Exploring the Perception of the Green hotel Guests towards Green practices

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Abstract
The hotel industry is continuously being used and this phenomenon will lead to the deterioration of the environment. Green hotels are new ventures for the tourism industry as repetitive usage in hotels limits the natural resources. Therefore, this study aims at analyzing green hotels' impact on the customer's perception and their selectivity toward such hotels. The first objective of the study is to find out the perception of consumers toward the green hotel. The Pro-environmental practices followed by green hotels play a vital role in protecting the environment and formulating a green initiative for society. Consumers who are using green hotels are ready to pay the premium for green services and refuse the services which are harmful to the environment to contribute towards environmental protection. To find out their satisfaction with the green services offered by green hotels is the next objective of the study. Self-awareness and mindfulness about the environment lead to the consumption of green hotel products and services. Overall perception towards green hotels, satisfaction with green practices and services, and self-consciousness and awareness towards the environment are studied here.
Key Words: *Green Hotels; customer's Perception; Revisit Intention; Pay for the premium; Environmentally friendly Practices; Guest Satisfaction.*

I.   Introduction

In response to the negative impacts of mass tourism, the tourism industry has proposed serval innovative concepts to cope with these environmental challenges [8]. The concept of green hotels has become more effective for providing environmentally friendly lodging facilities for consumers. A green hotel is alternatively known as an 'environmentally friendly hotel', an 'eco-friendly hotel', or a 'sustainable hotel' [21]. According to [29] 'Green hotels' are the lodging establishments offering various eco-friendly ethics and programs (e.g., waste management, improving towel use frequency, water management, using energy-efficient lights, efficient use of energy, and adopting 3R (Reduce, Reuse & Recycle policies). If we use natural resources without having a contribution to the sustainability of the environment, the environment will degrade and society will get deteriorate. Keeping these facts in mind this study is conducted to find out the perception of the customers toward green (sustainable) hotels. This study will find out the self-concern of the customers towards environmental sustainability. Individuals' perceptions about the severity of ecological problems or their perceptions of the importance of being environmentally friendly might influence their willingness to pay more [3].

It is indisputable that an increasing number of environmentally conscious individuals in the consumer marketplace have made the issue even bigger [14]. A green image is defined as the consumer perception that the hotel is committed to environmental protection[1]. This will only succeed when the users will be aware enough to avail such eco-friendly concepts and will help hotels to minimize the wastages while staying in such properties. This may include limiting the usage of electricity, water, air conditioner, heaters, etc. Some common figures and services in green hotels may be found in the areas of low-energy lights, solar power, gray water recycling, soap dispensers, and non-daily linen cleaning and waste conversion The linen should not get changed if not dirty on daily basis to save extra water, use natural lights to the maximum, censored lights, auto water taps, use of the solar system, rainwater harvesting, reuse of greywater, garbage distribution, etc. Adding to his study [1] has recognized the positive influence of green practices and image on hotel guests' revisit intention, positive word of mouth, and positive influences on guest loyalty. Consumers are ready to pay an extra premium to have such practices in the hotels. The concept of a green hotel is simply to convey the sustainable use of natural resources. There are various ways through which hotels are providing a green and clean environment to

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their patrons. Hoteliers can provide excellent services, but their irreversible impact on the environment could be substantial [6].[15] also cited studies related to environmental concern and stated many positive antecedents of customer attitudes and behaviors towards a green hotel, such as environmental awareness, perceived effectiveness, personal/moral/subjective norms, desires, environmental concerns, environmental beliefs, water conservation activities at home, brand attributes, and social identification studied by previous researchers.

As per the study conducted by [17] green hotels' pro-environmental initiatives improve their brand image by improving their eco- practices. Environmental education (EE) may be an effective means by which the hotel industry can change customers' perceptions [6] The first objective of the study is **"To find out the perception of consumers towards green hotels"**. This will make us understand that what is the actual image of green hotels in consumers' minds and their behavior towards green hotels. The second objective that emerged with this study is **"To find out whether the consumers using green hotels are environmentally sensitive or not"**. Whether they are satisfied with the services provided by the hotel or not will be determined. Also, whether they will pay extra to stay in green hotels or not. The next objective is **"To find the satisfaction of the consumers for the green practices followed by the hotels"**. The third objective of the study will make us understand how much the services provided by the green hotel, will lead to the satisfaction level of the consumers.

