

Empirical Review of Attitude towards Eco-Friendly Hotels

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ABSTRACT

This paper provides an empirical review of consumer attitudes towards eco-friendly hotels, emphasizing the psychological and behavioral components that influence such preferences. Attitudes towards eco-friendly hotels are shaped by cognitive beliefs about the environmental impact and sustainability of these hotels, affective responses such as feelings of satisfaction or ethical alignment, and behavioral tendencies that lead to actual patronage. The paper synthesizes findings from various studies to illustrate how these attitudes can be significantly shaped by individual beliefs, values, emotional responses, and the perceived benefits of sustainability. It highlights the importance of understanding these psychological drivers in order to enhance marketing strategies and hotel management practices that align with growing consumer demand for environmentally responsible travel options. The paper argues that a positive attitude towards eco-friendly hotels can lead to increased customer satisfaction and loyalty, thereby providing competitive advantages to hotels that successfully implement sustainable practices. This study offers valuable insights into the dynamics of consumer behavior in the context of the hospitality industry's shift towards greater sustainability.

KEYWORDS

Eco-friendly hotels; Consumer behavior; Attitude and perception; Behavioral intentions

1. ATTITUDE TOWARDS THE BEHAVIOUR

Attitude towards the Behaviour refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. It is shaped by beliefs about the outcomes of the behavior and the valuation of these outcomes (Ajzen, 1991). For example, if a person believes that quitting smoking will significantly improve their health (a belief about outcomes), and they value their health positively (evaluation of the outcome), their overall attitude towards quitting smoking is likely to be positive. For our study's context, it would relate to how favourably or unfavourably an individual perceives the act of choosing an eco-friendly hotel. This could be influenced by various factors, such as the perceived benefits of staying in an eco-friendly hotel or the potential downsides. If individuals believe that eco-friendly hotels offer superior experiences or align better with their personal values, their attitude towards choosing such hotels will be more positive.

The term "attitude" is commonly used in several fields, particularly psychology and sociology, and has been defined in multiple ways to capture its intricate and multifaceted nature. Attitude, fundamentally, is commonly regarded as a cognitive or neural condition of preparedness, shaped by past experiences, that exerts a guiding or active impact on an individual's reaction to all entities and circumstances it is associated with (Farias et al., 2019). This definition emphasises the impact of prior experiences on the formation of attitudes and how these attitudes subsequently affect future reactions to different stimuli, including individuals, things, ideas, or occurrences. From another standpoint,

attitude is regarded as an acquired inclination to continuously react in a positive or negative manner towards a specific object (Eberle et al., 2022). This concept highlights that attitudes are shaped by first-hand encounters and education, and that they encompass a persistent pattern of reaction, whether favourable or unfavourable, towards particular entities. In this context, the term "object" encompasses not just tangible entities, but also intangible notions, social collectives, behaviours, and ideas. Attitude, as defined by Rahman (2018), is not an isolated or independent thinking or sentiment. It embodies a complex and interconnected structure that encompasses several aspects of the mind. An attitude is fundamentally derived from an intricate network of beliefs, emotions, principles, and tendencies towards action, each contributing to the complexity of how individuals perceive and engage with their surroundings (Maio et al., 2018).

