person is on vacation environment, relaxed and in hotel setting, that this way their pro-environmental behavior changes, in agreement with the social responsibilities, that during the vacation people changed them to basically none and changing their state of mind to one where there is no worries about anything (Miao and Wei, 2013).

Their behavior is influenced, as well, for the fact that people are choosing to believe that some days per year they have the right to relax and not worry and their attitudes for those days will not influence the planet and the environment.

For this develop of mentalities and for individuals to have pro-environmental behavior and decisions, they need to be informed about the environmental, to have knowledge and to understand that our planet is changing and that it needs our help, and about what their actions can cause and that each one of us, what we choose daily, matters (Clark and Finley, 2007; Miao and Wei, 2013) exactly the same way as it happens in hotels settings, knowledge is important (Bruns-Smith et al., 2015).

Methodology

Development of questionnaire

The survey that we have implemented in this paper was inspired in previous studies, in specific the journal developed by Li Miao and Wei Wei (2013) and their survey.

Was important to me to understand the differences of the results of such an important study back in 2013 and compare it with nowadays, 2020. Seven years may differ in a lot of aspects, the main one that we had in considerations was understanding if the personal answer of individuals would be the same.

Do they have the same mentality?

It was proved that there was a big difference in behavior in household when compared with hotels settings. Individuals, when they find themselves in a vacation period, they do not think about how they may help the environment, those days are supposed to be to relax and not to think or to worry about any other responsibilities, like we have seen above in the study of other literatures.

People are usually, as well, driven by gain factors for a reason to be pro-environmental, and when they are in a hotel, if they reduce the water and energy consumption, those gains are not verified the same way it happens when they are in a household. That would be also a strong factor.

The survey study result in Miao and Wei (2013) case, indicate that the normative motive (moral obligation) was persistently the major factor that influenced the behavior in the household, for example in the “reuse” case.

On the other side, in the “reduce” behavior, there was a strong correlation between the normative and gain motive.

In their study, Miao and Wei (2013) as well proved that, according to the analyses of variance, in the household setting individuals present higher sustainable actions than in the hotels setting.

In the case of the hotel setting in their study, Miao and Wei (2013) observed that the hedonic factor (pleasure related) was the most persistent one, being an example of that the “reduce” category.

The objective of their study was to “examine whether consumers’ pro-environmental behavior and the dominant determinant of such behavior in a hotel setting are different from such in everyday household activities”.

We will continue with the discussion of the study.

Data and sample collection

The questionnaire shaped to address this theme was inspired in the survey used by Miao and Wei (2013) in their study.

This survey was formed in the google questionnaire as a way of being easy for everyone to understand it. Good Questionnaire is easy and simple to organize and present the questions.

The link of the survey was shared in personal social network – e.g. like Instagram and Facebook -. In this personal social media pages we have access to some friends (some of them were asked personally to answer to the survey) but, they are, in fact, all from the same age sphere (until 24 mainly, some until 30), so, to fight the discrepancy of answers to the questionnaire, asking help from parents and some older coworkers to share the link in their personal social media pages as well. The result was very good paying attention to the demographic factor age, that had constant amount of answers in the different groups and considerer balanced.

The link was shared to for a number of about 3.000 people (having in deliberation of the total people the personal social medial of all have), but it is impossible that the linked reach even half of that number having in attention to the algorithm of the social

media feed presentation to others (for example, in one personal webpage with about 800 people, it was noticeable that only about 200 had access to the link, and from those 200 there is not many people who actually finish or even started the survey, having in consideration the numbers obtained). The link was shared with diverse people with the most divert demographic variables. Different age group, different genders and different countries. The affirmation of different countries comes from the innumerous friends of family have that are emigrants. Another reason is the fact that the linked of the questionnaire was shared with some friends and coworkers from the 2 different countries that I have worked on (Estonia and Malta).

The total number of individuals answering to the questionnaire was of 221, with 221 total answers.

We have decided to make the questionnaire in Portuguese because it would be harder to reach Portuguese people from 40 years old. However, the questionnaire was available in other languages through google translate, that is how we shared the link with some Estonian and Maltese friends, coworkers and managers. Google translate helper is easily used in Google Chrome, that allowed me to share the link with some other friends from different countries.

Before sharing and implemented the questionnaire, some draft was made that changed after presenting the questions to some people. In this period of pre-questionnaire, we found it would be important to understand what was the most important and the essential questions to make, if they were simple and understandable and if the questionnaire was too vast. In total, before we publish the questionnaire, we have presented it and ask for 30 people to answer to the questions. This made me understand somethings: 1) the questionnaire was too wide, and a lot of people wouldn't finish it (begun with 50 questions and finished with a total of 22 questions), it was possible to reduce the questions by deleting some not important and grouping some others, as is the case of the behavioral motives and barriers questions (see the original questionnaire and the final one in annexes). In these questions the individuals had to select the two most important options for them; 2) there was questions that were not that important and that influence the result (like sustainability related to transportation and other tourism factor that would not influence the study itself), or some other information that was important to add (e.g. the "location" in the last question related to the guests concerned when choosing the hotel. Location is not

an important factor to the study, but it is important to guests are there was a lot of people – in those 30 questionnaires - enunciating location in the option “others” and that is not the main focus, so to be easier it was added that option. It was a questions to select two options); 3) instead of evaluation of the questions from 1-5 scale, a option of yes/no would be easier and faster, and even though the scale was more current, there was a lot of people that understood when speaking with them through the questions, that they were not being as genuine, honest and thoughtful as we had considered they would be (with as many questions they were just answering similar to all even though when they actually spend some time thinking about it was not the real perception and answer), so a yes/no answer would guide to a more straightforward/ no mistake answer.

The 30 surveys answers obtained were not connected with the final results of answered. Since this first questionnaires were conducted mainly by interview and not as a close-up survey, the results could interfere with the primary ones. Furthermore, with the first 30 questionnaires answered we were just trying to reach the final survey draft that we would implement in this research.

Variables of the survey

As it is known, this study was adapted and inspired in previous studies, like discussed above.

The study presented three main variables: the sustainable behavior, the motives to that behavior (or not), the demographic factors; correlate these 3 variables in household and in hotel settings and analyzing the main difference between them and why so.

The last question was important to understand how deeply committed customers are with the sustainability in hotels and if they are or not, willing to pay for that environmentally friendly attitudes in a hotel.

The two assemble groups of examples are household and hotel settings. The intention is to understand in both groups the pro-environmental intentions by each individual and family answering to the survey, the motives and connect them, if possible, to the demographic factors most present in the survey sample.

