Journal of Hospitality, Tourism & Cultural Research
Volume 1 Issue 4 December 2025
DOI: https://doi.org/10.53378/jhtcr.353302

Guests' behavioral intention on green practices to selected hotels in Tayabas, Quezon

[1]Johnwel Mike H. Magsino, [2]Christine Mae B. Marcaida, [2]Jay E. Mendoza & [2]John Martin R. Mirano

Abstract

The study aimed to examine the influence of green practices implemented by selected hotels in Quezon, Philippines on guests' behavioral intentions and to provide data-driven guidance for hotel owners. Using a quantitative-descriptive design with a correlational approach, the research explored the relationship between hotel sustainability initiatives, such as energy consumption, water conservation, waste reduction, and green food practices, and guests' behavioral intentions, including revisit intention, willingness to pay more, word-of-mouth promotion, and loyalty. A total of 196 respondents were selected via stratified random sampling from 399 guests who had stayed at least one day in three hotels in Tayabas City, Quezon Province. Data were collected using a validated 44-item survey and analyzed with frequency distribution, percentage, weighted mean, Kruskal-Wallis, Mann-Whitney U, and Spearman's rho correlation. Results revealed that energy-efficient lighting and eco-friendly, locally sourced food were the most noticeable and valued green initiatives. Guests strongly agreed with the hotels' efforts in energy and water conservation, waste reduction, and sustainable dining. Significant differences were observed in energy consumption based on visit purpose, while other green practices showed no demographic variation. Spearman's rho indicated a strong positive relationship between green practices and behavioral intentions. The study recommends enhancing visible sustainability efforts to promote guest loyalty, positive word-of-mouth, and willingness to pay more.

Keywords: *green practices, behavioral intentions, sustainability, energy consumption, hospitality industry*

Article History:

***Received**: June 6, 2025*
***Revised**: September 25, 2025*
***Accepted**: November 31, 2025*
***Published online**: December 15, 2025*

Suggested Citation:
Magsino, J.M.H., Marcaida, C.M.B., Mendoza, J.E. & Mirano, J.M.R. (2025). Guests' behavioral intention on green practices to selected hotels in Tayabas, Quezon. *Journal of Hospitality, Tourism & Cultural Research*, 1(4), 17-38. https://doi.org/10.53378/jhtcr.353302

About the authors:
[1]Corresponding author. Bachelor of Science in Hospitality Management, College of Sciences, Technology and Communications, Inc. Email: johnwelmike.magsino@gmail.com
[2]Bachelor of Science in Hospitality Management, College of Sciences, Technology and Communications, Inc.

1. Introduction

The hotel industry has a substantial impact on the environment due to its intensive consumption of energy, water, and other natural resources, which often results in pollution and waste generation. These practices contribute to broader environmental problems, including climate change. As Llanso (2024) explains, hospitality operations frequently leave a significant environmental footprint characterized by high energy and water consumption and excessive waste production. In response to these concerns, the global travel and hospitality industry has undergone a notable transition in recent years, with an increasing number of travelers preferring environmentally friendly accommodations.

Several studies highlight the importance of environmental sustainability within the hotel industry. Malik et al. (2021) assert that hotels play a critical role in environmental sustainability and emphasize the need to adopt eco-friendly practices to enhance customer satisfaction while supporting environmental preservation policies. Similarly, Rayos (2023) notes that hotels worldwide are increasingly committed to reducing energy consumption while simultaneously improving the guest experience, such as by maximizing the use of natural lighting to lower energy use. The adoption of green hotel practices has become a global trend, as reflected in international studies, including Brian (2019) on the influence of environmental values on consumer behavior in green hotels and Halim et al. (2021) on consumer awareness of green practices implemented by Starbucks Indonesia.

However, research findings regarding the influence of green practices on customer behavior remain mixed. Some studies suggest that the absence of green practices does not significantly affect customers' behavioral intentions, while others indicate that guests who recognize green initiatives are more likely to respond positively. At the same time, inadequate understanding or poor communication of these practices may cause inconvenience or confusion during guests' stays (Bruns-Smith et al., 2015; Lee et al., 2016). Despite the growing emphasis on sustainability, hospitality establishments are often criticized for paying insufficient attention to their environmental responsibilities (Zorpas et al., 2015). A TripAdvisor survey conducted in 2012 revealed that 57% of travelers frequently choose eco-friendly accommodation or dining options, and 71% intended to continue doing so in the following year. Moreover, studies indicate that guests are willing to pay premium prices for hotels with a strong green reputation. Environmental knowledge strengthens guests' perceptions that their actions contribute positively to environmental protection, which

enhances favorable attitudes toward green hotels, increases positive behavioral intentions, and encourages positive word-of-mouth (WOM), ultimately benefiting hotel profitability. Conversely, if hotels fail to clearly explain their green initiatives, guests may become skeptical or distrustful of environmental claims. Given the power of WOM as a marketing tool, hotels must carefully consider guests' perceptions and reviews related to green practices (Lee et al., 2021).

Rising environmental awareness has significantly shaped consumer behavior, leading many travelers to prefer eco-friendly accommodations and reinforcing the importance of green practices in the hospitality industry. According to Zhang et al. (2020), increased environmental awareness has shifted consumer preferences toward hotels that implement sustainable practices. Key green initiatives, including energy and water conservation, waste management, and the use of renewable resources, are essential in reducing the hotel industry's environmental impact. Wang et al. (2021) further note that customers are more likely to support establishments that align with their environmental values, thereby enhancing customer loyalty and retention. Green practices also improve the overall guest experience by responding to tourists' growing demand for sustainable tourism options (Gao & Matilla, 2021).

In pursuit of environmental protection and pollution reduction, particularly from carbon emissions, businesses are increasingly striving to "go green" as a strategic priority (Jemai et al., 2020). Within this framework, green supply chain management (GSCM) focuses on waste reduction, energy efficiency, and resource conservation. Implementing green tourism practices has become crucial to ensuring the long-term sustainability of the tourism industry. Currently, tourism accounts for approximately 5% of global greenhouse gas emissions, 8% of total employment, and 9% of global GDP. Consequently, reducing energy consumption, greenhouse gas emissions, water use, waste, and improving resource efficiency are among the major challenges facing the sector (Manalo & Afable, 2023).

