



HOSPITALITY AND SUSTAINABILITY: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Environmental degradation has been the primary consequence of human growth since the start of the industrial revolution. Extreme weather, supply chain disruptions and rising temperatures are some of the major problems brought on by overuse of natural resources. Many are depending on sustainable solutions to change local and global processes that are harmful to the environment and human survival in order to combat these dangers. In this line, this paper has tried to outline the work being done in terms of sustainability in the hospitality industry which has been seen as a source of high energy consumption, water usage and waste generation. Using systematic literature review through various databases, nine themes has been identified which are being worked upon across world in the hospitality industry.

Keywords: Hospitality, Sustainability

INTRODUCTION

According to the most recent “UN Tourism research” presented at “UNFCCC COP25 in December 2019”, CO₂ emissions from tourism is expected to rise by “25% by 2030” compared to the current ambition scenario. In addition to presenting transportation-related CO₂ emissions for the period, the research offers insights into how the demand for tourism has changed throughout the various worldwide regions between “2016 and 2030”. According to a current ambition scenario, tourism-related transportation-related emissions accounted for “5% of total man-made emissions in 2016 and is expected to rise to 5.3% by 2030”. Therefore, it is imperative that climate action be increased in the industry. If nothing is done about climate change, the long-term costs will be greater than those of any other disaster (UNWTO). Hence, in order to advance the growth of low-carbon tourism and the industry’s commitment to global climate goals, UN Tourism is dedicated to:

- Improve CO₂ emissions extent and reporting in the travel industry
- Speeding the process of tourism activities towards less carbon intensive
- The tourism industry’s involvement in carbon reduction and adaptation

The guidelines for the sustainable tourism is applicable for all types of tourisms as well as tourism destinations. Where the sustainable practices covers the “environmental, economic and socio-cultural aspects of tourism development” and for the long-term sustainability, an appropriate balance is required between these aspects (UNWTO). Thus, UNWTO has framed the principles or guidelines for the sustainable tourism and it must follow the aspects of:

- “Making optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.”
- “Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values and contribute to inter-cultural understanding and tolerance.”
- “Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.”

To ensure widespread engagement and consensus-building, the development of sustainable tourism requires the informed participation of all “relevant parties and strong political leadership”. The pursuit of sustainable tourism is a continuous process that calls for regular “impact assessments and the use of suitable preventive or remedial measures” when necessary. A high degree of visitor satisfaction should also be maintained by sustainable

tourism, which should also guarantee that visitors have a meaningful experience while increasing their understanding of sustainability issues and encouraging sustainable travel practices (UNWTO).

HOSPITALITY

The travel and tourism sector is made up of a large number of companies that share the objective of “giving tourists the goods and services they need or want” and includes the hotel sector also. The Oxford Dictionary defines hospitality as “The liberal and good-natured reception and entertainment of guests, visitors or strangers.” The Latin term “hospitalitas” is where the word “hospitality” originated from. In addition to hotel, food and beverage businesses, the hospitality sector also includes “institutional food and beverage services” and as they provide their clients with overnight accommodations, lodging operations differ from other travel and tourist enterprises. Numerous hotel establishments offer recreational opportunities, food and beverage services and more. Further, a hotel can be categorized in a number of ways based on its size, location, guests, duration of stay, features etc and while making a reservation, a person can get the details like the hotel’s location, price, amenities and other details from the name itself. A hotel may fit into more than one of the following categories.



Source: Introduction to hospitality Industry, Uttarakhand Open University

In addition to being one of the biggest employers and sources of economic output in the tourism sector, the hotel industry also uses a lot of energy. Indeed, 2% of the 5% global CO₂ emissions from the tourism industry are attributable to hotels and other lodging options. The focus of the initiative on SMEs is especially crucial because their competitiveness may be lowered by their use of outdated technologies, lack of financial and human resources and ignorance of greener alternatives. Comparing SMEs to larger hotel chains, the former are typically less environmentally conscious. Therefore, it is essential to assist the industry in addressing the problems posed by climate change.

Sustainability, as “the concept of improving and maintaining a healthy ecological, social and economic system for human development”, has emerged as one of the most important tactics for businesses looking to survive over the long run. Combined with good environmental standards, the “Green Supply Chain” benefits businesses. Developing “green supply chain management strategies” also reduces negative impacts on ecosystems, which enhances environmental health. Current economic, societal and regulatory forces are putting a lot of pressure on businesses to source products, distribute them and operate in a lean and ecologically friendly manner.

Furthermore, without requiring any new technology, it is found that only moving to the GSC can reduce costs by “5–20%” and the use of “novel technologies”, however, can further boost “cost reductions”. Additionally, by improving their green credentials with stakeholders such as consumers, employees and government representatives, businesses ensure a sustainable and profitable future (Avery et al., 2011). While talking about the hospitality industry, the growth and development are ongoing and profitable and is developing at a rate far faster than the average for global economic development. Leaders in the hotel industry from all sectors recognize the importance of sustainability leadership due to its enormous economic impact (World Economic Forum, 2017). In Italy, the tourism industry has been found to be vital to the Italian economy with an overall contribution of about “132 billion US dollars in 2020”. Where in order to maintain high-quality lodging facilities while taking environmental and economic sustainability into account and with a high energy usage in hotels and a big impact on the bottom line with the amenities like restaurants, swimming pools, service areas, common areas, conference rooms, reception and guest rooms being often provided by the hotels as value addition. Therefore, investments in technologies that can lower energy-related expenses is suggestive while also improving service quality (Chen et al., 2020). Also, these services are corresponding to a definite energy usage of macro-categories including “heating, cooling, production of domestic hot water, electrical energy for lighting, refrigeration, household appliances and electric equipment in the common areas.” These consumptions also depends upon a lot of features of the building like “geographical area, size and age of the building, type of envelope, exposure, number of rooms, number of days per year open to customers, catering service, type of conditioning system and domestic hot water production” (Basili et al., 2020). Where the excessive consumption contributes significantly to the production of CO₂ which is emitted into the atmosphere and has well-known effects in addition to adding to financial expenses for enterprises. In this regard on October 23 and 24, 2014, the European Council agreed the 2030 climate and energy framework, which outlines three key goals (European Commission, 2020) :

- “A reduction of at least 40% in greenhouse gas emissions compared to the levels recorded in 1990”.
- “A share of at least 27% of renewable energy”.
- “An improvement in energy efficiency of at least 27%”.

