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Tourist Experience in a Sustainable Environment provided by Green Hotels

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Master in Management

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ISCTE Business School

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Abstract

The Tourism industry plays a major role across the world when we the topic is the Economy, nevertheless, it should not be forgotten that in terms of negative environmental impacts throughout the world, there is also significant. This sector has been forced to change, to be keeping able to offer the experience they always have offered, but with smaller environmental footprint.

Some Hotels throughout the world have been trying to conciliate all the services that should be provided with sustainable practices, so they would be more in syntony with the environment without compromising the nature around it, these are called the Green Hotels.

Focusing on the consumer experience on the so-called Green Hotels, this dissertation will have as the main objectives to highlight and to understand how the tourist interacts with this new way of tourism, their levels of satisfaction and what are the learnings from this experience.

This Hotels transformation is something that never was so important as it is now, as the consumers, showing even more concerns over all the climatic changes, the industry will only take benefits from these more sustainable changes as it will raise more awareness around this thematic.

Keywords: Green Hotels, Sustainable practices, Service Quality

JEL Classification: L83; R11

Resumo

A indústria do Turismo desempenha um papel crucial para muitas economias em todo o mundo, no entanto, não se devem colocar de lado os inúmeros impactos ambientais negativos causados por esta atividade. Este setor vê-se na obrigatoriedade de mudar, para se manter apto a oferecer a experiência que sempre ofereceram, mas com uma pegada ambiental mais positiva

Alguns Hotéis espalhados por todo o mundo têm procurado conciliar todos os serviços que devem ser prestados com práticas sustentáveis, para que estejam mais em sintonia com o ambiente sem comprometer a natureza que os rodeia, são os chamados Hotéis Verdes.

Focando a experiência do consumidor neste tipo de hotel, esta dissertação terá como principais objetivos evidenciar e compreender como o turista interage com esta nova forma de turismo, os seus níveis de satisfação e quais as aprendizagens retiradas desta experiência.

Esta evolução dos Hotéis é algo que nunca foi tão importante como agora, à medida que os consumidores começam a demonstrar uma maior preocupação com todas as alterações climáticas, será o momento certo para a indústria tirar partido destas mudanças mais sustentáveis à medida que aumenta a consciência em torno desta temática.

Table of Contents

List of Figures and Tables

1. Introduction

Over the years, the entire world has been pursuing the economic growth without looking to the means to achieve its end goals, resulting in a devastated impacts to the environment and consequently changing the human habits and concerns. The tourism has not been an exception, since it has been subject of an absolute great development, always seeking to offer an experience to the users in which, connects them with the discover of one place, new people, and cultures, but not in a sustainable way (Lee, Cheng, 2018).

The industry had to take the necessary measures if it wanted to keep going forward, not only due the concerns with the big footprint on the nature they were causing, but also for the users that had the click and began to be more aware and consciousness about how green responsible they could be, even during the holidays, so the hotels would have to meet their needs (Han, Hsu and Lee 2009, Kim and Han 2010, Han et al. 2011, Kang et al. 2012).

That being said, the experience in hotels has changed, having in one side the hotels taking care of the waste and a more effectiveness utilization of the resources, and on the other side, customers that already come with a minimum mind-set and open to enjoy of new dynamics.

Thus, the Research Questions that this study would be giving an answer are:

RQ1: What are the main dimensions in a Green Hotel?

RQ2: Do the main dimensions vary according with the Traveler Type?

RQ3: Do the main dimensions vary according with the level of satisfaction?

With these questions, is aimed to better comprehend what features the guests are giving more importance on the Green Hotels and how those behave when analyzing each of the traveler types considered, as well as the level of rating given. The base for this research will consider the experience of the guests shared online through the reviews on TripAdvisor, taking into account a market segmentation analysis, by traveler type and level of satisfaction.

In order to conclude the introduction, the last part to be considered is the Dissertation Structure. The Dissertation Structure is structured based on six fundamental

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pillars, the Introduction, Literature Review, Context, Methodology, Results and Data Analysis and the Conclusion. Each part will have crucial role for the study, as it will be highlighted below.

With the Introduction is intended to briefly provide to the reader a better comprehension on what the thesis is about, going through the origin reasons behind the Green Hotels and how they satisfy the new exigent customers in favor of the environment. On this part are also presented the Research Questions.

On this part are also presented the Research Questions. The Literature Review gives to the reader the necessary theoretical research behind the main topics, Green Hotels, Service Quality, Service Quality using user generated contents, Green Hotels Service Quality and Market Segmentation (traveler type, satisfaction level).

In the context can be found a briefly description over the 8 hotels selected, their locations and hotel formats, as well as their sustainable practices.

The Methodology is focusing on what data would be relevant to have for the study, on how it was collected from the TripAdvisor reviews and on the analysis performed over the data.

The Results and Data Analysis, shows all the different panoramas taken into account for every different analysis once the data was collected as well as the respective conclusions and the proofs of results.

In the end comes the Conclusion, where can be found the answers to the research questions, the theoretical contribution, the management implications and limitations and avenues for future research.

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2.   Literature Review

On this chapter will be presented the Literature Review of this dissertation. Over this part will be explained in more detail the crucial pillars and its respective theory based on the performed searches. The concepts that will be considered are, Green Hotels, Service Quality, Service Quality using user generated contents, Green Hotels Service Quality and Market Segmentation (Traveler Type, satisfaction Level).

2.1   Green Hotels

Nowadays the human being has been becoming more aware and conscious about the high developments and no sustainability concerns behavior that has been practiced over the years, as a result, the hotel industry has been increasing without any control. Due to that, there have been few hotels in the world that have been raising new greener practices and habits, which means being more environmentally conscious, responsible and nature protector. All this movement into a more sustainable tourism offering development led to the creation of the Green Hotels, with the purpose of fight against the unsustainable utilizations of limited resources, inexistent control over the waste resulted from all the operations and as a direct consequence, the pollution (Manaktola and Jauhari, 2007) (Kalafatis, Pollard, East and Tsogas, 1999) (Laroche, Bergeron and Barbaro-Forleo, 2001)

The Green Hotels can be described as places that offer to the customers a place to stay for vacation carefully managed in connection with the environment around, by providing green services and products, as well as, raising awareness with education initiatives. (Kim, Kim & Nguyen, 2021) (Watkins, 1994). Furthermore, can also be defined by the ones that would equip its facilities with the necessary equipment to save water, energy and reduces the waste. The management teams would be analyzing into detail every step taken both by staff members or by the guests, seeking always to minimize the impacts that they can potentially being causing in the site ecosystem, not forgetting to provide an exceptional experience with the service quality expected (Merli, Preziosi, Acampora & Ali, 2019). For a hotel to be green, as Chan (2010) states that, it is fundamental to consider the

international criteria and aiming to not only think about the hotel itself, but the concept should also be extended to the customers, the locals, and the suppliers (Chan, 2010).

Mainly, the Green Hotels try the best to focus on the best element that the nature can offer and operates closely with the communities in order to proportionate harmony for both parts, by respecting the nature, offering employment opportunities and helping the local population economically (Nilashi, Mardami, Liao, Ahmadi, Abdul Manaf. and Almukadi, 2019)

Its strategy goes by aiming to reduce the pressure on the environment, by altering the structures, equipment, materials, and new processes of treatment of waste as well as of energy consumption (Iwanowski and Rushmore, 1994).

Han (2010) has described a Green Hotel as a hotel that from the environment side, has the ability to provide services to their guest that act in favour to the health of the nature (Han, 2010). Cyprus Tourism Organization highlights that the Green Hotels are built with the main purpose of reducing everything that could be averse to the nature and on the other side to potentialize their features at its maximum, with educational programs and practises to be most beneficial for the environment (Demir, Rjoub and Yesiltas, 2021).

In theory, the hotels are invited to meet the standards for energy usage, but rather than doing that alone, they could always involve local and international environment organizations to work together. While implementing measures that could go from energy and human resource improvement in terms of utilization to waste treatment, they also need to guarantee to the customer the quality that is expected (Demir, Rjoub and Yesiltas, 2021).

In order to take full advantage, the Green Hotels usually puts in its first plan the level of security, in terms of the quality of the food and the all the space around it, the level healthiness that stands for products and services provided that will work in a beneficial way both in a physical and psychological way, and how friendly the hotel is positioned, by taking care of the nature (Chia-Huei, 2021).

Chia-Huei Wu (2021) states that the measures and practices adopted can be comprised in the following dynamics, Energy Management, Waste Treatment, Consumer Benefits, and the Brand created. For Energy matters, the Hotels tend to reduce the water and electricity consumption as well as arranging modern ways to reduce the impact of the air con or even not having it, by playing with natural options available on the location, as

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the format of the infrastructures or the climate characteristics. The treatment of the still significant waste coming from the green practices, is performed by accurately selecting the various types of trash, reuse of the products and less utilization of products of just one usage. In terms of benefits for the consumer come all from the awareness raised on the guest, which make him feel extremely good for being contributing for something so beautiful that is our planet, in exchange of being able to live a cleaner life. This ends up by leading to a demand increase over green products, greatest care with the nature and the introduction of the organic food in their alimentation. The last but not least, the hotel works on the promotion on everything done, transmitting the feeling of being in harmony with the nature and enjoying of a good word of mouth, which takes care of the brand image, purposes and quality (Chia-Huei, 2021).

In between those practices, these types of hotels find themselves forced in a positive way to invest in certain features, that will not only reduce their costs as well as attract more people has become conscious for this reality. These following examples are opportunities that Green Hotels explore, turning out into their own strengths and benefits: Reduction in costs of energy, resources, and waste; Promotion of a clean and secure place, Peaceful relationship between the hotel and local groups; Motivation of staff for being working on something with purpose; Flexibility for new types of guests. These measures radically contrast with the reduced benefits the Hotels that do not adopt a green posture, loosing market and attractiveness, problems with the communities, the employee does not wear the hotel shirt and an increased operational cost (Manaktola and Jauhari, 2007).

Nilashi, Mardami, Liao, Ahmadi, Abdul Manaf and Almukadi, (2019) states that the Green hospitality business that been growing through the year, being currently in a good shape to attract the new consumers that keep changing their mindset into a more sustainable one. This is only possible to happen if the experience offered is something that in one hand would mark their lives in a good way and in other to get them the enough awareness around this environmental change, so it makes them to repeat the process and become loyal to the concept (Nilashi, Mardami, Liao, Ahmadi, Abdul Manaf and Almukadi, 2019).