The cognitive aspect, first, relates to the beliefs, thoughts, and characteristics that individuals connect with an attitude object. This component is highly dependent on the domain of knowledge and information concerning the item, which plays a crucial role in creating these ideas and thoughts (Jena, 2020). The acquisition of this information is not just reliant on personal experience, but can also be obtained through other sources such as education, media, or interpersonal communication. Cognitive structures serve as a framework for interpreting the environment and can adjust and develop when new information is assimilated. This highlights the dynamic nature of knowledge and perception in shaping and changing attitudes (Ewing et al., 2018). The affective component of attitudes pertains to the emotional responses or feelings that are evoked by the attitude object. The focus lies not on the knowledge possessed or the convictions held, but rather on the emotional impact that the object has on an individual (Bakanauskas et al., 2020). The range of these emotions is extensive, including happiness, sadness, love, anger, fear, comfort, and more. These emotional reactions are typically immediate and instinctive, occurring spontaneously after encountering the attitude object (Maio et al., 2018). Contrary to the cognitive component, the emotive side does not inherently engage in rationalisation or analysis; instead, it responds in a manner that may seem virtually beyond conscious regulation. The significance of emotions in shaping attitudes is highlighted by this component, as these sentiments have a substantial effect on how individuals perceive and engage with the object of their attitude (Ewing et al., 2018). The affective component is subject to change, as emotions can be influenced by factors such as contextual context, psychological condition, or even alterations in the cognitive component (Jena, 2020). The cognitive and affective aspects of attitudes, while separate, are interconnected; they have an impact on each other and are also affected by each other. For example, the affective response to an object can prompt an individual to actively pursue further information or reinforce their existing opinions about it in a cognitive manner. On the other hand, the thoughts and knowledge someone has about an object (cognitive) might impact their emotional reaction to it (affective). The interaction between cognition and emotion underscores the intricate nature of attitudes, which are not influenced or changed by a solitary factor or element. Rather, they emerge from an ongoing and dynamic interplay between cognitive processes and emotional responses (Bakanauskas et al., 2020).

Moreover, although these components are separate, they are closely interconnected in the overall structure of an attitude, with each one playing a role in how an attitude is developed, maintained, displayed, or changed. These elements are essential components of a bigger entity, crucial for comprehending how individuals perceive and engage with their world. They emphasise the diverse and intricate nature of attitudes, which are not simply fixed things, but intricate and evolving structures that adapt within the always changing fabric of human experience and knowledge.

The behavioural component is the final ingredient that comprises attitudes. The cognitive component of attitudes pertains to beliefs, whereas the emotional component relates to emotions. In contrast, the behavioural component specifically concerns the inclination or predisposition to behave in a particular way towards an attitude object (Laghi et al., 2018). This component primarily focuses on the process by which an individual's thoughts and emotions are transformed into tangible actions. It is a manifestation of the interior processes of thinking and feeling. The behavioural component

does not ensure immediate action, but it indicates a tendency or inclination towards a specific behaviour in respect to the attitude object (Bakanauskas et al., 2020). For instance, if a person holds optimistic views about a concept (cognitive) and experiences pleasant emotions towards it (affective), they are more likely to exhibit behaviours that endorse or advance that notion (behavioural). It is crucial to comprehend that there is not always a direct and flawless correspondence between the three constituents of attitudes. An individual's cognitive belief in the significance of a specific cause and their emotive attachment to it may not translate into supportive actions due to external constraints, such as societal influence, limited resources, or personal constraints. Moreover, the behavioural aspect is not only affected by the individual's internal conditions but also by external influences. External cues like as rewards, penalties, societal norms, peer pressure, and other factors might have an impact on behavioural intentions and actions (Laghi et al., 2018). Consequently, external factors might cause an individual's behavioural component to deviate from the alignment of their cognitive and affective components.

2. EMPIRICAL STUDIES ON ATTITUDE TOWARDS ECO-FRIENDLY HOTELS

The consumer's preference for an eco-friendly hotel over a conventional one depends primarily on their attitude towards eco-friendly products and services, which influenced the consumers' behaviour. This attitude is influenced by their internal evaluations, beliefs, values, and emotional responses, as discussed by Farias et al. (2019) and Eberle et al. (2022). A positive inclination towards sustainability and environmental preservation could lead to a preference for eco-friendly hotels, indicating a harmony between customer beliefs and the hotel's commitment to the environment. The significance of attitude in consumer behaviour within the hospitality business is apparent, as it directly impacts consumers' intents and therefore, their actions.

Kalpikawati's (2018) conducted a research named "Influence of Knowledge and Attitude Towards the Environment on the Intention to Stay at Eco-friendly Hotels" in which analyzed how knowledge and attitudes towards the environment affect guests' intentions to stay at eco-friendly hotels. The findings confirmed that both knowledge about and attitudes towards environmental practices play crucial roles in influencing guests' decisions to choose eco-friendly accommodations. This study underlines the significance of educating tourists about environmental issues as a strategy to enhance eco-friendly hotel patronage. A study by C. Teng et al. (2018) investigates the relationship between environmental values, knowledge, and the perceived value of green hotels on behavioral intentions. It was found that positive perceptions about the value of green hotels, shaped by environmental values and knowledge, directly enhance behavioral intentions to stay at green hotels. This suggests that attitudes towards environmental practices at hotels are pivotal in influencing guest decisions.

