



How sustainable practices influence guests' willingness to pay a price premium in Fiji

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How sustainable practices influence guests' willingness to pay a price premium in Fiji

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Abstract

Purpose- This study seeks to determine the effect of sustainable practices on willingness to pay a price premium in the hotels and resorts in the Fiji Islands. It will also assess how implementing these sustainable practices influences guest re-visit intentions.

Methodology/Design/Approach- A qualitative research technique was used which included in-depth interview sessions with ten Fijian resort managers and fifteen hotel guests. The website of Etic Hotels was also used to gather data about the green practices provided by resorts and hotels. A non-random purposive sampling method was used to select respondents.

Findings- Results indicate that implementing sustainability practices has significantly and positively affected guest intentions to return to Fijian Hotels and resorts. The results also demonstrated that customers are willing to pay a higher price for the use of environmentally friendly practices in Fiji's hotels and resorts.

Originality- Though a few studies have been conducted examining the linkages between sustainable practices and the Fijian hotel industry, this article is a novel exploration of the use of sustainable practices in hotels and resorts and how they influence guest re-visit intentions and willingness to pay a price premium (WTPP) in Fiji Islands.

Keywords - Sustainable practices, Fiji Islands, Consumer behaviour, Green practices.

"Nobody made a greater mistake than he who did nothing because he could do only a little."

-Admund Burke (Brainy Quote, 2022)

INTRODUCTION

The significant environmental impact of global tourism has emerged as a prevalent issue for the hospitality industry. Government regulations and statutes are increasingly encouraging the integration of sustainability initiatives with hospitality operations to reduce its carbon emissions (Slack, 2019). To adapt to evolving market dynamics, hospitality businesses are gradually becoming more sustainable (Kuo et al., 2022). Based on a recent study (Slack, 2019), 71 % of U.S tourists anticipate making more sustainable and environment-friendly travel decisions in the coming year, compared with 65 per cent during the previous year. With a population of 884,887, Fiji ranks second among the Pacific Island nations in terms of population (World Travel and tourism council, Fiji, 2021). With around 26.3 per cent of the workforce employed in tourism, Fiji's tourist sector is the most significant in the South Pacific. Fiji's economy is primarily driven by tourism, which accounts for roughly 34 per cent of GDP and 26.3 % of all employment (International Finance Corporation, 2022). This contribution is more significant than the 33 per cent average for other islands in the Pacific. The fragile geography of an island nation like Fiji is one of the main concerns; hence the stakeholders in the industry must emphasise sustainability in tourism and hospitality activities.

According to earlier research (Kim and Kim, 2022), sustainable or green procedures significantly and favourably affect a resort's image and perception. Regarding the notion that hotel go-green initiatives benefit their guests' appreciation, some studies have investigated how guests reacted, including their behaviour and attitudes toward sustainable practices and their willingness to spend for sustainability initiatives (Gupta et al., 2022; Kuo et al., 2022; Modica et al., 2020). The findings also reveal that many guests prioritise their unique travel perspectives over sustainable practices. As an outcome of this, it is now more difficult for hoteliers to provide sustainable interactions that also support the preservation of conventional, financial, and environmental resources (Zutshi et al., 2022). In this context, the study examines how sustainable/green practices in hotel operations affects guest motivation to return and their willingness to pay a higher price. There have been many previous studies on how environmentally friendly or green practices affect customer satisfaction, intention to return, and word of mouth to peers and friends (Mao et al., 2022). However, more research is needed to determine whether consumers will pay a higher price (more money) for sustainable or green products/services since prior work is inconclusive (Gupta et al.,

2022; Kim and Kim, 2022) especially in relation to the Fijian hotel industry. Specifically, this study investigates how environmentally friendly practices in the Fijian hospitality industry affect the behavioural intentions of guests (i.e., revisit and WTPP).

Consumers have recently demonstrated greater awareness of sustainable or green activities in five-star hotels and resorts (Arici and Uysal, 2022) and a hotel's sustainability aspect has emerged as a critical, modern business challenge (Modica et al., 2020). Many hotel companies are developing unique eco-friendly or sustainable marketing techniques or implementing relatable strategies to appeal to the community's attitudes and their target customers as individuals are becoming more aware of the need to protect the ecosystem (Modica et al., 2020). Even though the protection of the environment in hotels has become a hot topic for many investigators, there is still a dearth of literature (Gupta et al., 2022; Modica et al., 2020) that acknowledges the impact of eco-friendly or green practices on visitor behaviour and attitudes, intention to return, and intent to endorse these hotels in the perspective of Fijian resorts and hotels. This study assesses the effects of eco-friendly or sustainable practices at Fijian hotels and resorts on guest intentions to re-visit.