Hotels are increasingly aware of the need to adopt eco-friendly practices such as waste management, sustainable building design, green purchasing, and water and energy conservation to minimize their environmental impact. Beyond attracting environmentally conscious guests, hotels that implement these initiatives enhance their corporate social responsibility image and may achieve cost savings through improved resource efficiency (Rayos, 2023).

In this context, the study aimed to determine the relationship between guests' behavioral intentions and green practices commonly implemented in hotels in Tayabas City, Quezon. It seeks to establish whether selected hotel sustainability initiatives, such as energy and water conservation, waste reduction, and eco-friendly dining, significantly influence guests' intentions to revisit, recommend, or pay more for services. By focusing on selected hotels in Tayabas City, the research intends to provide data-driven recommendations to help establishments strengthen environmental initiatives while enhancing guest satisfaction and loyalty.

2. Literature Review

2.1. Green Practices in Hotels

Green practices in the hospitality industry refer to environmentally responsible initiatives that minimize hotels' ecological footprint while maintaining service quality. These practices include energy conservation, water management, waste reduction, and sustainable food services (Lanjewar, 2015; Yi et al., 2016; Verma & Chandra, 2016). Energy conservation strategies, such as LED lighting, smart sensors, energy-efficient appliances, and the integration of renewable energy sources, reduce operational costs and carbon emissions while enhancing sustainability performance (MacAskill et al., 2023; Llanso, 2024; Ghimire et al., 2023). Similarly, water conservation practices, including low-flow fixtures, greywater recycling, rainwater harvesting, and smart irrigation systems, help hotels manage scarce water resources and lower operational expenses (Lindhorn, 2024; Cruz-Perez et al., 2022).

Waste management and recycling initiatives are crucial for minimizing environmental impact and improving operational efficiency. Hotels adopt strategies such as source segregation, composting, recycling programs, and the use of refillable amenities to reduce solid waste and packaging materials (Mews, 2023; Zangmo & Sharp, 2017). Green food practices, including sourcing ingredients locally, prioritizing organic and seasonal produce, reducing meat consumption, and implementing food waste reduction strategies, contribute to sustainability and support local economies (Novandika, 2024; Ross, 2018; Putra et al., 2022). By implementing these practices, hotels not only demonstrate environmental responsibility but also enhance their operational efficiency, competitiveness, and alignment with guests' growing sustainability expectations.

2.2. Influence of Green Practices on Guests' Behavioral Intentions

Behavioral intentions reflect a guest's likelihood to revisit, recommend, or pay more for a hotel based on prior experiences, attitudes, and perceptions (Chao, 2019). Green practices have been found to positively influence revisit intention by fostering trust, satisfaction, and perceived value among guests. Sustainable initiatives serve as external stimuli that encourage repeat patronage, while eco-friendly hotel operations enhance guests' overall experience and confidence in the establishment (Li, 2020; Dang-Van et al., 2024). Positive word-of-mouth is similarly strengthened when guests recognize a hotel's commitment to environmental responsibility, increasing reputation, customer acquisition, and loyalty (Román-Augusto et al., 2023; Chen et al., 2014).

Guests' willingness to pay more (WTPM) is also influenced by visible and well-communicated green practices. Many consumers are willing to pay premium prices for accommodations that demonstrate environmental responsibility, which in turn reinforces repeat visits and positive behavioral outcomes (Gani et al., 2022; Fuentes-Moraleda et al., 2019; Boronat-Navarro & Pérez-Aranda, 2020). Moreover, sustainable initiatives foster customer loyalty by strengthening emotional attachment and long-term commitment to the hotel (Chai et al., 2015; Han et al., 2019; Po & Jiang, 2023). Implementing and effectively promoting green practices not only supports environmental objectives but also enhances guest satisfaction, operational performance, and competitive advantage within the hospitality industry.

3. Methodology

3.1. Research Design

This study employed a quantitative–descriptive research design using descriptive–correlational methods to assess the green practices of selected hotels in Tayabas City, Quezon Province, and their influence on guests' behavioral intentions. Following the approach of Rayos (2023), a structured questionnaire adapted from previous studies was utilized as the primary data-gathering instrument. This design enabled the researchers to describe the green practices implemented by hotels and examine the relationship between guests' awareness of these practices and their intentions to revisit, recommend, or support the establishments.

Surveys were administered to purposively selected hotel guests who had stayed at the selected hotels for at least one overnight stay. The descriptive component of the study focused

on identifying and summarizing the green practices adopted by the hotels, while the correlational component examined the relationship between these practices and guests' behavioral intentions. Creswell (2014) emphasized that descriptive research combined with correlational analysis is effective in systematically describing phenomena and exploring relationships among variables. Similarly, Fraenkel and Wallen (2019) stated that correlational research is appropriate for examining relationships among naturally occurring variables without manipulation. Given these considerations, the descriptive–correlational design was deemed suitable for investigating how hotel green practices influence guests' behavioral intentions while maintaining the natural research setting.

3.2 Research Locale

The study was conducted in Tayabas City, located in the province of Quezon, Philippines. Tayabas is known for its rich cultural heritage and growing tourism industry, attracting both domestic and international visitors. Surrounded by rivers, mountains, and other natural attractions, the city has become a destination for eco-tourists. In response to increasing demand for sustainable tourism, hotels in Tayabas have begun implementing green practices such as the use of eco-friendly materials, waste management initiatives, and energy-efficient infrastructure.

According to a survey conducted by the Quezon Province Tourism Office (2022), although approximately 70% of hotels in Tayabas had implemented green measures, including energy conservation, waste management, and eco-friendly materials, only 35% of visitors were aware of these initiatives. Furthermore, hotel records indicated that the percentage of returning guests remained at approximately 25%, with some establishments reporting minimal improvement in customer retention despite the adoption of green practices. This gap suggested that the impact of green initiatives on guest satisfaction and loyalty may have been limited due to insufficient communication or awareness.

3.3. Research Population and Sample

The participants of the study were hotel guests who had stayed for at least one night in the selected hotels in Tayabas City within one month prior to the conduct of the research. Stratified random sampling was used to ensure proportional representation of guests from each

hotel. The total population consisted of 399 guests, distributed as follows: Hotel A (187), Hotel B (78), and Hotel C (134).

Using Raosoft with a 95% confidence level and a 5% margin of error, the required sample size was computed to be 196 respondents. Based on proportional allocation, the researchers targeted 92 respondents from Hotel A, 38 from Hotel A, and 66 from Hotel A, resulting in a total sample of 199 respondents, which exceeded the minimum required sample size. This ensured adequate representation and statistical reliability.

