



INSTITUTO
UNIVERSITÁRIO
DE LISBOA

The Influence of Sustainable Practices on Customer Satisfaction

Ana Cláudia Gouveia Caires

Master's in Hospitality and Tourism Management

Supervisor:

Assistant Professor Luís Pedro da Rocha Miguel, PhD

BRU-IUL-Business Research Unit

September, 2023

Department of Marketing, Strategy and Operations

The Influence of Sustainable Practices on Customer Satisfaction

Ana Cláudia Gouveia Caires

Master's in Hospitality and Tourism Management

Supervisor:

Assistant Professor Luís Pedro da Rocha Miguel, PhD

BRU-IUL-Business Research Unit

September 2023

Acknowledgements

I would like to express my sincere gratitude to all of those who have supported me throughout this incredible and challenging journey, your support is deeply appreciated.

To all who contributed to this dissertation, for your availability and sharing of interesting insights.

To all the professors who crossed my path during this Master's degree, for all the knowledge and advice shared.

To my family, for always supporting and encouraging me to follow my dreams and never letting me give up on what I want.

To my boyfriend, for his support and help, and for never letting me give up during this entire process. His emotional support sustained me during the challenging moments of this process.

To myself, for my determination and persistence throughout the development of this dissertation and for never quitting, even in difficult times.

This dissertation is the culmination of the efforts of many, and I am very thankful for each and every, person who played a role in its completion.

Resumo

O setor do turismo tem um impacto significativo no ambiente e muitos viajantes estão cada vez mais conscientes do seu impacto enquanto viajam. Os consumidores estão agora mais rigorosos quanto aos seus hábitos de viagem e pretendem minimizar o seu impacto nos destinos. A adoção de práticas sustentáveis não é apenas uma escolha responsável para o ambiente, mas também uma estratégia para aumentar a satisfação dos hóspedes, já que se alinha com os valores e preferências de muitos viajantes modernos, para além de criar uma experiência positiva e única para os hóspedes e contribuir para o sucesso e reputação a longo prazo do alojamento. O presente trabalho propõe que as práticas sustentáveis influenciarão positivamente a satisfação dos hóspedes e pretende estudar essa relação através de entrevistas. Os resultados mostram uma relação positiva entre as práticas sustentáveis e a satisfação dos hóspedes e que é importante que os estabelecimentos de alojamento adotem medidas sustentáveis como uma estratégia para aumentar a satisfação geral dos clientes. O estudo permite ainda que gestores e proprietários de estabelecimentos hoteleiros compreendam a importância que a sustentabilidade terá na satisfação dos clientes.

Palavras-chave

Sustentabilidade, Práticas Sustentáveis, Satisfação dos Clientes, Acomodação Sustentável

Classificação JEL: Q56, Z32

Abstract

The tourism sector has a significant impact on the environment and many travellers are, more than ever, aware of their impact while travelling. Consumers are now stricter about their travel habits and aim to minimize their impact on the destinations. The adoption of sustainable practices by hotels is not only a responsible choice for the environment but also a strategic one for enhancing their guest satisfaction, as it aligns with the values and preferences of many modern travellers, creates a positive and unique guest experience, and contributes to the long-term success and reputation of the accommodation. The present work proposes that these sustainable practices will positively influence guest satisfaction and study this relationship through the form of interviews. The results show a positive relationship between environmentally friendly practices and the satisfaction of guests and that it is important that accommodation establishments adopt sustainable measures as a strategy to increase satisfaction. The study allows managers and accommodations establishment owners to understand the importance of sustainability and customer satisfaction.

Keywords

Sustainability, Sustainable Practices, Guest Satisfaction, Sustainable Accommodation

JEL Classification: Q56, Z32

Index

ACKNOWLEDGEMENTS	I
RESUMO	III
ABSTRACT	V
INDEX	VII
LIST OF GRAPHICS, TABLES AND FIGURES.....	IX
LIST OF ABBREVIATIONS.....	XI
CHAPTER I INTRODUCTION.....	1
1.1. CONTEXTUALIZATION AND PROBLEM DEFINITION.....	1
1.2. STUDY PURPOSE AND OBJECTIVES	2
1.3. PROJECT STRUCTURE.....	2
CHAPTER II LITERATURE REVIEW	5
2.1. WHAT ARE SUSTAINABLE ACCOMMODATION ESTABLISHMENTS?.....	5
2.2. GREEN PRACTICES IN HOSPITALITY ACCOMMODATIONS	6
2.3. MOTIVATIONAL FACTORS FOR CHOOSING SUSTAINABILITY IN THE HOSPITALITY INDUSTRY	7
2.4. CUSTOMER SATISFACTION	10
2.5. RESEARCH FRAMEWORK	11
CHAPTER III METHODOLOGY.....	13
3.1. RESEARCH DESIGN	13
3.2. POPULATION DEFINITION AND SAMPLE.....	13
3.3. DATA COLLECTION	15
3.4. DATA ANALYSIS.....	16
CHAPTER IV RESULTS AND DISCUSSION.....	19
4.1. RESULTS.....	19
4.2. DISCUSSION	27
4.3. ACADEMIC AND PRACTICAL CONTRIBUTIONS	29
CHAPTER V CONCLUSIONS AND LIMITATIONS.....	31
5.1. CONCLUSIONS	31
5.2. LIMITATIONS OF THE STUDY	32
5.3. SUGGESTIONS FOR FUTURE RESEARCH.....	33
REFERENCES.....	35

ANNEXES.....	41
ANNEX A – PRELIMINARY ONLINE SURVEY FOR THE SELECTION OF PARTICIPANTS	41
ANNEX B – INTERVIEW GUIDELINES WITH PARTICIPANTS	43
ANNEX C – SOCIODEMOGRAPHIC SHEET	44

List of Graphics, Tables and Figures

Graphic 3.1 – Demographics of the preliminary study	14
Graphic 3.2 – Demographics of the preliminary study	15
Graphic 3.3 – Demographics of the preliminary study	15
Table 3.1 – Sample Characterization	17
Table 4.1 – Summary of the most common answers to question 5	21
Table 4.2 – Summary of the most common answers to question 8	22
Table 4.3 – Summary of the most common answers to question 9	23
Table 4.4 – Summary of the most common answers to question 10	24
Table 4.5 – Summary of the most common answers to question 11	25
Table 4.6 – Summary of the most common answers to question 12	26
Table 4.7 – Summary of the most common answers to question 13	27
Figure 4.1 – Most common answers to question 5	20
Figure 4.2 – Most common answers to question 8	22
Figure 4.3 – Most common answers to question 9	23
Figure 4.4 – Most common answers to question 10	24
Figure 4.5 – Most common answers to question 12	25
Figure 4.6 – Most common answers to question 13	27

List of Abbreviations

GDP	Gross Development Product
WTTC	World Travel Tourism Council
UNWTO	World Tourism Organization
INE	Instituto Nacional de Estadística
UNEP	United Nations Environment Programme
SDG	Sustainable Development Goals
LED	Light Emitting Diodes
EU	European Union
US	United States

CHAPTER I

Introduction

1.1. Contextualization and Problem Definition

As one of the most growing and important industries in the world, tourism has a huge impact on the economy and society but also plays a significant role in the environment, which has turned into a vital topic in the hospitality industry (Berezan et al., 2013). Responsible for 10,4% of the global Gross Domestic Product (GDP), in a pre-pandemic period (World Travel Tourism Council [WTTC], n. d.), this sector has a significant role in the consumption of natural resources which leads to harmful effects on the environment (Legrand et al., 2017). According to the World Tourism Organization (UNWTO) (2017), the tourism industry is responsible for 5% of the CO₂ emissions per year, and 20% of those are produced by the accommodation sector. In Portugal, the tourism industry is one of the fastest growing sectors over the last few years and, in 2022, has contributed 12,2% to the country's gross domestic product, according to Instituto Nacional de Estatística (INE) (2023).

Over the last few years, sustainable tourism has been a hot topic in many scientific studies and a growing area of research in the tourism field. It is defined as “tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities” (UNEP & WTO, 2005, p. 12). Considering the impact of tourism, sustainability in the sector is unavoidable and assumes a growing awareness by the agents as, if nothing is done to revert the climate changes that are happening, those will negatively impact the sector (UNEP & WTO, 2005).

In 2015, governments around the world adopted the 2030 Agenda for Sustainable Development to fight critical problems in today's society, such as poverty, inequality, injustice, and climate change, and the tourism sector has the potential to contribute to all the 17 Sustainable Development Goals (SDG) (UNWTO, n.d.).

More and more, customers are becoming aware of the environment and are now conscious about their actions towards the Planet, so they began adopting sustainable practices when travelling and paying attention to what companies do to diminish their impact on the environment (Berezan et al., 2013). For that reason, accommodation establishments are paying more attention to this issue implementing eco-friendly practices as a way to prevent or minimize these environmental problems (Han et al., 2018).

For several years now, hospitality companies have been adopting some initiatives to fight this problem by using sustainable practices and eco-friendly technologies. These initiatives involve mainly the 3 R's practice – reducing, recycling, and reusing –, the efficient use of materials and resources, the solid waste management, among others. Nonetheless, these measures are not enough, and it is expected that accommodation establishments invest even more in eco-friendly practices. However, this investment might be very costly, turning out to be a high expense that not everyone is willing to take.

On the other hand, it is proved that guests prefer to stay in establishments that consider the environment, therefore, despite the high initial costs of the transition, this will eventually become cost-effective, since it improves competitiveness by attracting more environmentally conscious guests (Shieh, 2012). Also, hotels that implement these kinds of measures are more likely to have satisfied customers, as people are now more environmentally conscious (Xess et al., 2021).

1.2. Study Purpose and Objectives

For the present dissertation, is intended to study the relationship between green practices and technologies adopted by accommodation establishments with guest satisfaction and understand how these practices and technologies affect customer satisfaction towards the hotel.

Questionnaires are done to understand this correlation. Once the interviews are conducted and the results are analysed, it is possible to understand this correlation and, thus, possible to give managers and investors some insights that will be important in some decision-making, such as the implementation of sustainability in hotels. By implementing such initiatives, companies have a better role on the environment and, thus on society, since their actions are not as harmful to their surroundings, they will soon benefit the quality of life of the local population.

It is expected to confirm that the implementation of sustainable practices and green technologies influences the guest satisfaction of the hotel. If this correlation is validated, hoteliers have a better understanding of how greener management strategies benefit the establishment and increase their customers' satisfaction, which is a crucial factor in the hospitality field.

1.3. Project Structure

The present document is organized into chapters and sub-chapters, where it is intended to cover the different topics relevant to this thesis.