To start, it was collected demographic information from all the participants of the survey. The gender, age, country where they reside and with how frequently they travel. Important information to understand and know the samples analytical information and how this can be connected with the results of the questionnaire.

Following up to understanding the sustainable behavior, there are sixteen questions connected to this points, eight questions related to the household and eight questions, repeated, to understand the sustainable behavior in hotel setting and to understanding the difference between them. The questions have answers of negative or affirmative, once again, to be more error-free, than the scale, like talked before. The sustainable behavior option is organized in four different categories: water consumption reduction, recycling, energy consumption reduction and choose of greener/reused product and services.

Then with consideration with the forces related to that sustainable behavior by the individuals or to the motive that comes on the way of that behavior (this is why not to have sustainable attitudes), we have a total of twenty questions, once again ten in the household category and ten in the hotel settings category. From these ten questions in each category, there is five questions related to the positives forces that make people have environmentally friendly practices and five questions related to the negative forces that make people not have sustainable practices.

Like had in examination before, we are accepting the 3 forces described by Lindenberg and Steg (2007), normative, hedonic and gain motives. From these five questions of the motives that take people to practice sustainability, three include hedonic motives (personal comfort, personal pleasure or personal connection comfort), one is related to normative motives and the last one is for gain motives.

In the similar way, we have in mind two forces (hedonic this is comfort and pleasure motives or gain motives, this is financial motive) when we look at the five questions that form the motives why people are choosing not to practice sustainability. In these fives questions one includes the money reason and the other four include personal reasons (from comfort, time and pleasure).

In the last question, using a double choice option, the final purpose was to recognize the deepest thought that an individual has when they rend an accommodation to

vacations. In the final moment what makes the person choose a place, a comfort motive, a money motive or a sustainable motive?

Results

To present the results obtained from the survey and relate them the best and simple way possible to be easy to arrive to a conclusion, we have divided the results study in 5 groups: the demographic results, the analogy between household and hotel settings, the sustainable behavior itself, the behavior motivation and the behavior barriers.

Demographic results

Starting with the demographic result, we have a sample with more male gender than female, with a nominal percentage of 53% to 47% (a total of 116 male and 105 female) (*picture 1*). The difference is not that substantial, so we will not consider it as a conclusion for now.

Related to the age outcome, the survey holds a wide variety of age spectrum. Under 24 years old we have 23.1% (51 persons), from 25 years old to 35 years old it obtained 14.5% (32 answers), from 36 years old to 45 years old it received 28.5% answers (63 persons), from 46 to 60 years old we received 30.3% answers (67 persons) and lastly, over 60 years old there was a total of 3.6% (8 answers) (*picture 2*). The majority of the answers are from 46 to 60 years old with 67 individuals, but the previous age scope had a good amount of answers with 63 persons. So, more than half of the individuals that participate in the survey had between 36 and 60 with a total of 58.8% (130 persons in total). It is a good sample having in deliberation the household topic and the hotel settings, since these individuals have more probability of living in their own household and traveling more than younger people and, looking for different type of hotels (young people may look for cheaper and low-star hotels, that have usually more difficulties in implementing sustainable practices because they have less supporting economies).

The next question to be answered would be the country where the person answering is living in. This does not mean they are originally from that country, they can be emigrants, like it is known that a lot of reached people are. Is important either way to understand where they are living now because the country and governments help to

change mentally. The vast majority of people answering the questionnaire are from Portugal with (and 150 answers), the following country is Estonia with 9.6% (22 answers), then Malta with 9% (18 answers), followed by Belgium with 1.5% (3 answers), with the same amount of answers the United Kingdom with 1.5% (3 answers), and lastly Serbia and Switzerland with 0.5% each (1 answer from each country). We can consider then that basically all answers came from European Union countries following their government and union rules and mentality.

Finally, the last question had the purpose to understand how often do our individuals from the survey travel in a year time. By start, 29.4% (65 persons) of the individuals said that they travel less than once per year, this may mean two things, or they do not travel at all or they travel a less than once per year (which does not mean they do not travel at all). Following up to the next option and that had the majority of answers with 48%, the option "Travel 1 or 2 per year" (106 persons choose this option), lastly, the option of traveling 3 times or more per year had a consistent sample as well, even though the smaller one, with 22.6% answers (50 people in total). In this question was important to understand how often our individuals participating in the survey, have been in hotel settings positions, to understand how well they could validate the options given. Positively, about 70.6% of the total sample travel at least once per year (however we are apprehensive to the fact that about one third of that number travels at least 3 times a year), which is a great number to our study and checks out the dependent needs.

Comparison of individuals behavior: household x hotel settings

In the study of the individual's behavior, like pointed before, we have some actions that can be considered simple, practical, usual and even moral. Millennials have grown up learning these practices, but actually implementing them is a different perspective, the one that we are studying and trying to uncover now. Before all we need to understand that there are not only or mainly millennials in this study. Different ages have different thoughts, mentalities and learnings. However, with this, we are not saying either that millennials are more sustainable than the other generations, just pointed out an example.

The action debated before are: 1) Turning off the water when brushing the teeth; 2) Turning off the light when not in use; 3) Recycling; 4) Having shower longer than

needed; 5) Changing the bath towels and linens daily; 6) Thinking about ways to reduce or reuse and 7) Choosing 'greener' products.

The option 7) was applicable only for the household point of view, having in contemplation that in hotel settings customers can not choose the type of products hotels are using (for that, people can only choose the type of hotel, e.g. 'greener' hotel), for this was not suitable for the hotel category. However, all the other six questions type were adaptable for both settings: hotel and household.

Following the explanation, we will set up a small comparison on each one of the six behaviors based on the survey results.

In the first investigation point, in the household category, 200 people answer that they turn off the water while brushing the teeth in opposition with the 21 that said that they do not turn the water off. However, in the hotel setting, 44 people said they do not turn off the water while brushing their teeth (important to note that 25 people who said they turn off the water home do not turn off the water in the hotel, in opposite observation, 2 people who said they turn off the water in the hotel, do not do it when home). That is a variation of 33 people (extra 15%) who choose not to be sustainable in a hotel setting when compared to household (*picture 4*).

Following up to the next survey point in the behavior sphere, the second one has about 195 people (88.2%) who turn off the light in the household, compared to the 167 (75.5%) who turn off the light in the hotel setting. There has been a total increase of 12.7% (28 extra people) when comparing the individual who turn off the light home and in the hotel. These 12.7% escalation also represent more than 50% of the number of people who turn of the light more, which represents a very large number (*picture 5*).