2.2   Service Quality

The Service Quality concept can be based on something that comes inherently associated with a product or service offered, that becomes a subject of evaluation once the consumer experiences it (Oliver 1981). On the other hand, it can be interpreted as something being intangible added even after the consumer expectations are met, which makes them, once completely satisfied with the minimum expected, to appreciate the experience as something that is already more than what needed in such a positive way (Wyckoff 1984). Service Quality has been described as the extension over the feeling of being completely satisfied or not over a service experience, always being battle between the real performance and the expectations (Parasuraman et al. 1985).

The consumer, as more experienced he gets over this life, it would have more capacity, abilities, and knowledge to critically evaluate and compare the past and upcoming activities. Therefore, what can be rated as good today, can be rated tomorrow as mediocre or bad. As a result of the comparisons of the consumers between an old and new experience, and considering the expectation and actual performance, would internally give a sense a temporary sense of satisfaction that would help to evaluate the value delivery (Parasuraman et al. 1985). Darby and Karni described that the quality evaluation process to go through will be different for products and service, being the last ones more difficult due to the non-touchable characteristics and for only allowing the consumer evaluation after the purchase (Darby and Karni, 1973). Moreover, this evaluation is depending on the knowledge that the consumer in fact possess, everyone would have a minimum idea on what to expect from certain services, but there are few factors that could be unknown for the society in general. For example, in a restaurant, everyone would be able to rate the food, the environment and the employee attendance, however in a hospital, the consumer would not be able to realize if it was received the necessary treatment due to the lack of knowledge (Reid and Bojanic, 2009)

A direct consequence and most gratifying for any company, by delivering product/service with quality is the facility in which the consumer would be coming back for a second purchase. Upon new upgrades and developments done constantly on the improvement of the service quality, this might increase the level of satisfaction felt by the consumer, conquering his loyalty (Anderson et al.1994).

6

Bloch, Upah and Zeithaml (1985) theory about the service quality goes straight into the fact that both staff members and guests should be threatened the best way possible, satisfying their needs, because that will alert them for the business goals to be achieved (Bloch, Upah & Zeithaml, 1985). On the other side, Heskett, Jones, Loveman, Sasser Jr., & Schlesinger (1999) believes that the service quality comes uniquely as a result of the measures taken internally to improve the quality and that will somehow mirror the guest satisfaction, generating profits (Heskett, Jones, Loveman, Sasser Jr., & Schlesinger, 1999).

Bitner and Hubbert (1994) states that the service quality considered to be the consumer capacity to evaluate an organization or a service on being better or worse than other already tried or seen. (Bitner and Hubbert, 1994). Therefore, the organizations end up by trying to explore the positive and negative point from that valuation, so improvement strategies can be applied (Hun-Che and Yong Jae, 2013).

Service Quality keeps being a dynamic that is crucial for evaluation in terms of the preferences and decisions of the customers, so every business should pertinently look at it if the goal is to engage more the guests for loyalty purposes. If the guest reacts positively to the service offered, the probability of choosing the same service once again would obviously increase (Nilashi, Mardami, Liao, Ahmadi, Abdul Manaf and Almukadi, 2019) (Ahn and Kwon, 2020). Aside the customer point of view, from the company perspective, a good quality offered would make the profits increase, so the business survive and prevail over time (Hamid, Baba, Bin Azman Ong and Shahrill 2018).

2.3 Service Quality using user generated contents

The world of nowadays, has brough tools that decreases what was distant in the past, such as, knowing why and how rated is certain hotel that a consumer wants do visit at a few clicks on the internet distance. Social Media has become a powerful used by everyone, everywhere at any time, where the users end up by sharing their good and bad experiences about a product or service aspects (Younhee Ha and Lee, 2018). According with Gretzel (2011), the reviews shared online have been gaining more relevance for decision making on whether going to a certain place and not going the other ones. Consumer often look to these ones as more reliable, because they are based in experiences occurred by other consumers (Gretzel, 2011).

Data Collected from https://www.tripadvisor.com/

The role of the social media is even more relevant when the consumer is looking for place for the first time, so the reviews, photos and rates will be that first impact, conditioning the decision process to experience it. Here is the real power of how the quality expressed by others on the internet can led the user to form an opinion already on the pre-purchase part and compare with the things he likes more and less and take the decision (Heller Baird and Parasnis, 2011).

Through the reviews, the consumer can express the real value obtained from an experience, expressing it positively or negatively, which consequently ends up by creating a respective perception on another consumer that is reading them (Younhee Ha and Lee, 2018). These reviews that were at one first instance wrote based on simple action from a consumer, will be crucial for others in terms of going and trying and in terms of trust.

However, the reviews have its own limitations, from the perspective that they can be creating more positive awareness than properly influencing other people with all the facts. When the consumer consults any of the reviews, it is expected to have accurate and credible information, however it is not possible to know if the author of the review is someone expert on the area (Metzger et al., 2010; Donald et al., 1998).

Erin Younhee Ha and Heejung Lee (2018) states that, should be considered two types of reviews, the ones provided by the consumers and the ones provided by the supplier on an official page, for example Facebook or Instagram, being both more reliable depending on the service attributes. The first ones would have more efficient impact on the service quality and on the perception created on the readers, as this one motivates more interaction in between the consumers. These end up being more acceptable when the consumer evaluates the experience at the same time does not possess the enough knowledge, so he bases on the opinion of others, which is expected to be the reality. Other point highlighted is the fact that the consumers find these ones as being less commercial than others given by travel companies where they mostly seeking sales. The second ones would be more credible and trustful when the consumers are backed with enough knowledge and would want to know the service facts by visiting the official pages and the website, where all the reviews are given by the supplier itself (Younhee Ha and Lee, 2018).

In the touristic sectors, the online platforms where the consumers share their experience, have been the ultimate active basis for reviews sharing and where most of the

consumers will not hesitate to collect and analyze few ones before going on holidays. This happens because, the consumers do not want to waste any precious time on holidays time, so learning form the other errors and organize an almost perfect holidays could be the best way to leave some concerns away (Kim, Hlee, Joun, 2016). Therefore, the influence caused by the reviews on mostly every consumer that resorts to it has been subject of study for every marketer associated with this sector, as it is important to understand what is more relevant on the reviews and how the choices can be impacted. From the reviews, certain adjustments can be performed, and services added, as long as, value for consumer increases (Noone, McGuire, Rohlfs, 2011).

TripAdvisor is the online leader platform for reviews sharing and checking when travelling to a certain destination, assisting the consumer in every decision to eat, sleep and experience a new spot (Yu, Wang, Wang, Li, 2018).

2.4   Green Hotels Service Quality

Green Hotels are no exception for the guests not being chasing the service quality they expected, they do pay special attention to the infrastructures and how these ones fit in the location selected. Clearly the management has job to do with the promotion of the main services and features, so the user would recognize the efforts as well as keep an idea of differentiation among other hotels. (Bieak-Kreidler and Joseph-Mathews 2009).

Furthermore, it also raises some concerns to the management, they can see themselves enjoying from clearly advantages while reducing waste and improving the energy consumption, on the other side fear to have uncomforted guests towards certain practices, such as the waste treatment. This happens due the fact that, the user will still look for great quality and assistance (Kasim 2004, Butler 2008).

Chang and Cheng (2021) states that, the offer of a good assistance and availability for satisfying the guest's special requisites will eventually work in their favor, since it will be welcoming better the consumers, make them feel special and in a good friendly environment where they feel their needs satisfied are priorities (Chang and Cheng, 2021).

Data Collected from https://www.tripadvisor.com/

2.5 Market Segmentation (Traveler Type, Satisfaction Level)

The tourist itself has always been someone that looks for an escape from the routine daily life, he looks for something different, for leisure experiences, that takes out from him any concerns, any preoccupations for a limited time. The end goal keeps being the same, but the tourist is no longer just looking into leisure holidays, they are switching to experiences where they can rather that only have a good time, they could also enjoy of educational programs. These tourist of nowadays are mainly persons well educated that takes care of their physical form, health, mind status, and would be interested of having a break into their normal life's, to do an introspection and learn new practices that can be useful when they come back to their reality (Bennett, 1992; Kasim, 2006).

The Market Segmentation consist in various homogeneous groups of consumers that respond differently to the changes in the markets, according with the preferences that each one has in common. By analyzing this segmentation and knowing what group a better fit for the product/ service will be offered, the company will be able to attract the right people and so creating competitive advantages (Dolnicar, 2004). As a result of the various activities available to choose during the holidays, each type of tourists will have a different impact on the hotel and local destination, in an economic, social, and environmental level. Thus, the hotels should conduct market segmentation investigation based on the positive and negative effects from those mentioned differences, aiming to reduce the less beneficial aspects by reaching to the right niche as well as a consistent and sustainable level for all the parts involved, promoting better the brand and even the destination popularity (Lundie et al., 2007). These studies have been gaining more relevance due to the fact of being attracting wrong people for certain destinations, which being massively done, would do nothing but damage to the environment and affecting other guest experiences. The ultimate goal would be to find the type of tourist the destination really needs, that consequently will enjoy more of the travel as well as respect everything surrounding, and help increase the profits (Nickerson, Jorgenson and Boley, 2016).

Ayala (1996), have ultimately found that the high level of education and the desire to have a high-level experience on an ecofriendly resort could be related, as the guests with more educational formation are the ones that would be willing and more interested in such experiences. They would want to improve their knowledges, having always in mind the

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sense of improving their capabilities to perform better in their lives for themselves and for their loved ones (Ayala, 1996).