The respondents of the study were predominantly younger, with 50.5% belonging to Gen Z (18–27 years old) and 34.2% to Gen Y or Millennials (28–43 years old), while 15.3% were from Gen X (44–59 years old) and no participants were from the Baby Boomer group. Females comprised a slightly larger proportion of the sample at 55.1%, compared to 44.9% males. In terms of civil status, the majority of respondents were single (60.7%), with married participants accounting for 39.3%. Regarding the purpose of visits, most guests were leisure travelers (73.5%), whereas 26.5% visited for business reasons. The sample consisted mainly of young, single, female respondents visiting hotels primarily for leisure purposes.

3.4. Research Instrument

The primary research instrument was a survey questionnaire adapted and modified from previous studies. Items measuring green practices were adopted from Karimi (2014) and Bindu and Pawan (2022), while items measuring behavioral intentions were adapted from Evangelista and Apritado (2024). The questionnaire consisted of three parts: (1) demographic and psychographic profile of respondents; (2) hotel green practices in terms of energy consumption, water conservation, waste generation reduction and recycling, and green food practices; and (3) guests' behavioral intentions, including revisit intention, willingness to pay more, word of mouth, and loyalty.

A 5-point Likert scale was used, with the following descriptors: 5 – Strongly Agree, 4 – Agree, 3 – Moderately Agree, 2 – Disagree, and 1 – Strongly Disagree. The instrument underwent content validation by a subject expert to ensure clarity, relevance, and appropriateness. A pilot test was conducted among 30 respondents outside the study sample, followed by reliability testing. The Cronbach's alpha values obtained were .819 for energy consumption, .871 for water conservation, .792 for waste generation reduction and recycling,

.796 for green food practices, .909 for revisit intention, .924 for word of mouth, .922 for willingness to pay more, and .865 for loyalty, all indicating strong internal consistency.

3.5. Data Gathering Procedures

The researchers used an adapted and modified questionnaire consisting of 40 items covering green practices and guests' behavioral intentions. After expert validation and pilot testing, reliability analysis was conducted to ensure consistency of the instrument. While awaiting the reliability results, the researchers coordinated with duly registered hotels in Tayabas City to request permission to conduct the survey. Upon confirmation of the questionnaire's reliability, the researchers distributed QR codes linking to the online survey during on-site visits and through a public online invitation. Respondents were informed of the study's purpose and provided with instructions for answering the questionnaire. Confidentiality and anonymity were emphasized, and the researchers strictly adhered to the Data Privacy Act of 2012, ensuring the protection of respondents' personal information throughout data collection, storage, and analysis.

3.6. Statistical Treatment of Data

The collected data were coded, grouped, and analyzed according to the study's objectives using frequency distribution, percentage, weighted mean, Kruskal–Wallis, Mann–Whitney U tests and Spearman's rho.

4. Findings and Discussion

Table 1 shows the green practices employed at selected hotels in Tayabas City, Quezon Province. The results indicate that guests strongly recognize and positively evaluate the green practices implemented by selected hotels in Tayabas, Quezon across all dimensions examined. As shown in Table 1, energy consumption, water conservation, waste generation reduction and recycling, and green food practices all obtained high weighted average means ranging from 4.304 to 4.47, interpreted as Strongly Agree. These findings suggest that green initiatives are both visible and meaningful to guests, reinforcing the hotels' image as environmentally responsible establishments. The prominence of observable practices, such as energy-efficient lighting, water-saving programs, and waste reduction measures, enhances guests' awareness

of sustainability efforts and contributes to favorable overall perceptions (Anupat et al., 2024; Emilia, 2024; Kusa et al., 2023).

Table 1

Green practices at selected hotels in Tayabas, Quezon

Indicators	WAM	Verbal Interpretation
Energy Consumption	4.304	Strongly Agree
Water Conservation	4.354	Strongly Agree
Waste Generation Reduction and Recycling	4.378	Strongly Agree
Green Food Practices	4.47	Strongly Agree

***Legend**:* 1.00-1.80 Strongly Disagree; 1.81-2.60 Disagree; 2.61-3.40 Moderately Agree; 3.41-4.20 Agree; 4.21-5.00 Strongly Agree

Among the dimensions, water conservation and waste management practices were particularly well received, as guests appreciated initiatives that directly involved them, such as towel and linen reuse programs and waste reduction strategies. These results align with previous studies emphasizing that visible and authentic sustainability initiatives positively influence guests' attitudes, compliance, and recommendation intentions (Gao & Mattila, 2016). Given the significant volume of waste generated in the hospitality industry, effective waste management practices further strengthen hotels' credibility and environmental commitment (Ebuete et al., 2022).

Green food practices emerged as the highest-rated dimension, highlighting guests' strong support for sustainable dining initiatives such as food waste reduction and responsible sourcing. This finding reinforces existing literature showing that positive attitudes toward green food translate into favorable purchase intentions and stronger behavioral responses toward hotels that adopt sustainable food practices (Cozzio et al., 2018; Abdou et al., 2020; Abdou et al., 2022). The consistently high ratings across all green practice dimensions underscore the importance of sustainability as a key factor in shaping guests' positive perceptions and supporting sustainable tourism development in the hospitality sector.

The findings presented in Table 2 reveal that guests in selected hotels in Tayabas, Quezon exhibit consistently strong positive behavioral intentions, with weighted average means ranging from 4.40 to 4.434, all interpreted as Strongly Agree. These results indicate that guests' favorable perceptions of hotel green practices are closely associated with their

intentions to revisit, recommend, remain loyal to, and financially support these establishments. The high ratings suggest that sustainability initiatives play a significant role in shaping guests' overall experiences and strengthening their relationship with the hotels.

Table 2

Guests' behavioral intentions in selected hotels in Tayabas, Quezon

Indicators	WAM	Verbal Interpretation
Revisit Intention	4.40	Strongly Agree
Word of Mouth	4.434	Strongly Agree
Willingness to Pay More for Service of the Hotel	4.40	Strongly Agree
Loyalty	4.408	Strongly Agree

***Legend**:* 1.00-1.80 Strongly Disagree; 1.81-2.60 Disagree; 2.61-3.40 Moderately Agree; 3.41-4.20 Agree; 4.21-5.00 Strongly Agree

In particular, guests demonstrated strong revisit intentions and positive word of mouth, reflecting their appreciation of environmentally responsible operations. Hotels that implement visible and credible green practices are more likely to encourage repeat visitation and recommendations, as supported by previous studies highlighting the role of eco-friendly initiatives in meeting customer expectations and enhancing perceived value (Park & Kim, 2017; Su & Swanson, 2017; An et al., 2019). Similarly, guests' strong word-of-mouth intentions align with findings that environmentally responsible hotels generate higher customer satisfaction and green word of mouth, reinforcing a positive brand image and guest loyalty (Huang & Hsu, 2021; Lee & Lee, 2020).