The third point, contesting the recycling behavior, had an interesting and unexpected conclusion, for me. In this case, 106 individuals (48%) said they do recycle home, in comparison with 117 (53%) people who said that help the hotel staff do the recycling. This number represents a total of 2 extra people (0.9%) who said that they do not do the sort of the trash home, but they help doing it in the hotel. This raise in not substantial or a big amount, but it is interesting to realize people do not do it home, but they do it in a hotel, when they are on vacations (*picture 6*). This may be, as well,

related to the way the question was made on the hotel setting category, saying: "When in a Hotel, do you help and make it easy for the staff to recycle?". This question may appeal to the moral obligation and to the fact that individuals think they are responsible and empathic through others, even though if that does not actually happen, like pointed before.

Linked to the fourth behavioral question, related to the long showers, in the household, 90 people (40.7%) agreed that they take longer showers than needed, while, on the other category, 102 people (46.1%) say they agree as well. That is extra 12 people showering for longer and represents an extra 5.4%. Maybe right here the biggest importance is not the comparison but the education of individuals (*picture 7*).

On the fifth point, 21 people (9.5%) said that they daily change their bath towels and linen home, while in a hotel setting, 74 (33.5%) people said that they daily request the staff to change their towels and linens. That is a significant increase of 53 persons, this is 24% of the total sample, a high difference (*picture 8*).

By last, we have the reduction and reuse mentality, to what 160 people (72.4%) said they think about ways of reusing and reducing when they are home, but when they are in a hotel, on vacations, that number goes down to 123 (55.7%). That is a 16.7% decrease, 37 less individuals worried about sustainability when in vacations (*picture 9*).

Like said before, in the next questions it was required the choice of the two most suitable options for the individual, instead of one.

Behavior motivation

Household

The sustainable behavior motivation present in household is related in the majority of the cases, to cost reduction (gain motive) with 173 answers (78.3% importance), followed by moral obligation (normative motive) with 129 answers (58.4% importance), then personal enjoyment, a motivated to feel better (hedonic motive) with 93 selections (about 42.1% importance) and by last two options are as well of personal comfort and pleasure, as time consumption and if someone close to the

individual cares about the environment, with 13 (5.9%) and 17 (7.7%) answers correspondingly. It is obvious, in this point, that individuals' main motivation to be sustainable when in household is cost reduction and moral obligation (*picture 10*).

Hotel Settings

However, in the hotel settings category, the main sustainable behavior motivation present in the survey is moral obligation with the environment and the planet (normative motive) with 154 selections (69.7%), followed by two options close to each other, being pleasure feeling (hedonic motive) and cost reduction (gain motive) with 115 (52%) answers and 110 (49.8%), correspondingly. The next two options are related to the time sparing and familiar influence (both hedonic motive) with 20 (9%) and 18 (8.1%) answers, in the same order. In the option "other" in the question, some individuals classified other motivations as *carrying and helping the staff* (hedonic motive) and to *reduce the waste* of the hotel in general (normative motive) (*picture 12*).

Behavior barriers

Household

The first identified behavioral barrier to sustainability in household is the fact that individuals think and perceive greener products/services as being more expensive than the standard ones (gain motive, economic factor) with 147 (66.5% individuals voted in this option). The second most chosen option was additional effort barrier with 130 times chosen (58.8%), followed by time consumption negative impact, accumulating 86 votes (38.9%). The comfort barrier and the lack of sustainable influence in the family/close people occupy the last position with 26 (11.8%) and 6 (2.7%) answers each, in the same order. In this point, the option "other" had some different pointed barriers as *lack of examples* and *family participation, lack of government preoccupation, distraction* and *feeling that their action does not have a significant impact* (*picture 11*).

Hotel Setting

In the hotel settings point of view, surveyed people continue with the same opinion that the main barrier is the cost of the greener hotel option with this option 130 times selected (58.8%). The following option selected with similar numbers is the effort barrier, where individuals think, again that the effort needed to have sustainable

actions is too high with 125 votes (56.6%). The third option is time consuming barrier with 92 votes (41.6%). As a fourth behavioral barrier people have selected comfort option with 45 votes (20.4%) followed by lack of family / close people influence with 12 votes (5.4%) (*picture 13*). Lastly, the point "other" brought together other information that customers find as a barrier like being on *vacation means no worries*, that they *pay the same does not matter the actions* they have and *distraction*. Overall, the barriers that people find in household are similar and with the same importance as the barriers' customers' find in hotel settings, being always economic motives the strongest forces.

Hotel Choice Concerns

When it comes to a hotel choice, the main concern to the customers' is the comfort with 159 votes (71.9%). Followed by economic concerns with cheap hotel on second place with 122 votes (55.2%) (*picture 14*). The third option is really nearby with 108 votes (48.9%) being this the location (like discussed above, had to be added to be easier but not important to the last conclusions of the results). Last option selected was the importance of sustainable practices in the hotel with 58 votes (26.2%). People are going to vacations and do not want to be worried or uncomfortable. However, there are people worried about the environment and the planet, but it is important that that factor does not influence all the others considerate with superior importance above.

Discussion

There are some points important to mention relating the findings in the study related to the accumulated knowledge in the literature review.

Having in review the result of the comparison of individuals behavior home and in a hotel, we can understand that Leontido (1994) was correct and we described the customers' change of behavior when they are on hotel due to their vacation state of mind. The lack of responsibility customers may present (Dann and Cohen, 1991) was confirmed in the survey, right in the energy consumption question ('turn of the light when not used' question), remember that there was an increasing of the number of people who do not turn of the lights in the hotel of 50%.

Even though xx customers appeal to hotels industry sense and sustainability, themselves are not ready to make changes in their vacation period.

Another important note is that, as discussed before, recycling is the most popular pro-environmental practice because customers are already used to it in their daily life (Milla and Balogly, 2011; Yu, Li and Jai, 2017), but even though it might be quite popular, what we can extract from the survey is that not a lot of individuals are recycling in their household, being that number less than half (a total of 48%, 106 people only). But, on other hand, appealing to the customers empathy and responsibility, in the hotel settings, 117 customers said they usually make it easy for the staff to do the waste separation. Making the number of people sorting out the trash in household may pass through government implementation of different laws or giving more importance to recycling like some people pointed out in the study (e.g. supply with more waste eco-disposal bins).

There is an important point here. When hotels place, for example, a card in the bathroom to inform the guests their actions impact in our planet (e.g. do not take longer shower than needed) that might be not taken as a good intention from the hotel to the customer and seen in a bad way (Garza, 2011) - for some may work, but talking about the big majority that Rahman et al. (2015), was talking about in their paper about greenwashing -, on the other position, a paper appealing to the customers empathy through the worker staff would make other type of moves in their position (related to staff work like recycling and linen/towel reuse and reduction of need).