After the introduction to the topic of the current study with the contextualization and problem definition and the purpose and objectives of the report, follow the literature review section. This chapter covers important themes that are relevant to the topic of this dissertation, where it is reunited important ideas related to the theme from previous scientific studies.

Firstly, it is explained what sustainable accommodations are and how this concept has emerged. Then, are presented the most significant sustainable practices adopted by hospitality establishments and why are they being adopted. Thirdly, it is explored the main motivations for, both companies and clients, choosing sustainability in the hospitality sector. Finally, it is analysed and explained customer satisfaction and its importance for the hospitality sector.

The third part of this thesis consists of the methodology, which explains how and where the data is collected. Then, in the fourth part the results obtained are presented and analysed and, finally in the last chapter, are the main conclusions of the study and the implications for further research.

CHAPTER II

Literature Review

2.1. What are Sustainable Accommodation Establishments?

In the last few years, travellers are more concerned about the environment and are more likely to search and choose accommodation options that fit their growing interest in sustainability and allow them to be more conscious on their vacations. With this increasing movement of being more environmentally responsible, the hospitality industry must implement measures to satisfy and exceed their eco-friendly guests' expectations. Accommodation establishments have been adopting several sustainable measures, not only to protect the environment but also to ensure the business, and because of that, the term *sustainable accommodations* have been used in this sector (Sadiq et al., 2022).

Sustainable accommodations are commonly defined as environmentally responsible properties which adopt green practices in their business strategy and are socially responsible and aim to protect the environment and surrounding society while benefiting the local economy (Moscardo et al., 1996; Triši et al., 2021). Also known as eco-friendly or green establishments, these are establishments that operate with a focus on reducing their environmental impact, promoting social responsibility, and ensuring economic sustainability. They adopt a range of practices and strategies aimed at minimizing their carbon footprint, conserving resources, and supporting local communities.

These buildings include improvements such as the better isolation of the facility, to prevent, for instance, heat loss, the improvement of thermal insulation, the adoption of efficient energy systems and ecological waste management, the use of renewable energy sources (biomass, sun, and wind) and sustainable and recycled materials, and it takes into consideration people's health and comfort and the quality of the environment. They also need to be in accordance with local laws and regulations and with ecological standards (Floričić, 2020). They support local producers by sourcing food and other products locally, which also reduces the environmental impact of transportation, and may also support local charities and provide employment opportunities for residents.

The building of accommodation establishments, as well as the operation, maintenance, and repair activities, have a strong environmental impact. For that reason, and to ensure the sustainability of the sector, this impact must be reduced as much as possible (Kulözü-Uzunboy & Sipahi, 2022). Companies, therefore, are starting to use renewable construction materials,

meaning that the “use of energy-intensive systems, ecologically harmful programs, unnecessary waste generation and use of dangerous substances is avoided” (Floričić, 2020), plus, the functionality of that guesthouse is adapted for the local climate. It is also important to know that already built hospitality facilities can be converted into sustainable ones by, for example, adopting more energy-efficient equipment, and raising guest awareness.

To guarantee that the accommodation facility protects the environment and respects the environmental protection standards, several certificates and awards that demonstrate that the accommodation takes care and does even more than the minimum legal for the planet were created. Some examples of those awards are the Green Key, the We Care and the Travelife, and their principal goal is to “reduce the negative impacts of production and consumption on the environment [...] and to encourage socially responsible business practices and sustainable lifestyles” (Floričić, 2020, p. 1106). Establishments that win these types of certificates have added value in the market since 81% of global travellers intended to stay in sustainable accommodation in 2021 (Booking.com, 2021).

The concept of green hotels has emerged due to the increasing concern of the population about the environment, so companies felt the need to differentiate themselves in the market. Besides that, the adaptation to sustainability enables companies to save costs, gain a competitive advantage, increase their product’s quality, improve their corporate image towards society, and even reduce legal requirements (Vercalsteren, 2001; Zhu & Sarkis, 2006). Overall, sustainable hotels strive to operate in a way that minimizes their impact on the environment, supports local communities, and promotes a sustainable future.

2.2. Green Practices in Hospitality Accommodations

The hospitality sector has been one of the first to implement sustainable practices in their business (Moise et al., 2021), but with the rising awareness about the environment, even more hotels are incorporating these measures in their daily activities (Verma & Chandra, 2016). Programs such as recycling waste and water, towel re-use, eco-friendly bathroom amenities, energy-efficient lighting, linen exchange, ecological purchases, and buying from local communities were an approach that hospitality companies found to become more sustainable (Verma & Chandra, 2016; Moise et al., 2021; Xess et al., 2021).

With the soaring preoccupation about the environment and the knowledge of consumers, they now want more effective measures and have a higher expectation of what hotels should be doing to preserve the environment (Verma & Chandra, 2016). These practices consist of energy

conservation practices in rooms, efficient waste management, green certifications, and non-conventional energy sources (Verma & Chandra, 2016).

One of the main motives why hospitality companies are adopting these measures is proven to be their customers due to their concern with the environment. In this sense, studies demonstrate that eco-friendly tourists are willing to pay a premium price for this type of hotel and are more likely to return in the future (Kularatne et al., 2019; Kim & Han, 2010). These are very interesting opportunities for accommodation facilities, as result in an increase in profitability and customer retention (Kularatne et al., 2019). Nevertheless, management must implement such measures not just because of business interests, but mainly because of environmental concerns, since some studies indicate that some hotel guests have the perception that hotels are only using sustainability as a marketing tool or to gain some kind of financial benefit (Yi et al., 2016).

To be more sustainable and with this issue in mind, some companies are implementing green technologies to have a better impact on the environment. According to Guo et al. (2020), green technologies are defined as “a dynamic technological system that promotes the harmonious development of humans and nature” (p. 4).

Eco-friendly technologies in the hospitality and tourism sector have a significant role in reducing resource consumption and environmental pollution in the process of industry development and promoting sustainable industrial development (Liu & Song, 2018,). These technologies are becoming very popular in the hospitality industry and are proving to be a thriving business sector. They are many times designed to attract more customers (Xess et al., 2021).

The implementation of eco-friendly technologies includes LED lighting with sensors throughout the hotel, heating, water conservation (Xess et al., 2021) and renewable energy sources (Verma & Chandra, 2016) leading to cost reduction while providing a higher quality service to guests (Floričić, 2020).

Despite all the advantages of green technologies, their diffusion in this sector is still very slow mainly because it has “long innovation cycles, high technology risks, and high innovation costs” (Sun et al., 2020, p. 2). Nevertheless, the use of eco-friendly technologies significantly increases the competitiveness of any product or service (Ilina et al., 2019, p. 304).

2.3. Motivational Factors for Choosing Sustainability in the Hospitality Industry

Integrating the theme “sustainability” into the company’s business strategy is now a strategic opportunity and the number of corporations that are embracing this concept has been increasing

in recent years (Porter & Reinhardt, 2007). For that reason, it is of great interest to study the motivational factors why companies choose sustainability because they play a huge role in ensuring the ecological, economic, and social sustainability not only of the company itself but also of the country where it is located (Kulözü-Uzunboy & Sipahi, 2022).

From the perspective of the company, and to better understand their interest in sustainability, the motivational sustainability factors should be studied and analysed. These are categorized into two groups – internal and external – and are the dynamics that enable companies to develop their tendency to implement sustainable practices in their activities (Borchardt et al., 2009).

Regarding the internal factors, six motivational factors should be considered. The first one is product quality. It has been studied that the companies' product quality will increase if the firm incorporates a sustainability policy since this approach implies changes in the products and processes (Vercalsteren, 2001).

The second factor is the product and company image, which will also increase due to the environmental sensibility adopted by the company and, consequently, will lead to an improvement in competitiveness, since the business will be highlighted in the growing green market, adding extra value (Dangelico & Pujari, 2010).

The reduction of costs in the long term is seen as the third motivational factor that makes sustainability very attractive for companies (Gottberg et al., 2006) which may lead to an increase of the company's profit margin. This reduction of costs can come from different parts of the business, for example from dematerialization, which means, using the less possible number of raw materials (Bochardt et al., 2009).

As companies aspire to develop themselves and become innovative in their fields, innovative power is considered to be the fourth internal motivational factor (Van Hemel & Cramer, 2002; Borchardt, 2009). Sustainability is very often associated with innovation, as it is a field where companies can pioneer and improve their market share (Borchardt et al., 2009).

The fifth internal factor is the manager's sense of environmental responsibility since their commitment towards sustainability, production processes, and products affects the entire company (Zhu & Sarkis, 2006). If the top management does not demonstrate commitment towards sustainability, is very likely that this won't be implemented or will eventually fail (Zhu & Sarkis, 2006).

The final factor is related to the motivation of employees towards environmental sensitivity since their motivation also affects the company's tendencies towards sustainability. Also, the adoption of sustainability may improve the workplace environment security and health

(physically and mentally), which directly affects the employees. The sensibility of managers and employees is a crucial factor, as their interest will increase the company's tendency to adopt even more sustainable practices (Kulözü-Uzunboy & Sipahi1, 2022).

Complementing these internal factors, another six external factors should be also considered. The first factor is administration which needs to be in accordance with the framework of legal legislation and related regulations. This means that there are some regulations, especially in the European Union [EU], United States [US], and Japan, that are taking measures and encouraging companies to take action on sustainability (Kulözü-Uzunboy & Sipahi1, 2022; Simon et al., 1998).

The second factor, the market factor influences, and even forces, companies to adopt more sustainable practices in their activities (Simon et al., 1998). The public is interested in sustainability and the product's environmental quality, and its increasing demand for more environmentally friendly products is forcing companies to adopt sustainable practices to meet their client's needs and expectations. The competitors' factor, the third factor, is also important because sustainable practices in a company may increase with the goal of competing with others. The environmental aspects are a part of a product's quality; hence many companies take that opportunity to differentiate themselves from their competitors (Kulözü-Uzunboy & Sipahi, 2022).

The fourth factor, the sectoral unions and organizations established with companies in the same sector are important for the orientation towards sustainable practices, as a way of supporting sustainability (Kulözü-Uzunboy & Sipahi1, 2022). Sharing experiences among them about sustainability, allows companies to support each other in that aspect (Vercalsteren, 2001).

Then technological innovation, the fifth factor, together with the market, competitors, and sectoral organizations factors, is attractive for companies and leads them towards sustainability, as new technology may reduce the impact of a business in the environment (Kulözü-Uzunboy & Sipahi1, 2022; Van Hemel & Cramer, 2002). Lastly, the sixth factor, the social environment factor plays an important role, as environmental awareness, and interest in sustainability practices by surrounding societies, direct companies towards sustainable practices through the managers and employees (Kulözü-Uzunboy & Sipahi1, 2022).