LITERATURE REVIEW

Influence of Sustainable practices on consumer behavioural intentions

Providing guests with an experience that is continually evolving has become a primary focus of hotel chains around the globe (De Grosbois and Fennell, 2022). Beyond the customer's expectations, the "WOW" element has also significantly affected keeping guests interested in returning (Mao et al., 2022). Various studies have been conducted to examine the characteristics that influence hotel preference and choice among hotel guests (Kuo et al., 2022; Kim and Kim, 2022; Modica et al., 2020) and according to Chen and Chen (2022) the key attributes can be divided into four categories: image, service, worth, and hotel amenities.

Guests are becoming more concerned about the environment due to the rapid growth of health and environmental concerns which in turn, influence their purchasing behaviour (Han et al., 2011). Consumers constantly search for eco-friendly products to show their devotion to constructing a greener community (Grosbois and Fennell, 2022; Gupta et al., 2022). It has been demonstrated that implementing eco-friendly or sustainable strategies which have a long-lasting impact on customer loyalty can enhance an organisation's brand reputation and competitive edge (Gupta et

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3 al., 2022). To differentiate their brand and recognition from many other competitors in the
4 industry, many hotels in Fiji Islands are now employing green or environmentally friendly
5 administration procedures and incorporating ecological strategies and techniques as directed by
6 the local government (World Travel and tourism council, Fiji, 2021).
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11 Fijian Hotels are adopting sustainability initiatives due to the financial benefit of "green products"
12 and increased awareness of the need to protect the environment (Loehr et al., 2022; Zutshi et al.,
13 2022). Added to this, environmental issues are compelling hotels and resorts in Fiji to adopt eco-
14 friendly/sustainable practices to improve their environmental effectiveness (Slack, 2019).
15 According to Kuo et al., (2022), guests who are aware of environmental issues are much more
16 likely to pay a higher price for green initiatives and revisit green hotels. Demographic
17 characteristics also influence the behaviour and perception of green initiatives among guests.
18 According to Grosbois and Fennell (2022), youngsters are more conscious of their environmental
19 impact than older people. Due to these ongoing problems with conflicting conclusions, more
20 research is required to establish a more precise role for age in promoting green strategies. This
21 study aims to close that gap.
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31 Applying eco-friendly and sustainable procedures could also increase hotels' long-term
32 productivity by reducing costs and passing cost reductions to their customers (Kuo et al., 2022).
33 According to research by Loehr et al. (2022), customers view environmentally friendly or
34 sustainable accommodation as providing a better sense of social responsibility, which makes them
35 more valued. Many hotels in Fiji Islands are using the "ecotel" or "sustainable hotel" label as a
36 marketing strategy to set them as more environmentally responsible than their rivals and attract
37 more customers (ETIC Hotels, 2022). However, it is still unclear how hotels' green or
38 environmentally friendly practices may affect guests' readiness to pay a higher price. Therefore,
39 this research will evaluate how consistently sustainable or green hotel procedures affect guests'
40 intentions to return and their willingness to pay a higher price in Fijian hotels and resorts.
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48 **METHODOLOGY**