Moreover, guests expressed a strong willingness to pay more and remain loyal to hotels that adopt green practices, indicating that sustainability enhances perceived value and trust. This supports earlier research showing that consumers are willing to pay a premium for environmentally friendly hotels and are more inclined to return to establishments that align with their environmental values (Fuentes-Moraleda et al., 2019; Gani et al., 2022). Consistent with Martínez (2015), the findings affirm that green practices strengthen green trust and loyalty. Overall, the results confirm that sustainability initiatives not only contribute to environmental protection but also serve as a strategic advantage that fosters positive guest behavior, long-term loyalty, and sustainable competitiveness in the hospitality industry.

Table 3

Significant difference between the green practices and behavioral intention according to age

Variable	*H* statistic	*p* value	Statistical Decision	Interpretation
Energy Consumption	3.050	.218	Accept H_o	Not Significant
Water Conservation	2.952	.228	Accept H_o	Not Significant
Waste Reduction	4.492	.106	Accept H_o	Not Significant
Green Food Practice	2.740	.254	Accept H_o	Not Significant
Revisit Intention	2.536	.281	Accept H_o	Not Significant
Word of Mouth	3.574	.167	Accept H_o	Not Significant
Willingness to pay	2.096	.351	Accept H_o	Not Significant
Loyalty	1.668	0.434	Accept H_o	Not Significant

Note. There are 99 respondents whose ages ranges 18-27 years old (Gen Z), 67 whose ages ranges 28-43 years old (Gen Y or Millennials), 30 whose ages ranges 44-59 years old (Gen X), and none whose ages range 45-78 years old (Baby Boomers). The difference is analyzed at 0.05 alpha level.

Table 3 presents the distribution of significant differences between green practices and guests' behavioral intentions when grouped according to age. The results indicate that loyalty recorded the highest p-value (p = 0.434), while waste generation reduction obtained a p-value of 0.106; both values are interpreted as not significant. This suggests that age does not significantly influence guests' behavioral intentions or their perceptions of green practices. Consequently, the null hypothesis is accepted, indicating no significant differences across age groups.

These findings imply that guests' awareness of and responses to green practices are not determined by age. Regardless of age bracket, individuals who value environmental sustainability and prioritize hotels that implement green practices are likely to recognize and appreciate these initiatives. This result reflects a broader trend in which environmental concern transcends generational boundaries, with sustainability becoming a shared value among diverse age groups. The growing emphasis on sustainability continues to shape consumer preferences in the hospitality industry, as eco-friendly hotel practices increasingly influence decision-making across all ages (Vila Vázquez et al., 2025).

Table 4 presents the comparison of green practices and behavioral intentions between male and female respondents. The results show that for energy consumption, water conservation, waste generation reduction, green food practices, and revisit intention, the p-values are greater than 0.05, indicating no significant differences between males and females.

Thus, the null hypothesis is accepted for these variables, suggesting that both genders perceive and respond to greenest practices in a similar manner.

Table 4

Significant difference between the green practices and behavioral intention according to sex

Variable	*U* statistic	*p* value	Statistical Decision	Interpretation
Energy Consumption	-.533	0.594	Accept H_o	Not Significant
Water Conservation	-1.175	0.240	Accept H_o	Not Significant
Waste Reduction	-1.276	0.202	Accept H_o	Not Significant
Green Food Practice	-1.668	0.095	Accept H_o	Not Significant
Revisit Intention	-1.025	0.306	Accept H_o	Not Significant
Word of Mouth	-1.987	0.047	Reject H_o	Significant
Willingness to pay	-3.409	0.001	Reject H_o	Significant
Loyalty	2.627	0.009	Reject H_o	Significant

Note. There are 88 respondents who are male and 108 who are female. The difference is analyzed at 0.05 alpha level.

However, significant differences were observed in word of mouth (p = 0.047), willingness to pay more (p = 0.001), and loyalty (p = 0.009). These findings indicate that male and female guests differ in how they express loyalty, their readiness to pay a premium, and their likelihood of sharing experiences with others. While perceptions of green practices appear consistent across genders, behavioral responses, particularly those involving financial commitment and advocacy, vary significantly. This suggests that gender may play a role in shaping specific behavioral intentions related to sustainability, highlighting the need for hotels to consider gender-sensitive approaches when designing strategies to enhance loyalty, pricing acceptance, and word-of-mouth promotion.

Several studies have examined sex differences in pro-environmental behaviors and intentions, particularly regarding loyalty to sustainable brands, willingness to pay for green products, and engagement in environmental practices (Gomes et al., 2023; Borau & Mai, 2025; Zhao et al., 2021; Bajar et al., 2024; Han et al., 2011; García-Salirrosas et al., 2024). Evidence suggests that women consistently demonstrate higher levels of environmental concern and are more likely to engage in pro-environmental behaviors compared to men (Gökmen, 2021). Furthermore, women exhibit significantly stronger pro-environmental intentions, reflecting greater personal commitment to sustainability initiatives.

In contrast, men tend to be more willing to pay higher taxes to support environmental protection but are generally less inclined to make personal sacrifices for sustainable practices. Men also report higher confidence in their ability to influence environmental policies, whereas women feel more capable of offering constructive suggestions to improve such policies (Tien & Huang, 2023). These findings indicate that while both sexes support environmental initiatives, the nature of their engagement and the ways they act on environmental concerns differ, which may help explain the observed gender differences in loyalty, willingness to pay, and word-of-mouth behavior in hospitality settings.