In what concerns the clients' perspective, the main motivation for guests to choose a sustainable hotel over a "traditional" one is mainly their desire to make a positive impact on the social, natural, and economic aspects of the destination, wanting to contribute to the local communities without leaving a negative impact (Ooi & Laing, 2010). The environmental

concern is seen as the prime motivation as many travellers are becoming more environmentally conscious and are looking for ways to reduce their carbon footprint (Gatersleben et al., 2014).

Nevertheless, there are other motivations for individuals to choose sustainable hotels, and those can be related to health and wellness, social responsibility, and even the authenticity of the trip. Sustainable hotels often offer amenities that promote health and wellness, such as organic and locally sourced food options, fitness centres, and spas, and travellers who prioritize their health and well-being may be drawn to these types of accommodations (Wang et al., 2021).

In what concerns social responsibility, some travellers choose sustainable hotels as a way to support socially responsible businesses that prioritize fair labour practices and contribute to the local community. They usually appreciate hotels that employ local workers, use locally sourced materials, and support local charities (Chang et al., 2014).

Finally, the authenticity motivation factor should also be considered as this type of hotel often has a unique character and charm that reflects the local culture and environment. Travelers who are looking for an authentic, immersive experience may choose sustainable hotels for their distinctive ambience and sense of place (Brown, 2005). Overall, sustainable hotels offer a way for travellers to support environmentally and socially responsible businesses while enjoying a unique and authentic travel experience, which makes them very appealing for this new type of tourism that is emerging.

2.4. Customer Satisfaction

Customer satisfaction is a crucial factor for the success of a product or service (Chiu et al., 2014), thus very important for the success of a business (Syaqirah & Faizurrahman, 2014). Oliver (1981) defined customer satisfaction as “the psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feelings about the consumption experience” (p. 27), in other words, is the difference between expectations and actual performance after the customer makes a purchase (Chiu et al., 2014). In a transaction context, customer satisfaction is associated with service quality, product quality, and price (Parasuraman et al, 1994). In a travel context, on the other hand, satisfaction is influenced by positive or negative emotions in the consumption process, since the individual’s enjoyment is based on their previous experiences (Bosque & Martín, 2008).

As the hospitality industry is a highly competitive segment, hoteliers must find a way to make their products stand out in the market. For that to happen, they should understand and pay attention to their customers' needs and meet or even exceed them (Martínez, 2015). With the increasing preoccupation with the environment, the term “green satisfaction” emerged and is

defined by Martínez (2015) as “a pleasure level of consumption-related fulfilling to satisfy customers’ environmental desires, sustainable expectations and green needs” (p. 902).

Customer satisfaction towards the organizations happens when guests are satisfied with the service provided, which is very likely to result in customer loyalty. Satisfied guests are more likely to return to the hotel in the future and recommend it to others. This can lead to increased customer loyalty and repeat business, which is essential for the long-term success of the hotel, as it increases the hotel’s revenue and profitability (Xess et al., 2021). Previous research has shown that people with environmentally friendly behaviour are more likely to stay in sustainable hotels and give more attention to the green practices adopted (Xess et al., 2021; Han et al., 2009). Guests are many times, encouraged by managers to act more sustainably when staying in this type of hotel, which shows them that they are making a difference in the environment (Laroche et al., 2016), thus become loyal to sustainable accommodation establishments (Xess et al., 2021).

Hospitality companies aim to give a satisfactory service delivery to their customers but are also committed to reducing their negative impact on the environment (Han & Yoon, 2015), and, in this context, previous studies highlight that these two aspects are related to each other (Berezan et al., 2013; Yusof et al., 2017; Moise et al., 2021). The measures that influence the most guest satisfaction are, among others, the reduction of water consumption, recycling, the use of dispensers (Berezan et al., 2013), the use of renewable energies (Robinot & Giannelloni, 2010), and the promotion of the consumption of local products (Prud’homme & Raymond, 2013). These factors positively influence the hotel’s brand image and reputation, helping the company to stand out in a competitive market and attract new customers.

Overall, guest satisfaction is essential for the success of any hotel, as it can lead to increased revenue, customer loyalty, and a positive brand image. Hotels must prioritize guest satisfaction and strive to provide excellent service to all guests.

2.5. Research Framework

Considering and after analyzing the main relevant concepts of the literature review, the following research question is presented.

Research Question: Do the sustainable practices implemented by accommodation establishments influence guest satisfaction?

CHAPTER III

Methodology

3.1. Research Design

As mentioned before, sustainability and the consideration of the environment are major concerns in current days. The hospitality and tourism sector is one of the largest sectors but also one of the most unsustainable ones, and therefore, measures should be taken to tackle this issue. As more and more people are worried about environmental topics and start to pay more attention to this issue, lodging establishments need to reinforce their sustainability policy to attract these clients and to differentiate themselves in this highly competitive market. It is also known that the majority of guests rather stay in a hotel that cares about the environment and, for this reason, it is important to understand its impact on client satisfaction (Chen, 2015).

Therefore, the present study aims to explore and understand if implementing sustainable practices in accommodation establishments will impact customer satisfaction. An exploratory qualitative study was carried on through the form of semi-structured in-depth interviews for primary data collection, as, according to Morris (2015), in-depth interviews are a highly versatile and effective method for obtaining data for social research. This is a cross-sectional study since it tries to explain a specific phenomenon at a certain time.

3.2. Population Definition and Sample

Since the main focus of the present study is related to sustainability and guest satisfaction, to obtain the needed insights, it was a requirement that all participants showed interest in sustainability and were frequent travellers who had already stayed in a sustainable accommodation, at least once, during their vacations. It was also important that they showed a strong environmental responsibility in their lifestyle, as this means they would notice and be aware of the sustainability component of the facility. These were important criteria as the principal goal was to understand if their satisfaction was influenced by the green practices adopted by the accommodation establishments.

The definition of the sample size depends on different aspects such as the objectives of the study and data saturation, and for semi-structured interviews, it was suggested that 5 to 25 semi-structured interviews would be an adequate sample size (Saunders, 2012).

The selection of participants was done through an online questionnaire (Annex A), where it was possible to identify people interested in this subject and who have had the type of experience requested. This survey was done to understand which participants would be

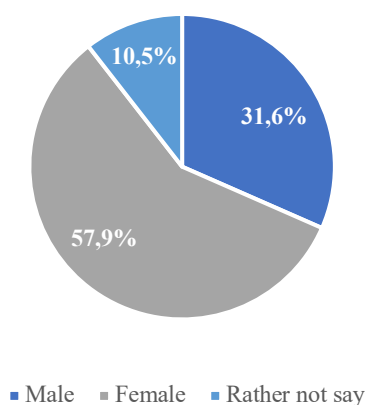
appropriate to participate in the study since the approached topics were related to their interest in sustainability and intended to identify if they had stayed in sustainable accommodations before. Those participants who did not show interest in this subject or who never stayed in sustainable lodging facilities were automatically excluded from the study.

The survey was published in specific social media groups/pages that only included members with a strong passion for sustainability, such as “Portugal Sustentável” and “Participantes – Desafio Vegetariano Portugal”, as it offers large access to groups with the most diversified interests (Kosinski et al., 2015). In order to reach out to the potential participants, an email invitation was sent to them. This technique was used because it was important to consider only those participants truly interested in sustainability for reliability purposes, as highlighted by Thompson et al. (2018).

Following this thought, the participants were selected based on two criteria:

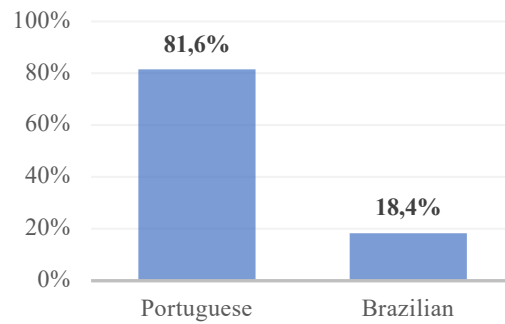
- a true interest in sustainability;
- being a traveller who had previously stayed in a sustainable accommodation at least once.

The data obtained from this survey is shown below. The participants were mainly female (57,9%), and only 31,6% were male participants (**Graphic 3.1**).



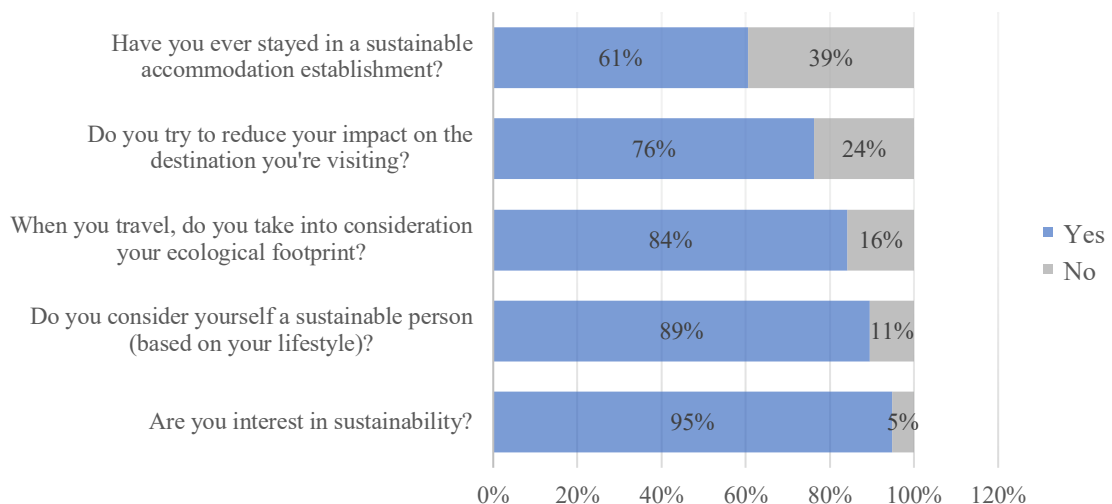
Graphic 3.1 – Demographics of the online study

They were mostly of Portuguese nationality, excluding a small percentage that were Brazilians (**Graphic 3.2**).



Graphic 3.2 – Demographics of the online study

Regarding the results to understand which participants would fit the sample, 61% had already stayed in a sustainable accommodation establishment before and the majority of the respondents demonstrated interest in sustainability (**Graphic 3.3**). Those who were not interested in sustainability or didn't have any experience in a sustainable accommodation establishment were automatically excluded from the sample.