Also, over the past ten years, ethically conscious investing has increased due to the rise of CSR creating a new trend in capital investment (Social Investment Forum, 2007). Socially responsible investing is a best practice that actively promotes “businesses’ sustainable development”. It involves investors paying attention to a company’s “social, economic and environmental growth and well-being” while also taking traditional finance into account and carefully choosing high-performance investments to position personal investments toward significantly “impactful sustainable developments” (Chipeta and Gladyssek, 2012). There are now many different operational setups competing for market share in the increasingly competitive hotel sector. Managers have found that the concept of sustainability has been an effective way to grow their company (Su Chen, 2020). Therefore, depicting the customers’ investing awareness towards sustainable products and services, suggesting that the hospitality sector must keep this point in view that how they can capture the market of sustainability aware consumers. Further, there are various aspects needed to be probed out related to sustainability in this sector, hence, the objective of this paper is to identify the themes which can be worked upon further by the hospitality people in their marketing strategies as well as by academicians in the research field.

METHODOLOGY

To know the major sub dimensions of sustainability in hospitality, extensive literature review was done using systematic literature review, PRISMA technique and TCCM (Theory, Context, Characteristics and Methodology). The databases consulted were SCOPUS, ScienceDirect, JSTOR, Google Scholar, Emerald and Springer Journals and the Journals specific to the Hospitality or the Tourism industry i.e. “International Journal of Hospitality, Journal of Hospitality and Tourism, Journal of Sustainable Tourism, Journal of Tourism and Development, Worldwide Hospitality, MDPI”. In total 125 papers were identified under nine different themes.

	Literature review process	No. of documents identified
1.	Searching the keywords (ESG OR sustainability) AND (Hospitality or Tourism)	150940
2.	Adding year filter from 2010-2025	13822
3.	Subject area filtered to Business, Environment and Energy	10558
4.	Filtering Document type	8675
5.	Filtering Source title	2623
6.	Journals: “International Journal of Hospitality, Journal of Sustainable Tourism, Journal of Hospitality and Tourism, Journal of Tourism and Development, Worldwide Hospitality and Tourism Themes, MDPI”	2443
7.	Keywords: Sustainability, Tourism, Tourism Development, Sustainable Development, Hospitality Industry, COVID-19, Innovation, Hospitality, Employees, Customers, carbon emission, water management, energy, cost.	2261
8.	Countries specified: China, Canada, India, South Korea, Italy, Japan, Malaysia	1124
9.	Language: English	1107
	After TCCM Total paper selected	125

Themes identified

Number of papers

Leadership theories, models and concepts	10
A new perspective of the decade: ESG	05
Sustainability	30
Innovations and eco-innovations	12
Water sustainability	02
Food sustainability and waste management	06
Employees and sustainability	10
Customer perspective	08
Business Performance	42

LITERATURE REVIEW

LEADERSHIP THEORIES, MODELS AND CONCEPTS

Mzembe et al. (2020) have argued that the literature is currently available on sustainability certification in this sector that is typically focusing on firm-level retention issues and motivations or alternatively on factors that influence or obstacles the sustainability certification programs’ uptake. Thus, the connections between the efficacy of the plan and its design features as well as its consequences for recruitment and retention have persisted. Han (2021) have argued that the “natural environment is seriously threatened by a variety of environmental issues”. The most important issue in the “modern travel and hospitality sector is environmental sustainability”. An essential component of environmental conservation, which ultimately helps society is “environmentally responsible consumer behaviour”. This research offered a sound conceptualization of environmentally sustainable consumer behaviour and presents a systematic review and perspective on theories like “theory of reasoned action, norm activation theory, theory of planned behaviour, model of goal-directed behaviour and value-belief-norm theory”, established in tourism and environmental psychology in order to better understand and encourage environmentally responsible consumer behaviour. “Green image, pro-environmental behaviour in daily life, environmental knowledge, green product attachment, descriptive social norm, expected pride and guilt, environmental corporate social responsibility, perceived effectiveness, connectedness to nature and green value” are also introduced in this study as key factors that influence environmentally sustainable consumer behaviour. Finally, the values of the most recent research on the unique topic of environmental sustainability and consumer behaviour in the travel and hotel industry are presented in this paper. This study serves as an introduction, facilitating a platform for collaboration across the tourist and

hospitality industries in pursuit of common objectives for advancing environmentally sustainable practices and pro-environmental consumerism. Next, in a latest study entitled “Charting a Course for Sustainable Hospitality by Exploring Leadership Theories and Their Implications” by Jang (2024) through systematic research review, there are various theories pertaining to the sustainability leadership in hospitality but the transformational and responsibility leaderships are more prominent in the hospitality sector. Also, most of the theories are done around Asian countries and the western culture has not been studied. As culture plays a very crucial role in defining the sustainability parameters of any society or nation hence it has been suggested to give a look on study for western culture. Further this study has suggested that leadership impacts the way sustainability will be practiced in the hotel industry. Therefore, suitable leadership must be adopted.

