

Green Hotel Practices in the Philippines and Guest Perception: A Literature Review

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green hotel practices, sustainable tourism, guest perception, hospitality industry, environmental sustainability, Philippines, guest satisfaction, behavioral intention, eco-friendly hotels, literature review

Abstract. This study examines green hotel practices in the Philippines and their influence on guest perception, satisfaction, and behavioral intentions through a qualitative literature review. Drawing on recent studies published from 2021 to 2026, and guided by the Theory of Planned Behavior (TPB) and Expectation-Confirmation Theory (ECT), the research synthesizes key findings on sustainable hospitality practices and guest responses within the Philippine context. The review identifies that hotels commonly implement sustainability initiatives such as energy conservation, water management, waste reduction, and eco-friendly sourcing, aligning with global environmental standards while improving operational efficiency. Findings reveal that guests generally perceive these practices positively, associating them with environmental responsibility, service quality, and enhanced overall experience. However, guest perception is not uniform and is influenced by factors such as environmental awareness, perceived value, trust, service quality, communication, and social norms. Limited awareness and poor communication may lead to misunderstanding or underappreciation of green initiatives, while transparency and visible implementation strengthen positive perceptions. The study further finds that green hotel practices significantly affect guest satisfaction and behavioral intentions, including revisit intention, loyalty, willingness to pay a premium, and positive word-of-mouth. Satisfaction emerges as a key mediating factor linking green practices with behavioral outcomes. When sustainability initiatives meet or exceed guest expectations, they enhance satisfaction and encourage supportive behaviors. Overall, the review concludes that green hotel practices serve both environmental and strategic purposes. Their effectiveness, however, depends on proper implementation, clear communication, and alignment with guest expectations, highlighting the importance of integrating sustainability with quality service delivery.

Introduction

The increasing concern for environmental sustainability has significantly influenced the global hospitality industry, prompting hotels to adopt green practices aimed at reducing environmental impacts. The hotel sector is recognized as a major contributor to environmental issues due to high consumption of energy, water, and other resources, leading to growing pressure to implement sustainable operations (Gregana-Alcaraz, 2025). In response, many hotels, including those in the Philippines, have begun integrating eco-friendly initiatives such as energy conservation, waste reduction, water management, and the use of sustainable materials as part of their operational strategies.

In the Philippine context, the adoption of green hotel practices has become increasingly evident as hotels strive to align with sustainability standards and meet the expectations of environmentally conscious travelers. Studies have shown that green practices such as energy efficiency, waste management, and water conservation are commonly implemented in local hotels and contribute positively to overall sustainability performance (Ocho, 2025). These initiatives not only benefit the

environment but also enhance the image and competitiveness of hotels in a rapidly evolving tourism market. Moreover, guest perception plays a crucial role in determining the success of green hotel practices. Research indicates that environmentally responsible practices significantly influence how guests evaluate their hotel experience, particularly in terms of perceived value, satisfaction, and loyalty (Po, 2023). Guests who recognize and appreciate green initiatives are more likely to develop favorable attitudes toward hotels, which can lead to repeat visits and positive word-of-mouth behavior. This highlights the importance of understanding how guests interpret and respond to sustainability efforts within the hospitality setting.

However, guest perception of green practices is not always uniform. Some studies suggest that while many guests support environmentally friendly initiatives, their level of awareness and understanding can affect how these practices influence their overall experience (Gregana-Alcaraz, 2025). Additionally, the perceived usefulness and visibility of green practices play a critical role in shaping guest attitudes and behavioral intentions, indicating that mere implementation is not sufficient without effective communication and engagement. Furthermore, recent studies emphasize that green hotel practices significantly impact guest satisfaction and behavioral intentions, including willingness to revisit, recommend, and even pay a premium for eco-friendly accommodations (Magsino, 2025). Positive perceptions of sustainability initiatives have also been found to strengthen guest loyalty, suggesting that green practices can serve as a strategic tool for improving long-term customer relationships (Dedat, 2025).

Despite the growing body of research, there remains a need to synthesize existing literature focusing on green hotel practices and guest perception within the Philippine setting. Variations in implementation, communication, and guest awareness highlight the importance of conducting a comprehensive literature review to better understand how these factors interact. Thus, this study aims to examine green hotel practices in the Philippines and analyze how they influence guest perception, satisfaction, and behavioral intentions, contributing to a deeper understanding of sustainable hospitality development.

Research Questions

1. What green hotel practices are commonly implemented by hotels in the Philippines based on existing literature?
2. How do guests perceive and interpret green hotel practices in the Philippine hospitality context?
3. What factors influence guest perception of green hotel practices as identified in previous studies?
4. How do green hotel practices affect guest satisfaction and behavioral intentions, as discussed in the literature?