Guests education to sustainability is very important, it will influence the way they behave home and in hotels. A distinct proving point is the answers combined in the behavioral action question related to long showers. The big number of people that take showers longer than necessaire and wastewater is a heavy amount in both settings (remembering, being 40.7% in household and 46.1% in hotel setting), this makes a connection with the fact that there is an importance in education of individuals to the sustainability and our planet future. Maybe bigger than even a comparison of behavior. An education to responsibility all the times a burden of the destiny of our planet and future life's (Trung and Kumar, 2005).

Customers, when they are in hotel settings they care very much about their perception of comfort and luxury. Part of that perception come with small things they will be

used to in vacations, like having their towels and linen changed daily, and this always was one of the main points for customers to dislike sustainable hotels, because of their perception of decrease of comfort (Manaktola and Jauhari, 2007; Dolnicar, Crouch and Long, 2008; Baker et al, 2014), that is what the numbers of people who ask for daily change of towels and linens are about 24% more than the actually individuals who do that in household (Tzschentke, Kirk and Lynch, 2008). Some customers care about the reduction of consumption in hotel, but that number is reduced compared to the number of individuals who state they are on vacation and consumption is not on the main things they are worried about. Although, customers may show their preoccupation with hotels resources consumption and they want hotels to realize it and reduce it (Brunns-Smith et al., 2015), themselves seem not to be ready to make some changes.

A fact that we can easily understand and prove from the study is that the motive that took people to have sustainable behavior in household and in hotel settings is moved by different forces. In household, like we could see above, individuals are moved by gain motives. People reuse and reduce to reduce their costs and that is their main worry. On the other category, in hotel setting, a customer behavioral motive is related to moral obligations (if they will reduce their consumption, that would be because of the planet, notice the “if”).

When related to the negative factors or the barriers to the sustainable behavior in household is related to gain motives, this is economical factor. In the survey, 66.5% of the individuals voted that they do not choose greener options (products/ services/ accommodations) because that would imply a bigger amount of cash when compared to standards options, and customers are not accepting those terms so easily. Customers' are not willing to pay more for sustainable hotels (Bohdanowicz, 2006). In the hotels setting, the economical behavior barrier prevails with 130 votes (58.8%) of agreement within the individuals participating in the survey. Lee et al. (2010), agreed that individuals are aware of the environmental issues and are worried but their *“purchases do not always reflect that concern”*, like we can see still proved in this study. In the hotel settings case, that concern decrease when customers find themselves in vacation. The second barrier with a significant number of votes in each category is the ‘effort’ barrier. People do not want to make more effort than necessary or interrupt their comfort zone (Manaktola and Jauhari, 2007; Dolnicar, Crouch and Long, 2008;

Baker et al, 2014). When in vacation, people want to be without worries, like some answers in the survey showed, they 'deserve' to be irresponsible for some days and they find excuses for that behavior, plus people tend to think that their actions "doesn't matter" and "don't influence the environment" and in vacations people tend to turn off their worries and think like this (Dann and Cohen, 1991; Leontido, 1994; Miao and Wei, 2013)

However, we could observe some economic forces as well in the behavioral motives of customers in hotel settings category, when some individuals said that what they do in hotels will not change what they have to pay in the end. Having in discussion that the gain motive and economic factor is so important in individuals and the way they behave through sustainability, having a promotion in hotel would, for sure, increase this 'responsibility' and 'concern' (even thought through gain motives instead of normative motives). Yu, Li and Jai (2017), said already in their article that a very popular and well accepted incentive for customers to participate in greener practices in hotels is through receiving discounts.

Finally, related to the last question, linked to the hotels choice concerns from the customers point of view, we could understand in the study that the main factor guests' are worried about the comfort, proved as well as being one important factor before (environmentally friendly hotels is the perception that they have of decrease of comfort (Manaktola and Jauhari, 2007; Dolnicar, Crouch and Long, 2008; Baker et al., 2014). The second most important point with a fair number of votes is the economic factor, how much would the hotel cost, people want cheap hotels and comfortable. We can now validate the U.S. Travel Association report (2009, cited by: Miao and Wei, 2013), where they discussed that even though 78% were concerned about the environment, only 9% were willing to pay higher prices for a sustainable hotel and in contradiction with the report of TripAdvisor survey (2012) where they showed that 71% of the individuals said they would be able and motivated to pay more to stay in an environmental friendly hotel.

Theoretical Implications

The first representation of the study results compared to the literature we can understand one important finalization that is the individual's behavior. The behavior

a person has home is different from the behavior that same person has in a hotel setting.

Related to the individual perspective in the study, we acknowledge the lack of willingness to pay more for green products and services and the preoccupation that sustainable practices will reduce the levels of comfort and the increasing effort needed. Those reasons are in the main cons of sustainability not only in hotel settings as, already, in household. People worry but they are not ready to implement green actions and change a bit their level of living. When in a hotel setting, usually guests find themselves in vacation, which means they are ready to relax, forget about responsibilities' and worries for some days. Individuals associate as well, maybe as a way of guilt reduction, that their action do not matter that much to the planet sustainability. Which is a lie. Every action matters.

In a hotel perspective, we have some small practices like placing card in the hotel rooms, but that may not help if hotels are not actually prepared to have some green actions. Hotels need guests' participation, but guests' need to know that the hotel has some sustainable practices to even think about participating. Hotels should not just put the paper and believe that guests' will be responsible and feel morally obligated to cooperate. It is harder as well for smaller hotels to implement some sustainable practices, it is easier to big hotels', like Hiltons case, discussed before. That does not mean that low-star hotels should not try to have sustainable actions and try to influence the guests to participate as well.

Limitations

Were found some limitations important to refer, during the study, examination and application of the survey.

Firstly, it is important to refer once again that was a study based on other studies and that we have found ourselves trying to obtain the best information out of their study and become that information more actual and to obtain different one based on the original one. Having this in consideration, this study is based on theory and like Miao and Wei (2013) had in mind, it implies that the individuals will make rational choices in their daily environment. This is a study that is based in a lot of theory and it is hard

to understand the deepest motives of individuals actions, but sometimes it is easy to understand that, for example, money conduct ones' actions. With the first 30 questionnaires implemented to guide the survey in the best direction was possible to understand that, and finally, the open question in the final survey (the option "other", where people answering to the questionnaire could answer to) made me extract the conclusion that, sometimes, the answer is more rigorous that three or four options. However, we can agree that this may happen in the majority of the survey studies that include an evaluation of human behavior and reasons.