A NEW PERSPECTIVE OF THE DECADE: ESG

A newer concept in terms of sustainability in this decade is ESG i.e. Environmental (E), Social (S) and Governance (G). It comprehensively covers the different aspects and dimensions of the business for sustainability purpose. ESG profile can be created for any business including “Tourism and Hospitality” also. Various studies are there depicting the role of ESG in hospitality worldwide. Su and Chen (2020) in their study found that ESG oriented practices can help in consolidating the tourism related activities and also positive financial returns as well as helps in providing benefits to the society and stakeholders. Here literature has shown the need for “corporate financial performance (CFP) to be linked to a hospitality firm’s ESG practices”. One more study by Bae (2022) has figured out the important relevant factors pertaining to individual pillars of ESG in hotel industry of Korea. Basically, earlier researches were considered for the formation of the basic layout and then it was refined using the Delphi technique with the experts of the field and also the managers of hotels. Finally, ESG evaluation index was developed with three domains, twenty indicators and forty-one items. The study was in compliance with the ESG standards for certification by the Korea Tourism Organization. The study further has suggested to widen the ESG evaluation for tourism in a comprehensive manner. Study by Oh (2024) have talked about the role of ESG administration and its impact on carbon emission in South Korea. As the topic of global warming is on rise the impact of greenhouse gas emission from various industries is also of concern and therefore the role of hospitality and tourism industry for environmental sustainability also plays role. Sub-sectors were used to evaluate the tourism industry in order to assess the effect more thoroughly. The housing, dining, retail, entertainment and transportation sectors are usually the ones that have an impact on carbon emissions in the tourism industry and were also included in this study. With sources gathered from respectable organizations including the “NSO, KTO, KEC, NTS, LX Corporation, and the ESG Economic Research Institute”, secondary data from 2019 to 2021 were thoroughly examined. The study found that tourism had a major effect on carbon emissions in four subsectors: “lodging, food and beverage, commerce, and recreation”. In 2019 (before to the COVID-19 pandemic), 2020 (the COVID-19 outbreak), and 2021 (post-COVID-19), this noteworthy correlation was constantly noted. The magnitude of these effects, however, differed from year to year. In 2021, the lodging industry saw a significant uptick, while the recreation sector saw a decline. Second, there was no statistical difference in the effect “magnitude between the three years under investigation”, indicating that the “impact of tourism on carbon emissions remained considerable despite these fluctuations”. The results further clarify how ESG administrative approach might reduce the carbon-emitting impacts of tourism. The findings showed that while there was no discernible moderation in 2020, there was in 2019 and 2021. In particular, it was discovered that, for both 2019 and 2021, the causation magnitude between tourism activities and carbon emissions was higher in low ESG groups than in high ESG groups. The amounts of “carbon emissions” from tourism-related consumption in the “food and beverage industry” were the main factor separating the two ESG governance categories. When comparing the “high ESG group to the low ESG group”, the contribution of tourist development to promoting tourism activities constantly demonstrated a higher presence, peaking in 2021. In another recent study using a “two-way fixed effect model with firm-level fundamental data and ESG data”, He et al. (2024) identified the effect of hotel firms’ “ESG performance on their cost of debt in the United States”. The novel findings indicated that hotel firms with “higher ESG scores are significantly associated with lower debt costs”. Additionally, the study has observed that the relationship between “hotels’ ESG scores and their debt costs has become statistically significant since 2014” suggesting that lenders have placed a higher value on ESG in recent years.

Further, Back (2024) has talked about the gaps in ESG research in hospitality sector and are as follows:

- Developing effective ESG scoring and reporting systems: “Validation of measurements, standardization pros and cons, and industry segment-specific reporting systems”.
- Examining the effects of ESGs on consumer behavior, including mechanisms for fostering brand loyalty, recovery plans for ESG practice failures and both positive and negative customer responses to the ESG report.
- Examining the theoretical foundations of the ESG’s function in involving several stakeholders.
- Using ESG tactics for destination marketing, addressing overtourism concerns and promoting accessible travel using ESG strategies are all examples of these studies.
- Creating internal marketing plans to achieve the Sustainable Development Goals: Global governance organized at the governmental and international organizational levels.
- Creating successful digital marketing plans while taking ESG concerns into consideration.
- Cross-cultural ESG research: How are ESG practices viewed in other cultures?
- Creating efficient ESG education and training initiatives.
- Promoting global leadership skills related to SDGs and ESGs.

SUSTAINABILITY

While enlisting the different definitions of sustainability in different contexts the definition of sustainability that is most frequently cited in both academics and practice was developed by the United Nations Brundtland Commission i.e. “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (United Nations). Sustainable development, which promotes the integration of economic, environmental and social factors to produce long-lasting success, serves as the organizing principle for sustainability (Kahle and Gurel-Atay, 2015). This idea is frequently known in the corporate world as the “triple bottom line”, which promotes developing answers and making decisions based on the interdependencies between profit, the environment and people (Slaper & Hall, 2011). As a result, sustainability provides stakeholders with a means of addressing concerns related to the deteriorating balance between ongoing economic expansion and environmental preservation. But incorporating the idea of sustainability into current procedures could be biased leading to “sustainability practices” that don’t fit the definition. “Profit-driven hospitality service providers and tourism operators”, for instance, may think about going to any lengths (such as following the law but ignoring socio-environmental obligations) to maintain their “financial success”, while “environmentally or socially conscious hospitality and tourism companies” such as environmentalists or socialists may go to great lengths to maintain the “social and environmental well-being of those involved in the ecosystem in which they operate at the expense of other sustainability dimensions” (such as economic well-being). Commercial and non-profit organizations, particularly those in the hospitality and tourism industries find it difficult to sustain the economic, environmental and social well-being of all ecosystem stakeholders (Khatter, 2023). In this aspect following are some of the major studies on sustainability found in the literature review related to hospitality and sustainability:

Bharwani and Mathews (2023) used an emic and qualitative research approach in order to obtain an understanding of the sustainability initiatives implemented in the Indian hospitality sector. Semi-structured interviews were done with a selected group of general managers of luxury hotels from four Indian hotel chains i.e. “ITC Luxury Hotels, Oberoi Hotels and Resorts, Taj Hotels and Palaces, The Leela” for primary data collection. The websites of the individual hotel chains had been the main source of secondary data about the green and eco-friendly practices used in these establishments. This information has been complemented by reviews of scholarly works, news stories, industry reports and corporate press releases. According to the study’s findings, luxury hotel chains in India are incorporating cutting-edge sustainability techniques and green products into their daily operations at an increasing rate. Nevertheless, a number of these projects are in areas like engineering and back-of-the-house operations that do not interact with customers. In order to strengthen the hotels’ green image, very few Indian hotel chains are incorporating sustainability programs into its basic tenets