Thus, given the current inclination of many hotels to establish and project a green image, as argued earlier, there is merit in extending the investigation/analysis of the relationships among green image, relational variables of satisfaction and trust, and loyalty beyond just the formally green/certified hotels to determine if and how guests' perceptions of the green practices of more general hotels affect their loyalty/behavioral intention [1]. Green hotels are considered as one of the references for society for saving the environment while dealing with their daily operations. Hoteliers can provide excellent services, but their irreversible impact on the environment could be substantial [6].

II.   Literature Review

2.1 Brand Image

[13] examined the effect of cause-related marketing (CRM) to highlight green practices in the hotel industry. People tend to visit a hotel more frequently when it advertises its green practices. The study recommends hotels invest in green practice marketing through advertisements for favorable evaluations, better consumer attitude towards hotels, and high visit intentions. Revisit intentions are also based on consumers' beliefs, Hotel's image and personal values which are stated in the study conducted by [10] checked how behavioral intentions can be developed in a green hotel context. Based on the findings of the study, US hoteliers should develop their service offerings based on customers' values, beliefs, and personal norms. Hence, they need to use green marketing strategies and communicate how dedicated they are to promoting environment-friendly practices. Website interactivity developed a significant platform for branding a hotel and creating the image in the consumer's mind. Adding to this [4] developed and empirically tested the website interactivity model considering it a branding tool in the hospitality industry. According to him two-way communication and brand awareness was found to be in a significant causal relationship with brand image and simultaneously brand image was found to have a significant causal relationship with brand value. The study suggested that an interactive website is a significant tool for branding and the creation of brand value in the hospitality industry. Connectivity to the desired hotel brand effortlessly is the first service a brand can offer to their guests and services offered by hotels helps in forming an overall image. [20] studied the positive customer perception of the green hotel. The green image of a hotel with the certification also forms a positive behavioral intention. Similarly in the study of [19], It was seen that when a guest experiences a good quality of service from a hotel with a good hotel image, he/she will perceive everything well as expectation and impress a good hotel reputation. [16] also studied overall image to be a positive function of attitude towards green behavior. Overall, Image also significantly impacts another word-of-mouth intentions and willingness to pay for premium. Also, the relationship between the variables was much stronger in the case of females than males and higher age groups i.e., Female are more willing to engage in recommendations or positive Word of mouth behaviors. They are also more likely to pay for a green hotel. It is suggested to create a positive communication role in improving the eco-friendly behaviors of customers. Another study conducted by [28] suggests that guests having a high level of ascribed responsibility believe that they are also responsible for environmental degradation, which leads to a formation of the positive image of a green hotel leading to the intention to visit a green hotel. [1] developed an integrated model utilizing green image, perceived quality, trust, satisfaction, and loyalty of the customers of upscale hotels. It was concluded that a hotel's green image has a significant influence on guests' perception of its products and services. The green image of a hotel can be influenced by cause-related marketing (CRM) which is specified by [27] too, who developed a conceptual model to investigate how effective priming and CRM framing influence an image of green hotels. Results suggest that affective priming during social media can enhance hotel image

and Hotels can take advantage by manipulating customers' emotions using videos, pleasant music, and photos on the booking website.