Related to this point, it is important to enunciate that people, perhaps, often, visualize themselves as something more morally than is the reality. People may find excuses for their behavior and came to the conclusion that they are 'greener' and more sustainable that what they actually are. This problematic appeared during one of the firsts 30 questionnaires, when the questions were still a scale option and not a yes/no, some people, in the question of the household category, for example, "Do you turn off the light when they are not being used?", answered with a 3 fast and without a doubt (being the scale from 1-5 and 1: never and 5: always), and intermediate answer, when in fact, when the person in question looked at the house in that moment and realize the big amount of lights connected without a motive, the person changed the answer. What may happen is that the persons are more likely to answer to a question with a medium term when they are not sure or are not proud of their lack of morality or even ashamed to understand and think about it. People do not like to be confronted with some questions that may put in balance their morality, judgment and comfort. Some people may answer fast and ignore that the 3 may be a 1. For that reason, evaluating those 30 cases, it was decided to change to a yes/no question. The room for mislead would be smaller. This is, a big limitation.

Finally, one point that got me worried sometimes was the perception that, perhaps, people may not understand the questions. But in the end, everything turnout good and with the option's "others" and the open questions of the individuals, was understandable that they were understanding the questions and the meaning of the survey.

Future Research

Future research that would be important and interesting to compose, would be, firstly, an important advance in this study, understand how hard and is to change mentalities and habits of customers and hotel management. This is an important and very tough topic. What is needed, right now, to promote sustainability is to change these mentalities and get individuals used to environmentally friendly attitudes, like it is a normal thing.

An important factor these days, in the internet and social media era, is the eWOM. Reviews and recommendations on the hotels page and other pages are highly important. Understanding how much and how it impacts the decision would be important. Understanding and connecting this eWOM to household environment would be interesting and a breakthrough.

Furthermore, understanding where the main lack of people's knowledge is when it comes to sustainability could help sorting out the gap and spread information.

Last but not least, a future research debating and studying the management of low star hotels point of view. How can they start with implementing sustainability, how can they reach it and how can they continue in that path.

Conclusion

For me was especially important to understand if the data was changing and what was the actual answers 7 years after.

The objective of the study, similar is to understand if individuals have pro-environmental behavior home (if they do not have would be easy to understand that is a question of education of individuals and no other motive mainly). If the individuals have sustainable actions home, what forces move those actions and compare those action with in the hotel settings situation and what forces move them to have sustainable action or if no, what makes them not choose that social responsibility and sustainability in the environment.

The behavior perceived in the case study carried contribute to cease some important points. The first is the fact that we could perceived that the behavior that a person has in a household is different from the behavior transmitted in a hotel setting. Second, the forces that influence that behavior are usually different.

On the other hand, the barriers that individuals found out by being the main barriers to practice sustainable attitudes in hotel setting and in household are considered reasonably similar.

So, the decisive answer found in the study to the beginning part of the first research question *“Is there, still, a gap of behavior in Household and Hotel settings?”* is yes. The gap of behavior is still notable.

One other understanding situation that we can observe through the case study is the lack of sustainable responsibility that people even in household, have these days. In the survey, 55% of the individuals (a total of 115 people) do not recycle in their household. This is a large number having in consideration that this is one of the most public and famous sustainable practices that people are taught through the years. The reason why this number is so big can be various but, according the answers in the section *“other”*, we believe that the lack of government help to implement these practices (e.g. the eco-bins to sort out the waste close to a lot of individuals house are not close at all), the lack of government legislations is a, as well, a obstacle to sustainability. If individuals are obligated to do recycling, even if with small steps and objectives, it may help them improve in this aspect, but, once again, just the same way

government has some legislations and laws regarding the recycling in countries like Malta, they have as well a duty to be sure that everyone has all the features that will help them do that.

Another similar situation found in the survey study, like pointed before, is the question linked to the time people take to shower. In household, once again, 90 people, 40.7% of the survey citizens agreed that they take longer to shower than needed. The concern and apprehension here, in this point, is not even the gap between behavior in household and hotel setting but yes, the lack of social responsibility that individuals have even when they are not in the “vacation state of mind”, this numbers are connected to their actions home. It is mortifying. The main problem is individual’s education and lack of understanding of the planet situation.

The answer to the second part of the first research question “*What are the main forces that make individuals choose to have, or not, sustainable action?*” we will have two main categories: the main forces that cause the behavior and the main barriers that hold back that behavior.

The main forces that take people into sustainability in a household in related to economic forces (173 answers, this is 78.3% people choose this option as a main motive to be sustainable home), but the moral obligation motive is as well strong (129 answers, 58.4% importance), however, cannot be compared to the importance given to the first one. People choose to have sustainable attitudes home due to the fact that they can gain some money (or save), this is a problem, when understanding that in hotel setting, they cannot save money even if they have sustainable actions. This is a obstacle to sustainable hotels.

However, in the hotel setting the principal forces that moves people into sustainability are others (since they pay always the same price), being this the moral obligation (154 selected times with 69.7% of the votes) and the second one personal pleasure for doing what is right (with 115 votes, about 52% importance). So, in general, the motivations to accomplish sustainability are different in both settings and this may be a very important answer. Because, like discussed, what mainly motivates people to be sustainable is economic factors like saving money, and that does not happen in a hotel setting (like a substantial amount of answers in “others” meant, even if they do have sustainable action, they will pay the same and it is their vacations, they want to rest).

One direction to hotels achieve sustainability with customers help and support would be by offering discounts (Yu, Li and Jai, 2017).

The second category is the barriers that stop individuals of having sustainable attitudes.

In a household these barriers are gain motives (once again economical factor with 66.5% of the answers importance) and extra effort barrier (with 58.8%). People consider that green product and services like accommodation are too expensive when compared to standard products that will do the same function. People would mind buying greener products and services if that would mean that the quality and price are the same (Bhattacharya, 2011; Schlegelmilch et al., 1996; Wong et al., 1996, cited by: Rahman et al., 2015). Individuals are as well not happy with the idea of making extra effort to have sustainable attitudes and help the planet (e.g. walking to a further away eco-bin to recycle the waste).

In the hotel setting, those important barriers pass through the same exact one. The obstacle of cost of a sustainable hotel (with 58.8% of the votes) and by extra effort obstacle (with 56.6% of importance). People do not want to pay more if they can pay less for a standard accommodation with the same quality and services, and they do not want to lose their comfort to do extra effort of being sustainable and not throw the bath towels on the floor hoping someone will change them instead of reusing them. Customers are used to a certain level of luxury and comfort in the day they are on vacation and they seem not to be ready to relinquish of a bit of that for the good of our planet and future generations.