Mainly, the tourist will be influenced by 4 distinct dynamics, the Environmental Concern as well as its knowledge, Perceived consumption value and Behavior intention. The first and second are extremely related, as the knowledge about the real condition of the environment now and in the future would definitely raise awareness on the user and consequently impact on the decision to be taken. (Alba and Hutchinson, 1997). This can be supported by the fact of having users with a relatively general idea on how the natural world is going, in terms of damages provoked by the humankind actions, which would play a crucial role on their understanding and acceptance of the green practices taken by Green Hotels (Damall, 2012). The third one comes as the optimal value the consumer that could extract from the experience in a green hotel against the cost taken (Zeithaml, 1988), which could be explained through three types of values. The functional is all about the utility and comfort feelings gained towards, for example, by using free plastic bottles or implementing any other practices that would match the user's beliefs and raised in them a sense of value (Kim, Park, Kim & Ryu, 2013). The Social, remains for the fact that the users believe that would be recognized and followed, when taking certain behaviors in accordance with what should be done to protect the world (Maibach, 1993). As the Emotional ones refer to the felling of duty accomplished, which means that, they good with themselves as their contribution is done, not expecting anything in exchange (Jeong, Jan, 2010). The last dynamic refers to the possibility of having a second visit or a recommendation to another person when having a satisfied customer. The awareness ends up by playing a crucial role on these actions to happen, as more the customer gets conscious about the role of the Green Hotels in the environment, the increase of the demand for it, will be just a direct consequence (Becker, 1998).

3. Context

On this part, will be highlighted and contextualized how the hotels were selected, which hotels were taken into the analysis and what they are doing in terms of green and sustainable practices to be recognized for that. The search for the Hotels had as the main drivers, being one of the best worldwide, being in different countries, so that, bringing

Data Collected from https://www.tripadvisor.com/

different concepts out and having all in common the green choice stamp from TripAdvisor. All these requisites brought the following Hotels, Casa Olas de Tulum, Mashpi Lodge, Soneva Fushi, 1Hotel Brooklyn Bridge, The Scarlet Hotel, Solinda Resort, Blue Waters Resort & SPA, and the Proximity Hotel.

3.1   Casa Olas de Tulum

Casa Olas de Tulum is an Eco Resort retreat with eight suites located in Tulum Mexico. Due to all its features and a low number of rooms, it is touristic place that mostly works with reservations in advance, which is sure to be worth it, since any visitors/guest are embraced and treated as family. This Hotel is acknowledged with the GreenLeaders Platinum level (by TripAdvisor) and has a Platinum rating in the LEED (Leadership in Energy and environmental Design) due to their environmental and sustainability awareness and consciousness. This Eco Resort has as the main Green practices the following ones, an air circulation system that just gives the perfect temperature to the bedrooms, a sustainable design, which include protecting the infrastructures from the sun, so an air con is avoided, they also use the water from the rain for irrigation purposes and all the food comes from local farmers and the community around. All the purpose here is to reduce the consumption of electric systems, only using renewables ones as the one coming from solar panels.

3.2   Mashpi Lodge

Mashpi Lodge is an Eco Resort with 22 rooms located in Pacto Quito in Ecuador. Mashpi has as its main feature the glassy walls that allows any of the guest to be amazed with the astonishing nature views, such as the mountains and the forest, that involves all the area. This Eco Resort is acknowledged with various awards on the Green and sustainability dynamics both on the national and international level. It has as the main Green practices the following ones, they do not use any single-use plastics, they have an experienced team of naturalists, aiming to expand their protected area in order to enable a greater range living beings diversity of plants and animals, particularly the birds. The structure was done considering the minimum damage to the forest, having it being builder around the already existent trees. On the inside, it is mainly characterized by its minimalistic décor. All the purpose here is to reduce the impact of such infrastructure and becoming more in contact

12

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with the nature around, aiming to make all the guests immerse themselves with the ecosystem.

3.3   Soneva Fushi

Soneva Fushi is one of the first Eco resorts located in Maldives with 63 beautiful villas and 8 water retreats, having the sea and the nature around as the main views. All this is inserted in the Baa Atoll UNESCO Biosphere. The main Green practices used by this hotel are the following ones, they take the recycle issue really serious, as 90% of their waste is recycled at their own Eco Centro which, by using the composting system, create high level nutrient for the vegetable gardens soil. Aside from the waste, they are also pioneering in the area the plastic recycles, opening discussions with the government to provide recycling infrastructure and to create an educational program for the kids to create awareness around the waste and the respect for the nature.

3.4   1Hotel Brooklyn Bridge

1Hotel Brooklyn Bridge is an Eco Hotel in the middle Manhattan in New York city with 194 rooms and suites across 10 floors. It offers a sustainable experience in a city where pollution and waste are a reality, with a great view over East River and Manhattan skyline. Gives preference for the reutilized wood and vertical gardens on the walls instead of the metal. This Hotel is acknowledged by the LEED with a gold rating. The main Green practices used by this hotel are among the following ones, it is fully powered by a wind system, they even offer the possibility to charge the batteries electric cars, all the food is brought from local farmers, reuse of the rain water for irrigation purposes, implementation of low consumption LED lightbulbs, promote the awareness for the reduce of single-use plastics, the bed mattresses are made of 100% organic cotton.~

3.5   The Scarlet Hotel

Scarlet Hotel is an only adult Eco-Hotel on the Cornish clifftops, England, where from the 37 rooms can only be seen and admired the Atlantic views. It offers a unique experience in the middle of nowhere, where the balance with the environment around is imperative due to

Data Collected from https://www.tripadvisor.com/

the wilderness area, so the ecosystem is not damaged. This Hotel is acknowledged with the GreenLeaders Platinum level (by TripAdvisor). The main Green practices used by this hotel are among the following ones, they do not use air con in any facility, making use of the natural Atlantic breezes, on the pool, is used algae and other aquatic plants for natural cleaning purposes instead of chemicals and the building uses reused materials. In terms of energies generated and used, Scarlet is fully powered by renewable sources, like solar panels and a biomass system, which enables them to provide electric car charging and maintain the pool water temperature, respectively. The water waste from showers and baths is used for flush toilets. Additionally, they not only encourage these practices during the customers stay, but they also create some awareness for the waste reduction, by offering soap bars produced locally for domestic use. The main saying of the hotel for the customers is to calm down, consume just what is imperishable needed and enjoy the fullest.

3.6   Salinda Resort

Salinda Resort is an Eco Resort in the premium location of Phu Quoc Island, Vietnam with 121 gorgeous rooms, suites, and villas. Can be seen that, to the contemporary design chosen for the hotel, was also added a local touch, by getting in or coming out from the room, there is the sensation that it is all the same space. Still about the design, the hotel also cares with the material utilization on the structures, mainly focusing on biodegradable, renewable and durable ones, as the Accoya wood. The nature around it, trees, and flowers, was all planned to conserve the bird's diversity, the quality of the soil and the air.

Furthermore, has as its main core foundation the sustainability, being partnered with WWF-Vietnam aiming the reduction of single-use plastic consumption. To celebrate this partnership, every month the hotel reunites staff members and guest for a beach clean day for garbage removal from the beaches.

Additionally, to the Green practices already mentioned above, this hotel has also started to use wood for the room keys instead of plastic, the shampoo repositories are made of ceramic, low consumption lightbulbs were implemented, the pool uses non chemical products, has an smart air con that provides the temperature the guest requests without wasting too much energy, the showers are programmed for less water consumption and the

Data Collected from https://www.tripadvisor.com/

warm water used is provided thanks to the utilization of the local Hoa Vang rocks which absorbs heat.

3.7   Blue Waters Resort & SPA

Blue Waters Resort & SPA is an Eco Resort located in the Northwest of Antigua, surrounded by clear and crystal waters and white sand beaches and is one of the few that adopting the sustainability habits. This Hotel aims to have fully eradicated the consumption of plastic in the near future, having already introduced water stations in the resort for refill of the bottles, as well as providing non plastic bottles for the guests. Furthermore, the Resort is also committed on reusing the waste, by giving it for local animal feed. One of the most recent projects of the hotel is to create an own bath amenity product brand, which will positively impact by reducing a high number of single-use miniatures per year.

3.8   Proximity Hotel

Proximity Hotel is Eco Hotel located in Greensboro, North Carolina (USA). This Hotel is acknowledged with the GreenLeaders Platinum level (by TripAdvisor) and has a Platinum rating in the LEED (Leadership in Energy and environmental Design) due to their environmental and sustainability awareness and consciousness. Among the various sustainable practices implemented by the Hotel, can be highlighted the following ones, they are able to consume less energy than the one used by a similar facility due to the application of the most updated methods of building and design, as well as efficient and reused materials. A good example is given by the utilization of walnut wood that came down mainly due to sickness or natural storm, or even, the smart system in the restaurant, that by using sensors spread all over this area, it can change the temperature, turn on and off the lights, detect smoke and if when needed, activate the ventilation system. In terms of energy generated and used, the Hotel has solar panels installed for warming the water up, has also access to geothermal access which helps to reduce water on the refrigeration equipment. Also invested in an initiative to create for awareness and concern over the sustainable practices, by promoting tours to the Hotel for guest and student's programs.

Data Collected from https://www.tripadvisor.com/

4.   Methodology

4.1   Methodology

In order to have the most relevant and accurate data for this study, it was needed to create a proper strategy, taking into account both the data collection, as well as its treatment.

For this study, as a primary source, was decided that taking TripAdvisor Reviews from the chosen Hotels would be the ideal way to study the various consumer dynamics in a Green Hotel. These reviews would allow the student to comprehend and visualize in a certain manner what was more enjoyed and what could have been better, according with the expectations created upon the reservations. These reviews would also be helpful for better understanding over concepts like Green Hotel and their Service Quality, as well as the utilization of user generated contents.

This practical view from the reviews, when aligned with the search of research and literature (secondary source) over the mentioned topics, would create such a pertinent knowledge base for the student.

This approach over the data gathering can fully be synthetized in three different phases, the first one refers to the planning over on what information was relevant to extract from the reviews and how many reviews would be significant; the second one refers to the process of achieving the review itself and all the pertinent information connected to it and the third one refers to the treatment and analysis of the data.

4.2   Data Collection

In order to collect the data, firstly was necessary to understand what information was fundamental to extract, so it was established that from each review would be extracted the following information: Hotel, Review Title, Review, Rating, Traveler Type, Nationality and Review Date. The second step was to select some Hotels, considering that, all of them had to have one characteristic in common, being Green Hotels. Were selected eight Hotels, from various parts of the world and from each of these ones, were extracted 250 reviews, making up a total of 2000 reviews for the sample to be analyzed. In terms of time range period, was established to extract reviews starting from the present until accomplishing the 250 each.