Theoretical Framework

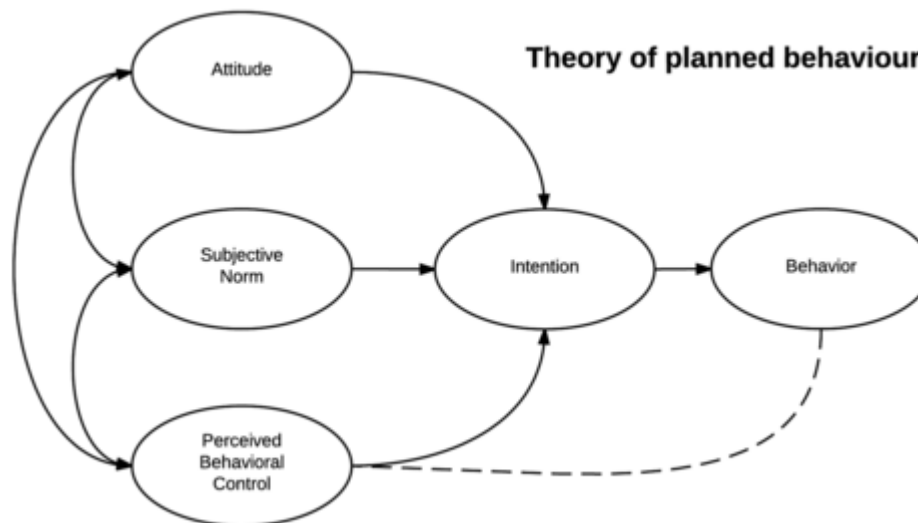


Figure 1. Theory of Planned Behavior (TPB) (Ajzen (1991))

The Theory of Planned Behavior (TPB), developed by Icek Ajzen, explains that an individual's behavior is influenced by three major factors: attitude, subjective norms, and perceived behavioral control. According to the theory, people are more likely to perform a particular behavior when they hold favorable attitudes toward it, perceive that important individuals or groups support the behavior, and believe that they have the ability and resources necessary to perform it. These three components collectively shape behavioral intentions, which in turn influence actual behavior. In the context of sustainable tourism and hospitality, TPB provides a useful framework for understanding how hotel guests develop perceptions, intentions, and behaviors related to environmentally responsible practices implemented by green hotels. Within the green hotel industry, attitude refers to guests' positive or negative evaluation of environmentally sustainable initiatives such as energy conservation, water-saving programs, waste reduction systems, eco-friendly amenities, and the use of renewable resources. Guests who believe that these practices contribute to environmental protection and enhance their overall hotel experience are more likely to develop favorable attitudes toward green hotels. Subjective norms involve the social pressures or expectations that individuals perceive from family members, friends, colleagues, social media communities, and society in general regarding environmentally responsible behavior. As environmental awareness continues to grow globally, many travelers are increasingly influenced by the opinions and recommendations of others when choosing accommodations that demonstrate sustainability efforts. Perceived behavioral control, on the other hand, reflects the extent to which guests feel capable of supporting green practices. This includes their perception of whether participating in environmentally friendly activities is convenient, affordable, and easy to accomplish during their hotel stay.

Recent studies have extensively applied TPB in examining tourists' environmental behaviors and intentions toward green accommodations. Pan et al. (2022) found that tourists' attitudes, subjective norms, and perceived behavioral control significantly influence their intention to visit green hotels. Their findings suggest that travelers are more likely to choose environmentally responsible accommodations when they possess positive beliefs about sustainability, receive encouragement from significant others, and perceive that supporting green initiatives requires minimal effort. Similarly, Fauzi et al. (2024) demonstrated that subjective norms and perceived behavioral control are strong predictors of tourists' intentions to stay in eco-friendly hotels, emphasizing the importance of social influence and the perceived ease of participating in sustainable practices. The study highlighted that travelers are often motivated by recommendations from peers and by the availability of convenient green programs provided by hotels.

Furthermore, Araújo et al. (2025) emphasized that attitudes and social norms play a crucial role in shaping consumers' purchase intentions toward green hotels. Their findings confirmed that travelers who value environmental protection and are surrounded by individuals who support sustainable consumption are more likely to choose green accommodations. The study further reinforced the notion that psychological and social factors significantly influence sustainable consumer behavior within the hospitality industry. These findings align with the broader literature suggesting that environmentally conscious travelers increasingly consider sustainability as an important criterion in their accommodation choices. The applicability of TPB has also been demonstrated in the Philippine setting. Ilagan et al. (2024) revealed that attitudes, perceived value, and social norms significantly influence consumers' intentions to support environmentally friendly practices. Their findings indicate that individuals are more likely to engage in sustainable behaviors when they recognize the benefits of such practices and when positive environmental actions are socially encouraged. This supports the relevance of TPB in understanding environmentally responsible behavior in developing countries, where awareness of sustainability issues continues to grow alongside the expansion of eco-friendly tourism initiatives.