Research by N. Peng and Annie Chen (2019) examines the influence of perceived risks associated with green practices in luxury hotels on consumers' hesitation and purchase intentions. The study found that knowledge about green hotels can mitigate perceived risks and positively influence purchase intentions. This underscores the importance of positive attitudes towards green practices in overcoming hesitations and fostering a preference for eco-friendly hotels. Mariusz Cembruch-Nowakowski (2019) utilized customer surveys and online reviews to analyze the increasing environmental awareness among hotel guests. It highlights a shift towards greater support for sustainable practices, suggesting that green hotels could soon become the norm rather than an exception. This study fits well under the theme of evolving consumer preferences and behavior towards eco-friendly hotels. M. González-Rodríguez et al. (2020) explored the factors influencing customers' willingness to pay a premium for eco-friendly hotels. The findings indicate that personal environmental concerns have a greater impact than perceived environmental practices of hotels, which affects pricing strategies in the hospitality sector. This study also fits within the theme of

consumer preferences and behavior as it sheds light on how environmental attitudes influence economic decisions.

Seo et al. (2021) explored how consumption values affect pro-environmental behavioral intentions, suggesting that increasing guests' confidence in their environmental actions can encourage greener behaviors. This fits into the theme of consumer preferences and behavior as it relates to environmental self-efficacy. Sayed, M. (2021) assessed tourists' intentions to participate in green programs in hotels, using experimental design and choice modeling. The findings that clear and visible green policies significantly influence guests' decisions align with understanding consumer preferences and behavior towards eco-friendly initiatives. Yadegaridehkordi et al. (2021) utilized multi-criteria decision-making and machine learning techniques to segment hotel customers based on their preferences for eco-friendly hotels, underlining the need for personalized environmental sustainability strategies. This supports the theme of consumer preferences and behavior by illustrating diverse guest expectations.

In their research, Kamalanon et al. (2022) investigated the factors influencing consumer behaviour towards purchasing environmentally friendly items. "An expanded theory of the planned behaviour model for green product purchase behaviour" explores the intricacies involved in the process of selecting environmentally friendly products. The primary aim of this study was to improve the conventional theory of planned behaviour (TPB) model by integrating additional factors such as environmental concerns, perceived firm image, customer innovativeness, and environmental knowledge. The authors aimed to comprehend the collective impact of these factors on consumers' decisions to purchase green products. This improvement is especially remarkable, given the model aims to coincide with the intricate decision-making process of the modern ecologically aware customer. The researchers chose to employ a quantitative methodology, which is well-suited for extracting patterns from extensive datasets. The researchers utilized online questionnaires delivered through Amazon MTurk, a pioneering platform that offers access to a wide range of respondents. The data, collected from 974 participants, was subjected to thorough analysis using structural equation modelling (SEM) with the assistance of the Smart PLS program. The study's findings offered captivating revelations, which confirmed a positive and significant association between the intention to make green purchases and the actual behaviour of making green purchases. Moreover, the study emphasized the existence of geographical discrepancies, indicating that the impact of green buying intention on behaviour was stronger in developing nations than in industrialized ones. The study found that attitudes towards green products, perceived consumer effectiveness (PCE), environmental concerns, and a company's perceived green image are important factors that directly influence purchase intention. Of all these factors, the attitude towards green products stood out as the most relevant variable. Significantly, in contrast to conventional TPB findings, subjective standards did not have a direct impact on purchase intentions. When examining indirect impacts, subjective norms, in conjunction with other factors, influenced intentions by means of the company's perceived environmentally friendly reputation. The focus on attitudes towards green products highlights the growing personal significance of sustainability and ecological awareness. Environmentalism has increasingly become a central factor in consumer decision-making, shifting from a peripheral position. The heightened impact of the intention to make environmentally-friendly purchases on behaviour in poorer countries is especially fascinating. This phenomenon might potentially be ascribed to a confluence of factors: a developing awareness among consumers in these areas, paired with the stark experiential consequences of environmental deterioration.