2.2 Brand Satisfaction

[26] study fills the business gaps and makes the hoteliers understand the need of the customers and the trends they follow. [23]studied that a positive impact was seen on consumer satisfaction, loyalty, and willingness to pay a premium concerning economic sustainability practices. Additionally, findings reveal that satisfaction is likely to mediate the impact of environmental and social sustainability practices on the loyalty of consumers. [19] foundthat when a guest experiences a good quality of service from a hotel with a good hotel image, then there is an enhancement of perceived service quality, perceived value, and satisfaction. This satisfactory experience helped in building a good reputation for the hotels, driving the guests to promise a commitment and thereby enhancing customer loyalty. As per [1] integrated model utilizing green image, perceived quality, trust, satisfaction, and loyalty of the customers of upscale hotels' perceived quality, satisfaction, and trust mediate the relationship between green image and guests' loyalty. Adding to the relationship between satisfaction and loyalty [24] examined the impact of the hotels' economic, social and environmental sustainability practices on guest satisfaction and loyalty and the findings reveal that social and environmental dimensions play positive functions on guests' satisfaction and loyalty.

2.3 Self-concern for the environment

The alarming environmental concern is the foremost issue worldwide and people are becoming more conscious. The study conducted by[30]found that there has been a growing concern among consumers about green products and services, which led to the emergence of green marketing, and the consumers want to get associated with green brands and are willing to pay a premium price for a greener lifestyle. Later [9] also found that people with green consumption characteristics are more likely to choose green hotels, which have various environmentally friendly attributes. The consumers should also be studied based on socio-cultural backgrounds. [5] examined sustainable hotel practices which motivated travelers to select a hotel in Mexico.It was determined that Americans were more focused on the functionality part of sustainability, while Mexicans were oriented towards emotional prospects of conservation. [25] assessed how and to what extent sustainable development practices are implemented in the hospitality industry. They found Canadian customers more concerned about the environment and likely to go with hotels that are adopting SD (Sustainable Development) practices. [8] applied a mixed-method approach to examine the lodging experience of spontaneous guests, active guests, and devoted guests. And it was found that social responsibility towards the environment is highly valued in all these three segments. Later [26] suggested that hotels having global green branding through the utilization of green product principles can achieve a green competitive advantage over the competitors. Environmental concern is a major aspect influencing the behavior of consumers towards hotels. later [20] found that the green image of a hotel with the certification also forms a positive behavioral intention. Customers with environmental consciousness would like to stay and pay a premium for green hotels. It will lead to positive word-of-mouth publicity for such hotels. A similar is studied by [12]that Environmental concern, social motivation, and awareness of consequences were found to be influencing consumers' attitudes towards the green hotel, which significantly influenced their intention to visit green hotels. [18] understand the impact of sustainable practices on the hotel industry and the results concluded that being environmentally responsible enhanced hotels' efficiency specifically in terms of improving energy efficiency and waste management. In the study, by [27] consumers who focus more on environmental issues show more favorablebehavior regarding green hotels.

The major finding and the gap that emerged from the literature is to understand the behavior of guests of the green hotel in the Indian context as very less studies have been conducted in the Indian context. Consumers have various parameters for choosing a hotel for their stay so green marketing will help the green hotelier to reach their consumers. This study will understand the behavioral intent of consumers of green hotels. The major components of the study are Brand Image of the hotel, Brand satisfaction, and Self-concern for the environment.. This study will help the hotelier to know about their customers and how much they are aware of the green practices, which in turn helps them to formulate the green services and practices properly to create a better satisfaction level and loyalty towards green hotels.

III. Working Methodology

3.1 Research Objective(s)
- To find out the perception of consumers towards green hotels.
- To find the satisfaction of the consumers for the green practices followed by the hotels.
- To find out whether the consumers using green hotels are environmentally sensitive or not.

3.1 Research Design: The research study is exploratory as it explores the perception, satisfaction, and self-concern of green hotel customers of green hotels in Delhi/NCR. The sample used is judgemental as the selected guests of green hotels are chosen for filling the questionnaire.Judgment sampling is a type of purposive sampling, occurs when units are selected for inclusion in a study based on the professional judgment of the researcher.As this study is a pilot part of doctoral research so the sample size used is 120 guests of the green hotel.