Overall, the Theory of Planned Behavior serves as a strong theoretical foundation for this study because it explains how guests form intentions and behaviors toward green hotel practices. Specifically, the theory highlights the role of guest perceptions and attitudes toward sustainability, social influences from important reference groups, and perceived ease or control in participating in environmental initiatives. By examining these factors, the study can better understand the extent to which hotel guests accept, support, and engage with green practices. Consequently, TPB provides a comprehensive framework for analyzing the psychological and social determinants that influence guests' perceptions of green hotels and their willingness to support sustainable hospitality operations.

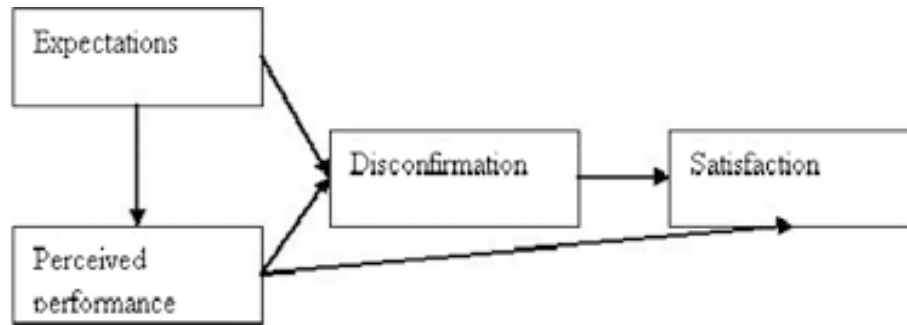


Figure 1. Expectation-Confirmation Theory (ECT) (Oliver (1980))

The Expectation-Confirmation Theory (ECT), developed by Richard L. Oliver, explains how customer satisfaction is formed through the comparison between an individual's initial expectations and the actual performance or experience received after consuming a product or service. According to the theory, customers establish expectations before purchase or consumption based on prior experiences, marketing communications, recommendations, personal beliefs, and perceived value. After experiencing the service, they evaluate whether the actual performance confirms, exceeds, or falls short of their expectations. When performance meets expectations, confirmation occurs and satisfaction is achieved. When performance exceeds expectations, positive confirmation results, leading to a higher level of satisfaction and favorable behavioral outcomes. Conversely, when performance falls below expectations, negative disconfirmation occurs, often resulting in dissatisfaction and reduced intentions to revisit or recommend the service. Because of its ability to explain post-consumption evaluations, ECT has become one of the most widely used theories in hospitality, tourism, marketing, and consumer behavior research. In the hospitality industry, guest satisfaction is a critical determinant of business success, making ECT particularly relevant for understanding how customers evaluate hotel services and experiences. Guests enter a hotel with specific expectations regarding accommodation quality, cleanliness, customer service, facilities, comfort, and overall value for money. These expectations are then compared with their actual experiences during their stay. If the hotel successfully delivers services that meet or exceed guest expectations, customers are more likely to report high levels of satisfaction, develop positive perceptions of the establishment, and demonstrate favorable behavioral intentions such as revisiting the hotel, recommending it to others, and providing positive reviews. On the other hand, when service performance fails to meet expectations, guests may become dissatisfied, resulting in negative evaluations, complaints, and a lower likelihood of returning.

The application of ECT has become increasingly important in the study of green hotels and environmentally sustainable hospitality operations. As environmental awareness continues to rise, many travelers now expect hotels to implement sustainable practices such as energy conservation programs, water-saving initiatives, waste management systems, recycling efforts, environmentally friendly amenities, and responsible sourcing of materials. These expectations influence how guests evaluate green hotels during and after their stay. If guests perceive that the hotel's sustainability initiatives are authentic, effective, and consistent with what was promised, they are more likely to experience confirmation of expectations, resulting in positive perceptions and greater satisfaction. However, if guests perceive that sustainability claims are exaggerated or inadequately implemented, dissatisfaction may occur due to the discrepancy between expected and actual performance.

Recent literature highlights the significance of ECT in understanding customer satisfaction and behavioral intentions within hospitality and tourism settings. Zhou et al. (2026) found that customer satisfaction is significantly influenced by the degree of alignment between expectations and actual service performance. Their study revealed that smaller gaps between expected and perceived service quality lead to more positive evaluations, higher satisfaction levels, and stronger intentions to continue patronizing the service provider. The findings support the fundamental assumption of ECT that satisfaction is primarily determined by the confirmation of expectations through actual experiences. Similarly, Yuan (2024) demonstrated that tourist satisfaction and behavioral intentions are strongly influenced by the extent to which travel experiences confirm tourists' pre-existing expectations. The study found that high-quality services, memorable experiences, and effective destination management contribute to positive confirmation, which subsequently enhances satisfaction and encourages future visitation. These findings reinforce the idea that tourists continuously compare their

expectations with their actual experiences and use this evaluation process to determine their overall satisfaction with a tourism product or service.

