

# Determinants of hotel guests' sustainable behaviours: evidence from an emerging economy

## Abstract

Climate change poses a serious global issue associated with environmental and human systems. The hotel industry plays a dual role, strengthening local economies through guest spending while causing environmental deterioration by using excessive amounts of chemicals, water, energy, etc. Therefore, promoting sustainable consumption behaviour (SCB) between hotel guests is vital for environmental sustainability. Environmental practices at hotels, such as conservation, recycling, waste reduction, etc., reduce ecological harm and encourage guests to practice sustainability. However, no study has yet explored the determinants of consumers' choice of hotels with a sustainable image and consumer characteristics that lead to their engagement in sustainable practices while in a hotel. Moreover, this is the only study that explains hotel guests' sustainable behaviour from a latent variables perspective and multiple segments created based on willingness to pay in a choice experiment. Thus, this study examines the role of market and non-market (environmental) hotel attributes and consumer characteristics on guests' sustainable actions. It integrates random utility, equity, and value-belief-norm theories to understand the interplay between values, norms, and perceived fairness in sustainability choices. Using a sequential mixed-methods approach, qualitative interviews will inform a broader quantitative e-questionnaire. Data will be analysed using qualitative content analysis, multinomial logit, and structural equation models. Furthermore, this research offers practical insights and a roadmap for hotels to convey climate conservation strategies that don't cost extra or affect guests' comfort. The findings are expected to inform strategies that promote sustainable consumption, benefiting both environmental sustainability and the hotel industry's long-term viability.