Graphic 3.3 – Results from the online study

3.3. Data Collection

The non-probabilistic convenience sample was adopted in the present study through the form of in-depth interviews. This method consists of a conversation between two people discussing a topic of mutual interest, where the interviewer extracts as much knowledge as possible from the interviewee. An in-depth interview was chosen as it is considered to be a method that can be used to study a wide range of topics. It allows the researcher to have access to the participants' thoughts, experiences, opinions, reflections, and understandings of the discussion topic, which helps to understand different points of view regarding the topic under consideration

(Morris, 2015). The main purpose was to gain a deep understanding of the phenomenon in a specific empirical context (Saunders, 2012).

The interviews followed a semi-structured interview guide (Annex B) and all participants were encouraged to share their opinions and experiences on the topic. In order to develop the interview guidelines, a study on previous research was done to understand the questions needed to obtain the necessary information. Based on this, thirteen questions were developed, considering their relevance to the study, and based on previous studies (Paolinelli, 2020; Moise et al., 2018). All questions were developed with the intention of understanding the importance that participants give to sustainability and how this impacts their satisfaction towards the accommodation establishment. The interviews were then organized into two sections. The first one concerned the sociodemographic information and some general information about the travel habits of the interviewees, and the second part concerned the actual interview questions, developed to understand each participant's knowledge about the topic studied and how sustainability has influenced their experience in a lodging facility. Each interview took around 20 to 40 minutes and was conducted online due to location and schedule restrictions. Prior to the interview, each participant signed an authorization guaranteeing the complete anonymity and confidentiality of the interview and clarifying that the data would only be used for academic purposes.

3.4. Data Analysis

The sample for the present study involves 22 travellers, who have previously stayed in sustainable accommodations, from Portuguese and Brazilian nationality. The participants included both males and females aged between 21 and 46 years old. Regarding their level of education, the majority of them had an academic education, either a bachelor's or master's degree and only two people didn't have a higher education. Concerning their professional status, five were self-employed and the remaining ones were employees from different areas.

The travellers interviewed had all already stayed in sustainable accommodations but for fourteen of them, it was their first time experiencing this type of accommodation. The remaining participants normally choose sustainable lodging facilities to stay in during their vacations. This information was collected at the beginning of each interview through a sociodemographic sheet (Annex C).

The table below describes the sample characterization used for this study.

Table 3.1 – Sample Characterization

Name	Age	Nationality	Education	Travel companion	First experience in a sustainable accommodation?
FR	32	Portuguese	Bachelor's degree	Family	No
JD	24	Portuguese	Bachelor's degree	Family and friends	Yes
MC	21	Portuguese	Bachelor's degree	Friends	Yes
DV	24	Portuguese	Master's degree	Family	Yes
PH	36	Portuguese	Master's degree	Family	No
EM	28	Portuguese	Bachelor's degree	Family	No
KS	30	Portuguese	Master's degree	Family	Yes
ST	46	Portuguese	High School	Family	Yes
FT	41	Portuguese	Master's degree	Family	Yes
LP	23	Brazilian	Bachelor's degree	Friends	No
MV	43	Portuguese	Bachelor's degree	Family	Yes
GA	27	Brazilian	Master's degree	Family	No
RS	33	Portuguese	Bachelor's degree	Family	Yes
VA	39	Brazilian	High School	Family	Yes
IP	28	Portuguese	Master's degree	Family	No
CG	44	Portuguese	Bachelor's degree	Family	No
MB	31	Portuguese	Master's degree	Family	No
TG	25	Portuguese	Master's degree	Friends and family	Yes
GS	37	Portuguese	Master's degree	Family	Yes
BF	42	Portuguese	Master's degree	Family	Yes
SS	29	Brazilian	Bachelor's degree	Family	Yes
GO	35	Brazilian	Master's degree	Family	Yes

Regarding the data analysis, in order to analyse the collected information, an interpretative approach was used to better analyse the motivations and perspectives of each individual. This was the chosen approach as it focuses on the meaning given by individuals about the social phenomenon and relies on the researcher's illumination.

The insights obtained were then interpreted according to the existing theory on the subject.

CHAPTER IV

Results and Discussion

4.1. Results

The next section is dedicated to the results presentation of the study conducted. The information was organized in an Excel file to compare and analyse all interviewee's answers.

Firstly, to understand the knowledge on the subject, each participant was to explain what sustainable tourism and sustainable accommodation meant to them. The most highlighted aspects of sustainable tourism were the minimization of the negative impact that tourism has on the environment and society, and also the balance between the touristic activity and the environment while providing positive experiences to travellers.

“[...] sustainable tourism implies that there is an effort to reduce as much as possible the negative impact on the environment. It could also mean that any influence on cultural patrimony is also taken into account.” (MC, 21)

“Sustainable tourism is a type of tourism that aims to balance the benefits of tourism and the preservation of the environment and the community while promoting positive experiences to travellers.” (IP, 28)

In what concerns sustainable accommodation, the most pointed characteristic was the adoption of eco-friendly practices by the hospitality establishment, aiming to reduce the impact of the facility on the community it was inserted in, without compromising the guest's comfort and satisfaction.

“Sustainable accommodation is when accommodation establishments embrace sustainability in their activity and try to implement measures to reduce their negative impact on the environment.” (GS, 37)

“Sustainable accommodations, [...], take into consideration the well-being of the destination and its residents while providing comfortable and memorable experiences to their guests.” (KS, 30)

For the study, only people who had already stayed in sustainable accommodations were interviewed. When asked how often they stayed in this type of accommodation, the majority of the respondents said that they try to look for environmentally conscious lodging facilities as much as possible, nine stated that only stay in this type of accommodation, and only one said that it's rarer to choose sustainable hotels, but mainly because of the lack of offer of this service.

“Always! I always search a lot before booking a reservation [...], I want to make sure that the hotel or any other type of accommodation establishment that I stay at is really committed with sustainability and makes an effort to reduce their footprint.” (VA, 39)

“Whenever I have the opportunity. [...] I like that component of the hotel but if, for example, the price is too high for me, I prefer to stay in a traditional one instead. Nonetheless, I try to stay in hotels that have that side as much as possible [...].” (FR, 32)

“It depends on my travel purpose. I like to visit a lot of different countries and when I do that kind of travel, I feel like it's a bit more challenging to stay in sustainable accommodation, [...], so I only stay in this type of hotels when I do more relaxing trips, where I want a more peaceful and relaxing stay [...].” (FT, 41)

The most commented practices that were implemented by the lodging facilities were water management and conservation, energy efficiency, local sourcing, recycling, production of its own food products and the installation of solar panels, and overall, the interviewees confirmed that the sustainable side of the accommodation had a positive influence on their stay, mainly because it was the experience they were looking for.

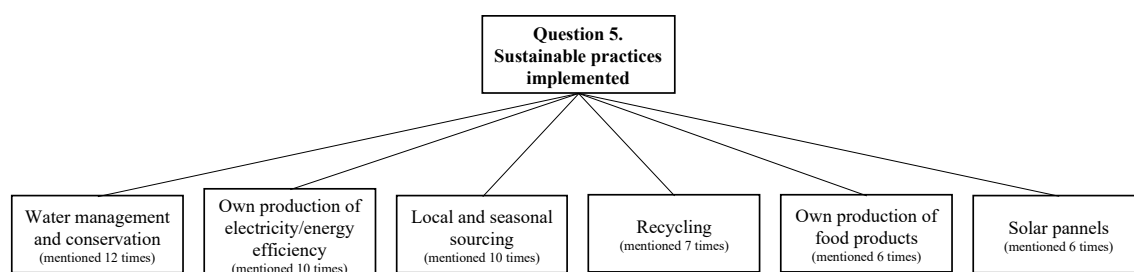


Figure 4.1 – Most common answers to question 5

Table 4.1 – Summary of the most common answers to question 5

	Question 5. Sustainable practices implemented
FR	production of its own electricity, water management, buy local and seasonal
JD	production of its own vegetables, solar pannels, in-room devices for consumption, linen and towels reuse policy
MC	water reuse and conservation, solar panels
DV	solar panels, no plastic, recycling, local sourcing, water reuse and management
PH	production of its own ingredients, production of its own electricity
EM	water conservation, electric bicycles and charging stations, local sourcing, production of its own food products
KS	production of its own ingredients, contribution to charity associations, preservation of historical garden, donkey conservation
ST	energy efficiency, water management, recycling
FT	local sourcing, production of its own electricity, solar pannels
LP	energy efficiency, contribution to local charities
MV	certification, LED lights, activities related with sustainability for guests
GA	water conservation, production of its own vegetables, buy local and seasonal
RS	production of its own electricity, provide bicycles to guests
VA	Recycling, water management and reuse, support charity associations
IP	waste reduction, recycling, eco-friendly landscaping, green certifications
CG	buy local, biodiversity conservation, water conservation
MB	waste management, reuse of towels and linen, bulk toiletries, light sensors
TG	water management and reuse, energy efficiency
GS	in-room devices for consumption, LED lighting, light sensors, recycling, solar panels, water conservation
BF	buy local, recycling, green landscaping
SS	energy efficiency, water conservation, solar pannels
GO	recycling, water management

When asked about their preference for staying, either in a traditional hotel or in a sustainable one, the most common answer was the sustainable facility. The main reason for this was because this type of establishment offers a more unique and personalized service than the traditional ones. It was also highlighted that both are two different experiences. They consider the sustainable accommodations a more rural experience, where it's possible to relax and be in contact with nature, and traditional hotels tend to be located in more crowded and touristic places, usually associated with mass tourism, so the comparison was a bit difficult.