Olorunsola et al. (2022) conducted a content analysis to identify factors influencing guest satisfaction at eco-centric hotels. They noted both positive and negative impacts on guest experiences, emphasizing the need for maintaining high standards to ensure repeat business. This aligns well with understanding consumer preferences and behaviors regarding eco-friendly hotels. Pusfitasari et al. (2022) analyzed perceptions of green hotels among students, finding strong interest and appreciation for eco-friendly practices. This study highlights the potential market among younger demographics

and contributes to understanding broader consumer preferences towards green hospitality. Li et al. (2022) investigated how personality traits and past behaviors influence guests' intentions to conserve energy in hotels. This study fits well under consumer preferences and behavior, as it reveals how personal characteristics can affect engagement in sustainable practices. Yun and Kim (2022) examined the role of natural-based solutions (NBS) in enhancing customer satisfaction, psychological wellness, and environmental attitudes, thereby increasing revisit intentions. This study aligns with consumer preferences and behavior, highlighting how hotel features can impact guest decisions and attitudes towards sustainability. Sadiq et al. (2022) examined how stays at eco-friendly hotels influence guests' environmental attitudes, suggesting that personal values are closely linked with environmental consciousness and behaviors. It fits under consumer preferences and behavior, as it discusses the impact of hotel experiences on fostering a culture of sustainability among guests.

A very recent study by Le Van Huy et al. (2023) applies the ability-motivation-opportunity (AMO) framework to predict tourists' intentions to stay at green hotels. The research reveals that tourists' green ability, motivation, and opportunity to access green information significantly influence their intentions, mediated by green attitudes and moderated by environmental concerns. This study offers insights into the effectiveness of digital platforms in enhancing guests' green attitudes and intentions, suggesting practical approaches for hotel managers to target environmentally conscious customers. Bugdol, Szromek, and Puciato (2023) discussed hotel guests' willingness to accept and financially support eco-innovations, providing insights into consumer behavior towards eco-friendly hotels and the financial implications of green innovations. Shehawy et al. (2024) investigated various factors that influence consumer behavior across different countries, including economic conditions, cultural norms, and personal values regarding sustainability. This study aligns with the theme of consumer preferences and behavior, providing a broad international perspective on what drives decisions regarding eco-friendly hotel choices. Kim et al. (2024) integrated space tourism with studies of eco-friendly hotel attitudes, using theoretical frameworks to understand how novel tourism concepts influence consumer behavior and perceptions of sustainability. This study extends the theme of consumer preferences and behavior by exploring new and innovative tourism sectors.

Some scholars have studied the relationship between hotels' sustainable practices and tourists' attitudes, as well as the competitive advantages brought by sustainable practices. Kostić, M., Ratković, M., & Forlani, F. (2019) conducted a case study on eco-hotels, examining their contributions to environmental protection and operational savings. This research demonstrated how eco-hotels not only comply with green standards but also enhance competitive advantage and customer satisfaction by adopting innovative sustainable practices. This places it squarely within the theme of sustainability practices and their impact on competitive advantage in the hotel industry. Olya et al. (2020) demonstrate that familiarity with a hotel's sustainability practices can enhance guest attitudes towards those hotels, reinforcing the connection between knowledge of eco-friendly practices and positive behavioral intentions. This research highlights that the more guests understand and are aware of the hotel's sustainability efforts, the more positively they perceive the establishment, which in turn can lead to increased patronage and loyalty. Some researches focused on illustrating the impact of hotel environmental practices on guest attitudes.