and integrating them into the front-line guest service experience at their establishments. Additionally, the article suggests the “6Cs Framework of Sustainability”, which may be used to simply group the green sustainable activities used in ethical hotels under six major axes. Pérez-Pineda et al. (2017) compared the “sustainable initiatives” reported by Dominican Republic “Sustainability-champion” hotels. Contrary to the opinions of important stakeholders, critical management studies methodology was used in addition to adapting and using Hart and Milstein’s sustainable value framework. A mixed-methods strategy was used for analysis which includes thematic and content analysis in addition to non-hierarchical k-means cluster analysis. According to the findings, the majority of hotels are taking a more active role in modern tactics like product/service stewardship and pollution reduction particularly for foreign hotels. However, hotels owned by local investors demonstrate a greater dedication to “clean technology and innovation” as well as to the sustainability goal (as the firm’s growth path) in the future-oriented initiatives. Furthermore, while the opinions of various stakeholders clearly acknowledge the hospitality sector’s sustainability initiatives (especially with regard to environmental preservation and education), they also have different opinions about the efforts’ ultimate significance and worth for both the industry and themselves. This research provides a fresh theoretical perspective for investigating multi-stakeholder strategies and offers useful recommendations for the “National Strategy for Development 2010–2030 of the Dominican Republic” along with some conclusions that might be useful to other nations that rely heavily on tourism. Higgins-Desbiolles and Wijesinghe (2019) outlined the results of a case study investigation on twenty Australian eateries that included sustainability in both their business plans and operational procedures. Results showed that restaurants contribute significantly and unexpectedly to the SDG agenda. These restaurants’ initiatives include: implementing certain SDGs through the use of food as a means of empowering and uniting people, teaching their stakeholders about the effects of sustainability practices on the environment and community and setting an example of alternatives that in certain situations tackle important issues regarding how we should live. According to Kularatne et al. (2019), the influence of “environmentally friendly techniques” on efficiency is a “significant concern” as they gain popularity in the hotel sector. Firstly, the technical efficiency and its drivers has been examined using a sample of “medium and large-scale hotels in Sri Lanka for the years 2010–2014 using the data envelopment analysis (DEA) double bootstrap approach” in order to look at the performance of hotels in this context. Second is the influence of several explanatory factors on hotel efficiency. The findings show that technical efficiency ranges from a “minimum of 46.8% to a maximum of 71.5% with an average of 61%”. Also, the hotels are more efficient when they are environmentally conscious mostly when it comes to “waste management and energy efficiency”. It has been demonstrated that water use has a conflicting effect on increasing efficiency. In order to assess the degree of productivity in the Sri Lankan hotel sector, the bootstrapped Malmquist productivity index has been estimated. The study’s findings are useful in providing the government and hotel operators a better understanding of competitive advantage, which can help them make more “informed strategic decisions” to enhance the “technological and environmental management of hotels”. Serrano-Baena et al. (2020) has focused their study on implications of BREEAM (Building Research Establishment Environmental Method) sustainability assessment on the designs of hotels and its response to the agenda 2030 for sustainable development. Through the use of seven case studies and an analysis of the modifications made to meet their goals. The research seeks to investigate how the sustainable assessment technique “BREEAM” has influenced hotel design. Analysing the provided paperwork and performing in-depth interviews yielded qualitative data. According to the authors, the results showed that while a BREEAM approach might restrict hotel design the goal can be readily met if the proper steps are taken early in the project’s design phase. Study by Salehi et al. (2021) examines Iran’s hotel industry, which is among the most energy-inefficient in the world, in order to determine how it may become more environmentally sustainable. The two main characteristics of the Iranian hotel industry are the “prevalence of international economic sanctions and the preponderance of domestic ownership and control”. The report identifies changes in “knowledge, technology, laws and behavioural norms” as the key factors influencing the industry’s pursuit of “environmental sustainability”. Until international economic sanctions are abolished, domestic hospitality enterprises should support “radical pro-environmental improvements in the Iranian hotel industry” according to this study.

INNOVATIONS AND ECO-INNOVATION

Innovation is key for consistent growth and market capturing for any business venture. In hospitality too innovations takes place and studies are there showing that how sustainability and innovations can be correlated. The OECD has defined eco-innovation as “the creation of new, or significantly improved, products (goods and services), processes, marketing methods, organisational structures and institutional arrangements which with or without intent lead to environmental improvements compared to relevant alternatives” (OECD, 2008). Even the terms green innovation, environmental innovation, eco-innovation, environmental sustainability innovations have almost the same content Gurlek and Koseoglu (2021). In an article by Mansour et al., (2024) the relationship among business performance, firm size and eco-innovation has been examined. The study used the Refinitiv Eikon database to gather data from 383 international non-financial organizations between 2013 and 2022. To address potential endogeneity issues, this study employs fixed effect and generalized method of moment (GMM) approaches. The compelling empirical findings shows that eco-innovation and business performance are positively correlated. Crucially, this study found that the impact of eco-innovation on corporate performance is greatly amplified by the size of the company. The findings demonstrate that putting an emphasis on eco-innovation can help larger businesses in a number of ways, such as increasing productivity, avoiding fines, breaking into new markets, enhancing their green image and obtaining a competitive edge, all of which eventually improve corporate performance. Furthermore, the thorough assessment by stakeholders makes it possible for these bigger companies to make more money. It has been suggested that future research should think about using different performance metrics to better examine this relationship. Furthermore, future research should take into account the paradigm used in the current publication for a more thorough confirmation of the findings of this study. In qualitative research Berjozkina and Karami (2021) explored the potential for 3D printing technology deployment in tourism and hospitality settings. Here, a snowball sampling technique was used to interview practitioners and industry professionals. According to the findings, 3D printing technology is presently mostly used in the tourism and hospitality sector to help restore cultural heritage buildings. However, there is a lot of room for its wider application in support of other construction projects, souvenirs and food products. This study examined the existing uses and broader possibilities of 3D technology in construction, cultural heritage restoration, souvenirs and printing related to food all of which might help Cyprus’ tourism and hospitality sectors become more sustainable. Sharma et al., (2020) have systematically reviewed the eco-innovative articles covering two decades i.e. from 1998 to 2018 and about “403 studies published under 13 reputed hospitality journals” have been used to identify “homogeneous articles under various themes”. The researchers have claimed that although various studies have been recorded under eco-innovation but still research attention on the development of “conceptual frameworks, appropriate measurement scales and theoretical support for eco-innovative practices is still to be probed”. They have categorized seven themes for eco-innovative practices and are as follows-

Category	No. of articles recorded
Eco-efficient strategy	63
CSR and outreach	62
Eco-labels	22
Green consumerism	107
Analysis and evaluation	46
Carbon management	13
Management/employee engagement	90
Total	403

Various gaps have been enlisted in this review paper for eco-innovative practices like “exploring new theories explaining green consumption, augmenting the examination of consumer behaviours, seeking managerial solutions in different economies and cultural contexts, expanding the schemes on firm-level studies, charting new research direction on eco-labels, using a qualitative lens in developing theories”.

According to Madaleno et al. (2020), through the creation of ecological improvements, eco-innovation may help in creating a more sustainable environment which might boost the energy and eco-efficiency of travel agencies.