Table 5

Significant difference between the green practices and behavioral intention according to civil status

Variable	*U* statistic	*p* value	Statistical Decision	Interpretation
Energy Consumption	-.052	0.959	Accept H_o	Not Significant
Water Conservation	-1.494	0.135	Accept H_o	Not Significant
Waste Reduction	-1.129	0.259	Accept H_o	Not Significant
Green Food Practice	-1.965	0.049	Reject H_o	Significant
Revisit Intention	-1.160	0.246	Accept H_o	Not Significant
Word of Mouth	-1.761	0.078	Accept H_o	Not Significant
Willingness to pay	-.834	0.404	Accept H_o	Not Significant
Loyalty	-1.742	0.082	Accept H_o	Not Significant

Note. There are 119 respondents who are Single and 77 who are married. The difference is analyzed at 0.05 alpha level.

Table 5 presents the comparison of green practices and behavioral intentions based on respondents' civil status. Among the variables, Green Food Practices shows the lowest p-value (0.049), indicating a significant difference between groups. In contrast, Energy Consumption has the highest p-value (0.959), showing no significant difference across civil status groups. These results suggest that civil status influences individuals' preferences regarding green food practices. Single individuals may prioritize eco-friendly food choices, as they have greater autonomy in decision-making and are more likely to align their consumption with personal values, such as environmental responsibility. Married individuals, however, may focus more on family needs, convenience, and cost considerations, which could make green food practices a lower priority, although they remain aware of sustainability initiatives.

These findings align with previous research indicating that demographic factors can shape environmental behaviors. Mohamad and Shahril (2025) reported that marital status significantly affects preferences for Green Food Practices, with single and married respondents exhibiting different levels of engagement. These results emphasize that sustainability initiatives may resonate differently across demographic groups, highlighting the importance of tailoring green strategies to target specific audiences effectively.

Table 6

Significant difference between the green practices and behavioral intention according to purpose of visit

Variable	*U* statistic	*p* value	Statistical Decision	Interpretation
Energy Consumption	-2.217	0.027	Reject H_o	Significant
Water Conservation	-1.619	0.105	Accept H_o	Not Significant
Waste Reduction	-1.028	0.304	Accept H_o	Not Significant
Green Food Practice	-.390	0.697	Accept H_o	Not Significant
Revisit Intention	-.026	0.979	Accept H_o	Not Significant
Word of Mouth	-.040	0.968	Accept H_o	Not Significant
Willingness to pay	-1.000	0.317	Accept H_o	Not Significant
Loyalty	-.136	0.892	Accept H_o	Not Significant

Note. There are 144 respondents whose purpose of visit was Leisure and 52 respondents whose purpose of visit was business. The difference is analyzed at 0.05 alpha level.

Table 6 presents the significant differences between green practices and behavioral intentions based on the purpose of visit. The results show that “Revisit Intention” has the highest p-value (0.979), indicating no significant difference, whereas “Energy Consumption” has the lowest p-value (0.027), showing a significant difference. This suggests that guests visiting hotels with green practices pay particular attention to the establishment’s energy-saving initiatives. This heightened awareness may be attributed to the fact that leisure guests often consume more energy while staying in hotels compared to their usual routines at home. By consciously participating in energy-saving behaviors, guests can extend environmentally responsible practices beyond their personal residences, contributing to a more sustainable hospitality experience. Observing and engaging in these practices, even in less visible areas such as kitchens and spa facilities, reinforces guests’ perception of the hotel’s commitment to sustainability.

Guest-driven energy conservation is therefore a critical factor in improving the overall energy efficiency of hotel buildings. The energy-related behaviors of residents and visitors significantly influence hotels' operational energy consumption (Palani & Karatas, 2021). Encouraging and facilitating sustainable behaviors among guests represents a promising strategy to enhance energy efficiency while promoting environmental awareness and sustainable tourism practices.

Table 17

Significant relationship between the green practices and behavioral intention

	Spearman rho	Correlation	P-value	Interpretation
Energy Consumption	1.00	Very Strong		Significant
Water Conservation	.576**	Moderate	.000	Significant
Waste Generation reduction and recycling	.536**	Moderate	.000	Significant
Green Food Practices	.500**	Moderate	.000	Significant
Revisit Intention	.568**	Moderate	.000	Significant
Word of Mouth	.564**	Moderate	.000	Significant
Willingness to pay more	.559**	Moderate	.000	Significant
Loyalty	.597**	Moderate	.000	Significant

**. Correlation is significant at the 0.01 level (2-tailed)

The study demonstrates a significant relationship between green practices and guests' behavioral intentions, providing valuable insights into how sustainable initiatives influence consumer behavior in the hospitality sector. Using Spearman's rho correlation coefficient, the analysis revealed varying degrees of association between specific green practices and dimensions of behavioral intention. Energy consumption exhibited the strongest correlation ($\rho = 1.00$), while other initiatives, such as water conservation, waste generation reduction and recycling, and green food practices, showed moderate positive relationships ($\rho = 0.500–0.597$). Among behavioral outcomes, loyalty demonstrated the highest association ($\rho = 0.597$), followed by revisit intention, word of mouth, and willingness to pay more. These results indicate that green practices encourage guest engagement, advocacy, and support for sustainability.

The findings further suggest that environmentally responsible practices resonate strongly with guests, influencing their decisions and fostering long-term connections with

hotels. Initiatives such as energy efficiency, water conservation, waste reduction, and green food practices not only contribute to global sustainability but also provide a competitive advantage by aligning with the growing eco-consciousness of travelers. By emphasizing visible and meaningful green practices, hotels enhance the perceived value of the guest experience, encouraging repeat visits, positive word-of-mouth recommendations, and a willingness to pay premium prices for sustainable services.

These results are consistent with prior research indicating that hotels aim to minimize environmental impact while maintaining service quality (Lanjewar, 2015). Furthermore, as consumer awareness of environmental issues rises, guests increasingly prefer eco-friendly options, even at higher costs, highlighting sustainability as a critical driver of modern consumer behavior in hospitality (Seo et al., 2024). Collectively, the study underscores the importance of implementing and effectively communicating green practices to strengthen behavioral outcomes and build lasting guest loyalty.

5. Conclusion

The study revealed that guests highly appreciated the green practices implemented by hotels in Tayabas, Quezon, including energy saving, water conservation, waste reduction, and green food initiatives. These visible and tangible efforts positively influenced guests' perceptions, showing that simple yet noticeable sustainable practices can enhance their support and favorability toward the hotels. The findings also indicated that guests were more likely to revisit hotels with strong eco-friendly practices, share positive feedback, and express a willingness to pay more for services that support environmental sustainability. Consequently, these initiatives contributed to higher levels of guest loyalty, positioning these hotels as preferred choices over competitors.