The second and last research question "How big is the money barrier for individual's sustainable behavior, being in the hotel setting or in a household, are individuals willing to pay more for sustainability?" has a simple answer: no. The barriers of the gain motive/ economical factor/ money component have an immense effect on individuals sustainable behavior and customers and not ready to pay more for sustainability, like it is easy to understand by now. The sustainable motive is highly present in all the steps of the case study. Customers' are moved by those economic factors. If guests can find a cheaper accommodation, non-sustainable but with the same service and quality, a big percentage (at least, in this case the 55.2% who said that economic factor is an important point when choosing a hotel) would prefer to go to the standard accommodation.

An important comparison is the study carried out by the U.S. Travel Association report (2009, cited by: Miao and Wei, 2013) that confirms our results, with, in their own report, only 9% were willing to pay higher prices for a sustainable hotel even though 78% said they were worried with the environment, comparing then with the numbers carried out by Hiltons where they have numerous sustainable and environmentally friendly programs and their guests' are more than happy to contribute to that sustainability. Hilton hotels cannot be compared to lower-star hotels. Hiltons not only have the economic and knowledge privilege on their side, but they have, as well, a classic type of customers that probably do not mind paying more and maybe, economic factors are not that important for them.

This is why, like explained before, low-star hotels will find more obstacles (from lack of knowledge, human resources and economic pressure (Mensah, 2006)) and the economic pressure and the considerable importance that money has on their customers as well.

Lastly, it is easy to perceive the massive amount of work that hotels are facing have forward in their way to sustainability. It is an arduous and maybe thorny path but the destiny is prodigious and worthy. Accomplishing sustainability and guests' cooperation is still a dream to a lot of hotels, there is a lot of work to do, government to insist and mentalities to change, but is desirable if the end is sustainability and the life of our future generations. There is a lot of small steps that hotels could implement, phase by phase, advancing slowly to environmentally friendly industry, but to understand more about this walk, would be necessary to implement now a qualitative study in some hotels to understand what can be done and how it can be done.

Having a company to present this study already, would be in certain aspiration to continue this study and help the hotel industry to be more careful and sustainable.

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Appendix

Original survey, before the 30 questionnaires:

a) Demographic variables:

1. What gender do you identify yourself with?
2. Age?
3. Country?
4. Education level?
5. How often do you travel?

b) Consumer sustainability in domestic environment:

6. Do you turn off the water while brushing your teeth?
7. Do you turn out the lights when they're not being used?
8. Do you sort out the trash?
9. Do you unplug the charger when is not being used?
10. Do you take showers longer than necessary?
11. Do you change bathroom towels?
12. Do you change the bed sheets daily?
13. Do you think of ways to reuse?
14. Do you think of ways to reduce consumption?
15. Do you use biodegradable and environmentally friendly products?
16. Do you try to use more public and other environmentally friendly forms of transport rather than cars?

c) Reasons why you think about having / or not having sustainable attitudes?

17. Cost savings.
18. Helps to make you feel better about yourself.
19. Helps to improve planet Earth and the future.
20. To help improve my family life.
21. Because people important to me have sustainable attitudes.
22. Helps to save time.
23. Because its more expensive.
24. Because there is more effort needed.
25. It takes longer than necessary.
26. My comfort is what matters most to me.

b.2) Consumer sustainability in Hotel / vacation:

27. Do you turn off the water while brushing your teeth?
28. Do you turn off the lights whenever they are not used?
29. Do you unplug the charger when is not being used?
30. Does it help to make it easy for employees to sort waste?
31. Do you take longer showers than necessary?
32. Do you request to change the bathroom towels daily?
33. Do you request to change the bed sheets daily?
34. Think of ways to reuse?
35. Think of ways to reduce consumption?

c.2) Reasons why you think of having / not having sustainable attitudes in hotels?

36. Help yourself to lower your costs.
37. Help yourself to feel better.
38. Helps to improve planet Earth and the future.
39. To help improve my family life.
40. Because people important to me have sustainable attitudes.
41. Helps to save time.
42. Because its more expensive.
43. Because there is more effort needed.
44. It takes longer than necessary.
45. My comfort is what is important to me.

d) When choosing a hotel, what is important to you?

46. Is it important to be environmentally friendly?
47. Is it important that you have pro-environmental measures?
48. Is it important to be cheap?
49. Is it important to be comfortable?
50. Is it important to be nice?

Final and implemented survey, after the 30 questionnaires:

1) Demographic variables:

1. What gender do you identify yourself with?
2. Age?
3. Country?
4. How often do you travel?

2) Consumer sustainable behavior in household:

5. Do you turn off the water while brushing your teeth?
6. Do you turn out the lights when they're not being used?
7. Do you sort out the trash?
8. Do you take showers longer than necessary?
9. Do you change bathroom towels/ bed sheets daily?
10. Do you think of ways to reuse and reduce consumption?
11. Do you use biodegradable and environmentally friendly products?

3) Reasons why you think about having sustainable attitudes in household? (choose up to two options):

- a. Cost savings.
- b. Helps to make you feel better about yourself.
- c. Helps to improve planet Earth and the future.
- d. Because people important to me care about sustainable attitudes.
- e. Helps to save time.

4) Reasons why you think about not having sustainable attitudes in household? (choose up to two options):

- a. Because its more expensive.
- b. Because there is more effort needed.
- c. It takes longer than necessary.
- d. My comfort is what matters most to me.
- e. No one I know cares about it.

2.2) Consumer sustainable behavior in hotel setting:

12. Do you turn off the water while brushing your teeth?
13. Do you turn off the lights whenever they are not used?
14. Does it help to make it easy for employees to sort waste?
15. Do you take longer showers than necessary?
16. Do you request to change the bathroom towels/ bed sheets daily?

17. Think of ways to reuse and reduce consumption?

3.2) Reasons why you think of having sustainable attitudes in hotel setting? (choose up to two options):

- a. Cost savings.
- b. Helps to make you feel better about yourself.
- c. Helps to improve planet Earth and the future.
- d. Because people important to me care about sustainable attitudes.
- e. Helps to save time.

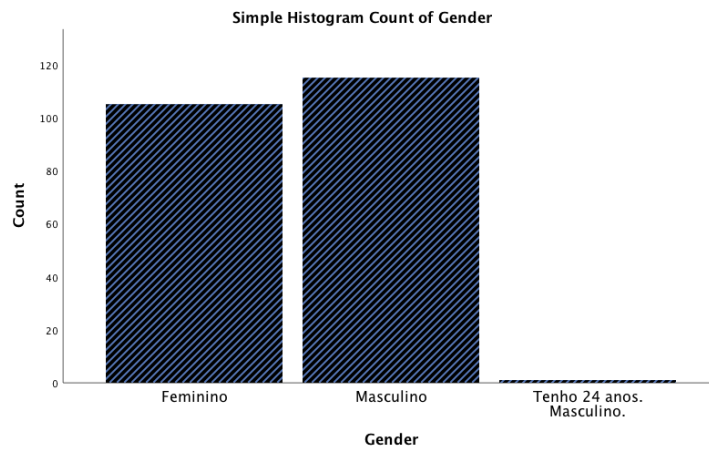
4.2) Reasons why you think about not having sustainable attitudes in hotel setting? (choose up to two options):

- a. Because its more expensive.
- b. Because there is more effort needed.
- c. It takes longer than necessary.
- d. My comfort is what matters most to me.
- e. No one I know cares about it.