Moise et al. (2021) examined how green practices impact guest satisfaction and loyalty, this study provides evidence that sustainable practices enhance both satisfaction and loyalty, key for the success of eco-friendly hotels. Franco et al. (2021) conducted a field experiment on the presentation of different levels of hotel sustainability practices, this research finds that visible and well-communicated eco-friendly practices significantly sway booking intentions. This also supports the theme of sustainability practices and competitive advantage. Rawashdeh and Al-Ababneh (2021) found a positive correlation between guests' perceptions of a hotel's environmental practices and their propensity to choose eco-friendly hotels, further supporting the theme of sustainability practices and competitive advantage. Preziosi et al. (2022) delved into how eco-labels and sustainability practices enhance guest satisfaction and loyalty, framing these elements as factors that both delight guests and

distinguish service quality. This study belongs to the theme of sustainability practices and competitive advantage, emphasizing the strategic benefits of well-communicated green practices in the hotel industry. Carumba-Carilo and Apritado (2023) reported that environmental practices significantly shape the formation of guest value and intentions, offering insights into creating frameworks for eco-friendly hotels. This highlights the direct impact of sustainability on guest perceptions and loyalty. Langgat et al. (2023) found that adopting sustainable practices like waste management and community support positively affects hotel performance, emphasizing the role of management in facilitating these practices.

Recent studies shed light on the evolving attitudes towards eco-friendly hotels, highlighting a clear trend where sustainability significantly influences guest perceptions and behaviors. The study by Seo, Kim, and Han (2021) highlights the role of consumers' environmental self-efficacy in mediating their consumption values and pro-environmental behaviors, thereby underscoring the importance of empowering guests to make eco-friendly choices. Some other studies highlight the evolving attitudes towards eco-friendly hotels by emphasizing the complex interplay of social theories and environmental consciousness in shaping consumer behavior. For instance, Wang, Zhang, and Wong (2023) critically reexamined the role of social identity theory, value-belief-norm theory, and theory of planned behavior in influencing consumers' willingness to stay at green hotels, suggesting that these theoretical frameworks are pivotal in understanding how personal and societal values affect eco-friendly decisions. Similarly, Carumba and Apritado (2023) explored how environmental practices in hotels contribute to forming guest values and intentions, providing insights into developing an environmentally friendly hotel framework in the Bicol Region. Furthermore, Jaklin and Sari (2023) discussed the green hotel concept as a model for sustainable accommodation facilities, highlighting how integrating sustainable practices can significantly reduce environmental impact while promoting community involvement. Some studies offer insightful perspectives on the evolving attitudes toward eco-friendly hotels. Yu et al. (2024) explore how veganism is emerging as a new paradigm in the hotel industry, highlighting the growing preference for vegan-friendly hotels among environmentally conscious consumers. Similarly, Wang, Zhang, and Wong (2023) delve into the theoretical aspects of guest behavior, reexamining the influence of social identity, value-belief-norm theory, and theory of planned behavior on consumers' willingness to choose green hotels. Additionally, research by Mahmoud Mohamed Ali and Ahmad Khalil (2023) demonstrates how sustainable practices in hotel restaurants significantly impact customer attitudes and behavioral intentions, reinforcing the importance of integrating eco-friendly operations into all aspects of hotel management. These studies collectively highlight a shift in the hospitality industry towards more sustainable practices, driven by consumer demand for ethical and environmental considerations in their accommodation choices.

Some researchers have explored various dimensions of guest attitudes towards eco-friendly hotels, indicating a growing consumer awareness and appreciation for sustainable practices in the hospitality industry. For example, Yassin (2022) examines how positive attitudes towards eco-friendly hotel advertisements, which are perceived as informative and credible, can significantly influence tourist buying behavior, particularly in making unplanned purchases of eco-friendly services. Additionally, research by Pusfitasari et al. (2022) reveals that students from Yogyakarta and Central Java exhibit a high level of appreciation and interest in staying at green hotels, suggesting a potential demographic for future eco-tourism growth. Furthermore, Olorunsola et al. (2022) provide insights through a content analysis of guest reviews, identifying key themes associated with satisfaction and dissatisfaction in eco-centric hotels, highlighting areas for improvement in service and amenities to better meet eco-conscious guests' expectations.