In the specific context of eco-friendly accommodations, Chang et al. (2024) reported that guest satisfaction is strongly associated with perceived service quality and the successful implementation of green practices. Their findings showed that when guests recognize and appreciate a hotel's sustainability efforts, they develop more favorable evaluations of the establishment. Moreover, the study revealed that satisfaction derived from positive green experiences significantly influences revisit intentions, willingness to pay premium prices, and positive word-of-mouth communication. This suggests that green practices can serve as an important source of customer satisfaction when they successfully meet or exceed guest expectations regarding environmental responsibility. Furthermore, Dedat and Rodrigues (2025) emphasized that positive perceptions of sustainability contribute to stronger guest loyalty and increased intentions to revisit eco-friendly hotels. Their research demonstrated that guests who experience confirmation of their expectations regarding environmental practices are more likely to establish long-term relationships with hotels that align with their personal values and environmental concerns. The study also highlighted that satisfaction serves as a mediating factor between sustainability perceptions and loyalty outcomes, indicating that positive experiences with green initiatives can strengthen both emotional attachment and behavioral commitment toward a hotel.

The growing body of literature suggests that ECT provides a valuable framework for understanding how guests assess the effectiveness of green hotel practices. As sustainability becomes an increasingly important factor in accommodation selection, travelers form expectations not only about traditional service quality but also about a hotel's environmental performance. These expectations may include beliefs regarding energy efficiency, waste reduction, eco-friendly amenities, community engagement, and corporate environmental responsibility. Guests then evaluate whether these expectations are fulfilled through their actual experiences during their stay. The degree of confirmation or disconfirmation ultimately influences their satisfaction, perceptions, and future behavioral intentions. For this study, Expectation-Confirmation Theory serves as a relevant theoretical foundation because it explains how guest perceptions and satisfaction toward green hotel practices are formed through the comparison of expected and actual experiences. The theory suggests that guests who perceive green initiatives as meeting or exceeding their expectations are more likely to report positive evaluations, higher satisfaction levels, stronger loyalty, and greater intentions to support environmentally responsible accommodations. Conversely, when sustainability practices fail to meet guest expectations, dissatisfaction may occur despite the presence of environmental initiatives. Therefore, ECT provides a comprehensive framework for examining how the implementation of green hotel practices influences guest perceptions, satisfaction, and future behavioral intentions, making it highly applicable to the present study on green hospitality and sustainable tourism.

Methodology

Research Design

This study employed a qualitative research design using a literature review approach. A qualitative literature review aims to systematically collect, analyze, and synthesize existing scholarly works to develop a deeper understanding of a specific phenomenon. In this case, the study focuses on green hotel practices in the Philippines and guest perception. The qualitative approach is appropriate because the study does not involve numerical data or statistical testing but instead seeks to interpret meanings, patterns, and themes found within existing studies. This design allows the researcher to explore how green practices are implemented and how they are perceived by hotel guests based on previously published research.

Sources of Data

The data for this study were gathered from secondary sources, primarily consisting of peer-reviewed journal articles, academic publications, and research papers related to sustainable tourism, green hotel practices, guest perception, and environmental sustainability in the hospitality industry. The selection of literature was guided by specific criteria to ensure the relevance and quality of the sources. Studies included in the review were published within the last five years (2021–2026), focused on green hotel practices, sustainability initiatives, and guests' perceptions and experiences, and were grounded in the Theory of Planned Behavior (TPB) and Expectation-Confirmation Theory (ECT), which serve as the theoretical foundations of the study. To obtain credible and reliable scholarly materials, the researcher utilized reputable online academic databases such as Google Scholar, ScienceDirect, Emerald Insight, and MDPI Journals. These databases provided access to current and authoritative research that contributed to the comprehensive analysis and synthesis of existing literature on green hospitality practices and their impact on guest perceptions and satisfaction.

Data Collection Procedure

The researcher conducted a systematic search of relevant literature using key terms such as “green hotel practices,” “guest perception in hotels,” “sustainable tourism Philippines,” “TPB green hotel,” and “Expectation-Confirmation Theory in hospitality.” These keywords were used to identify scholarly articles, research papers, and academic publications that were relevant to the objectives of the study. The identified sources were carefully screened based on their titles, abstracts, and full-text availability to determine their suitability for inclusion in the review. Only studies that directly addressed green hotel practices, guest perceptions, sustainability in hospitality, and the theoretical foundations of the Theory of Planned Behavior (TPB) and Expectation-Confirmation Theory (ECT) were selected. Furthermore, duplicate publications, outdated materials, and studies that were unrelated to the research objectives were excluded to ensure the quality, credibility, and relevance of the data used in the study. This systematic selection process enabled the researcher to gather reliable and comprehensive literature that supports the analysis and discussion of the research topic.