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51 This research utilised two sets of research instruments to conduct 25 non-random, in-depth, semi-
52 structured interviews with 15 hotel guests and 10 Fijian hotel/resort managers. The selection of
53 hotels for this study was based on the Etic Hotels website, which provided a list of 90 hotels in the
54 Fiji Islands in the sustainable or ecotel category. ETIC Hotels strive to evaluate and keep track of
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3 the environmental impact, governance and social practices, and policies of hotel and resort
4 properties. At all categories of hotels and resorts, over 500 indicators are evaluated, including those
5 for energy and water preservation, waste reduction and recycling, cleaning materials, preparing
6 food, solutions to plastic bottles, menu selection, spa, bathroom amenities, education and training
7 and general green practice. It also offers NEHS (Namoury Ethical Hotel Standards) certification
8 based on these factors, which are classified into gold, silver, and bronze categories depending on
9 the properties' level of adherence to environmentally friendly practices. The number of hotels that
10 met this certification was reduced to twelve when we only considered those for data collection
11 with at least a silver level (score of 6.0 out of 10.00) compliance certification to NEHS. The
12 selected hotels were also Green Globe 21 compliant. These hotels were in Nadi, Mamanuca
13 Islands, Pacific Harbour, Sigatoka and Suva. All managers were responsible for overseeing the
14 organisation's commitments to a sustainable environment. Since it typically produces the most
15 significant rate of response, a non-random method of purposive sampling was used to select
16 interview participants.
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20 The survey interview sample was found to be acceptable after comparing it with the related studies
21 on sustainable practices in service business contexts (Gupta et al., 2022). The sample size of the
22 in-depth interviews was determined using "saturation," or the point inside the data at which no
23 new data or concept can be identified. A semi-structured research instrument was designed to allow
24 for the collection of rich data that sheds some light on the emerging themes (Prasad and Kumar,
25 2022; Roy et al., 2021). Each interview took around 30 to 60 minutes. The interviews were
26 recorded, documented, and then analysed using Atlas. I version 9.1.2 and Schmidt's (2004) coding
27 handbook. "Age", "job experience" and "knowledge of sustainability measures" were used as
28 criteria for selecting the ideal interviewees for hotel managers' in-depth interviews.
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32 Several stakeholders in sustainability in Fijian hotels and resorts participated in the in-depth
33 interviews, including the director of learning and development (N=02), operational heads of the
34 rooms division and food and beverage department (N=05), hotel engineers (N=02), and
35 maintenance heads (N=01) (For details see Table I). The purpose was to gather details about
36 sustainable innovations made by hotels and resorts and their emphasis on sustainability and green
37 initiatives in operational settings. The second interview questionnaire facilitated in-depth
38 interviews with previous guests of five-star hotels (N=15) to ascertain their perceptions, intentions
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for future visits, and willingness to pay a higher price. It took four weeks to plan the 25 interviews and prepare the corresponding transcript. We then developed our customised coding system, which is based on the green practice classifications that were given. To determine whether the coding system might be implemented in the numerous categories of green practices, different words and their connotations were examined. Based on the NHES certification assessment parameters provided by the Etic hotel website, the information is divided into the 11 coding categories provided in Table II (Etic Hotels, 2022).

Table I: Information on the selected managers in hotel/resort of Fiji Islands

<i>Code</i>	<i>Designation</i>	<i>Hotel category</i>	<i>No. of rooms in hotel</i>	<i>Ownership</i>	<i>Location</i>
1	Director- L&D	4 stars	>150	Independent Hotel	Coral Coast, Sigatoka
2	Head- Maintenance and Engineering	4 stars	>200	Independent Hotel	Nadi
3	Executive Housekeeper	5 star deluxe	>200	Multi-national chain	Nadi
4	Director- F & B	5 stars	>300	Multinational chain	Nadi
5	Assistant Chief Engineer	5 stars	>250	Multinational Chain	Nadi
6	Head of Engineering	5 stars	>200	National chain	Coral Coast, Sigatoka
7	Executive Chef	4 stars	>100	Independent Hotel	Suva
8	Director of Services	5 stars	>200	Independent chain	Pacific Harbour
9	Sous Chef	4 stars	>150	Independent Hotel	Mamanuca Islands
10	Training manager	5 stars	>200	Multi-national chain	Nadi

Source: Author/s

The semi-structured interview instrument used to gather information from hotel managers was based on earlier research (Gupta et al., 2022). It asked important questions: What novel and creative sustainable initiatives do hotels and resorts offer their guests? What steps have the resorts/hotels taken to make their facilities sustainable or green? What criteria did the hotel or resort use to choose these responsible strategies and initiatives? How have these sustainable measures affected visitors' perceptions of hotels and their intentions to return? Have these initiatives increased visitors' trust in the hotels' and resorts' ability to provide hospitality services? Additionally, the interview instrument intended for guests posed the following key questions:

What significant elements of hotel service appeal to you the most? Have you ever visited a green or sustainable hotel? Would you instead pay more to stay in an environmentally friendly hotel than a standard hotel? In this research, the Miles and Huberman (1994) factor method was used to analyse recent literature to determine the significant elements influencing how hotel guests perceive and plan to return due to the use of environmentally friendly or sustainable initiatives implemented by the hotels/resorts. The distinct variables were then examined and developed using relevant and important respondent excerpts. Age, sex, educational level, department, understanding of sustainability practices, and job experience (in years) were the demographic characteristics included in the initial interview questions for hotel managers. At the same time, the following aspects were documented in the second set for guests: age, sex, profession, previous hotel visit, the purpose of visit, preferred amenities in guestrooms, and sustainability knowledge.