3.2 Data Collection:The questionnaire was developed in the form of Google Forms and circulated to the guests through apps and emails to contribute to the environment. Even though green hotels practice reusing and reducing papersand so online platform was the most preferable method for collecting the data. Alsorather than using papers dedicated to green hotel guests feel more comfortable and connected to the environment when using an online platform for filling up the questionnaire.

3.3 Data Analysis technique and presentation:This data is analyzed on frequency-based techniques using SPSS. The frequency of the green hotel guest's perception, satisfaction level, and self-concern has been generated after the analysis of the data. The data collected is presented through tables and pie charts.

3.4 Questionnaire Development:based on the literature review, a structured questionnaire was prepared. A structured questionnaire involves self-explanatory questions with s predefined responses category, where respondents simply read the question and tick mark their answer from the available options [7,cited by 11]. In this questionnaire, three major data categories involve brand Image, brand satisfaction, and self-concern for the environment. Based on the variables acknowledged from a review of the literature [20; 10; 1;2; 19] the structured questionnaire for the present study was formulated. The reliability of the research instrument has been tested using the Cronbach alpha value.

3.5 Data collection: The data is collected using a five-point interval scale in which 1 is extremely no and 5 is extremely yes. The mid-way values are considered neutral.

4. Data Analysis

Data from 120 guests of various green hotels in Delhi/ NCR was collected to find out the perception of a green hotel guest in the light of the variables Brand Image, Brand Satisfaction, and Self-concern for the Environment. The data was measured on a five-point interval scale on a total of 27 statements covering all the variables.

Brand Image:The brand image is the perception and beliefs about a brand in a consumer's mind.The following item statements have been used to measure brand image.

Table 1 (Brand Image)

S No.	Item Statement	1				5
1.	This hotel is known as a company that takes good care of their trade guests.			4.2	33.6	62.2
2.	This hotel has concern about environmental concern.	.8	.8	5.9	32.8	59.7
3.	I like to stay at this hotel because this hotel is green.	.8		7.6	40.3	50.8
4.	This green hotel's environmental commitments are reliable.	.8	.8	6.8	37.8	53.8
5.	This green hotel is committed for environmental protection.	.8		10.1	29.4	59.7
6.	This green hotel's environmental concerns meet my expectation.	.8		9.2	37.8	52.2
7.	This green hotel has strong environmental reputation.	.8		11.8	30.3	57.1
8.	This green hotel is regarded as the point of reference of environmental commitments.	.8	.8	14.4	31.1	52.9
9.	In comparison to other hotel brands, this hotel is known to constantly deliver very high quality.	.8	.8	10.9	36.1	51.3
10.	I feel that green hotel keeps promises and commitment for environmental protection.			10.2	39.0	50.8
11.	Environmentally certified hotels behave in a socially responsible way.			8.4	31.9	59.7

All responses in %

Interpretation: Refer to table 1, Statement 1states 95.8% of respondents think that the hotels take good care of their guests, whereas 4.2% of respondents were neutral side. 92.5 % of respondents support that the green hotel has a positive environmental concern. Whereas 5.9% were on the neutral side and only 1.6% were having a negative image of green hotels for environmental concerns. According to statement three, 91.1 % of respondents are willing to stay in green hotels, whereas 7.6% of respondents have a neutral choice and only 0.8% of them are those who are not willing to stay. As per Statement four, 91.6% of respondents were on the positive side whereas 6.8% of them were showing a neutral view and only 1.6% of them were inclined toward the negative side.As per statement five, table 1, there are 89.1% of respondents found green hotels' commitments positive towards environmental protection. 10.1 % of respondents were having a neutral view towards this statement and 0.8% of them were showing a negative commitment to green hotels toward environmental protection. According to statement 6, the respondents who think that green hotels' environmental