Data Analysis

This study utilized thematic analysis to examine, organize, and interpret the collected literature related to green hotel practices and guest perceptions. The analysis began with the familiarization stage, wherein the researcher carefully read and reviewed the selected studies to gain a comprehensive understanding of their content, objectives, methodologies, and findings. Following this, the coding process was conducted by identifying significant ideas, concepts, and findings from the literature and grouping them into meaningful categories. These codes were then analyzed to identify recurring patterns and relationships across the studies. Based on these patterns, common themes were developed, including the types of green hotel practices implemented by hospitality establishments, guests’ perceptions and attitudes toward sustainability initiatives, factors influencing guest perceptions, and the impact of green practices on guest satisfaction and behavioral intentions. Finally, the identified themes were interpreted and synthesized in relation to the study’s theoretical foundations, namely the Theory of Planned Behavior (TPB) and Expectation-Confirmation Theory (ECT). This process enabled the researcher to explain how green hotel practices influence guests’ perceptions, attitudes, satisfaction, and future behavioral intentions, while providing a comprehensive understanding of sustainability within the hospitality industry.

Results and Discussion

Green hotel practices are commonly implemented by hotels in the Philippines based on existing literature

The review of recent literature (2021–2026) reveals that hotels in the Philippines commonly implement several core green practices, primarily focused on resource conservation, waste reduction, and sustainable operations. One of the most consistently reported practices is energy management. Hotels adopt energy-saving technologies such as LED lighting, energy-efficient equipment, and optimized operational systems to reduce consumption (Ocho, 2025). Similarly, studies indicate that energy conservation is a fundamental sustainability strategy widely practiced in the hospitality industry due to its cost-efficiency and environmental benefits (Saikia, 2024). Another major practice is water conservation. Hotels implement water-saving measures such as low-flow fixtures, linen and towel reuse programs, and water recycling systems (Dael and Saab, 2023). These initiatives are crucial in minimizing water usage, especially in resource-sensitive tourism areas. Waste management practices are also highly emphasized. Hotels employ waste segregation, recycling systems, composting, and reduction of single-use plastics (Ofalla, 2024). In addition, sustainable waste practices such as food waste reduction and proper disposal systems are widely adopted to reduce environmental impact (Makoondlall-Chadee and Bokhoree, 2024).

Another important practice identified is green purchasing or sustainable sourcing, wherein hotels prioritize eco-friendly products, locally sourced materials, and environmentally responsible suppliers (Ocho, 2025). This contributes to reducing the overall environmental footprint of hotel operations. Furthermore, hotels implement air quality and environmental management practices, including pollution control measures and maintaining indoor environmental quality (Dael and Saab, 2023). These practices ensure both environmental protection and improved guest comfort. Lastly, the literature highlights the adoption of cleaner production technologies and operational improvements, such as upgrading equipment, improving facility layouts, and implementing staff training programs to enhance sustainability performance (Ofalla, 2024). These practices support long-term environmental and operational efficiency.

The findings indicate that green hotel practices in the Philippines are largely aligned with global sustainability trends, focusing on energy, water, and waste management as core areas of environmental responsibility. These practices are not only environmentally driven but also economically beneficial, as they help reduce operational costs while improving resource efficiency. Energy and water conservation emerge as the most fundamental practices because they directly address the high resource consumption typical of hotel operations. Consistent with the findings of Ocho (2025), these practices significantly contribute to overall sustainability performance, highlighting their importance in the Philippine

setting. Waste management practices, particularly waste segregation and reduction of single-use plastics, reflect the increasing emphasis on environmental accountability in the hospitality industry. These initiatives are supported by national tourism policies that encourage sustainable operations among hotels (Rivera et al., 2025). Moreover, the integration of recycling and circular economy principles shows a shift toward more comprehensive environmental strategies.

The adoption of green purchasing and sustainable sourcing further demonstrates that hotels are extending sustainability efforts beyond internal operations to include their supply chains. This indicates a more holistic approach to sustainability, consistent with global standards in green hospitality. Additionally, the implementation of cleaner production technologies and staff training suggests that sustainability in hotels is becoming institutionalized rather than optional. These practices enhance operational efficiency and ensure the consistent application of green initiatives across hotel departments. However, the findings also imply that while many hotels adopt basic green practices, the level of implementation may vary depending on factors such as hotel size, location, and available resources. As noted in previous studies, some hotels prioritize cost-saving measures over more advanced sustainability initiatives, indicating room for improvement in achieving comprehensive environmental performance (Saikia, 2024). Overall, the results suggest that green hotel practices in the Philippines are evolving and increasingly integrated into hotel operations. These practices play a critical role in shaping sustainable tourism development and serve as a foundation for influencing guest perception, satisfaction, and behavioral intentions.