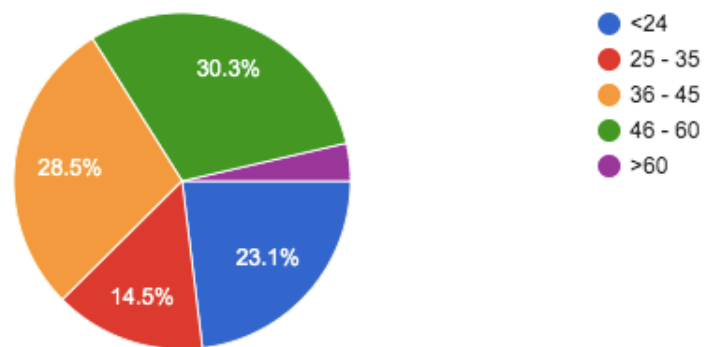
5) When choosing a hotel, what is important to you?

- a. Is it important to be environmentally friendly?
- b. Is it important to be cheap?
- c. Is it important to be comfortable?
- d. Is it important to have a good location?

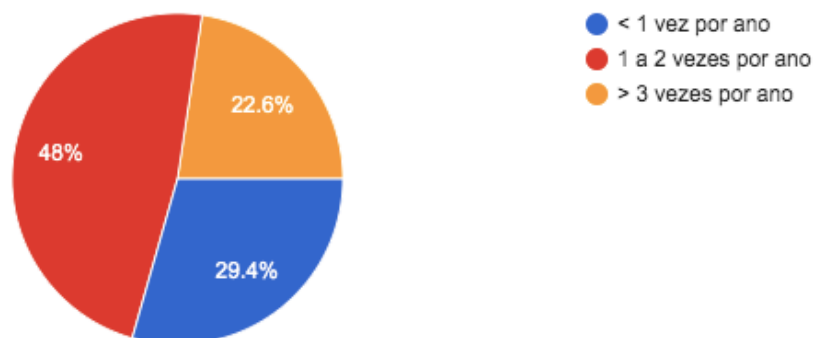
Graphics of survey results



Picture 1. Gender answers. Being “Feminino” Female and “Masculino” Male and “Tenho 24 anos. Masculino” Male option as well. From SPSS.



Picture 2. Age answers. From Google Forms.



Picture 3. Traveling frequency answers. Being “vez/vezes por ano” times a year. From Google Forms.

HouseholdBrushing * HotelsettingsBrushing Crosstabulation

Count

		HotelsettingsBrushing		Total
		Não	Sim	
HouseholdBrushing	Não	19	2	21
	Sim	25	175	200
Total		44	177	221

Picture 4. Crosstabulation household and hotel setting. Question “do you turn off the water when brushing your teeth?”. Being “Sim” Yes and “Não” No. From SPSS.

HouseholdLights * HotelsettingsLights Crosstabulation

Count

		HotelsettingsLights		Total
		Não	Sim	
HouseholdLights	Não	19	7	26
	Sim	35	160	195
Total		54	167	221

Picture 5. Crosstabulation household and hotel setting. Question “do you turn off the lights when not needed?”. Being “Sim” Yes and “Não” No. From SPSS.

HouseholdWaste * HotelsettingsWaste Crosstabulation

Count

		HotelsettingsWaste		Total
		Não	Sim	
HouseholdWaste	Não	65	50	115
	Sim	39	67	106
Total		104	117	221

Picture 6. Crosstabulation household and hotel setting. Question “do you recycle/help the staff do the recycling?”. Being “Sim” Yes and “Não” No. From SPSS.

HouseholdShower * HotelsettingsShower Crosstabulation

Count

		HotelsettingsShower		Total
		Não	Sim	
HouseholdShower	Não	106	25	131
	Sim	13	77	90
Total		119	102	221

Picture 7. Crosstabulation household and hotel setting. Question “do you take longer showers than needed?”. Being “Sim” Yes and “Não” No. From SPSS.

HouseholdLinen * HotelsettingsLinen Crosstabulation

Count

		HotelsettingsLinen		Total
		Não	Sim	
HouseholdLinen	Não	141	59	200
	Sim	6	15	21
Total		147	74	221

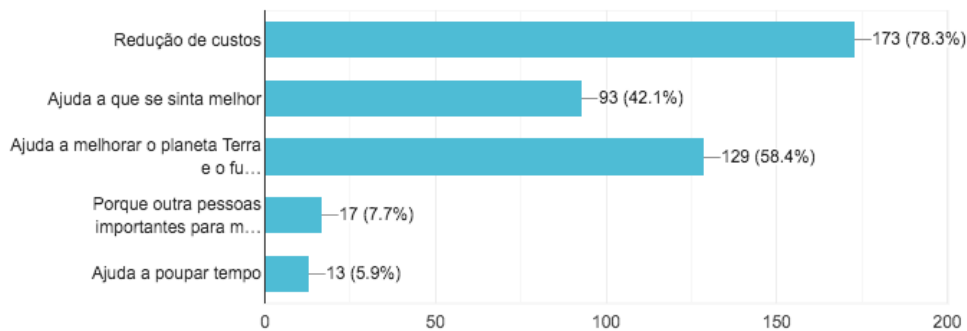
Picture 8. Crosstabulation household and hotel setting. Question “do you change/ ask to change the bath towels or bed sheets daily?”. Being “Sim” Yes and “Não” No. From SPSS.