concern meets their expectations were 90% and 9.2% were on the neutral side whereas only 0.8% of the respondents think that green hotels' environmental concern did not meet their expectations. According to the next statement related to environmental reputation, 87.4% of the respondents think that green hotels have a strong environmental reputation. 11.8 % of them are on the neutral side and only 0.8% think that green hotels do not carry a strong environmental reputation. In statement 8, which is related to green hotels are referred to as the point of reference for environmental commitments. 84% of guests considered green hotels as a point of reference for environmental commitments due to their green policies and green practices. Again 14.4% of respondents were on a neutral view and 1.6% were on the negative side by not considering green hotels as a point of reference for environmental commitment. While studying whether green hotels are constantly delivering very high quality or not? 87.4% of respondents found that yes green hotels deliver high quality in comparison to other hotels. 10.9% of respondents were resulting as neutral viewers and 1.6 were negative responses that no green hotels do not deliver very high quality in comparison to other hotels. Statement ten proves that 89.8% of respondents believe that green hotel keeps promises and commitments for environmental protection. Rest 10.2% were again on the neutral side. As per the laststatement, 91.6% of respondents believe that yes, environmentally sensitive hotels behave in a socially responsible way. The rest 8.4 % are on the neutral side.

4.2 Brand Satisfaction: This study is related to green hotel's repurchase of the respondents, also their linking and satisfaction with green hotel's services. Six item statements were used to measure the satisfaction level of the customers of the green hotels.

Table 2 (Brand Satisfaction)

S No.	Item Statement	1				5
1.	I like the products of this green hotel brand.	0	0	10.1	31.1	58.8
2.	I feel relaxed about using the products of this green hotel brand.	0	0	9.4	33.3	57.3
3.	The products of this green hotel brand make me feel good.	0	.8	9.3	30.5	59.3
4.	I was fully satisfied with the service in this hotel.	0	.8	6.7	33.7	58.8
5.	My expectations of service in this hotel had been met.	0	.8	9.2	37.1	52.9
6.	The stay at this hotel was satisfying to me.	0	.8	9.2	31.2	58.8
7.	As a whole, I have really enjoyed myself at this hotel as expected.	0	.8	8.4	30.3	60.5

All responses in %

Interpretation: Referring table 2, 89.9 % of respondents answered that yes, they like products of green hotels, and the rest 10.1% responded neutrally. As shown in table 2, 90.6 % of respondents feel relaxed about using the products of green hotels .9.4% of respondents were on the neutral answer.When it comes, to how the customer feels about the products and services used by green hotel then 89.8% of them are inclining toward a positive note. that yes, they feel good about the products, which are used by green hotels. 9.3% of them are having a neutral point of view and only 0.8% think that they do not feel good about using the products of green hotels they are staying in. 92.5 % of the respondents were fully satisfied with the green services offered by the green hotels. 6.7% of respondents were having neutral views while 0.8% were having negative responses toward green hotel services.As per the study when respondents were asked to share their experiences about whether their expectations have been met or not? 90% of the respondents were saying it positive and having the answer yes/ extremely yesand 0.8% were saying no their expectation didn't meet and 9.2% were on the neutral side. The respondents were asked about their stay at green hotels and 90% of them were saying that their stay at the green hotel was satisfying to them and 9.2% were on the neutral side according to 0.8 % of respondents their stay was not satisfying due to any reason. Referring to table 2, 90.8% of respondents were having a positive stay experience and they enjoyed using green hotels products and services during their stay as expected. 8.4% of respondents wereneutral point of view and only 0.8% were showing a negative experience.

4.3 Self-concern for the environment: How much the consumersare aware of the green practices? How significant to protecting the environment is for them? How much recycling do they do? Nine item statements related to their self-concern for the environment have been asked from the respondents.