Guests perception and interpretation of green hotel practices in the Philippine hospitality context

The review of recent studies shows that guests generally perceive green hotel practices as positive and beneficial, but their interpretation depends on several factors such as awareness, communication, and perceived value. First, many guests view green practices as indicators of a hotel's environmental responsibility and ethical commitment. Research shows that sustainability initiatives improve guests' perceptions of hotels and influence their attitudes toward environmentally responsible businesses (Acampora et al., 2022). Similarly, guests tend to develop favorable impressions when hotels demonstrate visible environmental efforts, which strengthens trust and overall evaluation (Dedat and Rodrigues, 2025). Second, guests often interpret green practices in terms of perceived value and satisfaction. Studies indicate that eco-friendly practices significantly enhance guest satisfaction when they are associated with service quality and comfort (Chang et al., 2024). In the Philippine context, guests perceive green practices such as energy and water conservation as contributing to both environmental and personal value, improving overall hotel experience (Po and Jiang, 2023).

However, perception is strongly influenced by awareness and understanding. Research shows that while some guests recognize practices such as recycling and eco-friendly products, others have limited awareness of more technical initiatives like energy-efficient systems (Gulia, 2025). This indicates that not all green practices are equally visible or understood by guests. Additionally, guest perception is shaped by communication and information transparency. Effective communication of sustainability efforts increases guest appreciation and willingness to support green hotels (Acampora et al., 2022). On the other hand, lack of communication may result in guests overlooking or undervaluing these practices. Furthermore, studies show that guests interpret green practices differently depending on their environmental awareness and personal values. Environmentally conscious guests are more likely to perceive such initiatives positively and are more willing to engage in sustainable behavior (Mansoor et al., 2025). In contrast, less environmentally aware guests may view green initiatives as less important. Finally, some guests may interpret green practices with skepticism, particularly when they suspect greenwashing or when sustainability claims are unclear. Research highlights that consumer trust plays a key role in determining whether green practices are perceived as genuine or merely marketing strategies (Velaoras et al., 2025).

The findings indicate that guest perception of green hotel practices is generally favorable but dependent on multiple influencing factors. Guests tend to associate green practices with positive attributes such as responsibility, quality, and value, which enhances their overall perception of hotels. Consistent with the Theory of Planned Behavior (TPB), guest perception is influenced by attitudes and environmental awareness. Guests who value sustainability are more likely to interpret green practices positively and support them (Mansoor et al., 2025). These attitudes play a crucial role in shaping behavioral intentions such as loyalty and willingness to revisit. The results also reinforce the importance of perceived value and satisfaction, aligning with the Expectation-Confirmation Theory (ECT). When green practices meet or exceed guest expectations—particularly in terms of comfort and service quality guests develop positive perceptions and satisfaction (Chang et al., 2024). This suggests that green practices must not compromise service quality but instead enhance the overall experience.

Another important finding is the role of communication and awareness. Guests cannot fully appreciate green practices if they are not visible or properly explained. As highlighted by Gulia (2025), awareness gaps may limit the effectiveness of sustainability initiatives. Therefore, hotels must actively communicate their practices through signage, digital platforms, and staff interaction. Moreover, the presence of skepticism and trust issues suggests that transparency is critical. Guests

are more likely to support green hotels when they believe that sustainability efforts are authentic and not merely promotional strategies (Velaoras et al., 2025).

Factors influence guest perception of green hotel practices as identified in previous studies

The review of recent literature identifies several key factors that influence how guests perceive green hotel practices. These factors include environmental awareness, perceived value, trust, service quality, social influence, and knowledge or information exposure. One of the most important factors is environmental awareness and knowledge. Guests who have higher awareness of environmental issues are more likely to perceive green hotel practices positively. Studies show that environmental awareness significantly shapes attitudes, habits, and behavioral intentions toward eco-friendly hotels (Tavitiyaman et al., 2024). Similarly, well-informed travelers are more inclined to support sustainable hotels and evaluate them more favorably (Shrivastava and Gautam, 2024). Another significant factor is perceived green benefits and value. Guests evaluate green practices based on the benefits they receive, such as environmental protection, personal satisfaction, and social value. Research shows that perceived green benefits functional, emotional, and social positively influence attitudes toward green hotels (Tan, 2023).