Some researchers studied the influences of guest familiarity and engagement on attitude toward eco-friendly hotels. Olya et al. (2021) investigated how guest familiarity with a hotel's sustainability practices affects their attitudes and behaviors. The use of structural equation modeling to analyze survey data shows that greater familiarity leads to more positive attitudes and behaviors towards eco-

friendly hotels. This aligns well with the theme of guest familiarity and engagement. Dar (2022) investigated eco-friendly customer engagement practices within hotels, noting how natural light, waste water management, and local eco-activities enhance guest impressions and foster loyalty. This study aligns with the theme of guest familiarity and engagement, showing how direct interactions with eco-friendly practices can affect guest experiences and intentions. Park and Kang (2022) focused on the mediating role of eco-friendly artwork in hotels and how it aligns with the environmental values of guests to boost customer satisfaction. This study fits within guest familiarity and engagement, illustrating how aesthetic elements in hotel design can attract and connect with environmentally conscious consumers.

There are also some articles explain the effect of demographic factors on tourists' attitude toward eco-friendly hotels. The studies conducted in Serbia and Sri Lanka provide compelling evidence about the benefits and operational impacts of eco-friendly practices in the hotel industry. In Serbia, a qualitative analysis by Kostić, Ratković, and Forlani (2019) reviews existing literature and case studies on eco-hotels to evaluate their environmental strategies and operational impacts. This study highlights that eco-hotels in Serbia have significantly reduced their environmental footprint while improving operational efficiency and cost-effectiveness, largely due to the adoption of green technologies and waste reduction measures. These findings underscore the crucial role of sustainable practices in enhancing the operational outcomes of hotels while also contributing to environmental conservation.

Conversely, in Sri Lanka, a quantitative study by Kularatne and colleagues (2019) involved surveying 548 participants from various major hotels to analyze the impact of environmentally sustainable practices on operational efficiency. The results reveal that such practices not only support environmental conservation but also boost the operational efficiency of hotels, indicating a beneficial synergy between ecological responsibility and business performance. This study provides quantitative evidence that eco-friendly practices in the hotel industry can lead to both ecological and economic benefits, reinforcing the value of sustainability in hospitality management.

A study by Sharma (2019) explores customer attitudes towards eco-friendly hotels in Northern India through a quantitative approach. The findings indicate that customers' beliefs about the importance of eco-hotels—such as their sustainability and cost efficiency—strongly influence their hotel choices. Notably, features like waste recycling, reduced paper usage, and the ban on plastics enhance guests' inclination towards such hotels. This study underscores the significant role of environmental conservation awareness in shaping customer preferences.

Kunchornsirimongkon, K., & Apichai, M. D. (2020) examined the willingness to pay for green hotels in Bangkok, Thailand, focusing on how demographic factors such as age, sex, and education level affect guest decisions. The findings emphasize the importance of tailored marketing strategies to effectively target specific customer segments, aligning perfectly with the theme of marketing and demographic targeting in the context of eco-friendly hotels. Shiwani and Tharakan (2020) conducted a comparative analysis of budget eco-friendly products used in 5-star hotels in Delhi. Their research highlights that while guests may not primarily choose hotels for their eco-friendly practices, the absence of such practices can lead to guest dissatisfaction. This suggests that eco-friendly practices are increasingly expected as a standard by guests, even if not the main factor in their decision-making process. González-Rodríguez, Díaz-Fernández, and Font (2020) utilized social identity and value-belief-norm theories to examine the factors influencing guests' willingness to pay a premium for staying at eco-friendly hotels. Their findings suggest that guests' environmental concerns significantly affect their willingness to pay more, mediated by the hotels' eco-friendly image and environmental practices. This study provides practical insights for hotel managers on leveraging environmental concerns to justify price premiums in eco-friendly hotels. Dukhovnaya (2020) discusses the attitudinal differences between eco-hotel guests in the USA and Europe versus Russia, where skepticism about the misuse of the "eco" label may negatively affect guest attitudes. This indicates

that trust and authenticity in eco-friendly claims are crucial for maintaining positive guest attitudes towards eco-hotels.