Data Collected from https://www.tripadvisor.com/

The extraction was done considering two phases, the first one, utilizing a platform called Parsehub. This web scrapping tool enables the possibility of extracting automatically, by setting a set of configurations and inserting the site where it is supposed to happen, the desired information, without having the need of doing it manually. For this study, it helped to extract 250 reviews from each Hotel directly from the TripAdvisor, resulting in a Excel file with all data complemented. The second phase was all about organizing and checking the data, in some cases there was data missing, mainly from Rating and Review, so it was necessary to fulfill that information by going review by review. Once all the reviews were collected on one file, all the data was uniformized and cleaned, mainly the information from Nationality, Review Date and Traveler Type.

4.3   Data Analysis

On this part, will be described how the data extracted were analyzed and which tools were used for this purpose.

Firstly, were generated Pivot tables, where the main concern was to get to know the Hotels profile in terms of rating variance, the participants profile in terms of Traveler Type and Nationality. These descriptive statistics results led to a better comprehension over the main trends and higher dominances in the sample considered for study.

Secondly, the word cloud tool was used to have visual maps over the words more utilized across the Review Titles. These maps were done filtering the data in three different levels, globally, by each Hotel and by each type of customer. Additionally, to the maps results, was also taken into consideration the absolute frequency that those words were being used, serving as a support to what can be seen.

The last analysis with the Leximancer tool, automatically analyzed all the text from the reviews, providing the high-level concepts and the main key words considering three different views, the 8 hotels, the traveler type and the level of satisfaction obtained (4,5 – High Satisfaction / 1,2,3 – Low Satisfaction. With this analysis, was possible to get visual maps where can be seen where the most used words are pending more to, and highlighted example sentences from the reviews where those words have been used.

Data Collected from https://www.tripadvisor.com/

5.   Results and Data Analysis

This part of the study will be dedicated to take look from different perspectives into the global data outcome, from the considered reviews. There were in total two thousand reviews, a number agreed together with the advisor teacher as significant and relevant for the purpose, being two hundred and fifty from each of the eight hotels. The data extracted from the reviews were the Hotel Name, Title of the Review, the Review, Rating, Traveler Type, Nationality and Review Date. The reviews contemplated were from the moment the study began until achieving the 250 per each. One relevant point to consider is the fact that not every guest had shared the nationality/origin country while doing the review to the stay.

The Results from these study dynamics will be shown below through the tables, graphs and figures selected.

5.1   Demographics: Guest Profile

From a total of two thousand reviews considered, can be verified that the guests were predominantly travelling as a couple, counting for 1052, coming in second the travel with family with 490, thirdly with friends with 201 and then on business and solo, which had respectively, 162 and 95. The guest that travelled as a couple surpasses half of the reviews, setting the mark on the 52,6%, meaning a huge weight in the sample. In order to have all the 2000 reviews with the Traveler Type identified, there were activated the filters on the TripAdvisor page to only have reviews where the type was selected, so a better profile context could be given. Additionally, considering the information about the nationality/origin country, a nationality distribution was performed. From a total of 1531 out of the 2000 reviews where the guest identified the origin county, the sample contemplates sixty-nine different countries, offering significant culture diversity. The countries that stand out, according with the map below, on the lead, there is the United States of America right after the United Kingdom, having respectively in absolute values, 604 and 519, having then Australia (50), Canada (42), Switzerland (19) and Spain (18) completing the Top-6. Through the rating by Traveler type analysis, the guests rated their experience mostly with the maximum value possible (5), being the type Traveled on business with the higher average of evaluation.
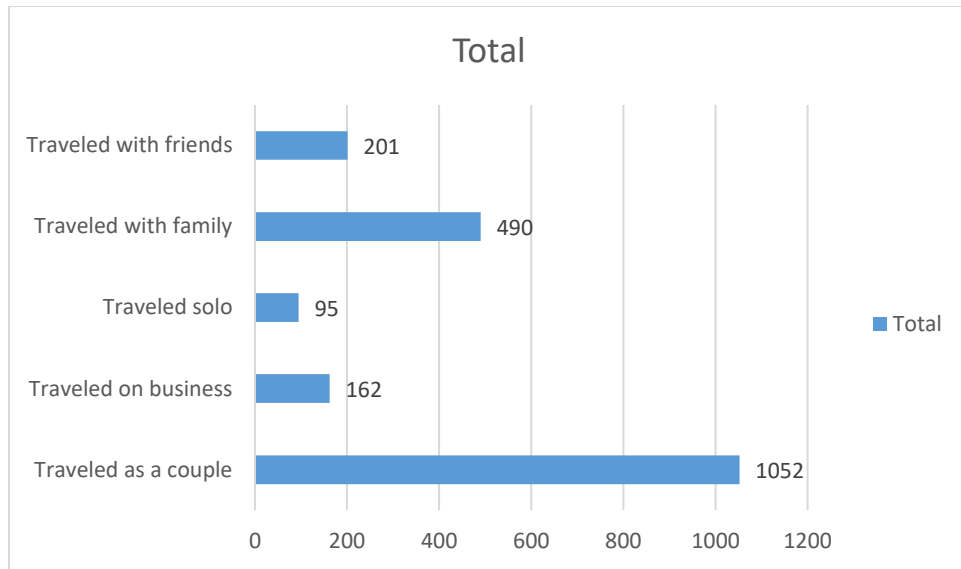
Figure 5.1 Participants Profile (Traveler Type)

Source: Excel (based on data outputs)
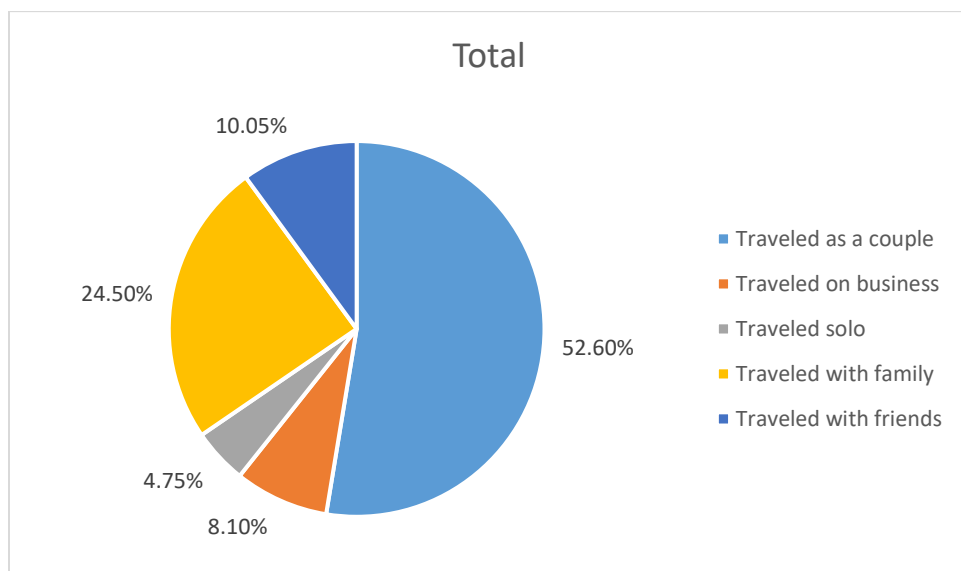
Figure 5.2. Participants Profile (Traveler Type in %)

Source: Excel (based on data outputs)

Data Collected from https://www.tripadvisor.com/
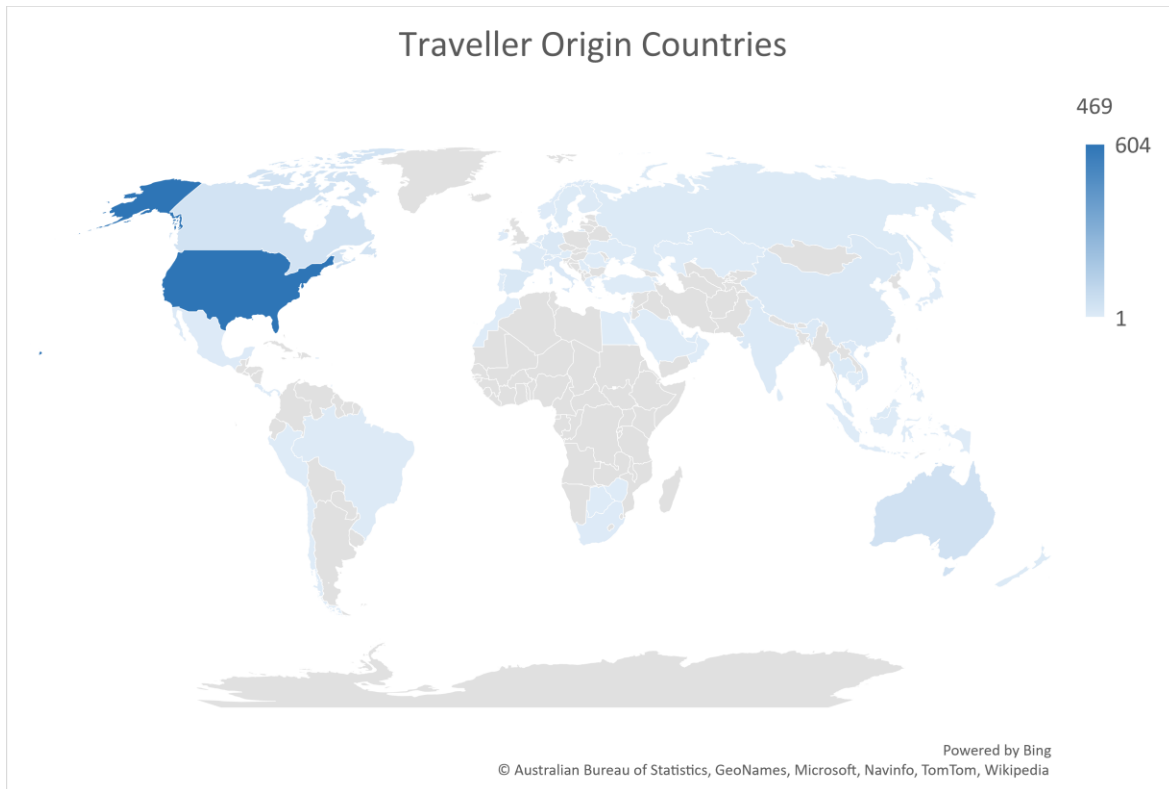
Figure 5.3. Traveler Type Origin Countries