Trust and credibility also play a critical role in shaping guest perception. Guests are more likely to develop positive perceptions when they trust the authenticity of green practices. Studies indicate that trust in green hotel claims significantly influences behavioral intention and willingness to support eco-friendly accommodations (Wiastuti et al., 2022). Another important factor is service quality and perceived performance. Guests assess green hotels not only based on sustainability practices but also on how these practices affect overall service quality. Research demonstrates that perceived quality strongly influences satisfaction, trust, and behavioral intentions in eco-friendly hotels (Hashish et al., 2022). Additionally, social norms and personal values influence how guests interpret green practices. Consumer values such as environmental concern and personal norms shape attitudes and perceptions toward sustainability (Zheng et al., 2024). Social influences, including peer behavior and societal expectations, further reinforce these perceptions. Finally, information-seeking behavior and communication exposure are identified as key influencing factors. Guests who actively seek information about green practices or are exposed to sustainability messaging tend to develop more positive perceptions. Awareness of hotel green initiatives has been found to be one of the strongest predictors of consumer attitude and perception (Adepoju and Yeşilada, 2026).

The findings indicate that guest perception of green hotel practices is shaped by a combination of internal (psychological) and external (situational) factors. Consistent with the Theory of Planned Behavior (TPB), environmental awareness, personal values, and social norms play a central role in shaping perception. Guests who are environmentally conscious are more likely to develop positive attitudes toward green hotel practices (Tavitiyaman et al., 2024). Social influence further strengthens these attitudes by encouraging environmentally responsible behavior (Zheng et al., 2024). The results also emphasize the importance of perceived value and benefits. Guests tend to evaluate green practices based on how these initiatives enhance their experience. As noted by Tan (2023), perceived benefits whether functional (e.g., cost savings), emotional (e.g., feeling responsible), or social (e.g., status) contribute to favorable perceptions. This supports the idea that sustainability must create visible and meaningful value for guests.

Furthermore, trust and credibility emerge as crucial determinants of perception. Guests need to believe that hotel sustainability efforts are genuine and not merely marketing strategies. The findings of Wiastuti et al. (2022) highlight that trust significantly influences acceptance and support of green practices. Without trust, even well-implemented initiatives may be viewed skeptically. Another critical factor is service quality, which aligns with the Expectation-Confirmation Theory (ECT). Guests evaluate green practices based on whether they enhance or compromise service delivery. High-quality service strengthens positive perceptions, while any perceived inconvenience may lead to dissatisfaction (Hashish et al., 2022). This suggests that sustainability efforts should be integrated without negatively affecting the guest experience. The role of information and communication is also highly significant. Guests cannot properly evaluate green practices if they lack knowledge about them. As demonstrated by Adepoju and Yeşilada (2026), awareness of sustainability initiatives strongly influences attitudes and perception. This highlights the importance of marketing, transparency, and guest education.

How do green hotel practices affect guest satisfaction and behavioral intentions, as discussed in the literature?

The review of recent literature shows that green hotel practices have a significant positive effect on guest satisfaction and behavioral intentions, including revisit intention, loyalty, willingness to pay, and word-of-mouth promotion. First, green practices directly enhance guest satisfaction, particularly when they are integrated with service quality and comfort. Studies indicate that eco-friendly initiatives such as resource conservation and sustainable services contribute to higher levels of guest satisfaction (Dral, 2023). Similarly, research confirms that green practices positively influence satisfaction when combined with perceived service quality and value. Second, guest satisfaction plays a crucial role in shaping

behavioral intentions. Findings show that satisfied guests are more likely to exhibit positive behaviors such as revisiting the hotel and recommending it to others (Genç & Zengin, 2025). Satisfaction acts as a key mediating variable between green practices and behavioral outcomes.

Green hotel practices are also strongly linked to revisit intention. Studies demonstrate that sustainability initiatives significantly influence guests' willingness to return, particularly when these practices align with their environmental values (Fadzil et al., 2024). Additionally, green practices contribute to stronger emotional connections between guests and hotels, enhancing brand loyalty. Another key outcome is customer loyalty and word-of-mouth behavior. Research shows that guests who perceive green practices positively are more likely to recommend hotels and promote them through positive word-of-mouth (Chang et al., 2024). These behaviors are essential for long-term business success in the hospitality industry. Furthermore, green hotel practices influence guests' willingness to pay a premium for sustainable services. Studies indicate that environmentally conscious guests are willing to pay higher prices for hotels that demonstrate strong sustainability commitments (Damigos, 2023). Similarly, eco-certification and sustainability initiatives can enhance perceived value and justify premium pricing (Arbelo et al., 2025). Lastly, green practices contribute to guest loyalty through trust and perceived authenticity. Research shows that when guests trust the environmental efforts of hotels, they are more likely to develop long-term loyalty and continue supporting sustainable businesses (Wu, 2025).