Astawa et al. (2021) focused on the willingness to pay a premium for green hotels among various demographics, this study uses logistic regression to analyze survey data. It highlights that targeted marketing strategies should consider demographics such as gender and age, as these factors influence the willingness to pay more. In a study by Rawashdeh and Al-Ababneh (2021), the authors examine international guests' perceptions of green practices in Jordanian hotels. Utilizing a quantitative methodology with 270 questionnaires, they found a positive correlation between the perception of eco-friendly practices and guests' willingness to stay at such hotels. The study highlights the role of various environmental practices in influencing tourist behavior towards eco-friendly accommodations. Moise, Gil-Saura, and Ruiz-Molina (2021) further investigate how sustainable practices enhance guest loyalty in Colombia, reinforcing the value of green practices in building trust and satisfaction. Astawa et al. (2021) discuss the impact of green supply chain management on the competitive advantages of hotels in Bali, indicating that environmental practices are not only ethically right but also beneficial from a business perspective.

Yassin (2022) explored the impact of eco-friendly hotel advertisements on consumer buying behavior. The findings that effective advertising can significantly influence consumer decisions emphasize the importance of well-communicated eco-friendly initiatives, fitting within the theme of marketing and targeting specific demographics.

The paper titled “Spatial-Temporal Characteristics and Driving Factors of the Eco-Efficiency of Tourist Hotels in China”, conducted by Ba, Zhang, Dong, Xia, & Mu (2022), primarily investigates the eco-efficiency of tourist hotels in China, focusing on their economic and ecological performance from 2000 to 2019. Utilizing a Super-SBM Non-Oriented model, the study measures the eco-efficiency and economic efficiency of these hotels, alongside examining their spatial-temporal evolution in terms of income, carbon emissions, and other relevant factors. Key findings highlight that while eco-efficiency surpasses economic efficiency, consistent with the Kuznets curve theory, income and carbon emissions have yet to be decoupled. The research identifies internal drivers such as income, labor, and emissions, and external drivers including industrial structure and urbanization. These findings suggest strategies for reducing carbon emissions and improving eco-efficiency, aiming to aid similar economies and those recovering post-COVID-19 in the hotel industry. However, this study does not directly address consumer attitudes or intentions toward eco-friendly hotels, which would be more aligned with examining the relationship between attitudes and intentions to choose eco-friendly accommodations.

Kizanlikli et al. (2023) proposed an eco-labelling model for hotels in Kyrgyzstan, focusing on how green marketing strategies enhance the attractiveness of eco-hotels. Pop et al. (2024) focused on the attributes of glamping that appeal to eco-conscious consumers, such as closeness to nature, peace, and relaxation. This study is relevant to marketing and demographic targeting as it identifies specific attributes that attract a particular segment of the market interested in sustainable and nature-friendly accommodations.

These sources provide detailed insights into the factors influencing guest attitudes towards eco-friendly hotels and how these attitudes impact their decision-making processes in the context of sustainable tourism and highlight the importance of understanding regional differences and the impact of local policies and consumer attitudes on the adoption and success of eco-friendly hotel practices and reveal both the challenges and benefits of sustainable operations in the hospitality industry. After reviewing the impact of demographic factors on attitudes towards eco-friendly hotels globally, it becomes evident that such insights are predominantly derived from urban or non-conservation-focused regions. In contrast, Yunnan's status as a key biodiversity hotspot and a burgeoning eco-tourism center remains underexplored. However, none of these studies directly address the context of Yunnan Province, which is known for its rich biodiversity and potential for eco-tourism. This gap

highlights the importance of examining whether global trends in consumer behavior towards eco-friendly accommodations hold true in a region where ecological sustainability is not just a value-add but a necessity. This inquiry directly informs the research hypotheses, positing that attitudes in Yunnan might significantly influence intentions to choose eco-friendly hotels, a hypothesis untested in this unique context.

3. SUMMARY

In conclusion, this empirical review underscores the pivotal role of consumer attitudes in shaping the demand for eco-friendly hotels. Our analysis reveals that cognitive beliefs, affective responses, and behavioral tendencies significantly influence guest preferences and choices in the hospitality sector. As environmental consciousness continues to grow among consumers, eco-friendly hotels can leverage these insights to align their operations with sustainable practices, thus enhancing customer satisfaction and loyalty. Future strategies should focus on intensifying environmental education and promoting the tangible benefits of sustainability, which are instrumental in reinforcing positive consumer attitudes. By integrating these consumer-centric approaches, eco-friendly hotels not only support environmental sustainability but also gain a competitive edge in the evolving tourism industry.

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