Table 3 (Self-concern for the Environment)

S.No.	Item Statement	1				5
1.	Staying at a green hotel brand has an ethical interest for me with ecological products.	0	0	8.4	29.4	62.2
2.	Staying at a green hotel when traveling would enable me to prevent pollution.	0	0	11.8	26.9	61.3
3.	When two hotel companies are similar, I tend to select the one that harms the environment less, even if it is more expensive.	0	0	13.4	28.6	58
4.	If the services provided by a hotel industry seriously damage the environment, I will refuse to purchase them.	0	0	10.9	28.6	60.5
5.	When choosing a hotel company, I always select the one with environmental certification, even if it is more expensive.	0	1.7	15.1	36.1	47.1

6.	I regularly recycle at home (Garbage, water, etc)	0	4.2	16.8	30.3	48.7
7.	I often purchase products that use less paper or cardboard for packaging	0	1.7	12.7	39.8	45.8
8.	I am conscious about the actions I can take to improve the environment	0	0	6	33.3	60.7
9.	I am usually informed about environmental issues		0.8	9.2	31.1	58.8

All responses in %

Interpretation: About the ethical interest in green products creates an interest of 91.6% of the respondents to stay at green hotels. 8.4% of respondents were still on the neutral side. The study says that 88.2% of respondents are staying in green hotels while traveling to prevent the environment from pollution. 11.8% of them neither agree nor disagree with this fact.86.6% of respondents are willing to pay a premium for green hotels or hotels which harms less to the environment. The rest 13.4% were on neutral side. 89.1% of the respondent will refuse to avail of the hotel service if it will damage the environment seriously. 10.9% of respondents feel neutral about purchasing hotel services if it will damage the environment. Respondents were asked about the recycling process they do at home, to protect the environment. 79% of them are those who recycle at home. 16.8% of them were neutral and only 4.2% of them are those who don't recycle at home. 85.6% do not purchase the product using more paper or cardboard to protect the environment.12.7% of them became neutral on this statement and 1.7% of them says yes. 94% of the respondents were conscious of the actions they take to protect the environment and no respondent was not conscious of their actions and the rest of the 6% of respondents had a neutral point of view. When respondents were asked how much they are aware of environmental issues 89.9% of the respondents were indicating yes as the answer and 9.2% were neutral whereas only 0.8% of them were not usually aware of the environmental issues.

Table 4: Reliability statistics

Cronbach's Alpha	N of items
.956	27

5.   Reliability Statistics: The reliability of the questionnaire for twenty seven interval scale items (brand image, brand satisfaction and self-concern for the environment) has been tested using Cronbach's Alpha Reliability Statistics. The coefficient obtained is .956 that shows a good reliability and internal consistency of the questionnaire.

6.   Demographic factors: The survey also measured respondents' socio-demographic characteristics (i.e., age, gender, education, and occupation).
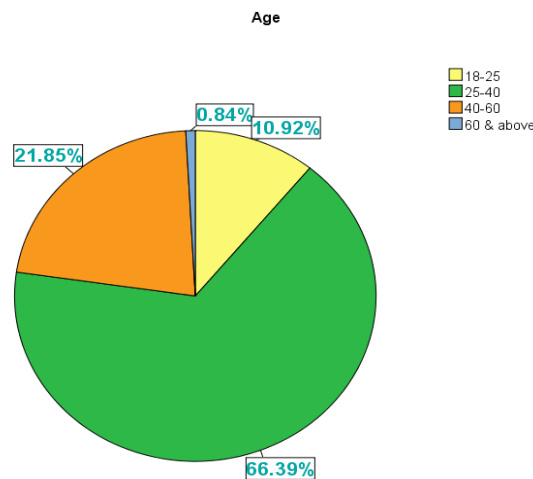

Figure 1: Age

The above chart reflects a minimum age of 18 and a maximum age of 60 & above in which 10.9% fall in the category of 18-25 of the age. 66.4% of the respondents were of the age group of 25-40. 21.8% of the respondents were between 40-60 years and only 0.8% of them are 60 & above.
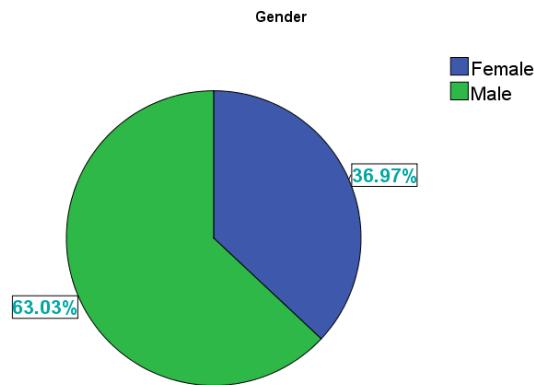
Gender