The findings clearly demonstrate that green hotel practices play a critical role in enhancing both guest satisfaction and behavioral intentions. These results strongly support both the Theory of Planned Behavior (TPB) and the Expectation-Confirmation Theory (ECT). From the perspective of ECT, guest satisfaction is influenced by how well green practices meet or exceed expectations. When sustainability initiatives enhance the overall hotel experience without compromising comfort or service quality, guests experience higher satisfaction (Dral, 2023). This satisfaction then leads to positive behavioral outcomes such as revisit intention and loyalty. Consistent with TPB, behavioral intentions such as revisiting, recommending, and paying more are influenced by guests' attitudes toward green practices. When guests perceive these practices positively, they are more likely to engage in supportive behaviors toward the hotel (Genç & Zengin, 2025). This shows that perception and attitude are key determinants of behavior. The results also highlight the importance of satisfaction as a mediating factor. Green practices alone do not directly lead to behavioral intention; instead, they first influence satisfaction, which then drives behaviors such as loyalty and recommendation (Fadzil et al., 2024). This emphasizes that hotels must ensure that sustainability efforts contribute to a positive guest experience.

Another important finding is the role of perceived value and willingness to pay. Guests who recognize the environmental and social benefits of green practices are more willing to pay a premium, indicating that sustainability can be used as a competitive advantage (Damigos, 2023). However, this willingness depends on how well the value of these practices is communicated and experienced. Moreover, trust and authenticity are crucial in strengthening behavioral intention. Guests are more loyal to hotels when they believe that sustainability efforts are genuine. As noted by Wu (2025), credibility plays a vital role in translating green practices into customer loyalty.

Conclusion and Recommendations

This study examined green hotel practices in the Philippines and their relationship with guest perception, satisfaction, and behavioral intentions based on existing literature. The findings reveal that green hotel practices are increasingly integrated into the operations of hotels, primarily focusing on energy conservation, water management, waste reduction, and sustainable sourcing. These practices align with global sustainability standards and reflect the growing commitment of the Philippine hospitality industry toward environmental responsibility. The study also found that guests generally perceive green hotel practices positively, associating them with environmental responsibility, ethical values, and improved service quality. However, guest perception is not uniform and is influenced by several factors such as awareness, communication, perceived value, and trust. While environmentally conscious guests tend to appreciate and support these initiatives, others may overlook or misunderstand them due to limited awareness or lack of clear communication.

Furthermore, the findings identified multiple internal and external factors that shape guest perception, including environmental knowledge, perceived benefits, service quality, social norms, trust, and information exposure. These factors highlight that guest perception is not solely based on the presence of green practices but also on how these practices are communicated, experienced, and aligned with guest expectations. In terms of outcomes, green hotel practices were found to significantly influence guest satisfaction and behavioral intentions. Satisfaction plays a crucial mediating role, linking sustainability practices to positive guest behaviors such as revisit intention, loyalty, willingness to pay a premium, and word-of-mouth promotion. These findings support the Theory of Planned Behavior (TPB) and Expectation-Confirmation Theory (ECT), emphasizing that positive perceptions and fulfilled expectations lead to favorable behavioral outcomes. Overall, the study concludes that green hotel practices are not only beneficial for environmental sustainability but also serve as a strategic tool for enhancing guest satisfaction, building trust, and fostering long-term customer relationships.

However, the effectiveness of these practices depends on proper implementation, communication, and alignment with guest expectations.

Based on the findings of the study, several recommendations are proposed for different stakeholders. For hotel management, it is essential to enhance the communication of green practices by clearly presenting sustainability initiatives through signage, digital platforms, and staff interaction. Increasing visibility and transparency will help guests better understand and appreciate these practices. Additionally, hotels should improve guest awareness and education by providing simple and clear explanations of environmental initiatives, which can reduce misunderstandings and encourage active participation in sustainability efforts. It is also important to maintain high service quality while implementing green practices, ensuring that eco-friendly initiatives enhance rather than compromise guest comfort and overall experience. Furthermore, hotels must strengthen trust through authenticity and certification by adopting credible eco-labels and avoiding misleading claims, as transparent practices can build guest confidence and long-term loyalty. Finally, hotels should integrate sustainability across all operations by adopting a holistic approach that includes sustainable sourcing, staff training, and continuous improvement of green technologies.

For policymakers and tourism agencies, it is recommended to promote and support sustainable tourism policies by providing incentives, guidelines, and certifications that encourage hotels to adopt green practices. Establishing standardized green hotel certification systems is also crucial to improve credibility and help guests identify genuine environmentally responsible establishments. For future researchers, it is recommended to conduct empirical studies within the Philippine context through surveys or interviews to further validate and expand the findings of this literature review. Researchers are also encouraged to explore other variables that may influence guest behavior, such as cultural factors, pricing strategies, and technological advancements in green hospitality. Lastly, comparative studies between local and international green hotel practices may provide valuable insights into best practices and help identify areas for improvement in the Philippine hospitality industry.

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Competing Interests Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

Data Availability Statement

Data sharing is not applicable to this article as no new data were created or analyzed in this study; all data used were obtained from previously published sources as cited in the reference list.

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Appendices

No appendices are attached to this study.