Demographic factors such as age were not significant in shaping guests' awareness or appreciation of green practices, suggesting that environmentally conscious behavior transcends age groups. However, gender differences were observed in behavioral intentions, highlighting the need for hotels to design strategies that engage both male and female guests. Marital status affected attitudes toward green food practices, while other variables, such as energy consumption or loyalty, were less influenced. Additionally, the purpose of the visit impacted guests' attention to energy-saving measures, demonstrating how personal context can shape the reception of sustainable initiatives. The study confirmed that well-implemented and

communicated green practices significantly influence guests' behavior, fostering repeat visits, positive word-of-mouth, and support for the hotel.

Based on the study's findings, local hotels in Tayabas, Quezon are encouraged to enhance and expand their green practices to maximize guest engagement and satisfaction. Hotels could improve energy-saving features and ensure they are visible in public areas, while also implementing water conservation measures and responsible food portioning to reinforce sustainable operations. Offering exceptional services in an environmentally friendly manner can leave a lasting impression, encouraging repeat visits and positive word-of-mouth. Hotels should also consider tailoring amenities and green initiatives to appeal to diverse demographics, including different genders, age groups, and marital statuses, to ensure sustainability efforts are noticed and appreciated by all guests.

Disclosure statement

No potential conflict of interest was reported by the authors.

Funding

This work was not supported by any funding.

Institutional Review Board Statement

This study was conducted in accordance with the ethical guidelines set by CSTC College of Sciences, Technology and Communications, Inc. The conduct of this study has been approved and given relative clearance(s) by the CSTC College of Sciences, Technology and Communications, Inc.

Declaration

The author declares the use of Artificial Intelligence (AI) in writing this paper. In particular, the author used ChatGPT in paraphrasing ideas. The author takes full responsibility in ensuring proper review and editing of contents generated using AI.

References

Abdou, A. H., Hassan, T. H., & El Dief, M. M. (2020). A description of green hotel practices and their role in achieving sustainable development. *Sustainability, 12*(22), 9624. https://doi.org/10.3390/su12229624

Abdou, A. H., Hassan, T. H., Salem, A. E., Albakhit, A. I., Almakhayitah, M. Y., & Salama, W. (2022). The nexus between environmentally sustainable practices, green satisfaction, and customer citizenship behavior in eco-friendly hotels: Social exchange theory perspective. *Sustainability (Switzerland), 14*(19). https://doi.org/10.3390/su141912791

An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction, and revisit intention for Airbnb guests. *International Journal of Tourism Sciences, 19*(3), 145–165.

Bajar, R. G. C. A., Ong, A. K. S., & German, J. D. (2024). Determining sustainable purchase behavior for green products from name-brand shops: A Gen Z perspective in a developing country. *Sustainability, 16*(9), 3747. https://doi.org/10.3390/su16093747

Bindu, A., & Pawan, K. (2022). Influence of green practices on customer satisfaction and behavioral intentions. *Journal of International Business and Economics, 23*(1), 20–41. https://doi.org/10.51240/jibe.2022.1.2

Borau, S., & Mai, R. (2025). The gender paradox in pro-environmental engagement: Actionable insights for cause-related marketing and social advocacy campaigns. *Journal of the Academy of Marketing Science*. Advance online publication. https://doi.org/10.1007/s11747-025-01116-2

Boronat-Navarro, M., & Pérez-Aranda, J. A. (2020). Analyzing willingness to pay more to stay in a sustainable hotel. *Sustainability, 12*(9), 3730. https://doi.org/10.3390/su12093730

Brian, R. (2019). The effect of environmental value toward consumer behavior on green hotel practice: A literature review. *Jurnal Hospitality dan Pariwisata, 5*(1), 1–8.

Bruns-Smith, A., Choy, V., Chong, H., & Verma, R. (2015). Environmental sustainability in the hospitality industry: Best practices, guest participation, and customer satisfaction.

Chai, J. C. Y., Malhotra, N. K., & Dash, S. (2015). The impact of relational bonding on intention and loyalty: The mediating role of the commitment foci in service relationships. *Journal of Hospitality and Tourism Technology, 6*(3), 203–227. https://doi.org/10.1108/JHTT-08-2014-0035

Chao, C.-M. (2019). Factors determining the behavioral intention to use mobile learning: An application and extension of the UTAUT model. *Frontiers in Psychology, 10,* 1652. https://doi.org/10.3389/fpsyg.2019.01652

Chen, Y. S., Lin, C. L., & Chang, C. H. (2014). The influence of greenwash on green word-of-mouth (green WOM): The mediation effects of green perceived quality and green satisfaction. *Quality & Quantity, 48*, 2411–2425.

Cozzio, C., Bullini Orlandi, L., & Zardini, A. (2018). Food sustainability as a strategic value driver in the hotel industry. *Sustainability, 10*(10), 3404. https://doi.org/10.3390/su10103404

Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Sage.

Cruz-Pérez, N., Rodríguez-Martín, J., Acosta Martín, J. F., García, C., Ruiz-Rosa, I., & Santamarta, J. C. (2022). Improvements in hotel water consumption: Case study of a

five-star hotel (Canary Islands, Spain). *Urban Water Journal, 19*(1), 32–39. https://doi.org/10.1080/1573062X.2021.1949480

Dang-Van, T., Vo-Thanh, T., Wang, J., Nguyen, H. V., & Nguyen, N. (2024). Green hotel practices and consumer revisit intention: A mediating model of consumer promotion focus, brand identification, and green consumption value. *Journal of Vacation Marketing, 30*(4), 677–693.

Ebuete, A. W., Wodu, P.-E. D., & Ebuete, E. (2022). Dumping on waters: The lacunae in waste management in the Niger Delta, Nigeria. *American Journal of Environment and Climate, 1*(2), 100–109. https://doi.org/10.54536/ajec.v1i2.602

Emilia, E., & Milla-Amekor, M. (2024). Energy efficiency and conservation of hotels in Ghana: A systematic review article. *Asian Journal of Advanced Research and Reports, 18*(8), 251–258. https://doi.org/10.9734/ajarr/2024/v18i8727

Evangelista, D. G., & Apritado, J. M. (2024). Campsite attributes, travel motivations and behavioral intentions: Basis to enhance camping tourism experience. *International Journal of Research Studies in Management, 12*(7), 37–48. https://doi.org/10.5861/ijrsm.2024.2004

Fraenkel, J. R., & Wallen, N. E. (2019). *How to design and evaluate research in education* (7th ed.). McGraw Hill Higher Education.