Source: Excel (based on data outputs)
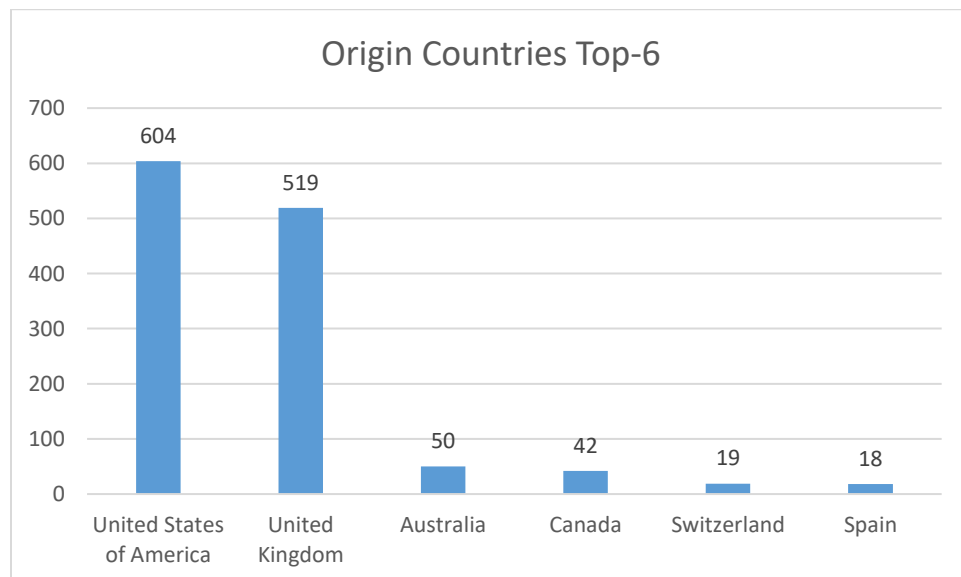
Figure 5.4 Traveler Origin Countries Top-6

Source: Excel (based on data outputs)

Data Collected from https://www.tripadvisor.com/
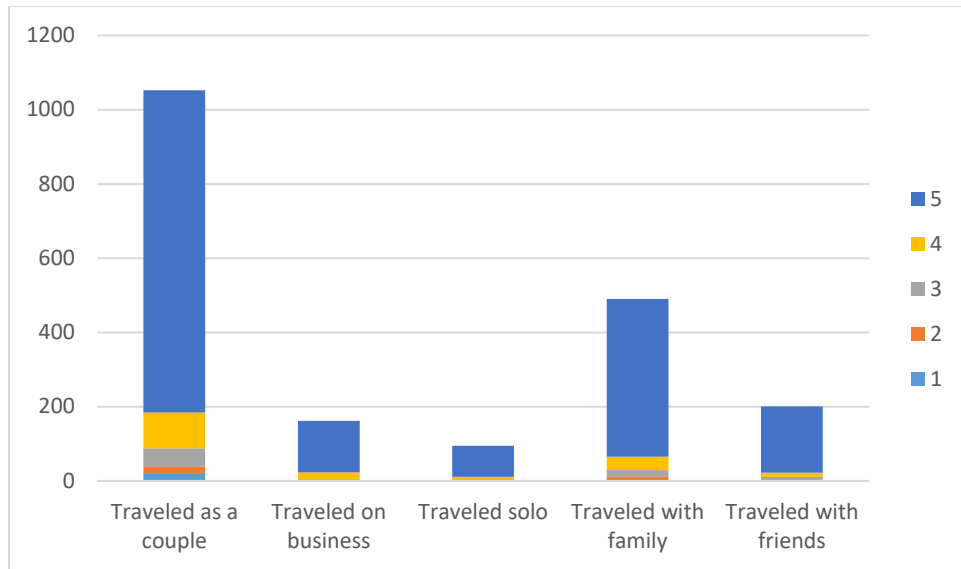
Figure 5.5 Rating by Traveler Type

Source: Excel (based on data outputs)

Table 5.1. Average Rating per Traveler Type

Source: Excel (based on data outputs)

Average Rating per Traveler Type	Average
Traveled as a couple	4.686
Traveled on business	4.796
Traveled solo	4.779
Traveled with family	4.784
Traveled with friends	4.791

Data Collected from https://www.tripadvisor.com/

5.2 Demographics: Hotel Quality

Based on the table and charts below, can be said that the hotels selected have in common one thing, the fact of being successful on the experience offered to the guests. All of them have averages above 4, being the lowest one at 4.248(1 Hotel Brooklyn Hotel) and the highest one at 4.928 (Olas Tulum). The hotel industry has not only been an observer during Covid-19 outbreak, also felt the impact and on the "Evolution of the reviews amounts" graph, can be noted that all the hotels had a significant decrease on the reviews after 2019.

Table 5.2 Average Rating per Hotel

Source: Excel (based on data outputs)

Average Rating per Hotel	Average
1 Hotel Brooklyn Hotel	4.248
Blue Waters Resort & SPA	4.72
Mashpi Lodge	4.884
Olas Tulum	4.928
Proximity Hotell	4.748
Solinda Resort	4.912
Soneva Fushi	4.904
The Scarlet Hotel	4.528

Data Collected from https://www.tripadvisor.com/
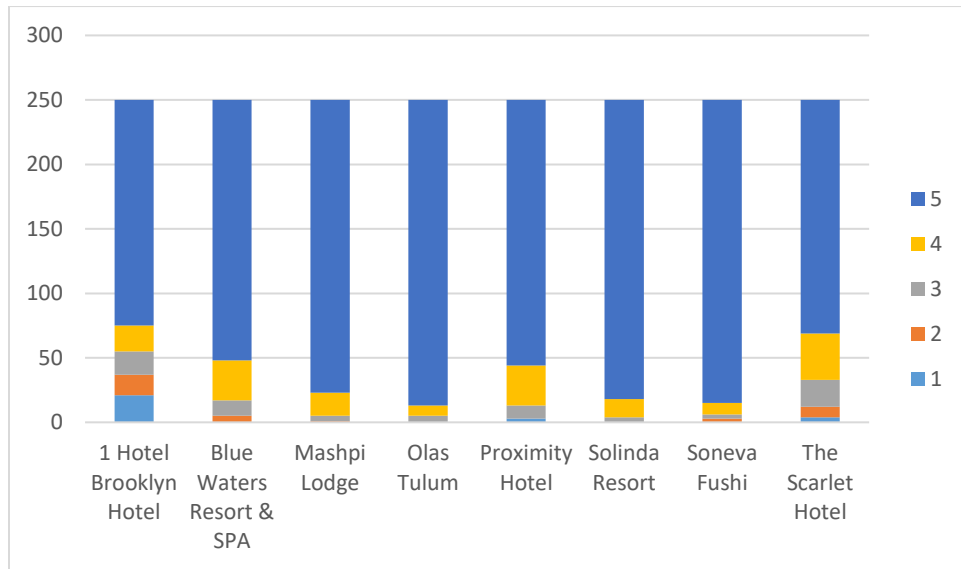
Figure 5.6 Count of Ratings per Hotel

Source: Excel (based on data outputs)
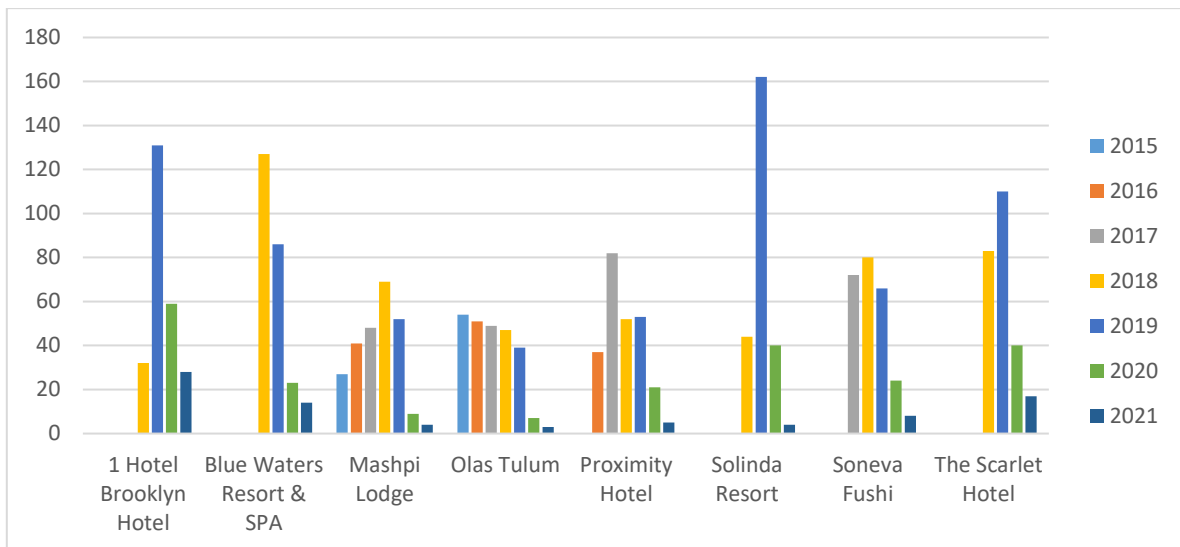
Figure 5.7 Evolution of the reviews amounts

Source: Excel (based on data outputs)

Data Collected from https://www.tripadvisor.com/

5.3   Wordcloud Descriptive Statistics

Figure 5.8 Word cloud Global

Source: Word cloud (based on data outputs)

Figure 5.9 Word cloud 1 Hotel Brooklyn Bridge

Source: Word cloud (based on data outputs)

Figure 5.10 Word cloud The Scarlet Hotel

Source: Word cloud (based on data outputs)

Data Collected from https://www.tripadvisor.com/

Figure 5.11 Word cloud Blue Waters Resort & SPA

Source: Word cloud (based on data outputs)

Figure 5.12 Word cloud Mashpi Lodge

Source: Word cloud (based on data outputs)

Figure 5.13 Word cloud Olas Tulum

Source: Word cloud (based on data outputs)

Figure 5.14 Word cloud Proximity Hotel

Source: Word cloud (based on data outputs)

Figure 5.15 Word cloud Solinda Resort

Source: Word cloud (based on data outputs)

Figure 5.16 Word cloud Soneva Fushi

Source: Word cloud (based on data outputs)

Data Collected from https://www.tripadvisor.com/

Figure 5.17 Word cloud Traveler as a Couple

Source: Word cloud (based on data outputs)

Figure 5.18 Word cloud Traveler with Family

Source: Word cloud (based on data outputs)

Figure 5.19 Word cloud Traveler on Business

Source: Word cloud (based on data outputs)

Data Collected from https://www.tripadvisor.com/

Figure 5.20 Word cloud Traveler Solo

Source: Word cloud (based on data outputs)

Figure 5.21 Word cloud Traveler with Friends

Source: Word cloud (based on data outputs)

Across all the word clouds developed, can be stated that the guests highlight of approval, satisfaction, amaze keywords, such as Amazed (174), Stay (137), Great (133), Experience (125), Paradise (117) and obviously Hotel (258). Even having chosen a sustainable experience to be in a more friendly connection with the nature and all around, they still feel appreciated and considered by all the staff, products and services which means that the quality and attention was not forgotten in detriment of being ecofriendly, and that going to a hotel with greener practices still has the meaning of staying in a hotel during the vacations.