It is imperative that two resources be used: Tourism's Eco-efficiency, Sustainability and Innovation. Integrated planning is also required to place tourism in a balanced relationship within the framework of overall development. For instance, using more renewable sources to produce energy and maintain the continuity of the production process in a more efficient manner is one example. Since tourism depends on the environment, therefore, efforts must be there to ensure its sustainability at all the times. Positive externalities and the internalization of adverse environmental consequences are provided by environmental innovation, which leads to the necessary sustainability for the travel and tourism industry as well as other economic activity sectors. Eco-efficiency, as long as it permits the use of nature in economic activities ensures the satisfaction of welfare needs and ensures equitable access for present and future generations is a means of promoting sustainable development in the tourism industry and achieving environmental improvements as well. Next is how eco-innovation practices mediate the relationship between "eco-innovation drivers and the performance of tourist and hospitality businesses" by Ahmed et al. (2023). This study took a quantitative approach employing questionnaire surveys as a means of gathering primary data. "Five-star hotels and tourist agencies in 'Cario' were sampled and 550 questionnaire forms in total were distributed using the convenience sample technique". Only 400 of the forms that were sent were completed, mailed back to the researchers and were therefore suitable for study. "Structural Equation Modeling (SEM) using partial least squares (PLS-SEM) was performed to test the study model. The results indicated the significant effect of independent variables on dependent variables through mediating variables". The confidence interval (CI) for assessing the mediating link was calculated using multiplied route coefficients. The findings confirmed that "eco-innovation practices" have a moderating role in the relationship between "eco-innovation drivers and tourist and hospitality businesses' performance". When integrating the "mediating variables of eco-innovation practices", the results also demonstrated that the "eco-innovation drivers i.e. management awareness, organizational capabilities and environmental strategy have a significant impact on eco-innovation practices and the performance of tourism/hospitality enterprises". The study thus contributes to the "literature on tourism and hospitality management" by highlighting the "mediating function of eco-innovation practices on the relationship between the eco-innovation drivers and the performance of tourism and hospitality enterprises".

WATER SUSTAINABILITY

Styles et al. (2015) expressed the following benchmarks as total water use, per guest per night: approximately 140 L/g\$ in fully serviced hotels, approximately 100 L/g\$ in lodgings where most of the bathrooms are shared between rooms (such as hostels), approximately 94 L/g\$ in fully serviced four and five-star campgrounds and approximately 58 L/g\$ in all other campgrounds. The estimated achievable water savings for fully serviced hotels and completely serviced "campsites excluding high-water-use and non-universal operations" like "cooling-tower evaporation and irrigation", were 228 L/g\$n and 127 L/g\$n respectively. Water use might be decreased by 422 million m³ annually if European hotels and campgrounds adopted best practices in water management. Importantly, a large portion of this water decrease might take place in regions with high water stress such "cities and Mediterranean resorts", greatly enhancing the sustainability of tourism. Due to lack of understanding and divided duties within large organizations, many water-saving techniques that simultaneously lower energy use and are financially appealing may not be implemented. Taking "Singapore's hotel sector" as a case, Hu et al. (2019) explored how the connections between "stakeholders support inclusive policymaking" for sustainable water management can be done. This study used network analysis to examine stakeholder collaboration in this "policy sector", based on a survey of 33 pertinent organizations. Although the "policymaking process" is derived from a complex web of actors and their "formal and informal interactions", it was found that the "national water agency of Singapore" and a few private enterprises are "centrally located in the policy network". In terms of policy, the aforementioned government agency is also thought to have the most "authority, credibility, and urgency". It was found that, in terms of the connections between policy actors, core stakeholders were essential in "bridging" the divide between the "public, private and third sectors". With their favourable network ties, these influential figures in politics and business were also likely to have influence over the formulation of public policy and access to vital resources.

FOOD SUSTAINABILITY AND WASTE MANAGEMENT

As per Moskwa et al. (2015), with a growing body of research on “sustainable hospitality and tourism, food justice, food cultures and people’s involvement with the production and consumption of healthful food are important current issues”. Initiatives range from more general challenges to existing systems, like the slow food and locavore movements which may offer systemic alternatives to more focused ones such as promoting organic products and fair trade. However, little information is available on how cafes and restaurants may become sites for experimenting in lucrative and just sustainable hospitality and locations for sustainability involvement and education. This article, which focuses on the development of a sustainable cafe in “Adelaide, South Australia”, examined how an enterprising restaurateur uses his cafe to have a cooperative discussion with the community and customers about sustainable development, food, hospitality and tourism, thereby changing the food culture and even lifestyles. Findings indicate the relevance of deep local embedding as a bridge to meaningful sustainability. The study gives insights into how hospitality and tourism might contribute to debates on alternative consumption which may offer visionary avenues to alternative futures. It also investigated the role of pioneers in sustainable business and hospitality, their drivers and their viewpoints. Cozzio et al. (2018) with an emphasis on Italy, where the cuisine is a globally recognized cultural component investigated how consumers’ “purchase attitudes toward a hotel stay and their behavioural intentions” i.e. their intention to “visit the hotel, intention to recommend it favourably to others and their willingness to pay a premium price are affected by green food”. This study used an email poll distributed to a database of contacts supplied by a tourism-related Italian company. After four weeks of data gathering, 3586 target respondents were included in the original dataset. 302 questionnaires in all were filled out and structural equation modelling (SEM) was used to evaluate the data. In order to estimate the structural model, “an exploratory factor analysis (EFA) was conducted first followed by a confirmatory factor analysis (CFA)”. The findings indicated a “positive correlation between respondents’ purchase attitudes toward green food and their own ideas about it”. The study of whether or not consumers’ attitudes use similar concerns on sustainability for their everyday purchases as well as for vacation goods and services is further supported by the finding that “stronger purchase attitudes toward green food result in more favourable purchase attitudes toward hotels that offer green food”. In turn, individual behavioural intentions toward hotels that serve green cuisine are favourably correlated with the latter buying attitudes. According to Filimonau and De Coteau (2019), “food waste in the hospitality industry is a major social problem”. It is however understudied with the majority of studies addressing the problem from the standpoint of “environmental management and sustainable agriculture rather than hospitality”.