HouseholdReduction * HotelsettingsReduction Crosstabulation

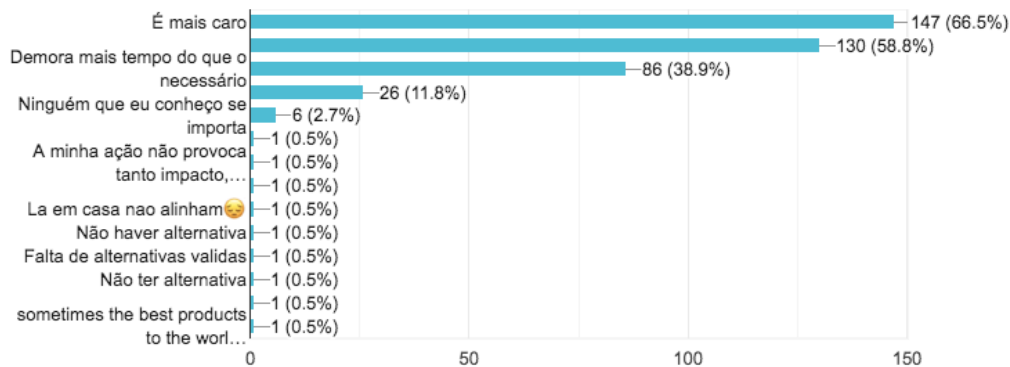
Count

		HotelsettingsReduction		Total
		Não	Sim	
HouseholdReduction	Não	53	8	61
	Sim	45	115	160
Total		98	123	221

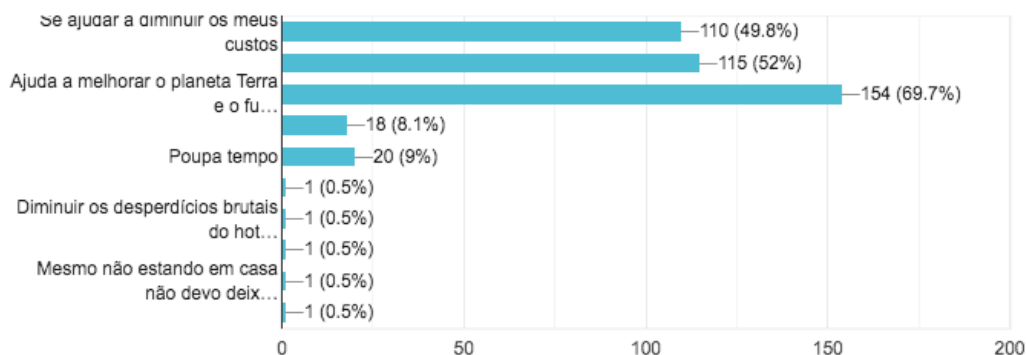
Picture 9. Crosstabulation household and hotel setting. Question “do you think of ways to reduce and reutilize?”. Being “Sim” Yes and “Não” No. From SPSS.



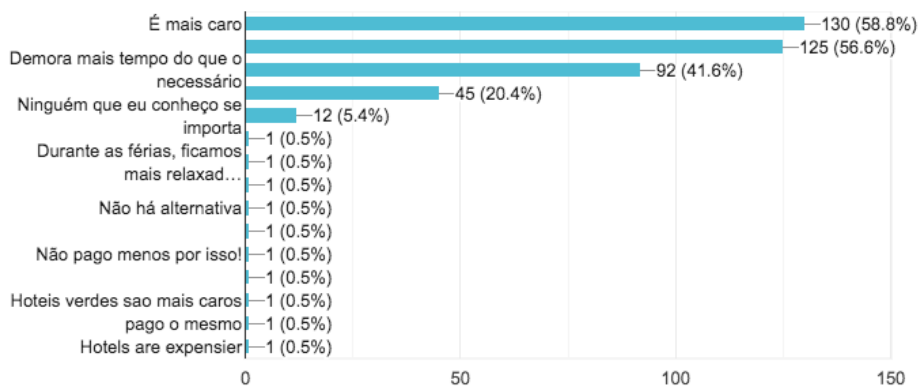
Picture 10. Graphic results on household. Question “Motives that moves you to have sustainable attitudes?”. Being “Redução de custos” Cost reduction, “Ajuda a que se sintam melhor” Makes me feel better, “Ajuda a melhorar o planeta Terra e o futuro” Helps the Hearth and the future, “Porque outras pessoas importantes para mim se importam com estas ações” Because people importante to me care about these actions, “Ajuda a poupar tempo” Helps save time. From Google Forms.



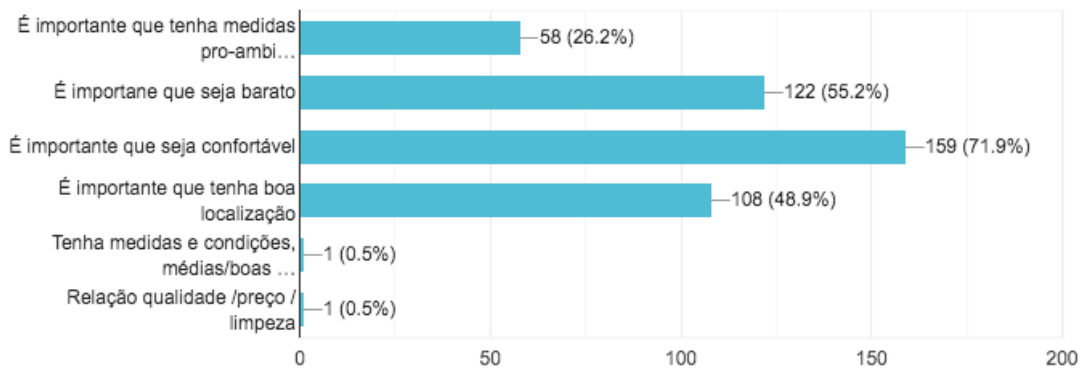
Picture 11. Graphic results on household. Question “Motives that moves you NOT to take sustainable attitudes?”. Being “É mais caro” More expensive, “Demora mais tempo do que o necessário” Takes more time thnn necessaire, “Ninguém que eu conheço se importa” No one I know cares. From Google Forms.



Picture 12. Graphic results on hotel setting. Question “Motives that moves you to have sustainable attitudes?”. Being “Se ajudar a diminuir os meus custos” If reduces my costs, “Ajuda a que se sintam melhor” Makes me feel better, “Ajuda a melhorar o planeta Terra e o futuro” Helps the Hearth and the future, “Porque outras pessoas importantes para mim se importam com estas ações” Because people importante to me care about these actions, “Poupa tempo” Saves time. From Google Forms.



Picture 13. Graphic results on hotel setting. Question “Motives that moves you NOT to take sustainable attitudes?”. Being “É mais caro” More expensive, “Demora mais tempo do que o necessário” Takes more time than necessary, “Ninguém que eu conheço se importa” No one I know cares. From Google Forms.



Picture 14. Graphic results. Question “What are your main hotel choice concerns?”. Being “É importante que tenha medidas pro-ambientais” It’s importante that they have pro-environmental practices, “É importante que seja barato” Its importante the price, “É importante que seja confortável” It’s importante that its comfortable, “É importante que tenha boa localização” It’s importante the location. From Google Forms.