Table II: Sustainable practice descriptors

Code	Descriptor/s	Explanation/s
1.	Energy Conservation	The hotel provides energy-efficient, cooling and heating thermal management systems as well as other equipment that has received the Star - rated certification.
2.	Water Conservation	The hotel uses water-saving fixtures in the restrooms as part of its water conservation program.
3.	Linen Reuse	Hotels replace the guestrooms linens towels only on request or every few days. As a result, there is less emissions of greenhouse gases and reduced energy, water, and chemical use.
4.	Education and Training	In order to communicate its green policies to its customers, the hotel offers instructional resources for hotel guests. Additionally, special sustainability training is organized for hotel staff members.
5.	Waste management	Hotel has a planned waste segregation and management program
6.	Location	A solar system and a green roofing system are among the amenities or tools available at the hotel. This approach is classified if the resort implemented an environmental property management strategy, such as non-toxic pest control, a local garden, a reflecting surface building component, or a storm water drainage system.
7.	Recycling	In its daily operations, the hotel makes use of recyclable materials such as glassware, metals, latex, and paper. Recycling too is practiced by placing recycling bins in each guestroom.
8.	General Sustainable practice	It refers to a brief remark stating that the hotel/resort is environmentally friendly.

9.	Community Involvement and Development	Hotel involves the local Fijian community through active participation in sustainability efforts including the setup of vegetable gardens, coral planting and making the local communities financially independent
10.	Purchasing	Hotel/resort utilises locally produced ingredients for menus and uses environment friendly materials for building materials, capital goods and consumables.
11.	Carbon printing Food	Hotels uses all the measure to ensure that the carbon footprint due to tourism and hospitality activities is minimised by reducing the emission of greenhouse gases.

FINDINGS

According to the demographic profile of respondents (N=25), participants' ages ranged from 20 to 68 years. The majority of participants (56%) were female in the age range of 45-59 years (40%), followed by 25-34 years (24%) and 19-24 years (16%), and 50 years and older (20%). Amongst all the sustainability parameters, the "community involvement and development" initiative of the hotel/resort was found to be a significant descriptor which influenced the perception of guests towards hotels' sustainability compliance, as mentioned by the majority of the hotel/resort guests and hotel managers in their comments. The comments of hotel/resort managers discussed the importance of local community involvement in the Fijian hospitality industry. It was found to be a significant descriptor of sustainable hospitality in the Fiji Islands. This is a surprising finding as in the previous research, "site or location" (Gupta et al., 2022) and "energy conservation" (Modica et al., 2020) was found to be the most prominent descriptor for sustainable practices in hotels. This result might be due to the unique and significant contribution of community culture in the Fijian social structure, which attracts tourists or visitors:

Fijian hospitality is incomplete without local community participation and involvement. We always try to involve the local villagers to provide great experiences for our guests by organising kawa (yaqona) sessions, choirs, fire walks, traditional Fijian dance, turtle feeding, pot making and other community-based activities. Guests come to us for these experiences, and this is our USP. It is a mutual benefit -both for the locals and us as hotels - Anonymous

Our findings also revealed that guests found the community participation and involvement initiatives of the hotel/resort as a critical element of sustainable tourism and hospitality business.

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3 The majority of the guest comments appreciated the involvement of the local Fijian community in
4 the hotel's efforts to collaborate on sustainability initiatives:

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7 *I think the kawa (yaqona) ceremony was a great way to know about the local Fijian culture. I*
8 *couldn't have experienced this if I had not visited this hotel. I will recommend this to my friends*
9 *and relatives. It is something they should also experience - Anonymous*
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13 *It was a pleasant experience to see the groups of local villagers performing choir sessions for us.*
14 *It is a great, sustainable way to connect tourists with the local Fijian culture. I won't mind paying*
15 *extra for these sessions - Anonymous*
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19 *For me, it is an unforgettable and thrilling experience to see the fire walk by local Fijians during*
20 *the stay. I have never experienced such things before, and it motivates me to revisit this place soon.*
21 *It's something unbelievable and memorable - Anonymous*
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25 Results relating to the interviews with the hotel guests revealed mixed comments on the energy
26 conservation parameter. Though most of the guests were found to be happy with the energy
27 conservation practices like the use of natural lighting, motion-controlled bulbs, solar water heaters
28 and automated shutdown sockets (among others), some guests were less impressed. These results
29 were found to be consistent with the study by Chen and Chen (2022). Hotel/resort managers also
30 reported that their energy conservation programmes are state of the art and provide a sustainable
31 future for the Fijian hospitality industry:
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38 *In a country like Fiji, any hotel needs to go green and utilise energy conservation practices. In our*
39 *hotel, we use a variety of ways to make sure that we conserve energy through our sustainable*
40 *practices but not at the cost of guest dissatisfaction - Anonymous*
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44 *I feel happy that the hotel is promoting sustainable energy conservation practices. I like the*
45 *concept of motion-controlled temperature control in the guestrooms. I would be delighted to stay*
46 *at this property again- Anonymous*
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50 *The bulbs were too dim in the room, and it feels like I am living in a haunted house. The pressure*
51 *and temperature in the showers were not good. I paid FJ\$300 for my stay, and I expected better*
52 *services. Hotels should go green, but what about my luxury experience? - Anonymous*
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3 Quite similar to the energy-related findings, the issue of water conservation revealed mixed
4 comments from hotel guests. While most of the guests appreciated the initiatives the hotel took in
5 relation to green water practice, a few guests were unhappy about their hotel experience in this
6 regard. This was a surprising finding, as in a prior study by Kim et al. (2017), hotel guests were
7 found to negatively perceive water conservation practices over luxury. During the interviews,
8 hotel/resort managers confirmed that their property complies with all the necessary water
9 conservation practices, for example, flow resistors in taps, use of linen made of bamboo fibres,
10 provision of shower cubicles in guestrooms, efficient toilet flush and rainwater harvesting (among
11 others):
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19 *“For our hotel, water conservation is significant as Fiji is a very fragile country. In our hotel, we*
20 *ensure that sustainable water conservation practices are in place. All our guestrooms are*
21 *equipped with the necessary measures to conserve water in every possible way we can -*
22 *Anonymous*
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27 *I appreciated that Fijian hotels are now replacing bathtubs with shower cubicles to save water. I*
28 *was also amazed to see that the hotel is investing in room linen made of bamboo fibres instead of*
29 *cotton. Using filtered water in glass bottles is also a nice way to promote sustainability. It’s*
30 *absolutely worth spending a little more compared to other hotels. - Anonymous*
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35 *The pressure of water in my guestroom taps and shower was low. It took me 30 minutes to just*
36 *take a shower. I don’t expect this from a hotel for the sake of sustainability- Anonymous*
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39 Guests also appreciated the hotel or resort's green roofing, covered by natural gardens and
40 vegetation. They also praised the use of solar energy for electricity generation in corridors and
41 other utility areas. These comments give a clear message to managers that visitors value not only
42 the difference between them and the competition but also their genuine efforts to be more
43 sustainable. Furthermore, guests were eager to participate in these in-house sustainability
44 initiatives since they perceive that they are contributing to environmental protection. This result
45 was in tandem with the earlier study by Chen and Chen (2022):
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51 *It is always our endeavour to offer something new to the guests, which makes a big difference to*
52 *the sustainability efforts we make for our business and encourages our guests to return to our*
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3 *property. Our on-site sustainability efforts, i.e., solar roofs and gardens, are also liked by our*
4 *guests and are a competitive differentiator - Anonymous*
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7 *I like the way the hotel has utilised solar energy on the premises. For a fragile country like Fiji,*
8 *these sustainability initiatives must be promoted further - Anonymous*
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11 *It was my first experience visiting green roofs, offering a chance to see a variety of vegetables and*
12 *fruits locally grown by the hotel. I think this makes a big difference between an eco-hotel and an*
13 *average commercial hotel - Anonymous.*
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17 Our findings indicate that almost all the guests were happy with the linen re-use initiative of the
18 hotels where housekeeping staff invite guests to re-use linen as it conserves water and energy.
19 Comments from hotel managers also revealed that most of the guests are willing to use the same
20 bed and bath linen the next day because it gives them a feeling that they are also playing an
21 important role in collaborative sustainability. This result was found to be contradictory to the
22 results of Kim et al. (2017):
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28 *I have no problem using the same linen the next day. I feel that I am doing something good for the*
29 *environment. I like to revisit hotels that focus on sustainable practices in their hospitality*
30 *operations - Anonymous*
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34 *I think hotels should educate more and more guests about the reuse of linen in their rooms.*
35 *Sustainability should not be made a compulsion but a habit in daily life - Anonymous*
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38 Results concerning measures taken by hotels to recycle were also found to be positive among
39 guests. Our findings revealed that most of the guests were aware that hotels are using recycling
40 practices and have a positive perception of them. Guests were also found to be willing to spend
41 more to stay in properties which follow such procedures and this finding was in tandem with the
42 earlier study by Yi et al. (2018). Hotel managers said that their hotels use a variety of ways to
43 recycle goods, for example, use of recycled stationary, laundry bags, and garbage baskets in
44 guestrooms, composting for all the solid waste generated in the hotel's kitchen, manuring,
45 segregation of all waste and installation of recycling water plant in premises, etc:
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It is always our endeavour to make the best out of the generated waste in our hotel. We strive to make sure that the available resources are recycled and reused again and again. Our hotel follows strict 3R (Reduce, reuse and recycle) practices. - Anonymous