Data Collected from https://www.tripadvisor.com/

5.4 Concept Statistics (Leximancer)

With the data outcome from the reviews, was also possible to perform concepts maps, considering three different perspectives, a Global view, by Traveler Type and by Satisfaction Level. These maps will help to understand better the most common themes that are correlated with the experience of the consumer in the Green Hotels, identified on their reviews.
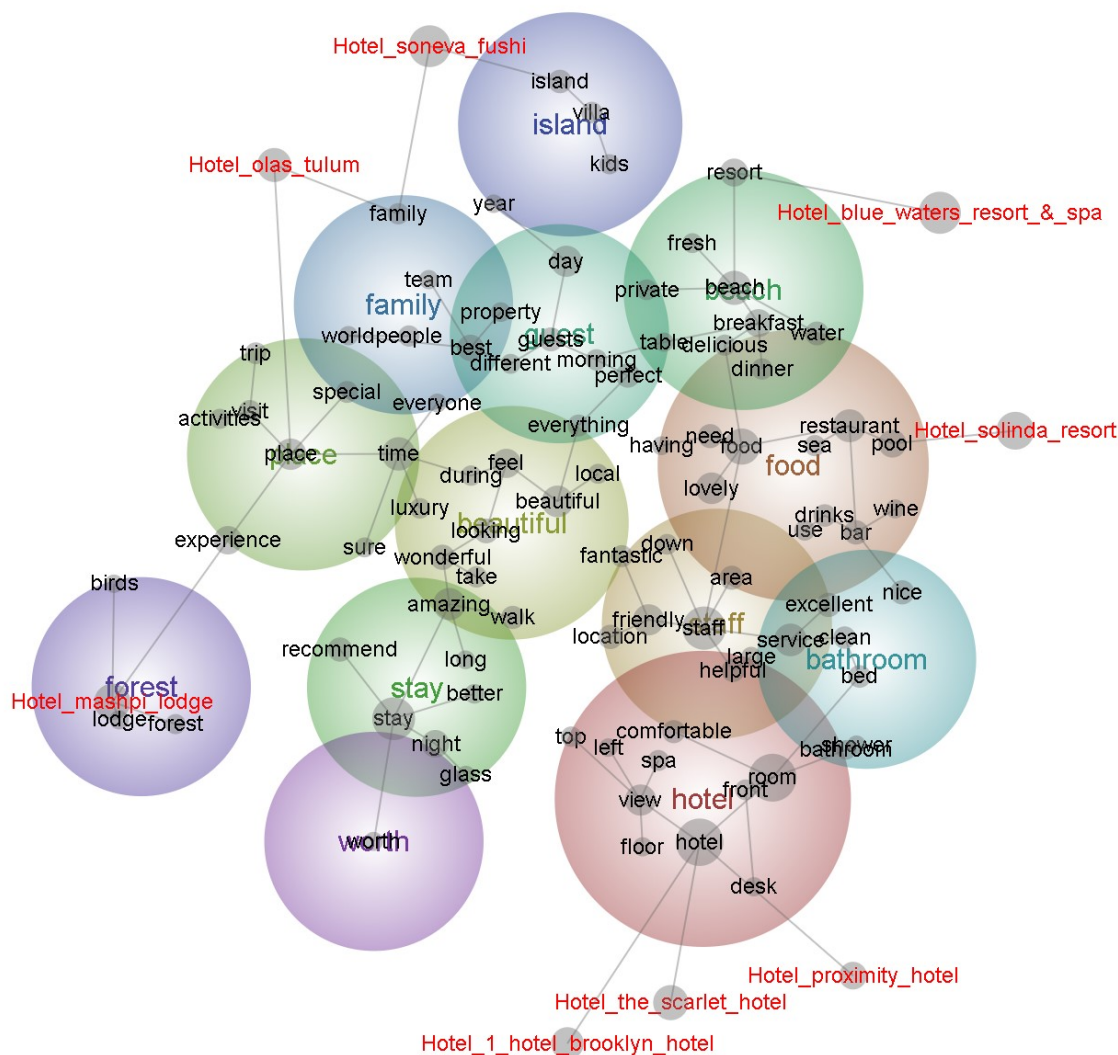
Figure 5.22 Concept Map of Hotel Reviews (Global)

Source: Leximancer (based on data outputs)

On the Global map, the experiences are associated with thirteen themes: 'room' (hits = 4624), 'food' (4091), 'staff' (3943), 'stay' (3874), 'time' (3856), 'beautiful' (3677)

Data Collected from https://www.tripadvisor.com/

, 'day' (3231), 'beach' (2917), 'nice' (1246), 'family' (1187), 'island' (1066), 'forest' (559) and 'worth' (228). The Themes will be discussed below.

The Family theme contains the concepts 'family' (count = 337, relevance = 15%), 'team' (210, 9%), 'world (210, 9%), people' (307, 13%), 'special' (370, 16%), 'everyone' (187, 8%), 'best' (624, 27%) and 'property' (227, 10%). A family shared their experience at Olas Tulum:

We loved everything about our stay at Casa de las Olas (or "at Jimmy's", as my children decided to rename it, so dazzled were they by the charismatic owner!). The property is beautiful and incredibly far up Tulum beach, so you have the beach front virtually to yourself. The eco-credentials at Olas are impeccable, and you can learn a lot about sustainable living by talking to Jimmy about the choices he's made. All the recommendations we received from Jimmy and his manager Mara were fantastic, from cenotes to visit to restaurants to try. We loved the communal breakfasts and friendly atmosphere. […]

A family shared their experience at Mashpi Lodge:

Located a bit more than 3 hours away from Quito, Mashpi Lodge is a breathtaking place. It is surrounded by nature, including endemic and unique species. It offers beautiful panoramic views from the comfort of the room, as well as high quality service at all times. The food is delicious, the restaurant even knew in advance my sister needed lactose-free food and they adapted special meals for her without needing to ask.

At Mashpi Lodge every guest is a special guest. Andrés and Froilán, our native tour guides, made of our stay in Mashpi something memorable. They took into consideration every detail and brought the best comfort during our activities. […]

A family shared their experience at Solinda Resort:

[…] I liked how they paid attention to detail and tried to be as organic as possible. […]

The Island theme has the concepts 'island' (457, 20%), 'villa' (305, 13%), 'kids' (240, 10%) and 'year' (178, 8%).

The Place theme includes the concepts 'trip' (384, 17%), 'visit' (500, 22%), 'activities' (259, 11%), 'special' (370, 16%), 'time' (1055, 46%), 'sure' (251, 11%) and 'experience' (831, 36%). A couple shared their experience at Soneva Fushi:

Where should I begin talking about this unforgettable & outstanding RESORT! From the place to the staff, to the environment, all of it!!

Soneva fushi took my breath away from the very first moment. It has a special way of reconnecting its visitors with island itself. […] was extremely impressed with every detail of this place. The staff, oh god, how friendly they were! Everything you needed was just a one call away from your own "Mr. Friday", and at our stay it was the amazing famous Mr. Umar! He truly made everything more special and beyond expected! […] On the other hand, something else caught my attention was the "No news, No shoes" policy! This policy really made us reconnect with mother of nature! […]

A family shared their experience at 1 Hotel Brooklyn Hotel:

Such and amazing place to stay. The view of the Statue of Liberty was breathtaking, and service was impeccable! 5 star all the way!! The Eco-friendly concept is amazing. The Manager was so helpful and made sure our stay was beyond our expectations.

A family shared their experience at Soneva Fushi:

[…] If you want a city hotel experience then this is not for you - this is for people who care about authenticity, sustainability and are romantics at heart.

The Forest theme contains the concepts 'forest' (250, 11%) and 'birds' (172, 8%).

The Worth theme has the unique concept 'worth' (228, 10%).

The Stay theme includes the concepts 'stay' (1748, 76%), 'recommend' (572, 25%), 'glass' (145, 6%), 'night' (721, 31%), 'better' (243, 11%), 'amazing' (926, 40%), 'long' (172, 8%) and 'better' (243, 11%).

The Beautiful theme, one of ones that has the most concepts, here they are, 'beautiful' (843, 37%), 'amazing' (926, 40%), 'walk' (383, 17%), 'fantastic' (328, 14%), 'wonderful' (532, 23%), 'take' (324, 14%), 'looking' (507, 22%), 'luxury' (271, 12%), 'during' (245, 11%), 'feel' (757, 33%), 'local' (204, 9%) and 'everything' (342, 15%).

The Guest theme has the concepts, 'guests' (450, 20%), 'everything' (342, 15%), 'morning' (283, 12%), 'perfect' (476, 21%), 'different' (236, 10%), 'best' (624, 27%), 'property' (227, 10%), 'day' (909, 40%), 'table' (177, 8%) and 'private' (222, 10%).

The beach theme encompasses the following concepts, 'beach' (894, 39%), 'resort' (722, 32%), 'fresh' (209, 9%), 'private' (222, 10%), 'table' (177, 8%), 'delicious' (279, 12%), 'dinner' (300, 13%), 'breakfast' (613, 27%) and 'water' (439, 19%).

Data Collected from https://www.tripadvisor.com/

The Food theme includes the concepts 'food' (1035, 45%), 'dinner' (300, 13%), 'water' (439, 19%), 'delicious' (279, 12%), 'having' (163, 7%), 'need' (468, 20%), 'lovely' (902, 39%), 'area' (399, 17%), 'use' (271, 12%), 'drinks' (333, 15%), 'bar' (411, 18%), 'wine' (182, 8%), 'sea' (262, 11%), 'restaurant' (894, 39%) and 'pool' (588, 26%).