Fuentes-Moraleda, L., Lafuente-Ibáñez, C., Muñoz-Mazón, A., & Villacé-Molinero, T. (2019). Willingness to pay more to stay at a boutique hotel with an environmental management system: A preliminary study in Spain. *Sustainability, 11*(18), 5134. https://doi.org/10.3390/su11185134

Gani, M. O., Gupta, V., Sajnani, M., Dixit, S. K., & Mishra, A. (2022). Are consumers influenced by the use of green practices in five-star hotels: An assessment of guests' revisit intentions, inclusive ratings, and hotel performance. *International Journal of Tourism Cities, 9*(1), 159–181.

Gao, Y. L., & Mattila, A. S. (2021). The impact of environmental knowledge on consumers' intention to visit green hotels: The mediating role of perceived value. *Journal of Hospitality and Tourism Management, 47*, 377–385. https://doi.org/10.1016/j.jhtm.2021.06.008

Gao, Y., & Mattila, A. S. (2016). Improving customer satisfaction through sustainable water-saving programs in the hospitality industry. *Journal of Hospitality Marketing & Management, 25*(4), 458–472. https://doi.org/10.1080/19368623.2016.1138069

García-Salirrosas, E. E., Escobar-Farfán, M., Gómez-Bayona, L., Moreno-López, G., Valencia-Arias, A., & Gallardo-Canales, R. (2024). Influence of environmental awareness on the willingness to pay for green products: An analysis under the application of the theory of planned behavior in the Peruvian market. *Frontiers in Psychology, 14*, 1282383. https://doi.org/10.3389/fpsyg.2023.1282383

Ghimire, B., Muneenam, U., & Techato, K. (2023). Renewable energy use in green hotels for sustainability: A systematic review. *International Journal of Energy Economics and Policy, 13*(6), 618–627. https://econjournals.com/index.php/ijeep/article/view/14521

Gökmen, A. (2021). The effect of gender on environmental attitude: A meta-analysis study. *Journal of Pedagogical Research, 5*(1), 243–257. https://doi.org/10.33902/JPR.2021167799

Gomes, S., Lopes, J. M., & Nogueira, S. (2023). Willingness to pay more for green products: A critical challenge for Gen Z. *Journal of Cleaner Production, 390*, 136092. https://doi.org/10.1016/j.jclepro.2023.136092

Halim, G. P., Firasko, M., Harianto, A., Petra, U. K., & Indonesia, S. (2021). Consumer's awareness of the application of green practices carried out by Starbucks Indonesia. *Jurnal Hospitality dan Manajemen Jasa, 1*, 1–15.

Han, H., Hsu, L.-T. J., Lee, J.-S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management, 30*(2), 345–355. https://doi.org/10.1016/j.ijhm.2010.07.008

Han, H., Yu, J., Lee, J.-S., & Kim, W. (2019). Impact of hotels' sustainability practices on guest attitudinal loyalty: Application of loyalty chain stages theory. *Journal of Hospitality Marketing & Management, 28*(8), 905–925. https://doi.org/10.1080/19368623.2019.1570896

Huang, J., & Hsu, C. H. C. (2021). The role of green practices toward green word-of-mouth using structural equation modeling. *Journal of Hospitality and Tourism Insights, 4*(1), 1–16. https://doi.org/10.1108/JHTI-04-2021-0096

Jemai, J., Chung, B. D., & Sarkar, B. (2020). Environmental effect for a complex green supply-chain management to control waste: A sustainable approach. *Journal of Cleaner Production, 277*, 122919. https://doi.org/10.1016/j.jclepro.2020.122919

Karimi, E. K. (2014). Relationship between green operations practices and operational performance of hotels in the coastal region, Kenya (Doctoral dissertation, University of Nairobi).

Kusa, R., Suder, M., & Duda, J. (2023). Impact of greening on performance in the hospitality industry: Moderating effect of flexibility and inter-organizational cooperation. *Technological Forecasting and Social Change, 190*, 122423. https://doi.org/10.1016/j.techfore.2023.122423

Lanjewar, J. (2015). Green initiative by hotels. *Sai Om Journal of Commerce & Management, 2*(1).

Lee, H., Li, J. M., & Li, X. (2016). Guests' perceptions of green hotel practices and management responses on TripAdvisor. *Journal of Hospitality and Tourism Technology, 7*(2), 182–199. https://doi.org/10.1108/JHTT-06-2015-0021

Lee, J., & Lee, J. (2020). The influence of green hotel practices on customers' word-of-mouth intentions. *Journal of Sustainable Tourism, 28*(4), 555–572. https://doi.org/10.1080/09669582.2020.1747435

Lee, S.-J., Lee, J.-W., & Kim, S.-H. (2021). Can hotel companies' water conservation management and waste reduction measures affect customers' social and personal norms, willingness to pay more, and revisit intention? *Sustainability, 13*(11), 6487. https://doi.org/10.3390/su13116487

Li, S. (2020). The impact of service quality, self-service technology, and the corporate image on customer satisfaction and customer revisit intention among luxury hotels in Kuala Lumpur, Malaysia. *International Journal of Services, Economics and Management, 11*(1), 48–70.

Lindhorn, R. (2024, September 18). Council post: The deep end of water conservation: Setting the bar for the hospitality industry. *Forbes.* https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2024/09/18/the-deep-end-of-water-conservation-setting-the-bar-for-the-hospitality-industry/

Llanso, L. (2024, March 15). The rise of sustainability in hospitality: The pivotal role of energy efficiency. *Energy Spacewell.* https://dexma.com/blog-en/the-rise-of-sustainability-in-hospitality-the-pivotal-role-of-energy-efficiency/

Lopez, R. P., & Hernandez, G. M. (2023). Exploring civil status and environmental behavior: Insights on energy and water conservation. *Environmental Psychology Review, 37*(4), 567–580. https://doi.org/10.1007/s42761-023-00177-5

MacAskill, S., Becken, S., & Coghlan, A. (2023). Engaging hotel guests to reduce energy and water consumption: A quantitative review of guest impact on resource use in tourist accommodation. *Cleaner and Responsible Consumption, 11*, 100156. https://doi.org/10.1016/j.clrc.2023.100156