“[...] but they were two completely different experiences. This kind of sustainable accommodations provide a more relaxing and unique experience than the traditional accommodation establishments do. They, I believe, are for two distinct travel purposes [...] sustainable hotels, tend to be for people that are looking for a slower tourism and want to relax, as of traditional hotels are for different types of vacation purposes, [...]. People that look for sustainable accommodations are more focus on relaxing and on their well-being and those that stay in traditional ones maybe want to explore more the destination.” (DV, 24)

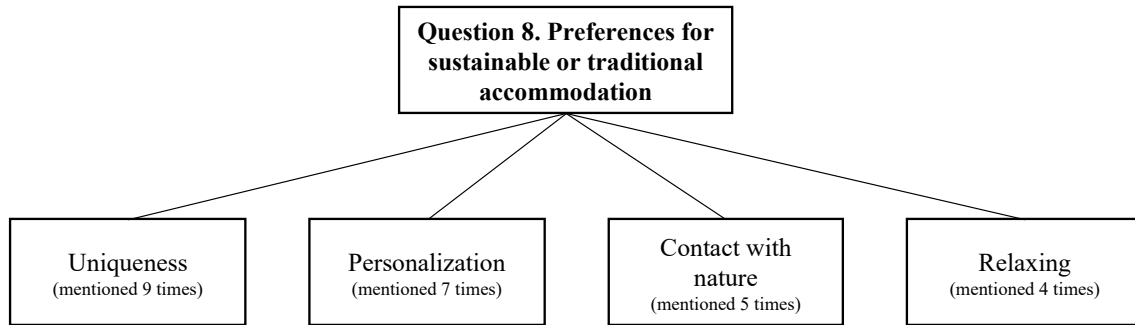


Figure 4.2 – Most common answers to question 8

Table 4.2 – Summary of the most common answers to question 8

	Question 8. Preference for sustainable or traditional accommodation
FR	sustainable accommodation, unique experience
JD	sustainable accommodation, personalized experience and in contact with nature
MC	sustainable accommodation, contact with nature and the feeling of contributing positively to the local community
DV	sustainable accommodation, being able to relax and unique experience but the two are for different travel purposes
PH	sustainable accommodation, contact with nature and different experiences
EM	sustainable accommodation, relaxing and comfortable environment
KS	depends on travel purpose, sustainable accommodations tend to be for relaxing holidays and are not located in bigger touristic places
ST	sustainable accommodation, focus on the well being
FT	sustainable accommodation, social responsibility
LP	sustainable accommodation, unique and personalized experience
MV	sustainable accommodation, personalized experience
GA	sustainable accommodation, being able to relax and unique experience
RS	sustainable accommodation, unique experience, usually associated with rural tourism
VA	sustainable accommodation, but it depends on the experience pretended
IP	sustainable accommodation, unique and personalized experience
CG	sustainable accommodation, concern for the environment and personal values
MB	don't have a preference as it will depend on the purpose of the trip
TG	sustainable accommodation, unique experiences and preoccupation with environment
GS	sustainable accommodation, relaxing and contact with nature
BF	sustainable accommodation, activities in the nature
SS	sustainable accommodation, memorable experiences and participate in adventures activities
GO	sustainable accommodation, personalized experience

The main motive for the choice of sustainable accommodations was found to be the travellers' concern for the environment and the commitment to reducing their footprint while travelling. This was influenced by their choice of lifestyle, as all of them mentioned their consciousness about their impact on the environment and their effort to reduce it whenever possible. All the interviewees mentioned their distress about the climate crisis and how important it is to be aware of the impact tourism causes, not only on the environment but also on the community. The uniqueness of the experience was also mentioned.

“[...] because of my choice of lifestyle, because of the uniqueness of the experience, because I believe we, as tourists, need to be more conscious about our impact on the communities of the places we visit. I believe that tourism is an activity that should benefits us all. Not only the tourists and the tourist companies, but also the locals and the environment.”
(ST, 46)

“I think the most obvious reason would be because of my attention to the climate change and my wish to reduce my footprint. Also, this type of hotel also has the unique factor associated to it.” (TG, 25)

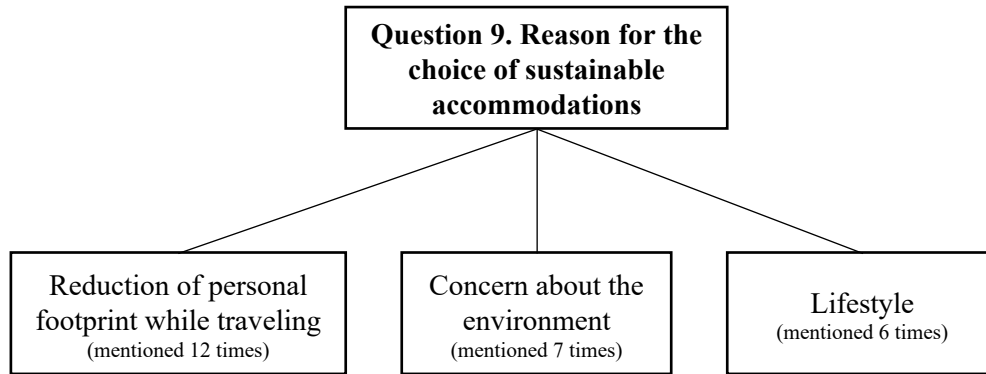


Figure 4.3 – Most common answers to question 9

Table 4.3 – Summary of the most common answers to question 9

Question 9. Reason for the choice of sustainable accommodations	
FR	lifestyle choice
JD	concern about the environment
MC	reduction of personal impact while travelling
DV	concern about the environment and choice of lifestyle
PH	reduction of personal impact while travelling
EM	attention to climate change and reduction of personal impact while travelling
KS	reduction of personal impact while travelling
ST	uniqueness of the experience, lifestyle, minimize the impact on the communities
FT	reduction of personal impact while travelling
LP	concern about the environment and reduction of personal impact while travelling
MV	concern about the environment and choice of lifestyle
GA	uniqueness of the experience and reduction of personal impact on the environment
RS	consciousness about the impact of tourism on the environment
VA	reduction of personal impact while travelling
IP	lifestyle choice and consciousness about tourism on the impact on the communities
CG	reduction of personal impact while travelling and lifestyle choice
MB	concern about the environment and personal impact on the destination
TG	reduction of personal impact while travelling and attention to climate change
GS	concern for the environment and lifestyle choice
BF	uniqueness of the experience
SS	reduction of personal impact while travelling
GO	attention to climate change

Although all the interviewees showed interest in sustainability, most of them didn't have sustainability as a deal breaker factor while choosing their place to stay. Factors like location, price and services provided usually come before the sustainability component. Nonetheless, it was mentioned that they tried to stay in this type of accommodation as much as possible. Only nine people stated that sustainability is a crucial factor in booking an accommodation establishment.

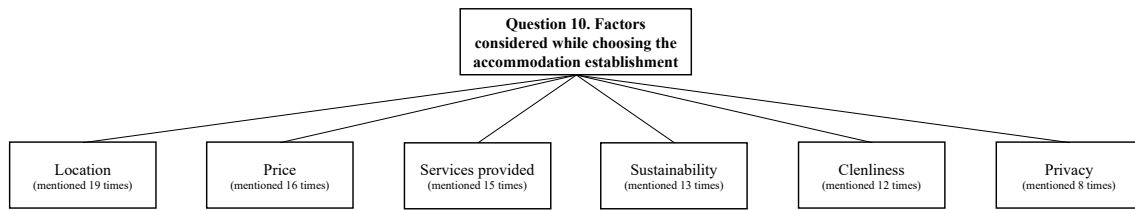


Figure 4.4 – Most common answers to question 10

Table 4.4 – Summary of the most common answers to question 10

	Question 10. Factors considered when choosing the accommodation establishment
FR	location, price, privacy, reviews
JD	location, services provided, price
MC	sustainability, location, price, services provided, privacy
DV	price, location, cleanliness, services provided, type of experience ambitioned
PH	location, price, safety, cleanliness, cancellation policy, reviews
EM	sustainability, location, cleanliness, reviews, privacy, pet-friendly establishments
KS	sustainability, location, price, cleanliness, privacy
ST	price, packages, cleanliness, location, cancellation policy, services provided
FT	sustainability, services provided, reviews, price, privacy
LP	services provided, location, transportation, sustainability
MV	location, privacy, services provided, cleanliness
GA	sustainability, location, activities promoted by the accommodation establishment, price, services provided
RS	price, location, reviews, sustainability, cleanliness
VA	cleanliness, location, price, privacy, sustainability, reviews, services provided
IP	type of accommodation, location, price, cancellation policy, services provided
CG	sustainability, reviews, services provided, price, cleanliness
MB	location, cancellation policy, cleanliness, price
TG	price, location, privacy, services provided
GS	sustainability, cleanliness, location, price, services provided, activities promoted by accommodation establishments
BF	sustainability, location, cancellation policy, accessibility
SS	price, location, reviews, cleanliness, services provided
GO	sustainability, services provided, location, price, privacy

Regarding the importance of embracing sustainability in the business strategy, everyone agreed that this is essential and strongly thinks this is the way to go. It was common to all the participants that hospitality companies should strongly adopt measures that help minimize their impact on the local they are inserted in since they're a big polluting source. They have also mentioned that this can be seen, in a primary stage, as a differentiation factor, as there are not many companies with these values strongly implemented yet. It was also mentioned the reduction of costs in the long term for the company.

“First, for the obvious reason, the environmental impact. Then for the social responsibility factor, as each establishment has a responsibility to the communities they operate in, and sustainable practices can positively impact local economies, creating jobs and supporting local cultures and traditions. Then, at this point, embracing sustainability can work as a competitive advantage, as they can be a unique selling point and help attract environmentally conscious guests.” (LP, 23)

“It’s beneficial for our environment, it can help reduce some of the costs of the hotel in the long term.” (GO, 35)

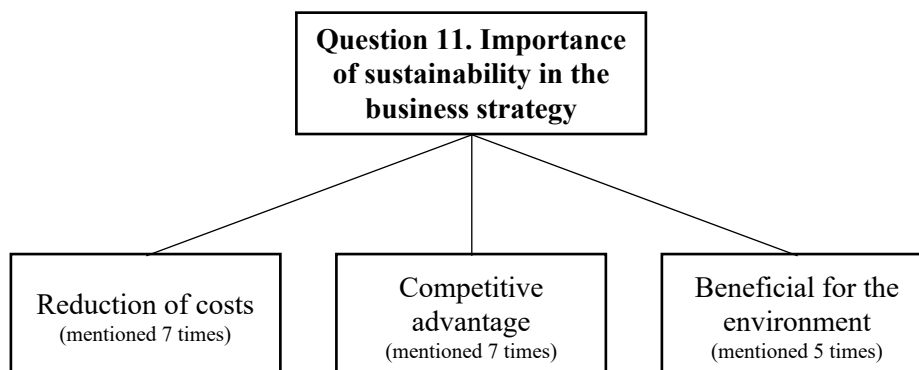


Figure 4.5 – Most common answers to question 11

Table 4.5 – Summary of the most common answers to question 11

Question 11. Importance of sustainability in the business strategy	
FR	Yes, because it can reduce costs in the long term
JD	Yes, because it's beneficial for the environment, helps reduce costs of the hotel in the long term
MC	Yes, because people will start choosing these establishments more often
DV	Yes, because gives a good image for the company
PH	Yes, because it's a differentiator factor and could help reduce costs in the future
EM	Yes, because it's a polluting sector and should minimize its impact on the environment
KS	Yes, because it innovative idea, competitive advantage
ST	Yes, because it can reduce costs in the long term
FT	Yes, because it attracts environmentally friendly travellers
LP	Yes, because of environmental impact, social responsibility, creation of jobs, supports local culture, competitive advantage
MV	Yes, because gives a good image for the company
GA	Yes, because it's a differentiator factor and it can mean competitive advantage
RS	Yes, because it's a polluting sector and should minimize its impact on the environment
VA	Yes, because it helps maintain certain standard regulations
IP	Yes, because it can reduce costs in the long term
CG	Yes, because it's a differentiator factor and it can mean competitive advantage
MB	Yes, because it's a differentiator factor and it can mean competitive advantage
TG	Yes, because it can reduce costs in the long term
GS	Yes, because it's a polluting sector and should minimize its impact on the environment
BF	Yes, because it might insure the long life of the business
SS	Yes, because it's a competitive advantage
GO	Yes, because it can reduce costs in the long term

When asked if they thought that the sustainable measures adopted by hotels are efficient in the fight against climate change, there was a common agreement. Nonetheless, some of the participants showed their concern regarding the truthfulness of hospitality companies in adopting such measures. Some mentioned that many times, companies only adopt these measures either because they're mandatory or because being sustainable is on trend, which, as pointed out, is not acceptable. They also mentioned that every action is good, but it should be taken more seriously and should also be adopted practices that have a bigger impact on this fight.