I am amazed to see such beautiful artefacts created out of waste by the hotel. I will recommend this hotel to my friends as such practices should be promoted and acknowledged. - Anonymous

I had never expected that this Fijian hotel would take sustainability so seriously. Turning recycled materials into beautiful guest commodities is a great thing to do. Thinking sustainability should come from within. This is the beauty of Fiji. I would love to spend some more time here again in future. - Anonymous

This article has provided an insight on how hotels in the Fiji Islands are implementing sustainable practices and supporting local communities to enhance guest experience and encourage repeat visit intention. The focus of the hotels is now on delivering cutting-edge amenities to guests while upholding sustainability compliance without compromising on the quality of customer service, as determined by the hotel managers. To continue, it is essential that staff members are briefed and trained on all aspects of sustainability practice so that guests receive first-class service in addition to supporting the preservation of the island nation's fragile ecosystem. To benefit both the ecosystem and hospitality, hotel managers need to raise awareness of green practices among their guests and encourage them to participate in green initiatives. It is also clear that the different social media sites and hotel reservation websites significantly impact how people choose which hotels to stay at. As a result, it is essential to keep updating these portals with data about the steps taken by the hotel or resort to maintain sustainability conformance.

FUTURE IMPLICATIONS AND CONCLUSION

We conclude that even though guests support the goals of green initiatives, it is important to establish points of contact for these initiatives to minimise customer complaints. The extent of these green activities should be uniquely calibrated to customer preferences, though the study revealed a gap between their willingness to engage and genuine acceptance. Further, it was discovered that some guests had a wrong impression of hotel sustainable practices as they believed that they were attempting to transfer the burden of environmental responsibility onto their shoulders. The findings of this study add to the corpus of hospitality research by highlighting the

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3 diverse viewpoints guests hold in relation to green hotels in the Fiji Islands. According to our
4 study, green practices are well-received by hotel guests, and green accreditation is the quality that
5 distinguishes environmental practices from one another. However, there is still a difference in
6 opinion about managing and executing environmental strategies between hotel employees and
7 guests.
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12 Hotel managers must remain mindful of the primary goal of an eco-friendly hotel and employ
13 persuasive techniques to connect to eco-conscious guests to create a brand reputation for a hotel
14 property. In other ways, although the purpose of green measures is not sufficient to satisfy every
15 guest, the motivation behind hotels employing green practices—emotional persuasion—can help
16 to get beyond the restrictions. Additionally, educating guests about the benefits of green activities
17 could elicit empathy from them. This emotional strategy would impact the guests' perceptions and
18 attitudes because these two components are concurrently correlated with one another. These two
19 factors are crucial in determining what to accomplish and how to portray a resort's image
20 concerning guest acceptance levels of green policies. To comprehend customers' aspirations for
21 environmental practices, senior management must also question the reason for the guests' arrival
22 and the duration of their stay. The outcomes of this study could be incorporated by hotels when
23 they create new environmental policies and used to determine what hotel guests want and
24 anticipate from eco-friendly accommodations.
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35 **LIMITATIONS**

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38 We encountered some limitations that could be addressed by future investigation. The small
39 sample size is the first limitation as the interviews were only conducted in the Viti Levu (the
40 biggest Fiji Island) and not in the other islands of the Fiji group. Second, because the study was
41 carried out in a small island nation, it is possible that the findings cannot be extrapolated to other
42 nations because the hospitality setting and hotel sustainability practices in those countries will vary
43 significantly. Lastly, the sustainability descriptors utilised were only based on the evaluation
44 criteria of a hotel sustainability ranking system, which may not provide a comprehensive picture
45 of the sustainable practices performed by hotels around the world and so additional research is
46 needed based on broader assessment criteria.
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