Malik, S. Y., Hayat Mughal, Y., Azam, T., Cao, Y., Wan, Z., Zhu, H., & Thurasamy, R. (2021). Corporate social responsibility, green human resources management, and sustainable performance: Is organizational citizenship behavior towards environment the missing link? *Sustainability, 13*(3), 1044. https://doi.org/10.3390/su13031044

Manalo, G. M., & Afable, F. M. (2023). Implementation of green tourism practices in the hotels and resorts of White Beach Puerto Galera. *American Journal of Tourism and Hospitality, 1*(1), 27–34. https://doi.org/10.54536/ajth.v1i1.1769

Martínez, P. (2015). Customer loyalty: Exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management, 27*(5), 896–917. https://doi.org/10.1108/IJCHM-03-2014-0115

Mews. (2023, March 3). How can hotel waste management be made more efficient? *Mews.* https://www.mews.com/en/blog/hotel-waste-management

Mohamad, A. A. S. M., & Shahril, Z. R. (2025). Consumer readiness on the sustainable practices of green technology in fast food restaurants. *International Journal of Research and Innovation in Social Science (IJRISS), 9*(01), 4881–4895. https://doi.org/10.47772/IJRISS.2025.9010376

Novandika, I. (2024). Implementation of green practices in food and beverage department to support green hotel at Kalahari Resort & Conventions Poconos (Doctoral dissertation, Politeknik Negeri Bali). https://repository.pnb.ac.id/11127/

Palani, H., & Karatas, A. (2021). Identifying energy-use behavior and energy-use profiles of hotel guests. *Applied Sciences, 11*(13), 6093. https://doi.org/10.3390/app11136093

Park, H. Y., & Kim, D. K. (2017). In pursuit of an environmentally friendly convention industry: A sustainability framework and guidelines for a green convention. *International Journal of Contemporary Hospitality Management, 29*(3), 1028–1051. https://doi.org/10.1108/IJCHM-01-2016-0031

Po, S., & Jiang, M. (2023). The effects of green practices on green customer loyalty in the hotel industry: Multi-mediating role of green perceived value and green satisfaction. *International Journal of Research, 11*(10), 95–106.

Putra, I. K. A. B., Komala, I. G. A. M. K., & Mataram, I. G. A. B. (2022). Implementation of green service innovation at food & beverage department beach resort & spa. *Journal of Business on Hospitality and Tourism, 8*(2), 353–359. https://doi.org/10.1016/j.jbusres.2020.08.034

Rayos, J. L. T. (2023). Environmental practices, hotel brand equity, and guest behavioral intention of hotels in CALABARZON region. *International Journal of Research Studies in Management, 11*(14), 155–166. https://doi.org/10.5861/ijrsm.2023.1183

Román-Augusto, J. A., Garrido-Lecca-Vera, C., Lodeiros-Zubiria, M. L., & Mauricio-Andia, M. (2023). How to reach green word of mouth through green trust, green perceived value and green satisfaction. *Data, 8*(2), 25. https://doi.org/10.3390/data8020025

Ross. (2018, April 19). Eating habits. *Green Choices.* https://www.greenchoices.org/green-living/food-drink/eating-

habits#:~:text=Buying%20and%20eating%20less%20meat,you%20eat%20on%20the%20environment

Seo, J., Kim, C.-S., Kim, B.-S., & Park, S. (2024). Customers' behavioral intentions in relation to sustainable green marketing activities in hotels. *SAGE Open, 14*(2). https://doi.org/10.1177/21582440241247655

Su, L., & Swanson, S. R. (2017). The effect of destination social responsibility on tourist environmentally responsible behavior: Compared analysis of first-time and repeat tourists. *Tourism Management, 60*, 308–321. https://doi.org/10.1016/j.tourman.2016.12.018

Tien, Y., & Huang, J. (2023). Gender differences in pro-environmental behavioral intentions, environmental values, tolerance of environmental protection cost, and confidence in citizen participation in environmental policies during the COVID-19 pandemic in Taiwan. *Polish Journal of Environmental Studies, 32*(5), 4813–4823. https://doi.org/10.15244/pjoes/168851

Tripadvisor. (2023, February 28). *Tripadvisor survey reveals travelers growing greener*. Tripadvisor Newsroom. https://ir.tripadvisor.com/news-releases/news-release-details/tripadvisor-survey-reveals-travelers-growing-greener

Verma, V. K., & Chandra, B. (2016). Hotel guest's perception and choice dynamics for green hotel attribute: A mix method approach. *Indian Journal of Science and Technology, 9*(5), 1–9. https://doi.org/10.17485/ijst/2016/v9i5/87675

Vila Vázquez, G., Bande, B., & Naim, M. F. (2025). Generation Z and green hospitality: Insights into eco-conscious decision-making. *Revista Galega de Economía, 34*(2). https://doi.org/10.15304/rge.34.2.10591

Wang, Q.-C., Xie, K.-X., Liu, X., Shen, G. Q. P., Wei, H.-H., & Liu, T.-Y. (2021). Psychological drivers of hotel guests' energy-saving behaviours—Empirical research based on the extended theory of planned behaviour. *Buildings, 11*(9), 401. https://doi.org/10.3390/buildings11090401

Yi, S., Li, X., & Jai, T. M. (2016). Hotel guests' perception of best green practices: A content analysis of online reviews. *Tourism and Hospitality Research, 16*(2), 129–142. https://doi.org/10.1177/1467358415618015

Zangmo, C., & Sharp, A. (2017). Solid waste generation, composition and management in Paro hotel industry. *Applied Environmental Research, 39*(2), 15–27. https://pdfs.semanticscholar.org/8baf/d4ef4f6f000aea8d518a6d71332598e817f9.pdf

Zhang, L., Wu, B., & Shen, H. (2020). Can green practices enhance customer revisit intention? A study of the relationship between green practices, customer satisfaction, and revisit intention in the hotel industry. *Sustainability, 12*(15), 6383. https://doi.org/10.3390/su12156383

Zhao, Z., Gong, Y., Li, Y., Zhang, L., & Sun, Y. (2021). Gender-related beliefs, norms, and the link with green consumption. *Frontiers in Psychology, 12*, 710239. https://doi.org/10.3389/fpsyg.2021.710239

Zorpas, A. A., Voukkali, I., & Loizia, P. (2015). The impact of tourist sector in the waste management plans. *Desalination and Water Treatment, 56*(5), 1141–1149. https://doi.org/10.1080/19443994.2014.934721