This is a significant flaw that hinders comprehension of the factors influencing successful mitigation given the unique nature of “hospitality operations”. From the perspective of hospitality management, this study offers a “critical, analytical review of the literature on food waste” in the hospitality industry. It examines the difficulties in categorizing, measuring and characterizing food waste in the hospitality industry, discuss about the opportunities and challenges for reducing it and using examples of successful business practices, develops a “framework for handling food waste” in the various hospitality operations domains. Effective mitigation factors such as core in-house competencies, training requirements, initial investment expenses and possible financial savings serve as the foundation for the framework. The viability of managers throughout the industry adopting it more widely has been examined. According to Kattiyapornpong et al. (2023), despite the fact that “food waste management” has been important for all stakeholders from all industries worldwide, research on “hospitality food waste management and practices” is still lacking, particularly in five-star hotels of the developing nations. In order to support the “Sustainable Development Goals (SDGs) of the UN”, this study aimed at advancing understanding of sustainable food waste management and practices at five “medium and big” five-star hotels using the food waste hierarchy. The results of comprehensive structured questions derived from purposeful and snowballing samplings highlighted several facets of these hotels’ sustainable food waste management and practices, which are backed by policies and carried out by procedures at every level from operations to top management. “Food waste management policies, food service planning, procurement and storage, food waste handling and operations in kitchens, staff canteens, restaurants and food waste management through reusing, recycling, donations and disposal” are the four emerging topics revealed by the thematic analysis. The results draw attention to the difficulties faced by these hotels and offer recommendations for sustainable methods of managing food waste. This study enhances the guidelines and recommendations for hotels’ restaurants by

presenting the state of sustainable food waste management and practices. In order to adopt sustainable food waste management and practices in hotels and restaurants, it provides industry practitioners with practical methods and solutions. Further, Ma et al. (2024) focused on how employees' behaviour toward reducing food waste in the hospitality sector is influenced by Corporate Social Responsibility (CSR). By recognizing the intricate relationship between corporate programs and individual psychology, the study sought to investigate how CSR together with employees' moral values, admiration for their employer and climate change awareness, promotes sustainable practices. The participants were employees of a number of hotels in China with operational CSR initiatives. 422 valid responses using established scales were collected. Empirically, it was discovered that CSR has a direct impact on behaviour related to food waste reduction. Furthermore, it was shown that this link was tempered by climate change awareness and mediated by moral values and employee admiration. The results have significant theoretical ramifications for how emotional and cognitive elements interact within the framework of corporate social responsibility to affect employee behaviour. This opens the door to developing comprehensive plans that engage employees and promote sustainability in the hotel industry. Despite being centered on the hotel sector in China, this study opens the door for additional research utilizing different approaches in other parts of the world. The findings highlighted the importance of corporate social responsibility (CSR) to advancing environmental sustainability in the hospitality sector and give businesses a chance to involve staff in worthwhile and significant sustainability projects. Chang et al. (2024) investigated how social media might help reduce food waste among clientele of hospitality establishments. It achieves this by analyzing the relationship between social media food waste reduction advocacy and hospitality customers' food waste intentions using the "Stimulus-Organism-Response (SOR) model".

This relationship is mediated by "sustainability-driven customer satisfaction and social media-driven environmental motivation". Furthermore, these impacts are mitigated by gratitude for food waste activities, making sustainable habits more firmly linked to motivation and emotional fulfillment. Using data from 404 Chinese hospitality patrons, it was found that social media advertising can successfully evoke cognitive and emotional involvement which in turn enhances food waste reduction intentions. Additionally, the study applies the SOR model to literature on consumer behaviour and sustainability and offers helpful advice for hospitality companies looking to use social media to involve clients in sustainability initiatives. Businesses can increase the impact of their environmental efforts by emphasizing gratitude and utilizing emotionally charged messaging. This study fills significant gaps by investigating the factors that motivate sustainable behaviours consistent with net-zero emission techniques. Further, in a summary of India's current waste management procedures, Omidiani and Hezaveh (2016) focused on recommendations for fixing some of the foremost issues. The hotel business currently uses inappropriate waste management techniques where bad collection and transportation of municipal solid wastes are also caused by inadequate management and technical skills, inadequate infrastructure and equipment, miscalculations of trash creation rates, inappropriate collection and bad route design. The current study's primary goal is to manage hotel garbage in order to generate profit from waste and build a sustainable business. It demonstrates how effective trash management may reduce environmental impact and increase hotel profitability.

EMPLOYEES AND SUSTAINABILITY

According to Suleman et al. (2025), green HRM has emerged as a key tool for achieving environmental regulations and improving sustainable corporate performance, especially in the hotel and tourism sector. Even with increased interest, the literature is still dispersed. By providing an evidence-based, integrated framework that "synthesizes 77 empirical studies using the PRISMA systematic review methodology", this paper tackles this problem. Using the "Antecedents-Decisions-Outcomes (ADO) and Theories-Contexts-Methods (TCM) frameworks", the review highlights important research gaps, such as the insufficient methodological and analytical rigor, industry-wide and geographic constraints and the limited applicability of current theories to capture "multilevel outcomes". Additionally, antecedents, decisions and inconsistent results, including the little-known negative aspects of green HRM practices like staff fatigue and greenwashing, are not sufficiently explored. By offering six study objectives centered on theories, settings, and methodologies, as well as "eleven research questions" ranging from antecedents, decisions and results, this groundbreaking review lays the groundwork for furthering Green HRM research. Joshua et al., (2023) using the stimulus-organism-response

paradigm investigated the relationship between employee green actions and restaurant green features, looking at eco-anxiety among employees as a possible boundary condition. According to the analysis of data collected in two waves from “446 restaurant employees” using PROCESS macro, the green features of second-order restaurants are directly linked to mandatory and voluntary employee green behaviors. Furthermore, a psychological mechanism that links the green features of restaurants to the green behaviors of their employees is the perception of their restaurants’ attention towards environmental issues. While there is no discernible moderating effect for mandatory green activity, employees’ eco-anxiety for voluntary green conduct attenuates this association. This study examined the dynamics of employee eco-anxiety in the hotel sector as well as the role of emotions in eco-sustainability initiatives. It adds to what is already known about the many types of employee green behaviors by exploring two distinct possible outcomes of the relationship between workplace characteristics and eco-anxiety. According to (Xu et al., 2022), prior to the COVID-19 pandemic, the tourist and hospitality industry was thought to be expanding at a rate of about 4% annually. Despite the strength of the economic-efficiency-led theory, there are alternative viewpoints on the travel and hospitality industry. In other words, hospitality and tourism are not as “green” as they were intended to be. Indeed, the disproportionate carbon impact of this industry is well-known.