“I think they’re a big help and if every hotel around the world would implement these measures it would already have a huge impact, but I also don’t think they’re enough. I believe the hospitality industry still has a lot of things to improve to minimize they’re impact, and these measures are just the beginning.” (CG, 44)

“Some are more efficient than others. I feel like there’s some hotels that implement some measures because sustainability is on trend, but this is not okay, and it is a problem that needs to be taken into account very seriously! Of course that every little action is important but hospitality companies, specially the big ones, need to do more and it needs to be fast.” (VA, 39)

“They are efficient because every action counts, but I believe that many companies only have them implemented because it’s almost mandatory. I think this is a problem that should be taken very seriously, and the tourism sector could do a lot more than what they’re doing.” (SS, 29)

Table 4.6 – Summary of the most common answers to question 12

Question 12. Efficiency of sustainable practices	
FR	Yes, every action is important
JD	Yes, but more rigorous measures should be adopted
MC	Yes, but more rigorous measures should be adopted
DV	Yes, but it can't be because they are on trend
PH	Yes
EM	Yes, but more rigorous measures should be adopted
KS	Yes, every action is important
ST	Yes
FT	Yes, but more rigorous measures should be adopted
LP	Yes
MV	Yes, but more rigorous measures should be adopted
GA	Yes, but it can't be because they are on trend
RS	Yes
VA	Yes, but it can't be because they are on trend
IP	Yes
CG	Yes, but more rigorous measures should be adopted
MB	Yes
TG	Yes
GS	Yes, but it can't be because they are on trend
BF	Yes
SS	Yes, but more rigorous measures should be adopted
GO	Yes, but it can't be because they are on trend

Finally, regarding the measures that the participants thought were more important for hospitality establishments to implement, things such as transitioning to renewable sources or the production of their own electricity, water conservation, waste management, buying locally, and reduction of food waste were highlighted.

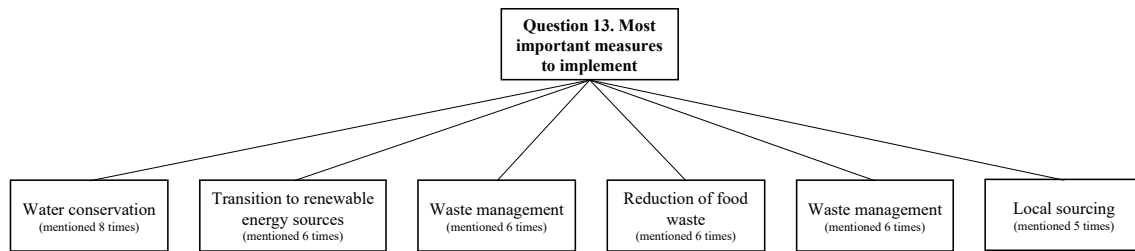


Figure 4.6 – Most common answers to question 13

Table 4.7 – Summary of the most common answers to question 13

	Question 13. Most important measure(s) to implement
FR	use of environmentally friendly construction materials, conservation of local biodiversity
JD	end of plastic usage, buying locally, adoption of less consuming devices
MC	transition to renewable sources, buying locally, reduction of food waste
DV	employee training, create awareness on guests, production of its own electricity
PH	transition to renewables sources, buying locally, contribute to local charity associations
EM	production of its own electricity, provide environmentally friendly transportation to guests, water reuse
KS	reduction of food waste, waste management, production of its own electricity
ST	production of its own electricity, water reuse and conservation
FT	transition to renewable sources, water reuse and conservation
LP	waste management, water conservation, reduction of food waste
MV	recycling, water conservation, end of plastic usage, reduction of food waste
GA	production of its own food products, create awareness on guests, waste management
RS	usage of environmentally friendly cleaning products, preserve the local biodiversity
VA	transition to renewable sources, buying locally, water reuse and conservation
IP	buying locally, end of plastic usage, reduction of food waste
CG	waste management, production of its own food products
MB	recycling, use of environmentally friendly construction materials, reduction of food waste
TG	harvest of indigenous plants, preservation of local biodiversity
GS	transition to renewable sources, water conservation, buying locally
BF	waste management, reduction of food waste, production of its own electricity
SS	community engagement, waste management, water conservation, end of plastic usage
GO	transition to renewable sources, production of its own electricity, employee training

4.2. Discussion

After analysing the data collected, the present section is dedicated to the discussion of results according to the literature available and examined in such a way as to answer the research question of the present dissertation.

First of all, it is important to mention that there was a consensus regarding the participants' interpretation of sustainable accommodation. Sustainable accommodation was commonly defined as a facility designed to minimize its impact on the environment through the adoption of sustainable practices and, at the same time, contribute to the society and economy of the location they are inserted in. The study was in conformity with Moscardo et al. (1996) who stated that these accommodation establishments aim to have minimal negative environmental and social impact, encourage and protect the local heritage, provide employment and boost the local economy.

Regarding sustainable practices adopted by accommodation establishments, the results match with Verma & Chandra (2016) and Xess et al. (2021) as the most commonly stated ones were energy efficiency, waste management, the use of renewable energy sources, water conservation and management, local sourcing, and the own production of fruits and vegetables. It was found that people give more attention to those not-so-common measures adopted instead of those typical ones, mainly because there is an increasing need to reduce each one's harmful attitudes towards the environment. Nevertheless, it was also found that a real commitment from these establishments to sustainability is necessary as guests are aware of these measures and do not accept that sustainability is just a sales point. These findings are in line with Yi et al. (2018) who found that guests do want a commitment to sustainability instead of using this topic as a marketing tool.

The results are also in accordance with Baker et al. (2014) since each individual's sustainable behaviour is positively related to their intention to buy sustainable products/services. However, in the present study, it was found that tourists are not always willing to pay a premium price to stay in these accommodations which goes against the findings of Boronat-Navarro & Pérez-Aranda (2020) who found that guests conscious about sustainability are willing to pay higher prices for sustainable measures.

Results also showed a contradiction with Dolnicar et al. (2010) who confirmed that people who behave sustainably in their daily lives do not necessarily do it during their vacations. On this aspect, the findings are actually in accordance with Han & Yoon (2015), who found that people with a more sustainable lifestyle usually tend to adopt the same practices during their vacations. The insights obtained showed that travellers that adopt sustainability in their lifestyle, usually follow the same pattern while travelling.

Finally, concerning the research question, the adoption of sustainable practices influences guest satisfaction, the results are consistent with Prud'homme & Raymond (2013) and Moise et al. (2018) who support that green practices and guest satisfaction are related. It was found that the sustainability component of the accommodation establishment has a significant positive impact on the guest's satisfaction, and for that reason, managers should guarantee good quality service to maintain and increase standards. Additionally, these findings corroborate Robinot & Giannelloni (2010) who have concluded that green practices do not influence guest satisfaction and should indeed be kept from clients in order to minimize the risk of affecting customer satisfaction.

Although the impossibility to become completely sustainable due to external factors, travellers concerned about the environment tend to choose environmentally friendly options

during their vacations and it can be concluded that the measures adopted by accommodation establishments are important and will positively influence customer satisfaction.

4.3. Academic and Practical Contributions

At the academic level, the present research contributed to increasing the knowledge about sustainable tourism behaviour and travellers' interest in sustainability. Being sustainable tourism a growing interest concept in the research field, the sustainable accommodations concept is emerging. It is, thus, important to analyse their relationship with tourists.

The present study contributes to the existing theory since it demonstrates innovative knowledge yet to be explored and studied in this field. It is well known that sustainability is a very present subject in today's society and its link to the touristic activity is growing rapidly. For that reason, this dissertation contributes to a better understanding of the relationship between sustainability in accommodation establishments with guest satisfaction, helping to fill this gap in the literature.

It was found that there is indeed a relationship between sustainability and customer satisfaction, specifically when travellers adopt sustainable practices in their lifestyle. It is very common that people interested in sustainability in their everyday life, also tend to be more environmentally conscious during their vacations.

At a business level, this research is particularly relevant as sustainability is an increasing interest and requests for adopting greener practices in the tourism and hospitality sector are arising from governments and customers. In order to accomplish these more demanding needs, the almost mandatory and more rigorous sustainability targets, and to gain competitive advantage, this research provides deeper knowledge of the relationship between sustainability and guest satisfaction, and managers can use these insights to their companies' benefit.

CHAPTER V

Conclusions and Limitations

The following chapter contains the main conclusions of the study, presents its limitations, and also aims to give suggestions for future research.

5.1. Conclusions

The present study aims to understand how the adoption of sustainable practices impacts guest satisfaction. Sustainable tourism trends are increasing, and it is important to understand how travellers embrace these trends and how they affect their vacations. The results of this research mostly confirmed the existing findings on the subject which confirms the importance of hospitality and tourism companies embracing sustainability in their business strategies. This is due to sustainability evidently increasing customer satisfaction and customer loyalty towards the accommodation (Moise et al., 2018), it will increase brand image (Kularatne et al., 2019) and it is a competitive advantage relative to other companies (Kularatne et al., 2019).