Figure 2: Gender

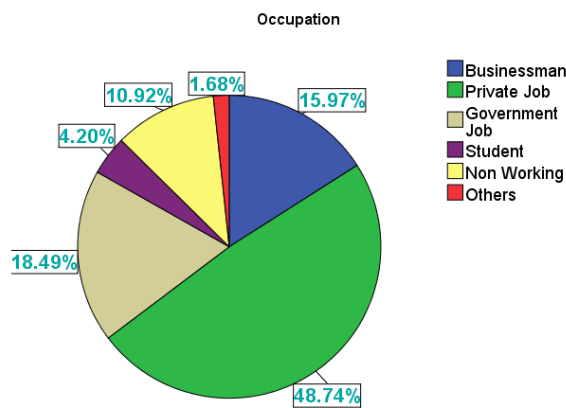Among all the respondents37% were female and 63% male.

Occupation

Figure 3: Occupation

In terms of occupation, respondents were well distributed, with 48.7% in the private sector, 18.5% government employees, 16% businessmen,11.6% homemakers, and 4.2% students.
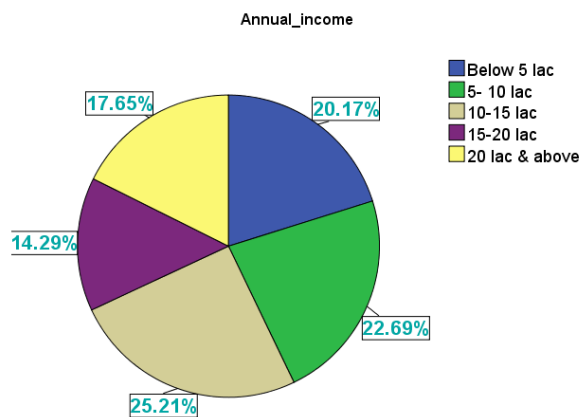
Annual_income

Figure 4: Annual income

In terms of annual income, 22.7 % were 10-15 lacs, 20.2 % below 5 lacs, 17.6 % were in the range of 20 lacs & above, and 14.3% were in the range of 15-20 lacs.

Purpose_of_visit

2.52%
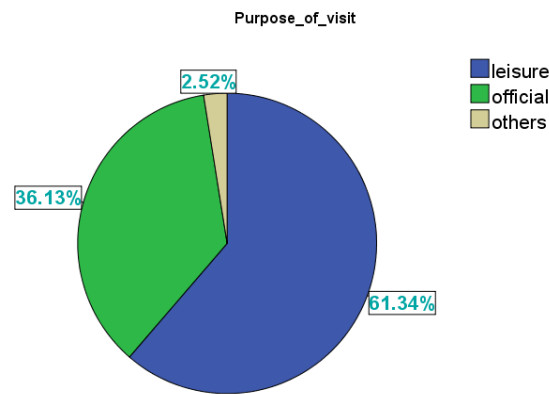
36.13%

61.34%

- ■ leisure
- ■ official
- □ others

Figure 4: Purpose of visit

The distribution of the purpose of the visit was also determined by the researcher and found 61.3% leisure and 36.1% officialand 2.5 % didn't mention the purpose of the visit.
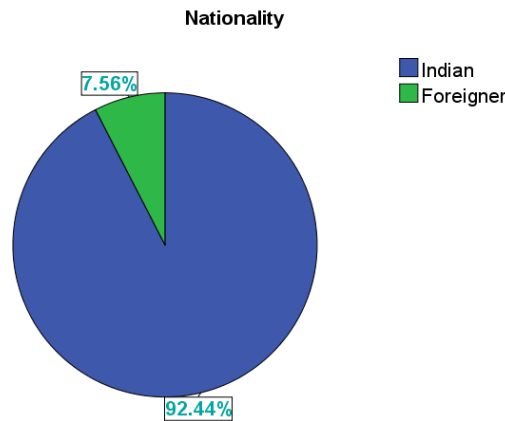Nationality:

Nationality

7.56%

92.44%

- ■ Indian
- ■ Foreigner

Figure 5: Nationality

In above figure it is shown that Among the respondents 92.4% were Indian and 7.6% were a foreigner.