It is predicted that the tourism industry’s GHG impact will increase in the future if it is not well managed. In particular, the hotel industry contributes a significant 1% of global greenhouse gas emissions (GHG). In response to these important concerns, this study examines the connection between a hotel company’s pro-environmental behavior (PEB) and its corporate social responsibility (CSR) initiatives. In the aforementioned relationship, the moderating function of green perceived organizational support (GPOS) and the mediating function of environmental-specific transformational leadership (ESTFL) were also examined. The personnel used a self-administered questionnaire to get the data. “Structural equation modeling (SEM)” was used to statistically examine the proposed relationships. The results showed that a hotel’s CSR initiatives had a direct impact on employees’ PEB, but that ESTFL also plays a crucial mediating function. GPOS’s conditional indirect role was also validated at the same time. Several theoretical and practical aspects from this study have been thoroughly examined. Farooq et al. (2022) examined the relationship between “green human resource management (GHRM) and green creativity (GC)” by utilizing “Social Cognitive Theory” to offer solid insights into how businesses may inspire staff to come up with creative answers to environmental problems. Also, the moderating influence of “green transformational leadership (GTL) and the mediating effect of green self-efficacy (GSE)” has been studied.

The model has been tested using multi-wave and multi-source data gathered from upscale hotels and resorts. Positive correlation between “GHRM and GC and the mediating role of GSE in this relationship are supported by the results”. But there is no evidence to support GTL’s moderated mediation impact on GHRM’s indirect effect on GC. According to this research, tourism firms can encourage employee innovation which will help them in adopting green practices and better match with sustainable development objectives. Kong et al. (2019) investigated how organizational identification and commitment are impacted by perceived corporate social responsibility (CSR). The theoretical model was suggested after a thorough examination of the literature. Organizational commitment was established as the result, organizational identification as the mediator and perceived CSR as the determinant. This study examined employees with “bachelor’s degrees or higher”. The statistical program “AMOS 21.0” was used to investigate structural equation modeling of the “836 data that were gathered”. The results showed that organizational identification and commitment were positively impacted by perceived CSR. Organizational identity not only had a direct “positive impact on organizational commitment” but it also acted as a “mediator” in the interaction between “employee loyalty and perceived CSR”. The study emphasized the significance of carrying out “social obligations, urged managers to comprehend young, highly educated workers” from various angles and provided insight into carrying out efficient “human resource management (HRM) tasks” that can help achieve the “UN Sustainable Development Goals” and hasten the associated growth in the travel and hospitality industry. Kim et al. (2020) looked into the motivations behind hospitality workers’ involvement in corporate citizenship initiatives linked to environmental initiatives. According to the study’s findings, environmental beliefs among employees fully mediate the relationship between environmental training and results, but they also partially mediate the effects of

“environmental-transformational leadership and environmental policies on organizational citizenship behavior toward the environment”. The results also show that the association between environmental belief and organizational citizenship behavior toward the environment is moderated by employees’ perceptions of organizational support. The likelihood of engaging in environmentally beneficial organizational citizenship actions was higher among hospitality workers as their environmental attitudes increased. Employees were more likely to engage in such behaviours if they received more support and less likely to do so if they received less support, indicating that organizational support moderated the link.

CUSTOMER PERSPECTIVE

H. Kim et al. (2019) looked at characteristics of the destination that are essential to both the travellers’ experience and the destination itself. More precisely, this study uses internet reviews to examine the aspects of the destination that travellers find appealing. Using content analysis tools, online reviews were examined and the quantified content was statistically compared to the star ratings that visitors had submitted. Furthermore, the impact of destination characteristics on attitude and behaviour was examined. The results for attitude and destination factors that affect the star rating were comparable. However, only the tour guides’ assessment of the destination was significantly impacted by behaviour aspects. Hussain et al. (2020) studied about how market performance is affected by sustainable marketing assets like brand equity and marketing innovation when there is a sustainable competitive advantage acting as a mediator in the hospitality sector. “A Likert scale with 1 denoting strongly disagree and 5 denoting strongly agree” was used to gather data from “360 hotel and restaurant patrons”. The “structural equation modelling (SEM) technique” was then used for analysis and understanding the connections between “brand equity, marketing innovation, sustainable competitive advantage and market performance in the hotel and restaurant sector”. The findings demonstrate that market performance is “positively and significantly impacted by sustainable marketing assets”. Additionally, this analysis shows that while “marketing innovation and market performance” are somewhat mediated by “sustainable competitive advantage”, brand equity and market performance are “totally mediated” by sustainable competitive advantage. The results of this study can help develop customer-attracting marketing tactics that highlight sustainable challenges in the hospitality industry including hotels and restaurants.

The literature on “brand equity, marketing innovation, sustainable competitive advantage and market performance” in the service sector is enhanced practically by this study. Shen et al. (2020) argued about an important concern for the growth of the hospitality industry is sustainability. The industry has tried a number of strategies to accomplish this goal and one of the most common ones is good communication. Nonetheless, the communication impact that the hospitality industry has achieved in encouraging patrons to adopt sustainable practices is not flawless. This study creates a typology for hospitality practitioners to use when communicating with customers about sustainability by drawing on the communication literature and textually analyzing the perceptions of hospitality professionals around the world. The results offer seven useful approaches and two ideas to help the hotel industry improve communication. As a result, this study helps clarify how sustainable hospitality communication works in the sector and expand on existing communication ideas. Ban et al. (2019) investigated the essential characteristics of customer’s experience and satisfaction and their structural relationships. For this purpose, about “6596 hotel reviews were gathered using google.com” and the most often stated qualities were determined by a frequency analysis utilizing text mining. To further comprehend the hotel customer’s experience and satisfaction, regression analysis, factor analysis and semantic network analysis were used. The top “99 keywords” have been categorized into four groups of “Intangible Service”, “Physical Environment”, “Purpose” and “Location”. Following a factor analysis, the original 64 keywords were reduced to “22 keywords” and categorized into five factors: “Empathy”, “F&B (Food and Beverage)”, “Access”, “Purpose” and “Tangibles”. Implications for sustainable hotel marketing strategies, both theoretical and practical, are proposed in light of these findings. Two studies with distinct approaches to data collecting and analysis were carried out among US consumers by Abdelmoety et al. (2022). The first study investigated how government assistance might be distributed among the travel and hospitality sectors using an open market valuation technique. Travelers’ optimistic assessments on the possibility of a recovery in the hospitality and tourist sector were investigated in the second study using AMOS/SEM. According to Study 1, COVID-19 had a detrimental effect on all “six industry subsectors examined (hotels, airlines, restaurants, car rentals, casinos, and cruise

lines)”, with hotels and cruise lines bearing the brunt of the effects. According to Study 2, expectations for the recovery of the hospitality and tourism industries were positively correlated with “public satisfaction with the US government’s” response to the pandemic.