Regarding the research question presented, it can be concluded that the adoption of sustainable practices does indeed affect customer satisfaction. This is justified mainly due to the fact of each individual's positive attitudes towards sustainability and their interest in the environment and the reduction of each personal footprint (Han et al., 2009).

Usually, people who choose sustainable accommodation tend to enjoy the contact with nature and are very aware of their impact as individuals on the environment. They also look to preserve their health and are looking for a relaxing experience. For this reason, they like to participate in activities developed by the establishment concerning sustainability.

However, it is also pointed out that there is not much offer of this type of accommodation in the big and touristic cities and it was prominent that this is one of the difficulties of travelling more sustainably. For this reason, managers and hotel owners should embrace sustainability as a differentiator and competitive advantage as people are more conscious than ever about this topic. This could bring, besides the environmental contributions, financial benefits to the business.

It is pointed out that the measures adopted are effective, as stated, every action on this matter is important, however, people consider that accommodation establishments should do more than the basic and implement more serious and complex sustainable practices at a global level.

Price and location are still the determinant factors in one's choice of accommodation establishments followed by sustainability. People also mentioned that they are not willing to pay a higher price for the sustainability component, which reveals a contradiction from previous literature, that confirmed that people with a higher interest in sustainability are willing to pay a premium price to stay in these establishments.

To answer the research question of this study, the adoption of sustainable practices and the overall sustainability side of the accommodation establishment does indeed influence guest satisfaction. This is due, mainly, to their choice of lifestyle and their concern about the environment. It can be concluded that tourists prefer establishments that try to minimize their impact on the environment and society, and that encourage their guests to minimize their consumption and footprint while on their vacations. Managers should, then, incorporate this in the business strategy, not only for marketing purposes, but because of the establishment actual interest in minimizing its impact.

It is then possible to conclude that the present dissertation is in accordance with previous findings on the subject, although there are some contradictions. It is important to note that the impact of sustainable practices on guest satisfaction may also vary depending on each individual interests and preferences. Although the findings of this study confirm a positive relation between these two, it's important to bear in mind that those who do not prioritize sustainability may not be impacted by the sustainability component adopted by the establishment. Therefore, hotels and other lodging facilities should consider their target market and communicate this through the correct communication channels to enhance their guest satisfaction.

5.2. Limitations of the Study

The present dissertation has some limitations which influenced the outcomes of the investigation, and it should be taken into consideration for future research.

Firstly, given the research method approach, the non-probabilistic convenience sample, it does not allow for the generalization of the results as it might not represent the entire population.

Secondly, the study is based on a small sample, and it has a restricted geographical scope, as it only studies an exclusive segment of the Portuguese market.

Finally, given the fact that this is a recent subject studied, not many studies have researched the topic in the Portuguese market, thus the comparison of the findings was limited.

5.3. Suggestions for Future Research

In order to better understand the connection between sustainable practices and guest satisfaction in the hospitality industry some new topics might be explored in future research.

It is important to understand this relationship in a different empirical context, thus investigating this topic in another country with different individuals, a wider and diversified sample size, would be interesting to understand if the relationship between the two variables is maintained and to understand the general behaviour on a global level. Future research could also be applied in all other types of accommodation establishments to guarantee that the positive relationship continues.

Finally, it would be interesting to incorporate a quantitative sample in order to represent the entire population and finally conclude if this topic has a significant impact on the satisfaction of the overall population.

References

- Baker, M. A., Davis, E. A. & Weaver, P. A. (2014). Eco-friendly Attitudes, Barriers to Participation, and Differences in Behavior at Green Hotels. *Cornell Hospitality Quarterly*, 55(1), 89-99. <http://dx.doi.org/10.1177/1938965513504483>
- Berezan, O., Raab, C., Yoo, M., & Love, C. (2013). Sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. *International Journal of Hospitality Management*, 34, 227-233. <https://doi.org/10.1016/j.ijhm.2013.03.010zz>
- Booking.com. (2021, June 3). *Sustainable Travel Report 2021* (pp. 1-15). Booking.com. <https://globalnews.booking.com/bookingcoms-2021-sustainable-travel-report-affirms-potential-watershed-moment-for-industry-and-consumers/>
- Borchardt, M., Poltosi, L. A. C., Sellitto, M. A. & Pereira, G. M. (2009). Adopting Ecodesign Practices: Case Study of a Midsized Automotive Supplier. *Environmental Quality Management*, 19(1), 7-22. <https://doi.org/10.1002/tqem.20232>
- Boronat-Navarro, M. & Pérez-Aranda, J. A. (2020). Analyzing Willingness to Pay More to Stay in a Sustainable Hotel. *Sustainability*, 12(9), 3730. <https://doi.org/10.3390/su12093730>
- Bosque, I. R. & Martín, H. S. (2008). Tourist Satisfaction: A Cognitive-Affective Model. *Annals of Tourism Research*, 35(2), 551-573. <https://doi.org/10.1016/j.annals.2008.02.006>
- Brown, S. (2005). Travelling with a Purpose: Understanding the Motives and Benefits of Volunteer Vacationers. *Current Issues in Tourism*, 8 (6), 470-496. <https://doi.org/10.1080/13683500508668232>
- Chang, L-H., Hsiao, Y-C., Nuryyev, G. & Huang, M-L. (2014). People's motivation, constraints and willingness to pay for green hotels. *European Journal of Tourism Research*, 9, 67-77. <http://dx.doi.org/10.54055/ejtr.v9i.166>
- Chen, R. J. C. (2015). From sustainability to customer loyalty: A case of full-service hotels' guests. *Journal of Retailing and Consumer Services*, 22, 261-265. <https://doi.org/10.1016/j.jretconser.2014.08.007>
- Chiu, Y. H., Lee, W. & Chen, T. (2014). Environmentally responsible behaviour in eco-tourism: Antecedents and implications. *Tourism Management*, 40. 321-329. <https://doi.org/10.1016/j.tourman.2013.06.013>
- Dangelico, R. M. & Pujari, D. (2010). Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability. *Journal of Business Ethics*, 95, 471-486. <https://doi.org/10.1007/s10551-010-0434-0>

- Dolnicar, S. (2010). Identifying tourists with smaller environmental footprints. *Journal of Sustainable Tourism*, 18(6), 1-22. <http://dx.doi.org/10.1080/09669581003668516>
- Floričić, T. (2020). Sustainable Solutions in the Hospitality Industry and Competitiveness Context of “Green Hotels”. *Civil Engineering Journal*, 6(6), 1104-1113. <https://doi.org/10.28991/cej-2020-03091532>
- Gatersleben, B., Murtagh, N. & Abrahamse, W. (2014). Values, identity and pro-environmental behaviour. *Journal of the Academy of Social Sciences*, 9(4), 374-392. <https://doi.org/10.1080/21582041.2012.682086>
- Gottberg, A., Morris, J., Pollard, S., Mark-Herbert, C. & Cook, M. (2006). Producer responsibility, waste minimisation and the WEEE Directive: Case studies in eco-design from the European lighting sector. *Science of The Total Environment*, 359(1-3), 38-56. <https://doi.org/10.1016/j.scitotenv.2005.07.001>
- Guo, R., Lv, S., Liao, T., Xi, F., Zhang, J., Zuo, X., Cao, X., Feng, Z. & Zhang, Y. (2020). Classifying green technologies for sustainable innovation and investment. *Resources, Conservation & Recycling*, 153. <https://doi.org/10.1016/j.resconrec.2019.104580>
- Hair, J. F., Ringle, C. M. & Sarstedt, M. (2014). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-151. <https://doi.org/10.2753/MTP1069-6679190202>
- Han, H., Hsu, L. & Lee, J. (2009). Empirical investigation of the roles of attitudes towards green behaviours, overall image, gender, and age in hotel consumers’ eco-friendly decision-making process. *International Journal of Hospitality Management*, 28(4), 519-528. <https://doi.org/10.1016/j.ijhm.2009.02.004>
- Han, H., Lee, J. S., Trang, H. L. T. & Kim, W. (2018) Water conservation and waste reduction management for increasing guest loyalty and green hotel practices. *International Journal of Hospitality Management*, 75, 58-66. <https://doi.org/10.1016/j.ijhm.2018.03.012>
- Han, H. & Yoon, H. J. (2015). Hotel customers’ environmentally responsible behavioral intention: Impact of key constructs on the decision in green consumerism. *International Journal of Hospitality Management*, 45, 22-33. <https://doi.org/10.1016/j.ijhm.2014.11.004>
- Ilina, E. L., Miloradov, K. A. & Kovaltchuk, A. P. (2019). “Green Hotel”: Concepts and Implementation. *Journal of Environmental Management and Tourism*, 10(2), 300-306. [https://doi.org/10.14505/jemt.v10.2\(34\).03](https://doi.org/10.14505/jemt.v10.2(34).03)
- Instituto Nacional de Estatística. (2023, July 6). *Estatísticas do Turismo 2022*. https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=593942156&DESTAQUESmodo=2

- Kim, Y. & Han, H. (2010). Intention to pay conventional hotel prices at a green hotel – a modification of the theory of planned behavior. *Journal of Sustainable Tourism*, 18(8), 97-1014. <https://doi.org/10.1080/09669582.2010.490300>
- Kosinski, M., Matz, S. C., Gosling, S. D., Popov, V. & Stillwell D. (2015). Facebook as a research tool for the social sciences: Opportunities, challenges, ethical considerations, and practical guidelines. *American Psychologist*, 70(6), 543-556. <https://psycnet.apa.org/doi/10.1037/a0039210>
- Kularatne, T., Wilson, C., Mansson, J., Hoang, V. & Lee, B. (2019). Do environmentally sustainable practices make hotels more efficient? A study of major hotels in Sri Lanka. *Tourism Management*, 71, 213-225. <https://doi.org/10.1016/j.tourman.2018.09.009>
- Kulözü-Uzunboy, N. & Sipahi, S. (2022, February 8). Sustainability motivation factors and their impacts: the case of Palandöken Winter Tourism Center, Erzurum. *Environmental Science and Pollution Research*, 29, 44678-44692. <https://doi.org/10.1007/s11356-022-18826-7>
- Laroche, M., Bergeron, J. & Barbaro-Forleo, G. (2001). Targeting Consumers Who Are Willing to Pay More for Environmentally Friendly Products. *Journal of Consumer Marketing*, 18(6), 503-520. <http://dx.doi.org/10.1108/EUM00000000006155>
- Legrand, W., Sloan, P. & Chen, J. S. (2017). *Sustainability in the hospitality industry: Principles of sustainable operations*. (3rd ed.). Routledge.
- Martínez, P. (2015). Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), 896-917. <https://doi.org/10.1108/IJCHM-03-2014-0115>
- Merli, R., Preziosi, M., Acampora, A. & Ali, F. (2019). Why should hotels go green? Insights from guests experience in green hotels. *International Journal of Hospitality Management*, 81, 169-179. <https://doi.org/10.1016/j.ijhm.2019.04.022>
- Moise, M. S., Gil-Saura, I. & Ruiz-Molina, M. E. (2018). Effects of green practices on guest satisfaction and loyalty. *European Journal of Tourism Research*, 20, 92-104. <https://doi.org/10.54055/ejtr.v20i.342>
- Moise, M. S., Gil-Saura, I. & Riuz-Molina, M. E. (2021). Efectos de las prácticas verdes en la lealtad: propuesta de un modelo para el entorno hotelero colombiano. *Journal of Management and Economics for Iberoamerica*, 37(160), 425-438. <https://doi.org/10.18046/j.estger.2021.160.4072>
- Morris, A. (2015). *A Practical Introduction to In-depth Interviewing* (1st ed.). Sage.