The Staff theme has the concepts 'staff' (1479, 65%), 'down' (260, 11%), 'fantastic' (328, 14%), 'friendly' (792, 35%), 'location' (437, 19%), 'helpful' (414, 18%), 'large' (181, 8%), 'service' (940, 41%), 'excellent' (452, 20%) and 'comfortable' (358, 16%). The Bathroom theme has as concepts 'bathroom' (199, 9%), 'shower' (146, 6%), 'bed' (334, 15%), 'clean' (330, 14%), 'service' (940, 41%), 'excellent' (452, 20%), 'nice' (468, 20%).

As the last one, the Hotel them contains the concepts 'hotel' (1985, 87%), 'bathroom' (199, 9%), 'floor' (170, 7%), 'desk' (181, 8%), 'view' (817, 36%), 'top' (262, 11%), 'left' (177, 8%), 'spa' (278, 12%), 'comfortable' (358, 16%), 'helpful' (414, 18%), 'large' (181, 8%), 'room' (1782, 78%) and 'front' (254, 11%). A couple shared their experience at The Scarlet Hotel:

[…] They also asked if we wanted any spa bookings, but I declined (wanted to see the spa before committing). Arrived and they parked our car. Effortless and so chilled. We got shown around the hotel and spa, which is beautiful. We opted for a sunset hot tub which was just beautiful even in the freezing cold (outdoors overlooking the sea which is west facing so you got the sunset) […] The rooms are really well sized (we had a garden room) and fully underfloor heated etc... loved the sustainable touch with recycled bottle plastic slippers and ethical soap. […]

A couple shared their experience at Proximity Hotel:

As a recent Washington Post article points out, this is one of the greenest and most sustainable hotels in America, utilizing the full range of replenishable energy systems and recycled materials. And it is also one of the most comfortable and best designed. It has that efficient yet comfortable boutique Scandinavian vibe (147 rooms). Each floor has a living room/computer area, and double-filtered water. It is on a par with fine hotels in any city; the designers and builders did their homework […]

A family shared their experience at Proximity Hotel:

In town to visit with family and stayed at the Proximity Hotel. Besides being ecofriendly, this place was amazing. So many details in how it operates to be eco! […]
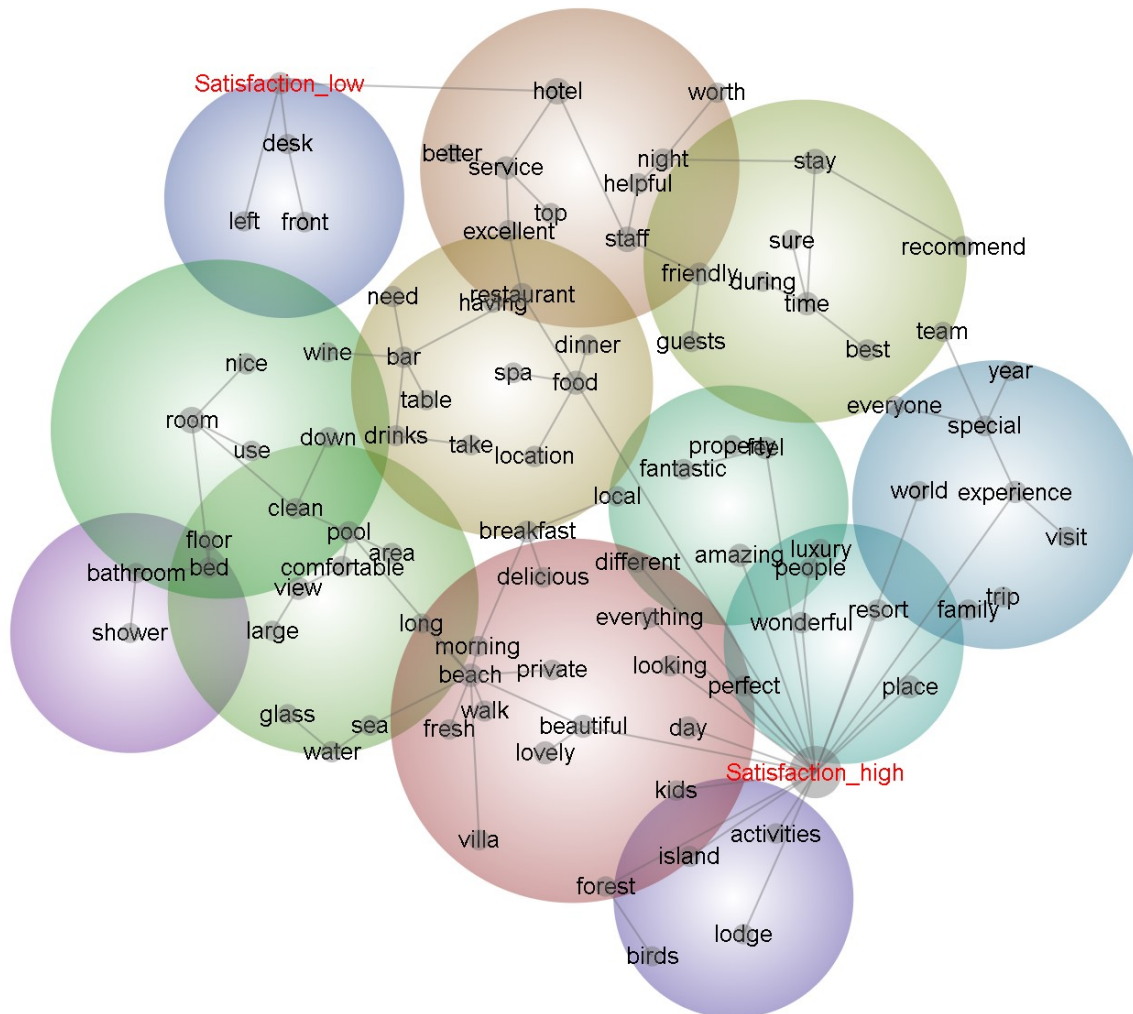
Figure 5.23 Concept Map of Hotel Reviews (Satisfaction Segments)

Source: Leximancer (based on data outputs)

On the Satisfaction map, in order to better contextualize the experiences associated with what has been described as highly and lowly satisfied, below can be found guest reviews.

Data Collected from https://www.tripadvisor.com/

For Satisfaction High, the following review can be stated as example, shared by a family at the Proximity Hotel:

[…] Add to all of this that the hotel is the first Platinum LEED certified green hotel in the United States. But I dare you to notice anything different from any non-green hotel. The shower was strong and hot, the toilets flushed effectively, the water from the faucets flowed nicely. There was no discernible difference to us the patrons […]

For Satisfaction Low, the following review can be stated as example, shared by a family at the 1 Hotel Brooklyn Bridge:

The 1 Hotel Brooklyn Bridge offers some of the most beautiful views of the Manhattan skyline in all of New York […] We celebrated with our wedding party this past weekend at the 1 Hotel and it was special experience for our guests. From the sustainable focus to its nature inspired beauty, it truly is an urban oasis. […]

Data Collected from https://www.tripadvisor.com/

Figure 5.24 Concept Map of Hotel Reviews (Traveler Types)

Source: Leximancer (based on data outputs)

On the Traveler Type map, in order to better contextualize the experiences associated with what has been described from each of them, below can be found guest reviews.

For travelers as a couple, the following reviews can be stated as example. Review from Olas Tulum:

[…] Fortunately, Olas Tulum has kept that natural magic. And proves that being 100% sustainable can be beautiful accommodations without harming the natural eco-sphere. I

Data Collected from https://www.tripadvisor.com/

loved how my hair and skin felt using the clean salt waters from the ocean and local products from Lolita Lolita. The food was truly an art, with flavors beyond words. […]Yes, they have solar panels from above, and remove of their waste in an eco manner on-site (most hotels don't, to inform you). There's no plastic, cups are clay from Oaxaca, and the "staff" on-site is more like a family than employees. You feel that immediately, and know it's like a home […]

Review from Olas Tulum:

[…] It seems to attract people looking for a combination of thoughtful, low key, nature-oriented, environmentally minded and culturally curious (food, activities, etc.) […] property. It's a small, but stunning environmentally conscious property. Lush with palm trees, a beach to live for and sustainable practices that keep this beautiful nature in mind. […] The rooms themselves are simple and beautifully decorated. Don't expect AC / hair dryers / resort amenities. Again, the property is environmentally conscious and asks you to take a more laid-back approach while you're there. We absolutely love that about it, but if you need more of an amenity driven place, maybe not for you! […]

Review from Mashpi Lodge:

The stay increased our appreciation for Ecuador's approach to sustainable tourism. We haven't encountered many Lodges that combine such a commitment to the environment while showing their guests the benefits of protecting the habitat. […]

For travelers with family, the following reviews can be stated as example. Review from Olas Tulum:

We had an amazing trip to Casa de las Olas with our two small boys in April. This property still feels like a hidden gem in Tulum, which can feel slightly overrun, at times. The master suite was oceanfront and huge (our kids loved the giant shower), the beach was private and relatively quiet, and the grounds were beautiful and serene. […] The cellphone service was spotty, if that matters to you, and it's definitely a sustainable property, but as long as you know what you're in for I can't imagine you wouldn't love this place. […]

Review from Mashpi Lodge:

[…] The facility itself is exquisitely designed and created out of glass that seems to go on forever, and each of the only 22 rooms at Mashpi look out onto the cloud forest with floor to ceiling glass so one feels like they are living in the trees. […] wake with you at 6:30 am

to view and help name the many colorful exotic birds from the third floor Terrance with coffee and cookies[…]

Review from Soneva Fushi:

from beginning to the end a lifetime experience. beautiful, peaceful, mind-blowing, healthy, sustainable, fresh, active, adventurous, special, kind, funny, nature loving, delicious, paradise for children.