BUSINESS PERFORMANCE

Cheng and Shiu (2012) collected original data from 298 senior managers who executed successful eco-innovation initiatives. Followed by a number of statistical evaluations the findings demonstrated that 17-items has good psychometric qualities and has been shown to be a valid and dependable tool. (M. Hussain et al., 2019) experimentally evaluated how “integrated lean and green practices” affect a hotel supply chain’s sustainable (economic, social and environmental) performance. To create a hypothesised model that describes the combined lean and green (LeGreen) impact on supply chain sustainability. A review of the literature and earlier exploratory researches were consulted. The measurement model is validated, research hypotheses have been tested using structural equation modeling (SEM) and empirical data has been gathered and analyzed through a case study of a sizable sample of hotels in the United Arab Emirates. The findings demonstrated that the sustainable performance of hotel supply chains is significantly impacted by “three key lean techniques (Kaizen, quality and productive maintenance) and three green strategies (health and safety, waste disposal and green certifications)”. Additional findings showed that the effects of LeGreen are complimentary. The hotel supply chain’s economic performance is most affected by lean approaches while its environmental performance is least affected. Conversely, green practices have the opposite effects. It is anticipated that the suggested assessment approach will significantly contribute to the successful adoption of LeGreen practices throughout hotel supply chains in the United Arab Emirates and around the world. The study’s conclusions also offer recommendations on how practitioners in the hospitality industry should implement the suggested model and modify it to evaluate and improve sustainable performance in other service industry sectors. In a research by Martinez-Martinez et al. (2019), 87 organizations in the Spanish hospitality sector has been studied empirically and longitudinally. The findings emphasized on how crucial the connection is between environmental information and knowledge agents for corporate performance. Results also suggests that the function of knowledge agents is important for managing a company’s environmental knowledge base in the future in hotel industry. (Hu et al., 2020) investigated empirically that how different forms of innovations like “process, product, marketing and organizational innovations” can affect the performance of “Ghanaian hotel companies”. “550 hotel companies” gave legitimate and accurate answers out of “680 star-rated hotels” that were specifically sampled from the hospitality sector with top-level managers as our target responders. SPSS was used to analyze the survey data which was collected by administering a well-structured questionnaire. Observation through the estimation of a number of regression models using the “Hierarchical Regression Method of Analysis” resulted in direct and statistically significant correlation with the types of innovation being used. Therefore, we draw the conclusion that in order for hotels to attain high firm performance, staff members must be empowered and encouraged to cultivate creative mindsets and skills. Furthermore, hotel companies and the industry as a whole should stay up to date on sustainability trends and work to align their innovation operations towards a more sustainability-oriented firm.

This is because integrating sustainable innovative strategies into businesses’ operations will not only improve their reputation and cut costs but it will also protect the natural attractions that visitors enjoy. A survey was self-administered by Al-Gasawneh et al. (2022) among “162 general managers of hotels in Jordan”. “Structural equation modeling with partial least squares” was used to analyze the data. According to the study’s findings, the relationship between the marketing performance of Jordanian hotels and the CRM performance dimensions i.e. “Knowledge Management, Organization and Key Customer Focus” was mediated by service quality. This research makes important theoretical and practical contributions and also closes gaps in the literature by shedding light on the “mediating function of service quality in the connection between marketing performance and customer relationship management performance dimensions”. According to the study’s managerial recommendations, hotels can improve their marketing effectiveness by emphasizing the performance aspects of customer relationship management and service quality, particularly the crucial customer focus dimension. According to Langgat et al. (2023), by using eco-friendly procedures, businesses can draw in eco-aware clients and enhance overall performance. This study intends to investigate if implementing sustainable practices in

hotel-restaurants has an impact on the overall performance of hotels, as well as the factors that influence innovation, organization, and the external environment. A factor-based “Partial Least Squares Structural Equation Modeling” was conducted using data from a survey of “169 managers of hotels” with ratings ranging from three to five stars. The findings imply that the main factors influencing the adoption of sustainable practices, such as “assistance for host communities, waste management and conservation initiatives are usability and top management support”. Additionally, this study discovered that “waste management procedures and host community support” had an impact on hotels’ overall performance. Using a survey methodology Sujatha and Uma Maheswari (2023) gathered information from Indian hotels and the hypotheses being tested and analyzed using a structural equation modeling approach that employs the “partial least squares method (SEM)”. Eco-friendly products, green internal environments and green management policies are the three GSCM antecedents identified in the study as having an impact on environmental sustainability and organizational competitiveness. Also, going green can result in greater initial expenditures but it can also cut overall running costs. The study’s conclusions depicts that hotels must have the three green elements found in the upstream, midstream and downstream of the hotel supply chain in order to endure over the long term.

DISCUSSION

While talking about India, the newly concept of ESG i.e. Environmental, Social and Governance has been imposed by SEBI on top 1000 listed companies by market capitalization in 2022. Under this a look on hospitality sector shows very few hotels being covered under ESG reporting. Hence, it is not on that prevalence right now. While India being a tourist centric country whose diverse culture, heritage sites, terrains and many more attracts tourists from worldwide, with being a populous country as well as accommodating about 9.52 million tourist influx with an annual growth rate of 47.90% (India tourism data, 2024), the topic of sustainability also becomes a very concern. Hence, it is required to bring the sustainability aspects in the very core processes of the business. Here, few researches have been found in Indian aspects for hospitality sector. Further, eco-innovations are the practices that helps in sustaining the environment where the hotels or hospitality industry adopts the practices which can very well help in various aspects to “attract tourists as well as energy, water and waste management”. Also, there are various new concepts emerging in terms of sustainability like BREEAM, 3D printing etc. Hence, there is lot to explore in terms of creativity in hospitality sector which will not only help in market capturing but also helps in enhancing the business performance.

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