- Moscardo, G., Morrison, A. M. & Pearce, P. L. (1996). Specialist Accommodation and Ecologically-Sustainable Tourism. *Journal of Sustainable Tourism*, 4(1), 29-52. <https://doi.org/10.1080/09669589608667257>
- Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retail settings. *Journal of Retailing*, 57(3), 25-48. <https://psycnet.apa.org/record/1984-10995-001>
- Ooi, N. & Laing J. H. (2010). Backpacker tourism: sustainable and purposeful? Investigating the overlap between backpacker tourism and volunteer tourism motivations. *Journal of Sustainable Tourism*, 18(2), 192-206. <https://doi.org/10.1080/09669580903395030>
- Parasuraman, A. P., Berry, L. L. & Zeithaml, V. A. (1994). Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research. *Journal of Marketing*, 58(1), 111-124. <http://dx.doi.org/10.2307/1252255>
- Porter, M. E. & Reinhardt, F. (2007). A Strategic Approach to Climate. *Harvard Business Review*, 85(10), 22-26. https://www.researchgate.net/publication/289205817_A_strategic_approach_to_climate
- Prud'homme, B. & Raymond, L. (2013). Sustainable development practices in the hospitality industry: An empirical study of their impact on customer satisfaction and intentions. *International Journal of Hospitality Management*, 34, 116-126. <https://doi.org/10.1016/j.ijhm.2013.03.003>
- Robinot, E. & Giannelloni, J. (2010). Do hotels' "green" attributes contribute to customer satisfaction? *Journal of Services Marketing*, 24(2), 157-169. <http://dx.doi.org/10.1108/08876041011031127>
- Sadiq, M., Adil, M. & Paul, J. (2022). Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective. *International Journal of Hospitality Management*, 100. <https://doi.org/10.1016/j.ijhm.2021.103094>
- Saunders, M. N. K. (2012). Choosing Research Participants. In G. Symon & C. Cassel (Eds.), *Qualitative Organizational Research: Core Methods and Current Challenges* (pp. 37-55). SAGE Publications. <https://doi.org/10.4135/9781526435620>
- Shieh, H.-S. (2012). The greener, the most cost-efficient? An empirical study of international tourist hotels in Taiwan. *International Journal of Sustainable Development & World Ecology*, 19(6), pp. 536-545. <https://doi.org/10.1080/13504509.2012.741627>
- Simon, M., Evans, S., McAloone, T. C., Sweatman, A., Bhamra, T., & Poole, S. (1998). *Ecodesign Navigator: A key resource in the drive towards environmentally efficient product design*. Cranfield University.

- Sun, K., Cao, X. & Xing, Z. (2021). Can the Diffusion Modes of Green Technology Affect the Enterprise's Technology Diffusion Network towards Sustainable Development of Hospitality and Tourism Industry in China? *Sustainability*, 13(16), 1-18. <https://doi.org/10.3390/su13169266>
- Thompson, B. S., Gillen, J. & Friess, D. A. (2018). Challenging the principles of ecotourism: insights from entrepreneurs on environmental and economic sustainability in Langkawi, Malaysia. *Journal of Sustainable Tourism*, 26(2), 257-276. <https://doi.org/10.1080/09669582.2017.1343338>
- Trišić, I., Štetić, S., Privitera, D., Petrović, M. D., Maksin, M., Vujović, S., Jovanović, Z. & Kalinić, M. (2021). Perspectives on Sustainable Tourism Development in the Hotel Industry – A Case Study from Southern Europe. *Sustainability*, 13(10), 5563. <http://dx.doi.org/10.3390/su13105563>
- United Nations Environment Programme & World Tourism Organization. (2005). Making Tourism More Sustainable – A Guide for Policy Makers. https://wedocs.unep.org/bitstream/handle/20.500.11822/8741/-Making%20Tourism%20More%20Sustainable_%20A%20Guide%20for%20Policy%20Makers-2005445.pdf?sequence=3&isAllowed=y
- UNWTO. (n.d.). Tourism in the 2030 Agenda. <https://www.unwto.org/tourism-in-2030-agenda>
- Van Hemel, C. & Cramer, J. (2002). Barriers and stimuli for ecodesign in SMEs. *Journal of Cleaner Production*, 19(5), 439-453. [https://doi.org/10.1016/S0959-6526\(02\)00013-6](https://doi.org/10.1016/S0959-6526(02)00013-6)
- Vercalsteren, A. (2001). Integrating the ecodesign concept in small and medium-sized enterprises, Experiences in the Flemish region of Belgium. *Environmental Management and Health*, 12(4), 347-355. <https://doi.org/10.1108/EUM0000000005706>
- Verma, V. K. & Chandra, B. (2016). Hotel Guest's Perception and Choice Dynamics for Green Hotel Attribute: A Mixed Method Approach. *Indian Journal of Science and Technology*, 9(5), 1-9. <https://dx.doi.org/10.17485/ijst/2016/v9i5/77601>
- Wang, T-C., Tseng, M-L., Pan, H-W., Hsiau, C-C., Tang, T-W. & Tsai, C-L. (2021). The development of a sustainable wellness service marketing strategy in Taiwan based on consumer eye movements and preferences. *Journal of Cleaner Production*, 282, 1-10. <https://doi.org/10.1016/j.jclepro.2020.124382>
- World Tourism Organization [UNWTO]. (2017). *El sector turístico y los objetivos de desarrollo sostenible – Turismo responsable, un compromiso de todos*. <https://www.e-unwto.org/doi/epdf/10.18111/9789284418299>

- World Travel Tourism Council [WTTC]. (n. d.). *Economic Impact Reports*.
<https://wttc.org/Research/Economic-Impact>
- Xess, A., Bhargave, H. & Kumar, P. (2021). A study on the influence of eco-friendly technologies in the hospitality industry. *Journal of Physics: Conference Series*, 1950(1).
<https://doi.org/10.1088/1742-6596/1950/1/012024>
- Yi, S., Xu, L. & Jai, T-M. (2016). Hotel guests perception of best green practices: A content analysis of online reviews. *Tourism and Hospitality Research*, 18(2), 191-202.
<http://dx.doi.org/10.1177/1467358416637251>
- Yusof, Y., Awang, Z. & Jusoff, K. (2017). The influence of green practices by non-green hotels on customer satisfaction and loyalty in the hotel and tourism industry. *International Journal of Green Economics*, 11(1), 1-14. <http://dx.doi.org/10.1504/IJGE.2017.10003675>
- Zhu, Q. & Sarkis, J. (2006). An inter-sectoral comparison of green supply chain management in China: Drivers and practices. *Journal of Cleaner Production*, 14(5), 472-486.
<https://doi.org/10.1016/j.jclepro.2005.01.003>

Annexes

Annex A – Preliminary online survey for the selection of participants

Sociodemographics

Gender *

☐ Male

☐ Female

☐ Rather not say

☐ Other

Age *

A sua resposta _____

Nationality *

A sua resposta _____

Annex A (cont.) – Preliminary online survey for the selection of participants

Requirements for the study
Are you interest in sustainability? * ☐ Yes ☐ No
Do you consider yourself a sustainable person (based on your lifestyle)? * ☐ Yes ☐ No
When you travel, do you take into consideration your ecological footprint? * ☐ Yes ☐ No
Do you try to reduce your impact on the destination you're visiting? * ☐ Yes ☐ No
Have you ever stayed in a sustainable accommodation establishment? * ☐ Yes ☐ No
If yes, which one? A sua resposta _____

Annex B – Interview guidelines with participants

INTRODUCTION	Introduction of the interviewer and explanation of the purpose of the interview. 1. Could you introduce yourself (background)? 2. How often do you travel? 3. Do you consider the impact of your travels to the respective destinations? 4. Who do you usually travel with? 5. Is sustainability a requirement for the accommodations on your travels? If yes, why?
INFLUENCE OF SUSTAINABLE PRACTICES ON GUEST SATISFACTION	1. What do sustainable tourism and sustainable accommodation mean to you? 2. What do you consider to be sustainable practices in a hotel? Can you give some examples? 3. How often do you stay in sustainable accommodations? 4. Could you give me any example of a previous experience in sustainable accommodation? What was it like? 5. What kind of sustainable practices did the accommodation(s) you stayed in had implemented? 6. Do you believe that the sustainable side of the accommodation improved your experience? In what way? 7. What was the main feature/practice you believe impacted your satisfaction towards the hotel? 8. Have you ever stayed in a traditional accommodation? If yes, did you prefer the experience of traditional or sustainable accommodation? Why? 9. Why do (would) you choose to stay in a sustainable accommodation instead of staying in a traditional one? 10. What do you take into consideration while choosing the place to stay during your vacations? 11. Do you consider it important that accommodation establishments embrace sustainability in their business strategy? Why? 12. Do you believe that the measures/practices implemented in the sustainable accommodations are efficient (in the fight against climate change)? 13. What measures do you think are the most important for accommodation establishments to implement?
CONCLUSION	1. Do you want to add something else related to this topic? 2. Do you have any questions? Thank you very much for your participation in this study.

Annex C – Sociodemographic sheet

Sociodemographic information table	
Name	
Age	
Nationality	
Education	
Job occupation	
Fist time in sustainable accommodation	

	Online interview duration
FR	32 min
JD	25 min
MC	23min
DV	39 min
PH	36 min
EM	29 min
KS	20 min
ST	37 min
FT	38 min
LP	23 min
MV	21 min
GA	36 min
RS	40 min
VA	38 min
IP	26 min
CG	33 min
MB	26 min
TG	31 min
GS	28 min
BF	35 min
SS	24 min
GO	35 min