For solo travelers, the following reviews can be stated as example. Review from Olas Tulum:

[…] they are entirely sustainable. […] are as committed to supporting authentic local flavors and practices as they are to recycling, rain collection and solar energy. […]

Review from Soneva Fushi:

[…] What makes Soneva exceptional — its concept! That's the best embodiment of 'Intelligent Luxury' I have ever seen. Everything is eco-friendly and fully sustainable. The island has a recycling manufacture. Carbon from coconuts? Unbelievably, but easy! You won't find any plastic here. There is no waste at all! […] The villas are wooden. They are made of natural materials, but still feel extremely comfortable and cozy. An open-air bathroom is a mind-blowing memory! It's so spacious and beautiful! […] the products are grown there! To get to the building you use a rope bridge under the banana plantation. The food is 100% organic and extremely tasty! Soneva gave me unique experience. I understood that to feel comfortable and happy you need no extra tools, even no shoes. When everything is in the harmony with nature, when the round of sustainability doesn't stop, and you produce as much as you take […]

Review from 1 Hotel Brooklyn Bridge:

I highly recommend this stunning hotel in all its stunning beauty! From the moment I arrived at the day I left I received extraordinary service. The staff really care. […] rooms generous in size with an industrial & "green" decor. I absolutely love the little eco touches such as filtered water station and recycling boxes. […]

For business travelers, the following reviews can be stated as example. Review from 1 Hotel Brooklyn Bridge:

[…] The hotel's theme is sustainable luxury. They reduce the waste from bathroom toiletries and also waste from water bottles by installing a designated filtered water station.

That, I've never seen before, and I want this is my house! The room design is very cool. Modern, yet rustic, yet hip. […]

Review from 1 Hotel Brooklyn Bridge:

Loved this place. Very natural design throughout, wood, green, natural sort of vibe. the room is really well kitted out, very comfy bed, great shower, coffee machine etc. Also importantly, on a quiet street so no sirens or traffic through the night. Gym decent too. Big thumbs up.

Review from Proximity Hotel:

[…] The rooms are super unique, and the bathrooms are so clean and fresh […] Do not have enough to say great about this hotel. Their commitment to sustainability was also a huge plus >STAY HERE! you will not be disappointed. Staff was super great from check in, to the bar to the Bistro! GREAT JOB!

For travelers with friends, the following reviews can be stated as example. Review from Olas Tulum:

This place is a little hidden gem in Tulum. The hotel is right on the beach, and you can enjoy the white sand on the private part of the hotel's beach.

The hotel is really focused on sustainability and eco friendliness. The rooms are beautiful, and the food is amazing. Absolute must!

Review from Olas Tulum

Not only a beautiful hotel with everything you need, Casa de las Olas also focuses on the sustainability of the hotel and is run off solar power […] And on top of all of this the people here are so friendly and caring - you immediately feel part of the family. Can't wait to come back!

Review from The Scarlet Hotel:

[…] The focus on not only the spa but the whole package is about sustainability, wellbeing and responsible tourism. […] Look out for the beautiful ripples of the water roof near reception in the sunlight on the side of the building, and the clever patterns cast by the bespoke lighting in both the bar and restaurant. […]

The staff are exceptional, from the lovely chap who meets you and parks your car if they are busy, to reception staff, bar and restaurant staff and cleaning teams. You can feel the justified pride in the services offers from the Scarlet team every time you speak with them.

[…] Fresh, tasty, local and seasonal ingredients in dishes that were seasoned to perfection, […]

6. Conclusion

6.1 Discussion

The main purpose of this study was to find what dynamics would be more relevant on the tourist´s sustainable experience in a Green Hotel and how they could change when considering different traveler types and satisfaction levels, using real experiences shared by the guest themselves in TripAdvisor (Younhee Ha and Lee, 2018).

The outcomes from the data analyzed provide a relevant understanding over the segment of the hotel industry that is joining efforts to be more environment friendly, not giving away from the service quality and comfort the guests expect from a touristic experience. The guests highlight the conditions of the place and all the context around, which allows to have a remarkable experience, feeling as one of them, and about the room conditions. Therefore, the concepts pointed out from the Green Hotels reviews are mainly around the Hotel, the place where is located, the room and the staff themes.

Thus, the most relevant theme is the Hotel, which encompasses all the experience on the room (the concept with the highest count), the comfort, the view and all the services provided around it. This theme also considers the visible results from the changes adopted by the business management teams, taking into account the hotels context over the green practices and the fact of having the guests positively reviewing, it is a sign that all the hotel experience they are used to, was not forgotten (Merli, Preziosi, Acampora & Ali, 2019). The bathroom theme is also linked with this first one. The second one is food, this one remains for the ability of having fresh, healthy, and organic products, which is desired and demanded from the guests that look for this type of places (Chia-Huei, 2021). The third one stands for the staff, which normally, are the persons that are in direct contact with the consumer, so personalized services or look how to better satisfy, is something inherent to the role. If the employees are motivated and doted of the required knowledge, the impact on the guest will be no other than positive, as identified by Manaktola and Jauhari, (2007), making them eventually desiring to repeat the experience (Manaktola and Jauhari, 2007) (Nilashi, Mardami, Liao, Ahmadi, Abdul Manaf, and Almukadi, 2019) (Parasuraman et al. 1985). Family theme is also linked with the staff, as guests report that they feel as they were at home, they feel welcome and in contact with the local communities, as well as,

Data Collected from https://www.tripadvisor.com/

with people from every point of the planet (Nilashi, Mardami, Liao, Ahmadi, Abdul Manaf. and Almukadi, 2019).

Regarding the themes of stay, time, day, nice and worth, they are all about the opportunity the guests had to visit such a place, the new knowledge gained from the activities developed and how they would proliferate the message that these types of experience are worth it to be done and would not be in vain (Manaktola and Jauhari, 2007).

Further, the beautiful, beach, island, and forest themes, stands for the guests report over the environment surrounding the infrastructures and the capacity of being so in contact and harmony with the nature, with gorgeous views, that sometimes can give the sense of not being really in a hotel (Demir, Rjoub and Yesiltas, 2021).

Considering the satisfaction results from the data analysed, can be said that 93.1% of the guests were satisfied with the experience in a Green Hotel, since this was the percentage of them rating with 4 or 5, in 5 possible levels. As mentioned by Gretzel (2011), and Heller Baird and Parasnis (2011), positive reviews would highly become recommendation drivers to other interested consumers that look for them hopping to support their decision (Gretzel, 2011) (Heller Baird and Parasnis, 2011). The guests highly satisfied tend to be more linked with non-tangible aspects, as the sense of being in a paradise, visiting beautiful places, activities, ending their stay amazed with such experience. In the opposite way, the guests with lower levels of satisfaction tend to be linked with the staff and hotel, which means that something not working properly or not meeting the expectations or even having a bad experience with a member of the staff, is something likely to be affecting negatively the experience.

The predominancy of the reviews is clearly taken by the couple, family and friend's travelers with 87,15%, which ends up being the types of guests more likely to appreciate the activities developed, as well as, with more enthusiasm and willing for learning and explore when together (Ayala, 1996).The couples experience end up by being more linked with the pleasure and comfort found in the room, in the walks and on the night, this might be related with the desire of having a more romantic stay, giving higher appreciation to these factors. The family is highly connected with the feeling of being in family as they were at home and all the common spaces around appropriate and safe for their kids. For the friends, theses travelers give more importance to the staff, as being friendly and helpful,

Data Collected from https://www.tripadvisor.com/

considering those groups of friends that are looking for recommendation on what and how to do, instead of just planning by themselves.

6.2   Theoretical and Managerial Implications

Regarding the theoretical and managerial implications that would be discussed on this part, will follow the idea that the hotels that want to be greener will have to change, but rather of doing that only thinking locally, for their unique benefit, they will have to think bigger, as they would be capable to level up their scope of influence.

As the trend of transforming the hotel industry into more environment friendly came to stay, there are few points that would be crucial for this process, that would impact both on the internal business side and on the guest perspective. As stated by Biek-Kreidler and Joseph-Mathews (2009), is known that the hotels will have to invest and to adapt themselves in changing all or part of their procedures and habits, but these changes should be as visible as possible, so the guest would easily find out about what is being done. Good examples of this actions would be having recycling deposits, initiatives with the community, plans, achievements, and certificates (Biek-Kreidler and Joseph-Mathews, 2009). For the guests, these small things are relevant, because it helps some of them that could be concerned with the environment problems but at the same time not fully ready to perform any changes in their lives. Always happens, upon something new, there will exist high levels of adversity and low of sacrifice, but the guest needs to realize that will not be scarifying their comfort or live or lower quality by being greener, they will only change their behavior to a more responsible one (Manaktola and Jauhari, 2007). After the management teams take the decisions, this one would have to closely work with the employees, to motivate and to equip them with the required knowledge, because they would be the ones to take the actions as they are more in contact with the guests. This would be another very visible factor that will for sure be captured by the guests (Hays and Ozretic-Dosen, 2014)

In a way of reinforcing the idea, of having as many visible efforts as possible, we should realize that every change would impact the hotel at the first sight, for example, on their expenses, however this outcome would not matter for the customer to feel involved on the concept, because they are still paying the price, they want to see in fact some tangible.

From the review's findings, can be seen that the guest is mostly describing the experience as it was another hotel without any green practices, so the need of involvement is relevant. Therefore, the hotels should not only apply new practices aiming the reduction of the waste, but also, create a brand, a language that could speak with the customer what is intended, so they reach to a point that are not only willing to change but also to influence others. This way, the Hotel industry would be playing a crucial role on a worldwide switch (Hays, Ozretic-Dosen, 2014).

6.3   Limitations and Future Research

The study developed, had its own limitation which will be highlighted so in future studies, they might not occur again. Due the fact that was planned and needed a sample of reviews in which, each one should have as maximum context as possible to support on the guest profile description, the traveler types of filters on the TripAdvisor page were all checked to guarantee that all the reviews would have this information filled. So, here comes the first limitation, as being doing this, we could be leaving away important data from the reviews that had not the traveler type filled. A second limitation, that is highly associate with the first one, is the fact for this study there only accepted reviews written in English, all the reviews in other languages were not considered.

The third limitation has to do with the fact that was only used one source of reviews extraction, the TripAdvisor, other sources could offer more context and detail on the guest level.

As the last one, is important to also highlight the fact that in between all the guest considered, could exist a lack of knowledge over the sustainability, green practices and various other concepts, which could lead to a misunderstanding over certain products and services and consequently to an incomplete review (Reid and Bojanic, 2009).

One idea for future research could be having access to the age of the guest, so a study can be developed aiming to know which generation the green hotels are attracting and satisfying the most.

Data Collected from https://www.tripadvisor.com/

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