Education_qualification

10.92%   3.36%

38.66%

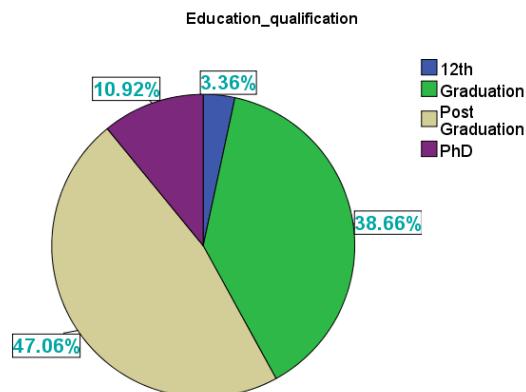47.06%

- ■ 12th
- ■ Graduation
- □ Post Graduation
- ■ PhD

Figure 6: Educational Qualification

As shown in figure 6,3.4% had solely attended secondary school; 38.7% completed graduation;47.1% earned post-graduation and 10.9% were awarded a doctorate.

IV.   Discussion& Conclusion

The present study is exploratory and it was determined to find out the perception of green hotel consumers in the light of the brand image, brand satisfaction, and self-concern for the environment. This study expresses the mindset of consumers about green hotels. With the help of the data attained during the study, we came to know about the self-consciousness of the consumers towards the environment. The results will also make the hoteliers understand the actual expectation of the guests from green hotels. Self-consciousness leads to a deeper understanding of the issue. So, if the consumers are self-aware of the environmental issues, then it became the prime duty of the hoteliers to behave professionally and socially towards the environmental issues.Sustainability is very important as it is the only backbone of the hotel industry in the coming future. Hotels can be the best place to deliver green ethics to the people. Self-consciousness about the environment will promote eco-tourism and so the importance of green hotels will raise. By understanding the consumer's perception hotels can enhance/moderate their services towards green practices.

In conclusion, green hotels are putting immense efforts to minimize the use of natural resources by adopting green practices. Whether customers are also perceiving green practices in the same way or not is equally important to understand. Green practices make a hotel and the consumer to pay towards the environment. In the end, it is concluded that this study will help the hoteliers to understand what they are delivering and what image consumers are attaining through all the green practices they follow. The gap between their services and green consumers' expectations will make them understand how much the consumers are aware. This will help them build a good green image, which in turn helps them build a clean and green society around us.

7.1 Implication: The major implication of this study is to understand the behavior of their guests. This is important for building a good image of the hotel in the marketplace. Green marketing strategies can be developed. customers can also be awarded green points to make them repetitive users of green brands only. This will also lead to a better consume-hotelier understanding and a step forward as a safeguard of the environment. The self-consciousness studied here in this study will help them understand the awareness of the consumers and this is important for developing more eco sites and green hotels for promoting eco-tourism. The percentage of satisfaction level of the guests helps the hoteliers to understand the gap in their services offered. The hotel's major concern is to serve the guest without upsetting the environment. The hotels may charge more for being sensitive to the environment and being organic towards nature. So, it now depends upon the guest's choice whether they are ready to pay for the extra premium or not. This study will be the backbone for the hotels to improve their green strategies. This will also be a platform for future research in the field of hotel's sustainability.

7.2 Limitation: The first limitation of this study was a smaller sample size as a bigger sample size has more clear and accurate results. The second limitation is this is only studied on particular green guests, a random sample can be used to understand the awareness and mindsets of the guests other than green hotels. The last and third limitation is that this study is only based on green hotels in Delhi/NCR(National Capital Regions).

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